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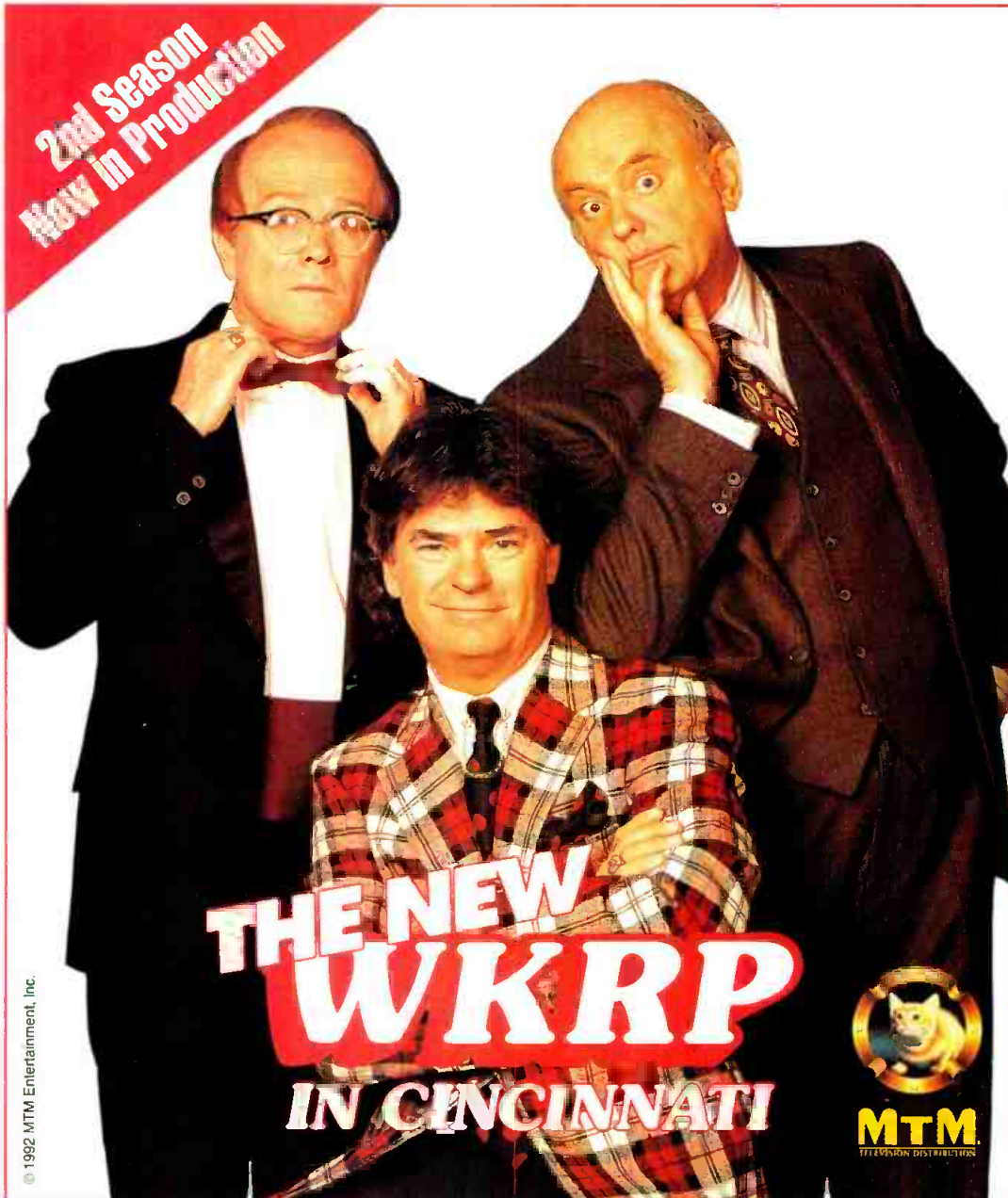
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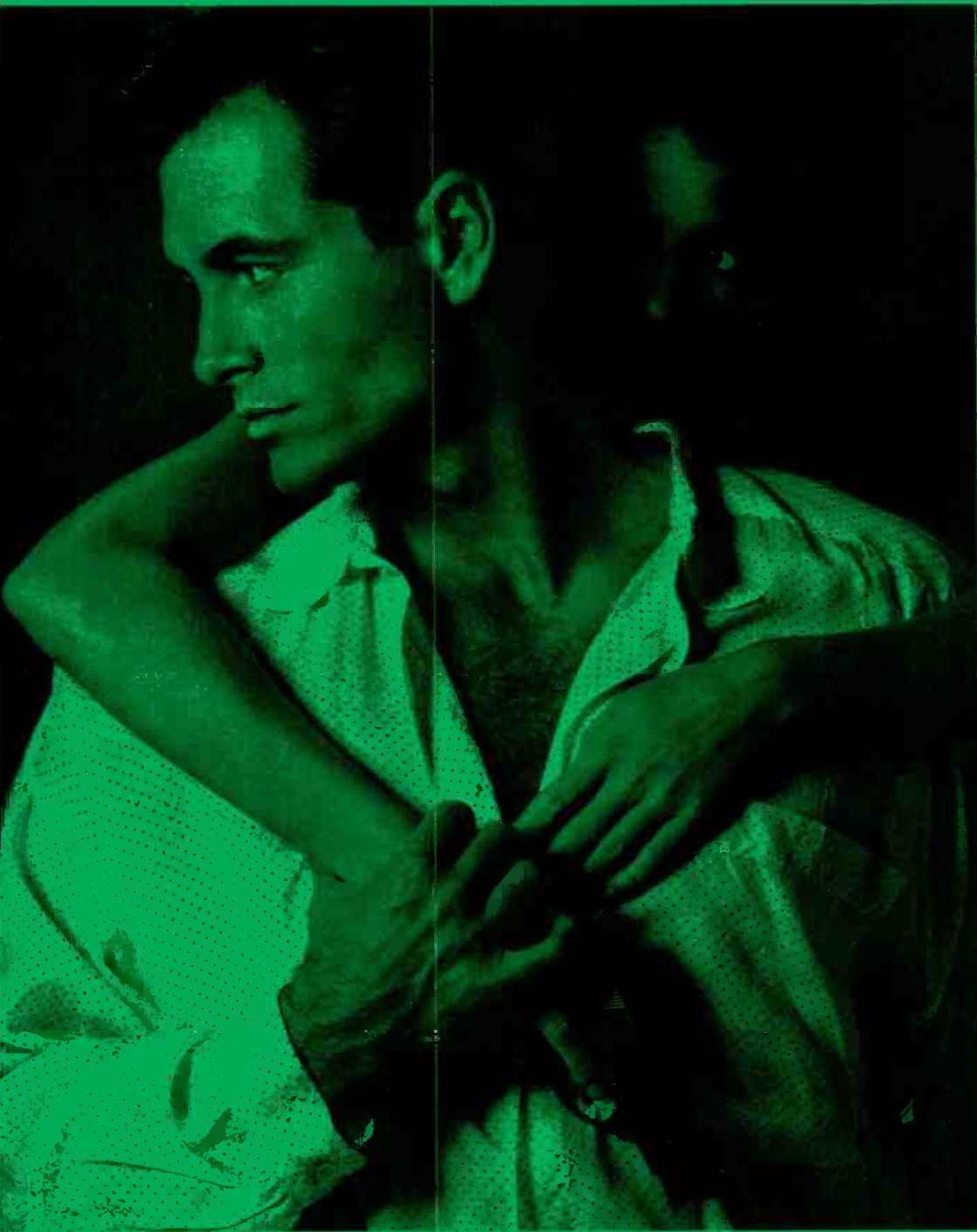
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Vol. 22 No. 27

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Top of the Week

HDTV PUSH FEELS LIKE SHOVE TO BROADCASTERS

NAB, MSTV petition FCC for staggered implementation, leeway in financing; unofficial FCC reaction is mixed

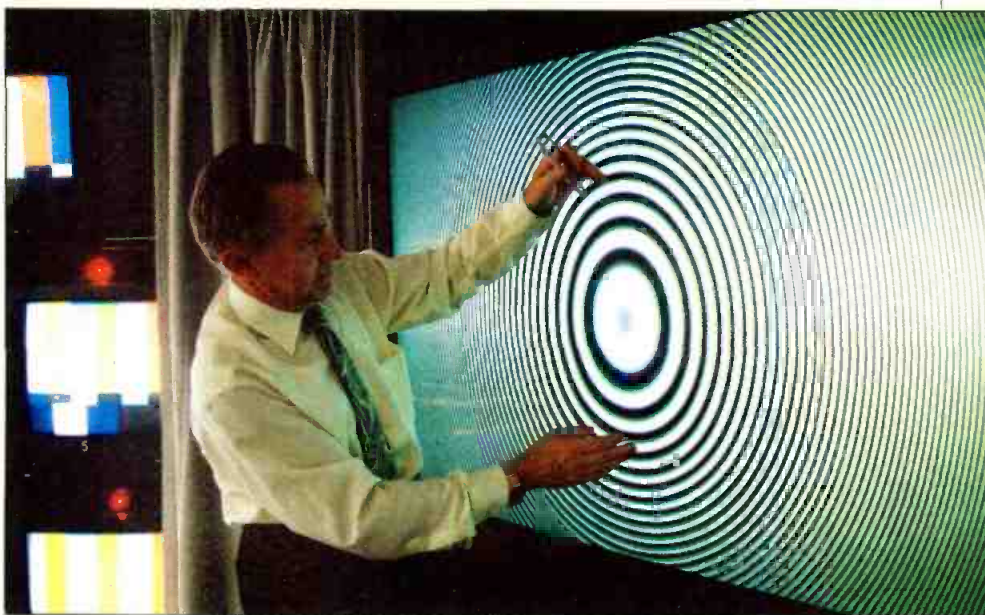
By Peter Lambert

The advanced television (ATV) implementation fight entered another round last week, with broadcast associations characterizing the FCC's deadlines as "harsh, rigid" and a potentially permanent push out of the ring for some TV stations.

Maximum Service Television Inc. went so far as to suggest that, as things stand—with the FCC's refusal to consider HDTV receiver penetration in setting the deadlines and its refusal to consider a station's financing potential as a basis for extension of construction time—"broadcast stations are to be used as a tool for federal industrial policy to promote the introduction of HDTV generally, even at the potential cost of the loss of universal broadcast service."

Supported on several points by perhaps more sanguine, separate petitions from the National Association of Broadcasters, broadcast groups and public TV, MSTV argues a staggered, large-to-small-market implementation schedule must replace the uniform, two-year-application/three-year construction deadlines adopted earlier this spring (BROADCASTING, April 13).

Any deadlines, they all say, should allow smaller and poorer stations to



As Advanced Television Test Center Chief Scientist Charles Rhodes assesses an HDTV resolution test pattern, broadcasters and the FCC continue the struggle toward resolving what stations must trade off to gain a second TV channel.

build facilities after larger stations take the initial multimillion-dollar risk, consumer acceptance rises and equipment costs come down.

Just as crucial, say NAB and public TV, the FCC must not require fully secured financing at application time, but rather adopt "an extension policy for a demonstration of present financial inability coupled with a showing of future capability"—particularly if the FCC's proposed first-come/first-served channel allotment plan compels stations to apply for ATV licenses "on day one."

Yet some broadcasters, including ABC and Fox executives, deem changing the deadlines generally unnecessary to assure relief for smaller or financially strapped stations.

And FCC officials expressed a mix of reactions: One highly placed FCC official says "tiering [the deadlines] is a possibility; we certainly don't want to place any requirements on broadcasters that are unreasonable." But, says another, the inquiry process so far has not documented that the sched-

ule would prove economically or technologically untenable.

At bottom, says Michael Sherlock, president of NBC Operations and Technical Services, "we realize this is new spectrum, others want it and the price to pay is the timetable. And we remain legitimately concerned about costs, which are somewhat unknown. Our challenge," he adds, "is to manage the tradeoffs in a practical way."

Calling for a delay of several years in setting deadlines to better ascertain those tradeoffs, NAB, MSTV, America's Public TV Stations and at least three commercial broadcast groups (Diversified, Maine Radio and Television Co. and Guy Gannett Publishing Co.) say realities—including the pace of consumer acceptance, the availability of hardware and station financing—are not yet fully known.

The technology is not "far enough developed that we even know what questions to ask the banks," says Garry Ritchie, president of petitioner

Continues on page 13

CBS AFFILIATES PLAYING HARBALL

Stations vow not to sign new contracts with charge in place

By Steve McClellan

The palace revolt among CBS affiliates continues without abatement. In interviews with two dozen of them last week, not one dissented from this view: the proposed affiliate charge is unacceptable.

Much of the anger stems from the fact they believe the wrong motives are at work on the network side. CBS Chairman Larry Tisch, they feel, is looking for one more way to enhance the value of his CBS stock, which most believe he will sell sooner rather than later.

"I draw the analogy to Pavlov's dog," said Ed Ivey, general manager of WLNE(TV) Providence, R.I. "He cuts compensation, the CBS stock goes up and he salivates." Ivey and many others said last week they simply won't sign affiliation agreements that call for affiliates to pay a fee. "If he persists, he'll end up with no signed affiliation contracts, which means you have no network, at least on paper,"

said Ivey. "I wonder how Wall Street would react to that? What will [CBS Marketing President] Peter Lund say when an advertiser asks if he can guarantee clearance?"

"The affiliate charge is just gagging everybody," said David Sanks, general manager, WSIC-TV Madison, Wis. "It's angering people more to see the response of Wall Street and that Larry Tisch is getting richer from this. Obviously the financial analysts don't understand the value of the network distribution system any more than the people at the network making these decisions. What's the value of the stock going to be if the network can only deliver 50% or 60% of the country?"

David Lynch, general manager, WRGB(TV) Albany, N.Y., and affiliate district representative for New England and New York, concurred: "I'm telling you in no uncertain terms: we will not sign an affiliate agreement with these charges."

Asked if he would sign such an agreement, D.H. Long, general man-

ager, WKRG-TV Mobile, Ala., said, "At this point, no, I would not. They are paying us compensation to carry the advertising they sold, not the programming. An affiliation fee has no meaning in light of that." Long is organizing meetings in Alabama, Louisiana, Mississippi and Tennessee.

Lynch has organized upcoming meetings for both New York State affiliates and New England affiliates. Separate meetings are also being planned for stations in the Northwest, Southwest and California.

CBS network executives involved in the compensation talks could not be reached for comment. A spokesperson said network officials felt there was really nothing further to say, at least until after this week's meeting with the "futures" committee in New York (June 30).

Rumors of defections and preemptions were widespread last week. Most proved unfounded, although kernels of truth could be found in some. One report was CBS affiliates in Texas met with Conus to discuss the news service's ability to supply programming to preempt the *CBS Evening News*. According to Conus's Steve Blum, no Conus representatives were at that meeting. But he did say Conus representatives have met with CBS affiliates individually, to discuss their needs. ■

FCC MAY RELAX TELCO-CABLE CROSSOWNERSHIP

The FCC is preparing to do more than just adopt Chairman Alfred Sikes's "video dialtone" proposal at its July 16 meeting, according to FCC and industry sources.

Responding to White House and telephone industry pressure, the sources say the agency is also likely to relax the ban against telcos' owning cable systems in their telephone service areas. "They're interested in pushing the envelope," said one source.

The video dialtone measure is aimed at encouraging telephone companies to build broadband networks by allowing them to provide "enhanced services" that facilitate the delivery of video programming and other information services to the home.

Urging the FCC to go beyond video dialtone and cut into the cable-telco crossownership ban have been telephone lobbyists and, more important, Clayton Yeutter, Bush's chief domestic policy adviser. A majority of the five commissioners may feel comfortable ignoring the telcos the sources say, but not Yeutter.

Yeutter, in a May 21 letter to Capitol Hill, endorsed video dialtone but said the administration expects the agency "to take additional steps to permit greater telephone company participation in video services."

Yeutter specifically advocated permitting telcos to take "non-controlling" positions in cable ventures, liberalizing granting waivers of the ban for "good cause" and expanding the ban's rural exemption, which now covers communities with 2,500 or fewer people.

Although the ban is etched in the Cable Act of 1984, the FCC believes it has ample authority to relax the ban by tweaking the implementing rules—at least to the extent suggested by Yeutter.

Chairman Sikes is reportedly ready to lead the charge against the ban. Commissioners Sherrie Marshall and Andrew Barrett are likely to cast the other two votes needed for a majority. The White House imprimatur carries considerable weight with both, especially Marshall, who is campaigning for reappointment.

As proposed last November, video dialtone keeps telcos out of programming, restricting them to the role of common carriers, in which they are obliged to provide broadband capacity to all programmers on a first come, first served basis. But it would permit them to provide certain services designed to facilitate use of the networks. The services include directories, key-word or subject search functions, program previews, billing and collection and in-home equipment installation.

RENAISSANCE TO BUY FOUR FOX AFFILIATES FROM CHASE

By Joe Flint

Group owner Renaissance Communications is near an agreement with Chase Communications to buy the latter's four Fox affiliates, according to industry sources.

If the deal is completed, Renaissance would acquire WTIC-TV Hartford, Conn.; KDVR(TV) Denver; WATL(TV) Atlanta, and WXIN(TV) Indianapolis.

No definite purchase price has emerged. When Chase said last October it was getting out of the broadcasting business, some estimates had the four Fox affiliates worth a total of \$150 million.

There are also conflicting reports that Renaissance would then turn around and sell the Indianapolis property to group owner River City Broadcasting.

At press time, executives at Chase Communications could not be reached for comment. Renaissance managing partner Michael Finkelstein and River City managing partner Barry Baker declined to comment.

But industry observers close to the parties involved and Fox executives—who have given the parties their blessing—confirmed various aspects of the sale.

The \$150 million price tag may be low. There was concern in the past about programing liabilities that Chase inherited when it purchased the Atlanta and Indianapolis stations from Outlet Communications in 1989. Outlet had commitments to acquire about \$40 million in programing at the time, although Chase is said to have renegotiated those contracts and reduced substantially the liabilities.

River City already owns independent station WTTV(TV) Indianapolis, and, if the deal is completed, would likely combine the two stations.

The same is true for Renaissance,

This Week

HDTV WARNING / 3

Maximum Service Television Inc. warns that the FCC's deadlines for HDTV implementation threaten the financial viability of some stations and could mean "the loss of universal broadcast service."

CBS REVOLT / 4

CBS affiliates, angry over the network's proposed affiliation charge, see it as a means to enhance the value of CBS stock. Some are threatening not to sign the new agreements.

NEWS FRONTIER / 17

Fox Inc. Chairman Rupert Murdoch told affiliates the company plans to shape a national news service that will push the boundaries of traditional TV offerings.

FORUM OF THE FUTURE? / 19

The technology isn't ready to accommodate Ross Perot's plans to use interactive television to create electronic town halls, technical observers say. Political theorists are concerned the forums would be used to manipulate public opinion.

HOME FOR TV RESEARCH / 22

The board of directors of the Advanced Tele-



News and cable executives say Ross Perot's plan for interactive TV town halls are beyond currently available technology and raise political questions (p. 19).

vision Research Center is looking into ways to make the operation a permanent research center and clearinghouse for new technologies. A report is due around Labor Day.

GROWTH FOR BROADCASTING / 24

Veronis, Suhler's annual communications industry report, predicts stable revenue growth for broadcasting over the next five years, besting the previous five years by 3.7 percentage points but still lagging overall economic growth.

OFF-NETWORK ON CABLE / 26

With off-network hours ranking among their highest-rated shows, basic cable networks are adding a new batch this fall that

includes *The Young Riders*, *Quantum Leap* and *Unsolved Mysteries*.

WIRED FOR SOUND / 29

Music-intensive radio stations will now have a plethora of choices for news packages, with AP's relatively inexpensive AP Drivetime joining the new CBS Zapnews and the ABC News Wire.

AD QUANDARY IN THE MAKING / 31

The trend toward use of alternative forms of political ads, like 30-minute spots, may eventually lead to FCC action as candidates question stations' various rate scenarios.

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which owns independent WTXN(TV), serving Hartford. That station has been struggling in its battle against Chase's WTIC-TV; Renaissance would likely combine the stations.

However, with the FCC in the process of reviewing its TV ownership rules, it is possible that either group might request a temporary waiver of the one-to-a-market and/or duopoly rule until new rules are established.

If the sales are completed, both Renaissance and River City will move up as major Fox affiliate groups. Renaissance already owns Fox affiliates in Sacramento and York, Pa., as well as an independent in Miami. River City owns Fox affiliates in St. Louis and Des Moines and independents in San Antonio and Kokomo, Ind. The Kokomo station is a satellite of River City's Indianapolis station.

Chase Communications is just about out of the communications business. It sold its other Fox affiliate, WPTY-TV Memphis, for \$21 million to Clear Channel Communications last February. Its only remaining radio properties are WTIC-AM-FM Hartford, said to be worth around \$45 million. In January, Chase sold rep firm Seltel Inc. to competing firm Katz Communications for \$16 million. ■

NAB HOLDING TO MODERATE POSTURE ON OWNERSHIP LIMITS

By Randy Sukow

The National Association of Broadcasters Television Board, meeting in Washington last week as part of an annual joint board meeting, appeared to be leaning toward supporting a moderate set of changes to the FCC's local and national television station ownership rules. But with more than six weeks before the commission's comment deadline on the proposed changes (Aug. 24), the board agreed to spend a few more weeks to study the issue before solidifying its position. It will meet by conference call some time in July to finalize a decision.

"There was a sense of moderation among the board. I would be very surprised if after our conference call anything but moderate proposals will be

agreed to," said NAB Joint Board Chairman Gary Chapman, president of LIN Television Corp., Providence.

"We have found that sometimes on these issues, if [board members] haven't had a period of gestation, they sometimes feel ill-prepared," said NAB President Eddie Fritts. "We felt it was a good opportunity...to let them talk to their constituencies and then continue that dialogue."

Last month, the FCC proposed a range of ownership options, including changing 12-station/25% TV household penetration national limits to 18-24 stations/30%-35% and possibly allowing VHF-UHF or UHF-UHF combinations in some local markets (BROADCASTING, May 18).

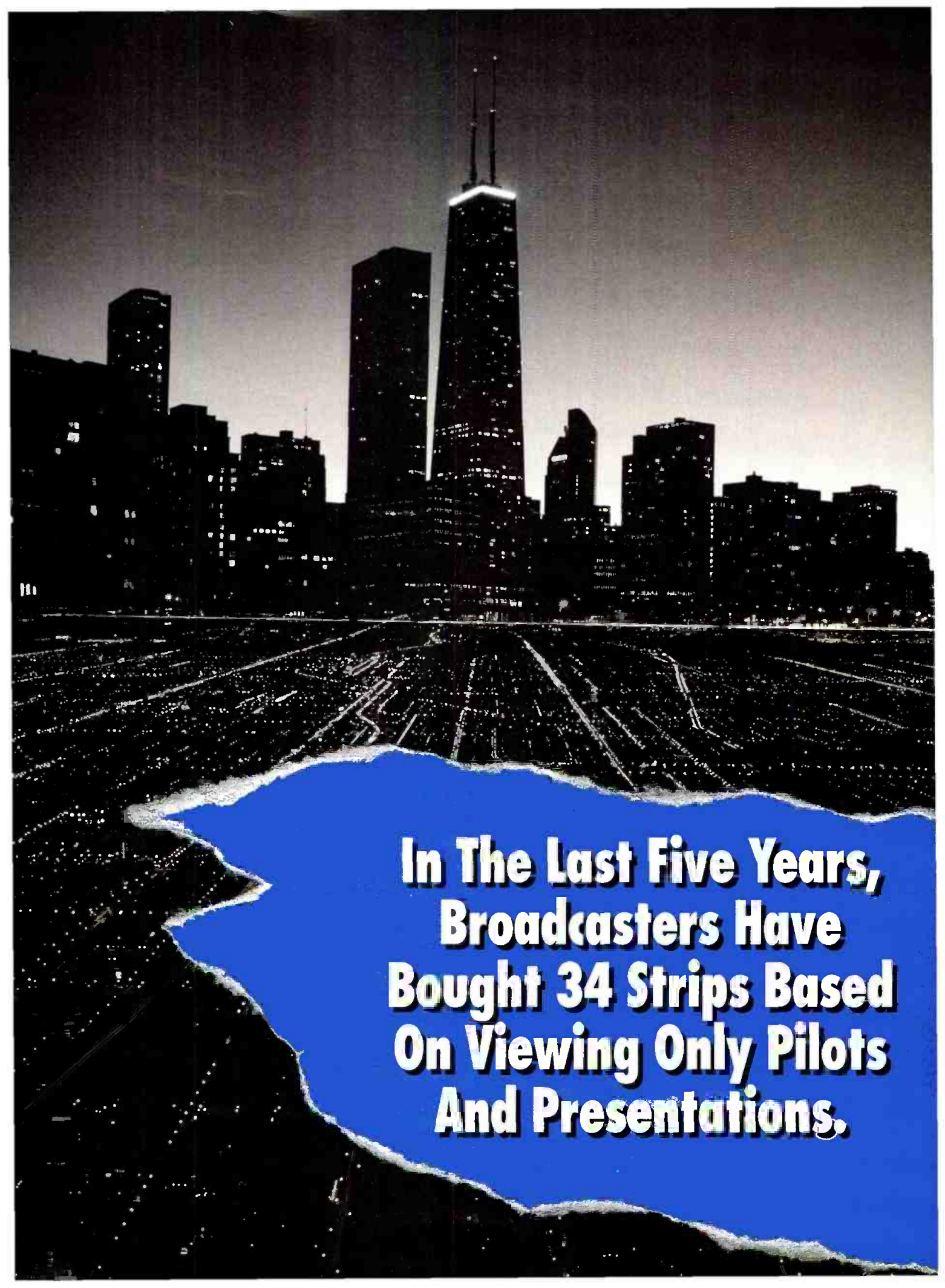
After negative Capitol Hill reaction to earlier-approved major changes in the FCC radio ownership rules, the

NAB radio board filed a petition to reconsider, asking the commission to moderate the reforms (BROADCASTING, May 25). On the television board, "There is a sense that there are some structural changes that should take place, just as have been proposed on the radio side, on the television side that reflect the changes in environment in which we find ourselves. But we would not think we would want to turn the industry on its head," Chapman said.

The commission's proposed TV rules were part of a list of about a dozen issues addressed by the NAB radio, TV and joint boards during their annual week of summer meetings in Washington. The boards also spent a significant amount of time discussing current congressional battles over cable reregulation, digital audio broad-



Board retirements meant the selection of three new members to NAB's executive committee last week: Wayne R. Vriesman, vice president of Tribune Broadcasting's radio group, as radio board chairman; Robert Fox, chairman, KVEN Broadcasting Corp., Ventura, Calif., as radio board vice chairman, and John Siegel, senior vice president, Chris-Craft/United Television, as TV board vice chairman. The full executive committee (front row, l-r): NAB President Eddie Fritts; Siegel; Fox; Joint Board Chairman Gary Chapman, president, LIN Television Corp.; (back row) TV Board Chairman Ronald Townsend, president, Gannett Television; Mark MacCarthy, vice president, government affairs, Capital Cities/ABC (network representative), and Vriesman.

A black and white photograph of the Chicago skyline at night, featuring the Willis Tower prominently in the center. The city lights are visible against a dark sky. In the foreground, a large, irregular shape resembling a torn piece of paper is cut out from the image, revealing a solid blue background. The text is overlaid on this blue area.

**In The Last Five Years,
Broadcasters Have
Bought 34 Strips Based
On Viewing Only Pilots
And Presentations.**

casting and the FCC's current deliberations over whether lending institutions should be allowed to hold an interest in broadcast licenses.

"I think one of the reasons the [DAB] discussion was so lengthy was that there was a lack of evidence that in-band technology was progressing and there seemed to be a frustration," Fritts said. The radio board was beginning to consider "what if" questions over what NAB should do if in-band technology never matures. For the future, the board will continue to monitor in-band progress every six months before trying to answer those "what if" questions, Fritts said.

The television board approved a statement reaffirming its support for the House cable reregulation bill (H.R. 4850) and for inclusion of the must carry/retransmission consent provisions. At the same time, the board said it would oppose all attempts to amend the cable bill with H.R. 4511, a measure to repeal the cable compulsory license, designed by the House Judiciary Committee as a substitute to retransmission consent. Jim May, NAB executive vice president, government relations, said he expects H.R. 4850 to reach the House floor during the week of July 20.

There has been some support in the NAB membership to allow lenders to hold a financial interest in FCC licenses. But in meetings between the FCC and the lenders' lobbying group, "they ran like scared rabbits" when asked if an interest in the license would generate more capital for the broadcast industry, Fritts said. The joint board finally decided to support the FCC's current ban on such interests. NAB will formally present its position in reply comments due July 13.

The otherwise distinguishing aspect of the 1992 summer meetings was a large number of new board members and three new members to the seven-man executive committee: Wayne R. Vriesman, vice president and head of Tribune Broadcasting's radio group, succeeding Richard Novik, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y., as radio board chairman; Robert Fox, chairman, KVEN Broadcasting Corp., Ventura, Calif., succeeding former Group W Radio chairman as radio vice chairman, and John Siegel, senior vice president, Chris-Craft/United Television, succeeding Mike Conly of Harte-Hanks Communications as television vice chair. ■

KING WORLD REIGNS OVER TOP THREE SPOTS

Nielsen Media Research's May sweeps Cassandra report shows King World Productions' *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show* maintaining their hold on the top three syndication spots, turning in 15.2 rating/28 share, 12.8/26 and 11.8/34 averages, respectively. *Jeopardy!* and *Wheel*, which held even with their comparable May 1991 numbers, made slight gains or remained even in the key 18-34, 18-49 and 50-plus female and male demographic groups.

Oprah posted a 3% household share gain and outpaced all other talk shows with its second-ranked 8.7 and 8.6 ratings among the key female 18-34 and 18-49 demo groups. Not only was *Oprah*'s household rating 38% above its nearest talk show competitor's—Multimedia's *Donahue*, which was flat over last year with a 7.2/24—an even greater gulf exists in the two key female demo categories: *Donahue* scored 3.9 and 4.0 ratings, respectively.

As for other talk show strips, *Sally Jessy Raphael* posted a 6.1/23

household average (even with May 1991), followed by *Regis & Kathie Lee*'s 4.8/20 (up 11%), *The Maury Povich Show*'s 4.6/16 (a new entry not rated last season), *Geraldo*'s 4.0/14 (down 13%), *Montel Williams*' 3.4/12 (new), *The Arsenio Hall Show*'s 3.0/10 (flat), *Jerry Springer*'s 2.3/8 (new), *The Joan Rivers Show*'s 2.2/9 (down 18%), *The Jenny Jones Show*'s 2.1/9 (new), *NightTalk with Jane Whitney*'s 2.1/12 (new) and *The Dennis Miller Show*'s 1.2/6 (new).

Among the scarce syndicated game show offerings, *Family Feud* turned in a 4.9/11 (96 markets), down 15% from its year-ago share.

As for romance-based games, *Love Connection* held even with a 3.3/10, while late-night-skewing *Studs* scored a 3.1/7 (new entry).

'The Oprah Winfrey Show' solidifies its hold on key female demographic groups in the talk-show category.



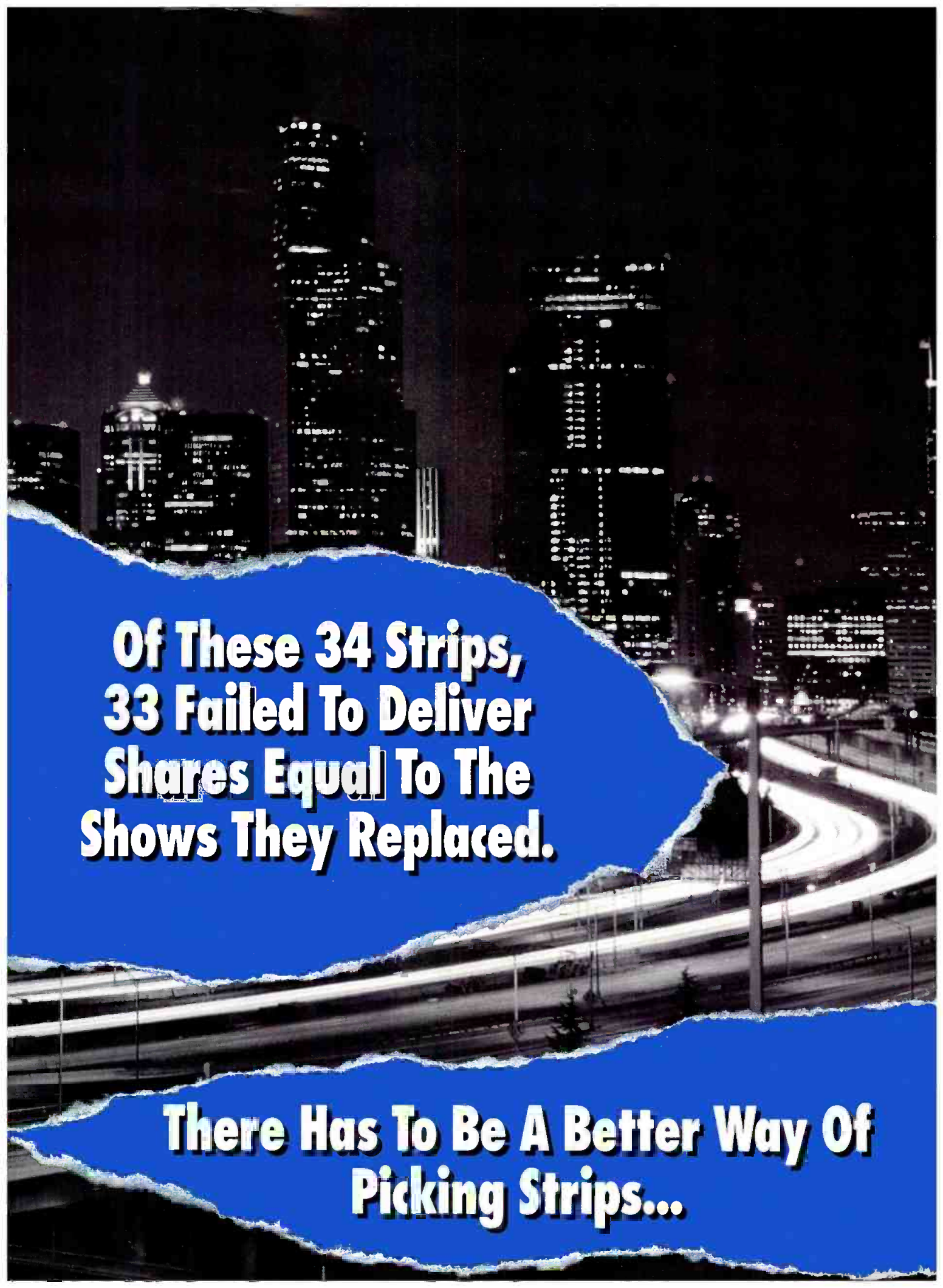
Paramount's *Entertainment Tonight* maintained its perch among the magazine strips with an 8.7/16 cumulative rating, but was flat over year-ago numbers. Among reality shows, Twentieth's *A Current Affair* returned as the highest-rated news tabloid, with a 7.5/14, even over last year. The only tabloids exhibiting year-to-year growth were King World's *Inside Edition* (7.0/17, up 6%) and Paramount's *Hard Copy* (5.9/14, up 8%). Tribune's soon-to-be departing rookie *Now It Can Be Told* measured 3.0/11.

Fourth-ranked *Star Trek: The Next Generation* scored an 11.4/14 household average (up 8%), benefiting from strong across-the-board demo ratings from both male and female viewers. Although *Star Trek: TNG*'s demo ratings are bolstered by double-run airings (cume ratings), the series hit light speed with top-ranked 18-34 (9.5 rating), 18-49 (9.3) and 25-54 (9.4) in the key female demo groups. In those same age groups among men, the show scored respective 12.2, 11.7 and 11.7 ratings.

Another surprise among weeklies, although it ranked 39th and is aired in only 31 markets, is All American Television's *The Howard Stern Show*, which turned in a 3.5/10 household average (up 11%) but ranked fourth and fifth in male 18-34 (4.9 rating) and 18-49 (4.4) categories.

Other top-rated weeklies: *New WKRP in Cincinnati*, 4.0/14 (new entry); *Street Justice*, 3.7/6 (new); *Baywatch*, 3.5/9 (new); *Roggin's Heroes*, 3.4/11 (down 10%); *American Gladiators*, 3.0/10 (up 11%); *Lifestyles of the Rich & Famous*, 3.4/9 (down 10%); *George Michael's Sports Machine*, 2.9/11 (new), and *Siskel & Ebert*, 2.9/9 (up 13%).

—MF

A night photograph of a city skyline with several illuminated skyscrapers. In the foreground, a multi-lane highway is visible with light trails from moving vehicles. A large, irregular blue shape, resembling torn paper, is overlaid on the lower half of the image, containing two blocks of white text with black outlines.

**Of These 34 Strips,
33 Failed To Deliver
Shares Equal To The
Shows They Replaced.**

**There Has To Be A Better Way Of
Picking Strips...**

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You're Not Buying On A Presentation.
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NIGHT TALK

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MGM TV GROUP DISSOLVES, GERBER DEPARTS

After years of turmoil due to the legal wrangling surrounding control of the company, MGM is dissolving its television division. As a result, David Gerber, chairman and chief executive officer, MGM Worldwide TV Group, will leave the company and establish an independent production outfit with outside financing. Gerber, who signed a contract extension with the company in September, is expected to leave within the month. According to sources, much of the current MGM product will remain at the studio to be distributed along with the rest of the MGM television library, but Gerber will be taking with him many of the projects in development, possibly including two summer series and two miniseries and a two-hour pilot project.

Gerber apparently grew frustrated by the limited resources available at MGM and pushed to branch out on his own. Sid Cohen, president, MGM Domestic Television Distribution is expected to remain with the company, having just signed a contract in September. Ed Gradinger, president, MGM Worldwide TV Group, is also expected to remain with the company, but possibly only as long as it takes for MGM to fully divest

itself of its television production activities.

For the networks last season the company produced *In the Heat of the Night*, *The Young Riders* and *Nightmare Cafe*, with the latter two not picked up by ABC and NBC respectively for the fall. *In the Heat of the Night* was dropped by NBC after a four-year run but was acquired by CBS.

Projects that may move to the new Gerber production company are the two summer shows MGM is currently producing, *Grapevine* and *Freshman Dorm*, both for CBS. MGM is also set to produce two four-hour miniseries for NBC: *Hawaii* and an untitled project about a joint U.S.-Russian space operation. In addition, the company has a two-hour, back-door pilot commitment to NBC by Wes Craven.



David Gerber

-SC

MIDDLE EAST BROADCASTING CENTRE BUYS AILING UPI FOR \$3.95 MILLION

Company says it will invest \$10 million-\$20 million in service over next two years; losing bidder Charney plans to appeal decision

By Rich Brown

Following months of uncertainty over the future of United Press International, a Saudi Arabian media company last week agreed to purchase the bankrupt news service for \$3.95 million cash.

London-based Middle East Broadcasting Centre Ltd., which transmits TV news throughout the Middle East and Europe, purchased the 85-year-old news service at auction and offered to invest \$10 million to \$20 million into UPI over the next two years. The closest competing bid came from New York lawyer Leon Charney, who offered to pay \$3.75 million cash plus 10% of his equity in the new company.

In recent weeks, Charney had surfaced as the sole bidder for UPI. He had spent \$180,000 to keep UPI operating through last Monday, when he had planned to announce whether or not he would buy the service. Mean-

while, MBC struck its surprise deal with the creditors committee, an agreement that was quickly approved by Bankruptcy Court Judge Francis G. Conrad. Charney said he planned to appeal the decision.

Also knocked out of the bidding last week was religious broadcaster Pat Robertson, who was attempting to acquire certain UPI assets for \$900,000. Robertson appeared last May as a would-be white knight who gave UPI \$300,000 to continue operating while he considered making a bid. He had contemplated bidding as much as \$6 million for UPI, but later took back the offer when he determined it would cost \$31 million over 18 months to revamp the service. The bankruptcy court on Tuesday rejected his final offer.

It was not immediately clear what plans MBC has made for UPI. A Reuters story anonymously quoted one MBC attorney as saying no changes were planned. There appeared to be

some optimism among UPI's 450 full-time and 2,000 part-time staffers who, as described by Judge Conrad, had been living "in Dante's hell" for the past several months.

"They have not given me any reason to believe that they expect to make any major changes," said UPI Executive Editor Steve Geimann.

UPI has won nine Pulitzers over the years for writing and photography, and its alumni include Walter Cronkite and David Brinkley. Despite its editorial successes, the news service has been losing money for more than two decades and has been in bankruptcy since August 1991. UPI has approximately \$60 million in debts and \$12 million in assets.

MBC was scheduled to sign the deal on June 27. The Saudi media company becomes the second foreign owner for United Press International, which was owned by Mexican publisher Mario Vazquez-Rana from 1986 to 1988.

CAROLCO TV REVIVED; HENDLER STAYS

Move follows collapse of deal to sell library to Spelling

By Steve McClellan

Carolco Productions, which was expected to close its television division June 30, has changed its mind and will remain in business, says Carolco Television president Hilary Hendler. She will back out of her agreement to join WNYW(TV) New York as vice president and general manager.

Curiously, however, a Carolco spokeswoman, Andrea Priest, refused to confirm or deny the turn of events, saying that no final decision has been made.

Hendler, who was scheduled to join WNYW July 6, says she has another two years left on her Carolco Television contract, which she has "opted not to break." She says the focus at

Carolco would continue to be movie packages, including Carolco IV ("Total Recall," "Jacob's Ladder") now cleared in about 60% of the U.S., and the upcoming Carolco V, to include "Terminator 2" and "Basic Instinct."

The decision to revive the Carolco television division came shortly after an agreement in principle to sell the company's 150-title film library to Spelling Entertainment fell through.

Last week, sources confirmed reports that Carolco's investment banker, Allen & Co., weighed in heavily against the Spelling deal, believing the \$64 million price tag was far too low.

The investment banker apparently persuaded key investors in the company, including Pioneer Electronics and Canal Plus, that it made no sense

to sell off the television division and the valuable film library when the company's film unit was responsible for its huge debt load of over \$500 million.

"They have some blockbuster titles they were about to sell off for a song," said one source close to the company. "Somebody woke up just in time."

Hendler will now spend the next several months rebuilding the television division to the level it was (about 30 people) before the downsizing began in February.

Hendler said that two key salespeople will rejoin the company: Terry Dolan, who will be based in Chicago as vice president and general sales manager, and Jeff Kazmark, vice president, West Coast sales, based in Los Angeles.

The marketing effort on Carolco V (with about 20 titles total) will start some time in the next several months. In addition to "Terminator 2" and "Basic Instinct," the package will contain the upcoming summer releases "Universal Soldier" and "Charlie." ■

HDTV PUSH

Continued from page 3

Diversified's Broadcasting Division, adding he doubts many financial institutions will eagerly lend money with little prospect of return.

One broadcast lender says some clients have penciled in HDTV investments two or three years from now, but do not have the capital to undertake such developments. "I can't see the FCC requiring something before broadcasters have the wherewithall to do it," he says.

MSTV promises to deliver soon a study by Washington consultant Darby Associates it says will document the prohibitive costs many stations would incur under the current schedule. (Comments on simulcasting and other ATV issues are also due July 17, a day after expected FCC issue of a draft channel-allotment table.)

Without the economies of scale and time that a staggered schedule would afford smaller stations, says NAB, "HDTV equipment costs will be more or less the same for stations with revenues of \$5 million as for those with revenues of \$50 million." According to NAB, more than one-fourth of network affiliates lost more than \$197,000,

and one-half of all independents lost more than \$410,585, in 1990.

NAB claims "broadcasters have faced up to the realities [of] a top-to-bottom replacement of both plant and programing"—even in the absence of similar deadlines for manufacturers or other media.

But "for many stations that are already losing money," NAB says, additional annual expenses of \$199,000 to \$397,000 to pass through a network or syndicated HDTV signal "will make a bad situation even worse.... The transition process could be hobbled, and even halted, by en masse extension requests, incapable equipment markets unable to meet demand or achieve or offer expected economies of scale...insufficient manpower, failure of financing, unstable trading markets and avoidable bankruptcies."

Nevertheless, ABC and Fox appear confident there is flexibility in the deadlines. Bob Niles, vice president and director of engineering for Capital Cities/ABC's station group and WPVI-TV Philadelphia, says ABC is satisfied "there are enough provisions in the item [the FCC's Second Report and Order adopted April 9] to allow for changes in the schedule if necessary."

"I think the industry is overly concerned about these dates," says Fox Senior Vice President Andrew Setos. He believes history shows the FCC would grant construction extensions to victims of circumstances beyond their control, including late equipment.

Fox has already ordered Harris Corp. HDTV transmitters for its O&O's (BROADCASTING, April 20). And Setos expects each to deliver an ATV signal at the five-year mark for about \$1.5 million each, or about \$200,000 annually over seven years, and thereafter "save a fortune" through digital processing and low-power transmission—and, with possible congressional help, sell multiple channel and data services (see "In Brief").

Harris Corp. director of strategic marketing Robert Weirather says two of four Harris manufacturing facilities will "gear up as those dates near. We've done some analysis, and we feel comfortable about meeting demand." ■

**For More Late-Breaking
News, See "In Brief,"
Pages 56 and 57**

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

FM IMPROVEMENT

Applicants for new FM stations can put the bottle of White-Out away and breathe a little easier. The FCC at its July 16 meeting is expected to relax its "hard-look" approach to applications, issuing a proposal for adopting a one-step procedure for FM operators who want to change their class of FM. Currently, an operator wishing to improve the station's frequency has to go through a separate rulemaking that requires petitioning for a reallocation of frequency and, if that is granted, applying for the frequency. The approach was adopted in 1985 in response to a flood of docketed 80-90 applications.

CABLE POW-WOW

The high and the mighty of the cable industry are assembling at the Blantyre in the hills of western Massachusetts this week to plot their Washington strategy for the coming year. The National Cable Television Association, which organizes the annual retreat for its executive committee and other high-ranking cable executives, won't say what the talking points are—it won't even confirm



National Academy of Television Arts and Sciences President John Cannon (l) presents Lifetime Achievement for Daytime Television Emmy to William J. Bell at Daytime Emmy award ceremonies in Los Angeles June 23. Bell, head writer, senior executive producer and co-creator of 'The Young and the Restless' and 'The Bold and the Beautiful,' began his career under the guidance of daytime drama pioneer Irna Phillips as writer for 'The Guiding Light' in 1957. He was co-creator of 'Another World' with Phillips. His other credits include 'As the World Turns' and the prime time serial drama, 'A Private World.'

the meeting is taking place—but, sources say, the big question is whether to embrace telco-cable competition. Assuming cable rereg legislation fails this year, the sources say,

some believe the industry should try to redirect the legislative debate next year with a pro-competition argument: permit telcos to enter the TV business, but at the same time knock down the barriers to cable getting into the local phone business.

ATLANTA

GOING NATIVE AMERICAN

From the man who spent the 1991 World Series doing the "tomahawk chop" on national television: Ted Turner and his cable networks are creating a package of programming centered on Native Americans to air in 1993 (possibly during the fourth quarter). Turner's superstation WTBS(TV) will produce and air six documentaries on the subject, TNT is doing two original movies on related themes and CNN is running a multipart series on contemporary Native Americans.

NEW YORK

SPONSOR IN THE COURT

Court TV passes an important milestone this week with the debut of its first major national sponsor, American Home Products.

UPFRONT WORLD IS FLAT

The sputtering advertising market and still-sluggish economy suggest network upfront dollars will likely be relatively flat compared to 1991. That despite an expected 2%-5% CPM (cost-per-thousand) increase. With total upfront dollars predicted at \$3.5 billion-\$3.6 billion (including Fox), that CPM differential means the networks will be selling less inventory up front than in 1991, which means a bigger scatter market. Media buyers say their clients' budgets are essentially flat, with those clients looking to the scatter market for prices to come down, as they did in 1991.

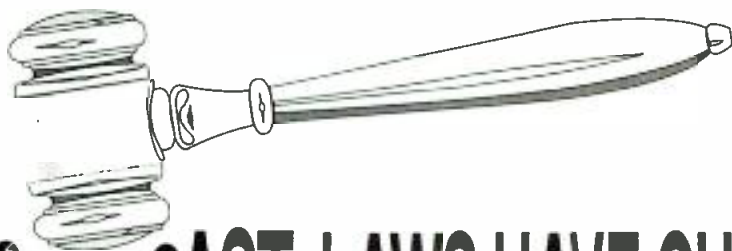
As of the end of last week, about one-third of upfront dollars were committed, compared to the 75% of those dollars spent at this time last year. Although upfront is expected to heat up this week, "it will never get into a buying frenzy," says Paul Schulman, president of the

Paul Schulman Co. media buying firm.

No one is placing bets on how much each of the networks will bring in, though CBS is likely in the best shape, given its strong performance last season and well-received 1992-1993 schedule. Advertisers say CBS is getting CPM increases of 5%, while CBS says that figure is as high as 7%. Fox increases are said to be in the same range, and ABC is said to be talking about gains on the low side of 5%. NBC is seeing flat CPM's to perhaps a percentage point or two above.

Upfront could receive a boost, both in dollars and in mood, if General Motors, the networks' largest advertiser, decides to enter the market. Rumor has had it that the auto giant is going to sit this one out, feeling it got burned last year when scatter dropped below upfront.

-SDM



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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Heir apparent

While it's not yet a done deal, the speculation in broadcast circles on both coasts is that once Chris-Craft United TV acquires WWOR-TV New York (assuming the deal doesn't fall through) Rick Feldman, current station manager at C-C United's KCOP-TV Los Angeles will be named general manager of WWOR-TV. "Everybody just assumes it will be him," said one insider. "He's well liked by the company and the smart money says he'll get the shot." Commenting last week, Feldman said, "I'm glad people think well of me but the truth is there have been no discussions about that and it wouldn't be appropriate until the sale goes through. Beyond that, it's premature to talk about it." Feldman has been at the station since 1983, first as general sales manager, moving to station manager in 1985. Before joining KCOP-TV, he spent nine years with Metromedia TV Sales in New York.

Look who's talking

Nearing the end of production for the first 78 episodes on The Disney Afternoon's *Goof Troop*, voiceover talent April Winchell, daughter of ventriloquist Paul Winchell, notes that it is the longest she has ever been associated with an animated series. "This is like leaving your family after high school is over," said Winchell, 32, who is the voice of Peg (a 10-year-old pit bull terrier) on *Goof Troop* (for syndication and ABC's 1992-93 Saturday morn-

ing lineup). "After spending more than a year of my life on this series, I'll miss this extended, sort of dysfunctional family," naming fellow voices Bill Farmer (the voice of Goofy), Jim Cummings (Pete), Nancy Cartwright (Pistol), Rob Paulsen (P.J.) and Dana Hill (Max).

April started her acting career as an infant on *The Paul Winchell Show* and later syndicated series *Winchell and Mahoney Time* (1965-69). She did her earliest voice work on *Kid Power* (ABC, 1972-74). Since then, she has done numerous voiceovers for commercials and had a voice in "Who Framed Roger Rabbit?"

As for her father? He is living in retirement in the Los Angeles suburb of Westlake Village.

No tie required

Acrimony and Stephen Chao were not the only things missing from this year's Fox affiliates meeting (see page 17). Neckties were also banned from the meeting. "It gives the meeting an overall happy, casual feeling, not an uptight, buttoned-down conflict atmosphere," said one affiliate. "It's just another example that Fox doesn't think like the other networks."

\$2.5 billion package

Twentieth Television's *Century 16* movie package is hitting the streets in a couple of weeks. According to domestic sales president, Greg Meidel, it will be the highest grossing box office movie col-

lection ever for broadcast syndication. With the original 1977 "Star Wars" theatrical slated to receive its first syndication window, joined by 20th Century Fox's other \$150-million-plus worldwide grossers, "Home Alone," "Die Hard II" and "Sleeping with the Enemy," Meidel says the 26-title package represents \$2.5 billion in worldwide gross box office receipts. Although he didn't have information on the staggered release dates (over the next 7-9 years), Meidel said that the package's initial run will be offered on a straight barter basis, with subsequent runs sold for cash.

Halfway there

It looks as if Broadcast Promotion and Marketing Executives trade association President Gary Taylor, who resigned his Los Angeles-based post last week, is following through with his promise to head back to the great Northwest...almost. In last week's "Bi-Coastal," he talked about an eventual return to Seattle, which served as BPME's convention site two weeks ago and is where his family now lives. But it appears Taylor will actually be moving only halfway there, based on word that he has accepted the presidency of a San Francisco-based radio group. Although he declined to name the group, Taylor said: "I love San Francisco and it will be one heck of a shorter commute [to Seattle]. It's so beautiful up there, maybe I'll get my family to move down there with me."

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Television

MURDOCH BLASTS TRADITIONAL NEWS

Fox Chairman tells affiliates news must link them 'umbilically' with viewers, says Fox will make \$600 million this year

By Steve Coe

Just days after firing his architect of the Fox News Service for overstepping the bounds of good taste (see story, page 18), Rupert Murdoch, chairman, Fox Inc., detailed to affiliates his plans to press traditional network television news boundaries in shaping a national news service in which the "dissemination of news and entertainment, for the good of us and our viewers, must be linked almost umbilically."

Murdoch's comments regarding the rollout of the news as well as the other plans of the network were well received by affiliates who were wined and dined over the course of the two-day gathering at parties and a special screening of "Batman Returns."

As evidence of his desire to see Fox's news adopt a distinct identity, Murdoch informed station executives that Fox's contract with CNN would not be renewed when it expires later this year. "It is really a return to old-fashioned enterprise...Forget about what the competition is doing. Forget about the 95% of AP wire information. Without reinventing the wheel," he said, "it is possible to radically improve the program. The talent must be different and not broadcast news: The talent must be real journalists and real characters."

Murdoch blasted the other national and local news shows for their lack of differentiation. "After a lifetime—or, I hope, half a lifetime—in the news business and as a viewer, I see one problem with television news, both national and local. I honestly cannot distinguish one program from another. It's like every news director in the marketplace graduated from the same dumb journalism class."



Rupert Murdoch: "I see one problem with television news.... I honestly cannot distinguish one program from another."

Displaying his belief in the future of broadcast television, Murdoch told station executives: "I believe as much as ever in broadcasting...I believe this so strongly that I want to see Fox buying more stations both here and around the world...As the world grows to three or four trillion people and their living standards increase dramatically, so the economics of mass production, and the need to market those mass-produced products, will continue."

As for the strength of Fox Inc., Murdoch estimated the company will see profits in the range of more than \$600 million this year, a 60% increase over last year, when the company had revenues of approximately \$8 billion and after-tax profits of \$375 million.

Affiliates came away enthused, and most said both the affiliate body and Fox executives put emphasis on strengthening their partnership. "We really worked well together in coming up with strategies," said Kevin O'Brien,

vice president and general manager, KTVU San Francisco, on the working relationship between Fox and the affiliate board. "We hear each other's point of view and try to respond to each other's needs," he said. How could it not be an upbeat, exciting meeting? We're up in all demos. Half the shows Fox puts on are hits. Even the FCC commissioners that were there took pride in what they helped create."

Michael Fisher, general manager, KTXL Sacramento, said there weren't any big issues discussed, and "we'll probably never have a meeting that good again."

Affiliates were told that Fox is expecting to air the Chevy Chase late-night show on Monday through Friday from 11 p.m.-midnight at the outset, with a possible sixth night sometime after its launch. Most affiliates came away from the meeting with the feeling that Fox would be lenient in allowing stations to air the show at 11 or 11:30, depending on contracts for syndicated programming. "Fox is merely suggesting they would like to see it air at 11 p.m., but it will come down to the individual deal each station makes with Fox," said O'Brien.

In his presentation to affiliates, Preston Padden, senior VP, affiliates, Fox Broadcasting, likened the network-affiliate relationship to a marriage and encouraged affiliates to be as faithful to Fox as Fox has been to its affiliates. "Fox gives itself and 100% of its program to you without reservation or exception. You never have to spend even one sleepless night worrying whether you will get the next, great hit show that Fox brings to your market. Unfortunately, our old form of agreement provides no such comfort for us. We're like the good wife

sitting home alone, not sure whether her mate is fixing to start running around. Even most supportive affiliates have a fidelity rating only in the 90% range. Imagine trying out a percentage like that on your spouse."

After the meeting, Padden said his remarks were designed to "root out inefficiencies" in the network. "We've had some stations, believe it or not, pre-empt our blockbuster Thursday night lineup to run a syndi-

cated football game with no geographic interest to the stations. As the business gets tougher, we've got to find ways to root out the inefficiencies. And pre-emptions," he said, "are one of those inefficiencies." ■

FOX'S CHAO BUMPED OVER GRIND

Amos assumes news duties, Carey will oversee station group

By Peter Viles

The reins of the expanding Fox News Service have been turned over to Paul Amos, executive vice president of the fledgling news department, in the wake of the firing of Stephen Chao, president, Fox Television Stations last week for hiring a stripper to disrobe during a corporate meeting.

Chase Carey, executive vice president and chief operating officer, Fox Inc., will take over Chao's broader duties, overseeing the television group. Rupert Murdoch, chairman, Fox Inc., speaking to affiliates at the network's affiliate meeting just days after the incident, characterized it as a "tremendous misjudgment" on the part of Steve Chao, "my friend and colleague."

Chao was participating in a panel discussion at the Fox Inc. corporate meeting in Aspen, Co., on Friday, June 19, when a man walked on stage and began taking off his clothes. Also participating in the panel—"The Threat to Capitalism Posed by Modern Culture"—was Lynne Cheney, chair of the National Endowment of the Humanities and wife of President Bush's Secretary of Defense Dick Cheney, who was also in attendance and seated next to Murdoch. "Steve was one of the most brilliant young executives we have ever had, and it was a tragedy to see the beginnings of a great career self-destruct. But I hope we have both learned from it. Our lives will go on, so I will say no more," said Murdoch. Chao was fired almost immediately after by a reportedly enraged Murdoch, just days before the Fox Affili-

ates meeting was to begin with anticipation the gathering would be devoid of controversy (BROADCASTING, June 22).

The unexpected firing of Chao leaves Murdoch—who has plans of re-inventing network news (see separate story)—without the architect whose talents he felt could best bring his news visions to reality. Much of the conversation at the affiliates meeting regarding the incident centered on the irony of the former "National Enquirer" reporter and *Studs* executive having his meteoric rise ended in such a tabloid fashion.

It was just two months ago that Chao was named to the post of president of the TV stations, a coup for the 36-year-old Harvard MBA graduate who appeared to be on Fox's—and Murdoch's—fast track. ■

NBC NAMES NEW ANCHORS FOR WEEKEND 'TODAY'

NPR's Scott Simon and Univision's Jackie Nespral are taking over starting Aug. 1

By Steve McClellan

NBC News has named a new anchor team for the weekend editions of the *Today Show*—Scott Simon, a program anchor, reporter and commentator for National Public Radio, and Jackie Nespral, news anchor for Univision's nightly newscast, *Noticias y Mas*.

The two anchors make their debut Aug. 1, when *Saturday Today* premieres. Two weeks later, they will also take over the anchor positions for *Sunday Today* currently held by Garrick Utley and Mary Alice Williams.

According to NBC sources, Utley politely bowed out of the running for the Saturday anchor post when the network indicated it would produce five consecutive hours of the Saturday version of the broadcast (7 a.m.-noon) to enable stations in all time zones to



New weekend 'Today' hosts Jackie Nespral and Scott Simon

pick up a live two-hour feed.

Utley, who has been a *Sunday Today* co-anchor since the show's debut in 1987, will continue to anchor the

weekend editions of *NBC Nightly News*. Williams, who has been a *Sunday Today* co-anchor since 1990, goes on maternity leave Aug. 1.

The network could have left Utley and Williams (or a substitute) in place on the Sunday broadcast but opted not to, because affiliates said they wanted as much "continuity" between the broadcasts as possible, according to Karen Curry, executive producer, morning news programing, NBC News.

Word that NBC was offering live feeds of *Saturday Today* to all time zones was well received, particularly on the West Coast, where stations are routinely required to air news feeds that are three hours old.

However, it remains to be seen whether the move helps the network's effort to clear the program. Last week, NBC refused to be specific on clearance levels. But a spokeswoman did acknowledge there were some holes in the top 50 markets. "At this point, all I can tell you is that the show is cleared in most of the top-50 and in over 80% of the country," she said.

NBC's effort to clear *Saturday Today* is complicated by the fact that a number of stations have launched local Saturday morning newscasts to replace the network's departing Saturday morning block of cartoons.

Negotiations to clear the show are still ongoing with a number of stations. But some have opted not to clear the show, including KING-TV Seattle and WPXI-TV Pittsburgh, both of which have huge profits from local Saturday morning newscasts. Others will clear the show live and others will clear it before or after their own local broadcasts.

"I applaud them for doing it, but we won't be able to carry *Saturday Today*," said John Howell, vice president and general manager, WPXI-TV. The station has a four-hour newscast (8 a.m.-noon) that routinely does a 7 rating or better. "Local news is going to beat national news," said Howell. "We just can't walk away from those numbers."

KCRA-TV Sacramento, which has been airing a Saturday morning local newscast for two years, will air *Saturday Today* from 6 a.m. to 8 a.m., leading into its local news program.

Commenting on the network's effort to provide live feeds for all time zones, KCRA-TV news director Bill Bauman said: "I think it's an idea whose time has come and is long overdue. In my view, a feed that is three hours old is not really news."

Bob Jordan, news director at KING-TV, concurred. "A live feed. That's a novel idea," he said. "I wish they'd do that with *Nightly News*." Jordan said the station would not carry *Saturday Today* because the station's own 6 a.m.-10 a.m. newscast is "highly rated and profitable."

But others see a local newscast and *Saturday Today* as compatible, including WXIA-TV Atlanta, which launched a two-hour Saturday newscast (8 a.m.-10 a.m.) on June 13. "The main reason we did it is because of the *Today* expansion," said Harvey Mars, president and general manager, WXIA-TV. "Anytime our network can increase

its news presence, we encourage that," said Mars. What hasn't been resolved yet, however, he says, is what time period *Saturday Today* will occupy.

While the program will have a quota of hard news, it will also contain a number of "news you can use" segments, said NBC's Curry, including cooking, gardening, medical, personal finance, travel, parenting and sports segments.

Curry also said *Saturday Today* would give affiliates almost twice as much cutaway time as the weekday version, or a total of between 18 and 20 minutes for the two hours. ■

PEROT'S TV TOWN MEETING: CAN HE GET THERE FROM HERE?

Details of Perot's plan are not clear, but news and cable executives point to political, technological hurdles

By Sharon D. Moshavi

The electronic town hall meetings that undeclared presidential candidate Ross Perot has espoused appear to be an idea whose time has not yet come. Those knowledgeable about the technology as well as the political implications say Perot's idea won't work.

On the technical side, problems range from cost to large-scale availability of interactivity. On the political side, there is unanimity about the inability to use TV to gather an accurate consensus, and concern about using the medium to manipulate public opinion.

Few, if any, believe Perot's electronic town halls will become a reality. Simply, that's because there is no working plan, say campaign watchers. The Perot campaign does not have the concept on the front burner. "It's mostly just Perot talking," says one TV news executive who asked not to be identified. The campaign staff did not return phone calls.

Perot has publicly discussed using interactive television, if he is elected President, to take the pulse of the nation on specific issues. He has said a variety of solutions to major policy problems could be presented to the American people, who could voice their opinions interactively.



Perot's dream may prove just that

Political theorists say they are concerned Perot's town hall would simply use TV to manipulate public opinion through careful orchestration of the forums. Instead of giving voice to the people, "I fear it's very possible to use TV exactly the way he wants to use it: to amplify the words of the leader," says Jeffrey Abramson, co-author of "The Electronic Commonwealth: New Media Technologies and Democratic Values." Says Robert Lichter, co-director of the Center for Media Studies and Public Affairs, "This kind of gimmick lets a leader

lay claim to being a populist while allowing him to manipulate."

The general consensus is that there is no way for these electronic meetings to be statistically reliable or representative of the American public. "People who have the motivation to participate tend to have extreme opinions on issues," says Shanto Iyengar, professor of political science and communication at UCLA. "It's like a bunch of people volunteering to be in a Gallup poll," says James Fishkin, chairman, government department, University of Texas, Austin.

TV itself has been dabbling in the interactive during the campaign, and may be learning lessons Perot could use. CNN, using its Markle Foundation grant, has, for the past few months, been trying to come up with an interactive system to gauge public opinion, but has put the idea on hold due to concerns about the inability to get a statistically reliable sample. CBS, using simple phone interactivity, tried to take the pulse of the nation in "America On Line" during the presidential primaries, but never claimed any ability to obtain a statistically reliable sample. "We were getting a snapshot, not a poll. This is not necessarily democracy in action," says Lane Venardos, CBS News executive producer, special events.

The likelihood of getting a skewed view of public opinion through interactive communication became apparent when CBS compared responses of those who called in with a controlled sample group made of a cross-section of people. Answers to the same questions varied by as much as 20 percentage points between the two groups, said Kathy Frankovic, director of surveys, CBS News. CBS also found out the limitations of the phone system: Only about 300,000 of the 24 million people trying to get through were successful.

If Perot did decide to delve into interactive communications, one unanswered question is who would pay for it. The enterprise "is a lot more expensive than might appear at first blush," says Venardos. If Perot tried to get more sophisticated, and tried to use cable systems, "that would require an enormous investment. The technology simply isn't there on a wide scale and won't be for years to come," says Richard Aurelio, president, Time Warner New York City Cable Group, which is heading up the

building of the Quantum interactive cable system in Queens, N.Y.

Aurelio, who discussed the matter with Perot several weeks ago when the likely candidate addressed a gathering of Time Warner executives, says Perot "pushed the technology argument aside, saying it's going to happen someday." When Aurelio pressed him on the point, Perot "threw up his hands and said, 'it's just an idea. If it doesn't work, it doesn't work. Maybe you've got a better idea,'" recalls Aurelio.

Perot has backed off at other times, when pushed. In a recent interview in *TV Guide*, he explained how town hall meeting forums would work. But later in the interview, he backtracked, saying, "But until you get interactive TV, it's important that everyone be included, so this may also have to be on radio, and then, maybe, having

someone respond by postcard."

Some think interactive television could work in the political realm if it were used, not as an instant voting system, but as a way to educate the public. Such a network does exist in a cable system in Reading, Pa., where a two-way video signal allows subscribers to call in and participate in municipal meetings at four different government sites. Viewers do not vote, but rather participate in the process, says Red Burns, chair of the interactive telecommunications program at New York University's Tisch School of the Arts, which funded the project in the 1970's. She says: "If an interactive system encourages people to talk, that's great. But I'm very concerned about an electronic neighborhood that's a quick yes or no. When I read about [Perot's] electronic town meetings, I get nervous." ■

BATTLE OF THE LATE-NIGHT STARS

By Mike Freeman

A little more than a month into the post-Johnny Carson late-night talk era, it appears *The Tonight Show*—with Jay Leno—is holding its own in the ratings, although facing an increasing challenge from *The Arsenio Hall Show*.

As expected, summer late-night HUT levels have increased, but both talk show strips are also booking top-draw stars as guests.

Programers from Paramount Domestic Television, which distributes *The Arsenio Hall Show*, as well as NBC executives, widely anticipated that Leno's *Tonight Show* would benefit from strong early sampling, but the \$64,000 question is how long Leno can maintain sampling above Carson's standard 4-5 rating average.

Combined with strong audience interest in Carson's successor and early guest draws like Billy Crystal and Tom Cruise, Leno broke out of the gate fast during its debut week with an 8.2 rating/28 share in 25 Nielsen metered markets (NSI, May 25-29), but his ratings have since dropped 27%, with a 6.0/17 in week four (NSI, June 15-19) of his network run. National returns, at press time, were released for only Leno's first three weeks, with his 5.7/21 average (NTI, May 25-June

12) still 30% ahead of Carson's year-ago 4.4 rating average.

Arsenio, in its four-week returns from 25 overnight metered markets, seemed to have stemmed a nearly year-long ratings decline. The syndicated hour spiked with a robust 4.6/13 (NSI) for the week of June 15-19, a 35% rating increase from the 3.4/10 average *Arsenio* posted during Leno's inaugural week.

Relying on a strong, younger-skewing guest turn from Madonna, who rarely works the talk show circuit, *Arsenio* achieved a 5.8 rating (NSI) on June 16, its second-best rating ever (since Magic Johnson's appearance last November). According to Steve Badeau, Paramount's executive director of TV research, even subtracting the Madonna-induced spike, the ratings were up 26% during the week of June 15-19, *Arsenio's* best weekly performance since Aug. 12-16, 1991.

Due to a lag time in the reporting of NSS/NTI ratings—only the first three weeks (May 25-June 14) were available—respective 3.1, 3.4 and 3.1 weekly rating averages suggest *Arsenio* has yet to show growth in the national measurings.

These early barometers, however, take a back seat to the upcoming July

Continues on page 35

Broadcasting's Ratings Week Jun 22-28

	ABC	CBS	NBC	FOX
MONDAY	9.3/17	11.4/21	10.3/19	NO PROGRAMING
8:00	33. FBI: Untold Str 9.5/19	43. Evening Shade 9.0/18	28. Fresh Prince 9.9/19	
8:30	30. Amer Detective 9.7/18	21. Major Dad 10.5/19	36. Blossom 9.4/17	
9:00		5. Murphy Brown 13.5/24		
9:30		9. Grapevine* 11.8/20	19. NBC Monday Night Movie—Darkman 10.6/19	
10:00	40. Scruples II 9.1/16	12. Northern Exposure 11.7/21		
10:30				
TUESDAY	13.8/26	10.1/19	6.8/13	NO PROGRAMING
8:00	9. Full House 11.8/24	26. Rescue: 911 10.0/20	79. Mann & Machine 5.4/11	
8:30	3. Home Improvmt 14.9/28			
9:00	1. Roseanne 16.9/30	25. CBS Tuesday Movie—The Rape of Dr. Willis 10.1/18	67. Law and Order 6.8/12	
9:30	2. Coach 15.3/27			
10:00	8. Jack's Place 11.9/22		52. Dateline NBC 8.1/15	
10:30				
WEDNESDAY	9.4/18	10.0/19	10.1/20	NO PROGRAMING
8:00	48. Wonder Years 8.6/18	75. Davis Rules 5.9/12	12. Unsolved Mysteries 11.7/24	
8:30	38. Growing Pains 9.2/18	54. The Bat, The Cat 7.8/16		
9:00			16. Seinfeld 11.3/21	
9:30	30. Scruples III 9.7/18	15. Watergate: The Secret Story 11.6/21	23. Night Court 10.4/19	
10:00			54. Quantum Leap 7.8/15	
10:30				
THURSDAY	7.9/15	11.2/21	9.8/18	7.2/13
8:00	64. ABC World of Discovery 6.9/13	29. Top Cops 9.8/19	40. Cosby 9.1/18	53. Simpsons 8.0/16
8:30			23. A Diffrent World 10.4/20	77. Drexell's Class 5.7/11
9:00	74. MacGyver 6.0/11	6. Street Stories 13.1/23	9. Cheers 11.8/21	56. Beverly Hills 90210 7.6/13
9:30		19. Bodies of Evidence* 10.6/20	21. Wings 10.5/18	
10:00	18. Primetime Live 10.7/20		49. L.A. Law 8.5/16	
10:30				
FRIDAY	9.7/20	6.3/13	6.8/14	5.6/12
8:00	33. Family Matters 9.5/21	81. H'wood Game* 5.0/11	64. Matlock 6.9/15	69. America's Most Wanted 6.5/14
8:30	37. Step By Step 9.3/20	82. Candid Camera 4.6/10		
9:00	40. Dinosaurs 9.1/19		70. Reasonable Doubts 6.4/13	80. Sightings 5.3/11
9:30	45. Baby Talk 8.8/18	63. CBS Friday Movie—Age-Old Friends 7.0/14	61. Law and Order 7.2/14	91. Hidden Video 2 3.3/7
10:00	17. 20/20 10.8/21			
10:30				
SATURDAY	4.8/11	6.1/13	7.7/17	6.3/14
8:00	83. Who's the Boss? 4.3/10		57. Golden Girls 7.5/18	71. Cops 6.2/15
8:30	92. Julie 3.0/7		61. The Torkelsons 7.2/17	57. Cops 2 7.5/17
9:00	89. Perfect Strang. 3.5/8	73. CBS Saturday Movie—Pancho Barnes 6.1/13	46. Empty Nest 8.7/19	57. Code 3 7.5/16
9:30	88. On the Air* 3.9/8		33. Nurses 9.5/20	86. Vinnie & Bobby 4.1/9
10:00			68. Sisters 6.7/14	
10:30	64. The Commish 6.9/15			
SUNDAY	8.6/17	12.5/24	6.6/13	6.9/14
7:00	52. U.S. Open Golf 8.2/19	4. 60 Minutes 14.5/32	85. Against All Odds 4.2/10	90. Parker Lewis 3.4/8
7:30			83. Disaster Files 4.3/9	87. Parker Lewis 4.0/9
8:00	44. Am Fun Hme Vid 8.9/18	7. Murder, She Wrote 12.2/24	78. In the Heat of the Night 5.5/11	60. In Living Color 7.4/15
8:30	38. Am Fun People 9.2/18			71. Roc 6.2/12
9:00	46. ABC Sunday Night Movie—The Commish: A Matter of Life and Death 8.7/16	12. CBS Sunday Movie—Stranger at My Door 11.7/21	51. NBC Sunday Night Movie—Love, Lies and Murder, Pt. 1 8.3/15	32. Married w/Childn 9.6/18
9:30				26. Down the Shore* 10.0/18
10:00				49. Married w/Childn 8.5/15
10:30				76. Std by Your Man 5.8/11
WEEK'S AVGS	9.0/18	9.8/19	8.2/16	6.6/13
SSN. TO DATE	11.7/20	13.0/22	11.9/20	7.8/13

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Technology

ATTC DIRECTORS LOOK TO MAKE CENTER PERMANENT

Benefits beyond HDTV testing cited; financing remains key question

By Peter Lambert

By Labor Day 1992, or thereabouts, a transition committee of the Advanced Television Test Center board of directors hopes to complete a report on how ATTC might become a permanent research center, test bed and clearinghouse for emerging TV technologies and markets.

Like others who see broad, substantive benefits in keeping the center alive after high-definition TV proponent tests are completed in October, ATTC founder Joel Chaseman adds, "The question is how to finance it in a way that doesn't require millions of dollars a year."

Nascent ideas among ATTC directors include drawing in money and experts from the computer, film and telephone industries, as well as from broadcast, cable and manufacturing interests already represented there—creating what Chaseman describes as "an ecumenical forum" to jointly research, develop and manage the "intersection" of technologies and markets many believe has become inevitable in the digital age.

Because equipment developed in the 1970's and '80s is not yet obsolete, broadcasters have yet to feel "the full impact of...the phasing out of the network-sponsored labs," says Joseph Flaherty, senior vice president of technology for CBS, in a paper he wrote last April. In the near term, he says, if broadcasters are to have any say in how HDTV/digital products are developed, they "must have the services of ATTC, or invent another ATTC."

Flaherty argues that network and station investment in a "Broadcasting Laboratory" must be at least three to five years, adding that such a commit-

ment, whether less than or on a par with CableLabs's \$11 million annual budget, would prove "far less expensive than the operation of three former network labs."

One cost solution, says Howard Miller, senior vice president of broadcast operations and engineering for PBS, may be to break ATTC down

"If you are technologically passive, especially in a market where your competitors are technologically active—that says something about your view of the future. It may be a death sentence."

Commissioner Ervin Duggan

into "separate resources"—the perhaps unmatched expertise in digital television of half a dozen ATTC staff (who could be retained on a project basis) and a test bed that Miller and others say has proved itself the most refined and flexible simulator of real-world transmission conditions anywhere.

With ATTC's charter and funds due to run out by spring 1993, the idea of creating a new ATTC charter—and, perhaps, a for-profit structure—has been enjoined by Chaseman, Miller, Flaherty, FCC Commissioner Ervin Duggan and others concerned about ongoing broadcast TV research and development.

"You're going to learn something important in this episode about network leaders," Duggan told BROAD-

CASTING. "If they see the networks as an industry player not long for this world, they're going to pass on this commitment. If they see themselves as long-term participants, they're going to vote to support such a consortium."

"If you are technologically passive, especially in a market where your competitors are technologically active—that says something about your view of the future. It may be a death sentence," he warned.

Voting "Yes" to ATTC with their wallets so far have been the networks, individual stations and nearly 75 broadcast groups—along with Electronic Industries Association members—plowing \$16 million into HDTV testing over the past five years, not to mention significant in-kind and staff services donated by PBS, which stands literally a stone's throw from the center in Alexandria, Va.

As of last week, NAB had raised all but \$78,600 of the \$1.6 million it called for last January to complete testing all six HDTV proponent systems. Large-market stations have contributed an average \$10,000 each; mid-market stations, \$5,000 each, and small stations, \$1,000 each.

However, although stations and groups supported about one-third of the \$16 million, the networks carried about half the burden—a proportion the networks may not long afford to shoulder, Flaherty suggested two months ago at NAB '92. "The networks have carried an unfair share of the bill," Flaherty said then. "Economics no longer allow each of us to maintain a lab to support the whole industry."

The advocates of an ongoing test center say benefits could include the abilities to (1) continue HDTV research and development in the imple-

mentation realm; (2) further develop NTSC advances during the transition to HDTV, and (3) stay ahead of the curve of merging video, computer and telecommunications technologies.

Indeed, documenting all aspects of the new HDTV standard will prove a task so imposing that, earlier this month, the Advanced Television Systems Committee began to parcel out the work among itself, the Society of Motion Picture and Television Engineers, the Institute of Electrical Electronics Engineers, EIA, NAB, NCTA and the Satellite Broadcasting and Communications Association.

Chaseman, credited with driving ATTC's creation in 1987 when he

chaired the then Association of Maximum Service Telecasters, says "the principal value of the center has been in its bringing together broadcasters, manufacturers, cable and others; they've gotten to know each other's priorities."

Certain that the "intersection of technologies" digital will happen, Chaseman envisions a broad charter for ATTC, encompassing not only equipment testing, but also initiating inter-industry R&D in standard-setting, implementation, marketing and economic areas.

"The systems being tested are a beginning, not an end," says PBS's Miller. Near-term work can fill in "all kinds of missing blocks" in HDTV,

such as station-to-transmitter links. Miller would also like to see "ongoing tests of licensed HDTV products; we've seen that things get lost in patent translation"—an idea in line with Flaherty's suggestion that the center could place a kind of "good house-keeping seal of approval" on advanced TV products, including receivers.

Although pitching continued funding in a down economy makes for a "tough sales campaign," Miller believes "ongoing costs should be significantly lower than the initial costs" of setting up ATTC, adding that, in any case, "I argue it's going to save you money. Pay now or later." ■

FAUX FILM IS EMMY WINNER, BUDGET SAVER

Filmlook video process gets high marks from users, ATAS

By Peter Lambert

I never shot anything on video for 20 years, and bad-mouthed it for most of that time," says Fred Davis, the head of Strategic Perception, a Los Angeles-based post-production house.

That is until inventor Robert Faber demonstrated Filmlook, an electronic processor that mimics the motion and luminance characteristics of film, by simulating the "2-3 pulldown" process central to film-to-video transfer, as well as the graininess of film.

Even before the Academy of Television Arts & Sciences cited Filmlook last month for "achievements that exhibit a high level of engineering and are important to the progress of the industry," Davis, for the first time, found himself suggesting his mid-budget clients shoot in video, not film. "In my opinion, it gains an exact film look," and, for about \$650 an hour, advertisers can make a 30-second national spot for less than \$10,000.

For a national B.U.M. Equipment clothing ad that ran in ESPN's June volleyball tournament coverage, Davis even coupled Filmlook with a Canon L-1 Hi-8 video camera. "Not one person has guessed this spot was shot on video," he claims. Although, he says, given a large budget, "I'd go for film in a second," Davis suggests video-plus-Filmlook "is probably best for artsy content, where you're not looking so much for details."

Armed with a patent since 1990,

Faber says savings in film stock and process for a client with, for example, a \$10,000 budget are not as compelling as for one with a \$300,000 budget. Last week's prime time special airing of NBC's *Another*

World exhibited Filmlook, and Faber's Los Angeles-based Tiara Productions (soon to become Filmlook Inc.) has contracted to process *Saved by the Bell Hawaiian Style*, an NBC Productions movie. ■

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Business

VERONIS, SUHLER SEES STABLE TV GROWTH

Annual forecast predicts ad spending increases of 6.2% for networks through 1996

By Sharon D. Moshavi

After a tumultuous five years in which broadcast growth nosedived and cable took off, the TV industry is headed for a calm period in which abrupt declines and increases will taper off, according to the sixth annual "Communications Industry Report" issued by investment bankers Veronis, Suhler & Associates Inc.

Broadcasting's big boost is due to the maturing cable industry, according to John Suhler, the firm's president. "We don't predict robust growth for broadcasting, but viewership has stabilized and so will advertising," he says. Furthermore, the report claims the worst is over for broadcasting in terms of competition for viewers.

The forecast shows advertiser spending on the big three networks and Fox growing at a 6.2% compound annual rate through 1996, better than the 2.5% annual growth of 1986-91 but lagging behind a predicted overall economic growth rate of 7%. Independents and affiliates are expected to follow a similar pattern. The rates go against the historic tide: for the 20 years before 1986, television growth exceeded the overall economic growth rate.

Competition with cable for viewers will continue but will slow along with penetration rates. The report sees the network's share of national advertising dollars dropping 1.2 percentage points (from 48.8% in 1991 to 47.6% in 1996), less than the 2.7 percentage points the networks have lost since 1986. Similarly, TV stations, which

will boost network growth to a higher rate in 1992 (4.4%) than in 1993 (3.3%). TV stations, on the other hand, should expect 3.7% growth in advertising revenue in 1992 and 6.2% in 1993.

Veronis, Suhler predicts cable's growth rate will moderate, although it will still remain "a fantastic business," says Suhler. Although cable experienced double-digit compound annual growth (13.6%) from 1986 to 1991, it is expected to taper off to 8.6% for the next five-year period due mostly to slower penetration. Much of the increase in subscription dollars will come from extra charges for tiered cable services, leading to a 10% growth rate in monthly subscription fees.

Cable advertising growth is also expected to slow, from a 1986-91 annual rate of 18.3% to 12.1% through 1996. Local and spot will show the most growth, doubling in revenue between 1991 and 1996. Although digital compression is expected to create dozens of channels within the next few years, Veronis, Suhler does not see much of an impact on cable ad revenues.

Radio, like broadcast television, is expected to see growth in its annual advertising revenues, from 4% a year in 1986-91 to 6.4% a year in 1991-96. Stations will experience most of that growth, with local advertising growing at a 6.3% rate, to \$8.6 billion, by 1996, compared with 4.2% for the last five years. National spot growth is expected to rise from the previous five years' 3.6% a year to 6.8% a year over the next five. The report sees radio networks experiencing annual growth of 5.8% through 1996 compared with 3.2% annually over the last five years. ■

Rates of Growth for All Media

	1986-91 Compound Annual Growth (%)	1991-96 Compound Annual Growth (%)
TV Broadcasting	2.4	6.3
Radio	4.0	6.4
Cable	13.6	8.6
TV Programs	4.8	6.7
Barter Syndication	16.3	9.2
Movie Theaters	4.9	6.9
Home Video	17.0	8.1
Recorded Music	11.0	6.3
Newspapers	3.1	6.7
Book Publishing	8.7	7.6
Magazines	4.6	6.4
Business Information Services	9.1	7.6
Total Spending	6.4	7.1
Total Advertising	3.4	7.1

source: Veronis, Suhler

were down 3.6 points in advertising revenue from 1986 to 1991, will drop just 1.2 points from 1991 to 1996, to 52.4% of total television advertising revenue.

Economic recovery and an accompanying increase in media spending will not be felt until 1993, according to Suhler, but the "quadrennial effect" (the Olympics and the elections)

Changing Hands

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

WKHY(FM) Lafayette, Ind. □ Sold by U.S. Broadcasting Inc. to Stay Tuned Broadcasting Corp. for \$1.78 million. Application is filed concurrently with transfer of control application whereby seller S. Walter Richey will sell his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. **Seller**, Richey, is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, N.M. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHT(FM) Fresno, both California. Richey also has interests in licensee of KQEU(AM) Olympia, Wash.; and KLBB(AM) St. Paul, Minn. **Buyer** is headed by Robert E. Rhea Jr., who is 100% stockholder of licensee of WRRR(AM)-WXRX(FM) Rockford-Belvidere, Ill. WKHY has classic rock format on 93.5 mhz with 3 kw and antenna 282 feet. **Broker:** *Hague & Co.*

WMMK(FM) Destin, Fla. □ Transfer of control from Reid Broadcasting Corporation to Stephen C. Riggs & Timothy D. Fulmer for approximately \$659,000. **Seller** is headed by Paul Reid, and has no other broadcast interests. **Buyers** have no other broadcast interests. WMMK has C&W, AC format on 92.1 mhz with 3 kw and antenna 295 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$635,650 □ 6

FM's □ \$2,439,000 □ 2

AM-FM's □ \$710,000 □ 3

TV's □ \$0 □ 0

Total □ \$3,784,650 □ 11

1992 to Date:

AM's □ \$38,522,015 □ 101

FM's □ \$66,396,543 □ 111

AM-FM's □ \$129,584,805 □ 74

TV's □ \$1,114,316,620 □ 33

Total □ \$1,348,819,983 □ 319

For 1991 total see Jan. 27, 1992 BROADCASTING.

WFTG(AM)-WWEL(FM) London, Ky. □ Sold by London Broadcasting Co. Inc. to F.T.G. Broadcasting Inc. for \$410,000. **Seller** is headed by Jack Mills. Shareholders Herman G. Dotson and Estate of Elmo Mills have interests in licensee of WNRG(AM)-WMJD(FM) Grundy, Va. **Buyer** is headed by Terry E. Forcht, and is subsidiary of ultimate licensee of seven AM's and seven FM's. WFTG is fulltimer with MOR format on 1400 khz with 1 kw. WWEL has country format on 103.9 mhz with 3 kw and antenna 190 feet above average terrain.

KWYZ(AM) Everett, Wash. □ Sold by Prime Time Broadcasting Inc. to Quality Broadcasting Corp. for \$400,000, including \$180,000 in assumption of debt. **Seller** is headed by Richard D. Carlson, receiver, and has no other broadcast interests. **Buyer** is headed by Barbara J. Geesman, who owns licensees of KJUN(AM) Puyallup, KTOL(AM) Lacey, KENU(AM) Enumclaw and KBLV(AM) Bellevue, all Washington. KWYZ is fulltimer with country format on 1230 khz with 1 kw.

WKAJ(AM) Saratoga Springs, N.Y. □ Sold by Saratoga Radio Corp. to William H. Walker III for approximately \$258,000. **Seller** is owned equally by Robert N. Putnam Jr. and Paul C. Raeder, and also owns WZRQ(FM) Balston Spa, N.Y. **Buyer** also owns WRWD(AM) Highland and WBUG(AM) Amsterdam, both New York. WKAJ is fulltimer with adult-MOR format on 900 khz with 250 w. **Broker:** *New England Media Inc.*

KVSF(AM)-KIOT(FM) Santa Fe, N.M. □ Transfer of control of Enchantment Media Inc. to Elliot McDowell for \$250,000. Transfer represents option to purchase 10,000 shares of stock. **Seller** is headed by William R. Sims, and has no other broadcast interests. **Buyer** has no other broadcast interests. KVSF has AC format on 1260 khz with 5 kw day, 1 kw night. KIOT has country format on 102.3 mhz with 1.1 kw and antenna 636 feet above average terrain.

SOLD!

KAQQ/KISC(FM), Spokane, Washington and **KWG/KSGO(FM)**, Stockton-Modesto, California, have been sold by The Home News Company to Silverado Broadcasting, Ron Miller and John Winkel, Principals, for \$3,950,000.

Randall E. Jeffery and Elliot B. Evers brokered this transaction.

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Broadcasting Cable

OFF-NET HOURS FIND GOOD HOME ON CABLE

Talk hours on broadcast TV and expanding Fox schedule have helped fuel trend

By Rich Brown

Despite their growing interest in original programming, basic cable networks will once again look to make a splash with off-network hours when the new season gets under way this fall.

USA Network, among the first to bring off-network hours to cable with its 1986 acquisition of *Riptide*, will add to its growing library with the off-network debut this fall of *Quantum Leap*. Lifetime has picked up *Unsolved Mysteries*, which the network might strip. And The Family Channel will look to build on its off-network success by stripping *The Young Riders* at 9 p.m. this fall and launching another, as-yet-unannounced, off-network hour in January.

"Off-network programming has a good home on cable," says Erica Gruen, senior vice president, associate director of TV information and new media, Saatchi & Saatchi, who says she sees the trend toward off-network hours on cable continuing. Off-network hours in general are appealing to advertisers because they are proven shows that are usually easy to promote, she says. They also continue to be among the highest rated series on basic cable, she adds.

USA, which added *MacGyver* to its schedule in fall 1989, drummed up an average 2.7 rating during the first quarter of this year in its 7 p.m. daily time slot. That represented an average audience of about 1.6 million viewers, roughly the same size as the audience that tunes in to watch USA's off-network run of *Murder, She Wrote* at 8 p.m. USA executives say they're very happy with those kinds of numbers, and it's not likely that off-network shows will disappear from the channel any time soon.

"We have steadily been increasing



USA Network's 'Quantum Leap' (above) and Lifetime's 'thirtysomething' (below) are two cable-friendly dramas



our original programming, most of that in prime time, and you absolutely will see an increase in that," says Neil Hoffman, vice president, program acquisition, USA. "Will it replace off-network totally? Not any time soon. I think you're going to see that mix for

some time to come."

USA plans to continue its long-standing strategy of incorporating off-network hours into the schedule with its latest property, *Quantum Leap*, which the network plans to strip in early fringe with an additional Saturday run, beginning this September.

But some observers say that the cable networks might find it more difficult to acquire off-network hours as the broadcast syndication market rebounds. Dick Kurlander, vice president, director of programming, Petry Television, says there are likely to be more off-network hours making their way to the broadcast market, pointing to the successful one-year deals that have been signed for *Heat of the Night* and *Wiseguy*.

"There are those who say the hour is coming back into syndication, but I think we can be competitive even if syndication is desirous of some of these shows," says USA's Hoffman.

Future off-network hours could be sold in a variety of ways to cable networks and TV stations, possibly in the form of simultaneous deals, says John Ryan, president and CEO, Worldvision. One possible combination could be stripping a show on cable and offering that same show to broadcasters on a weekly basis, he says.

"The whole area is opening up now and the rules are disappearing; there are no specific formulas," says Ryan.

Paul Krimsier, vice president of programming, Family Channel, says off-network hours will continue to come to cable because TV stations are content to fill their schedules with successful hour-long talk shows. Off-network hours are also finding less room on broadcast TV as Fox expands its programming lineup, he says.

"The bulk of the successful hours are still coming to cable," says Krim-

SPECIAL REPORTS:
Radio Networks
Issue Date: July 13, 1992
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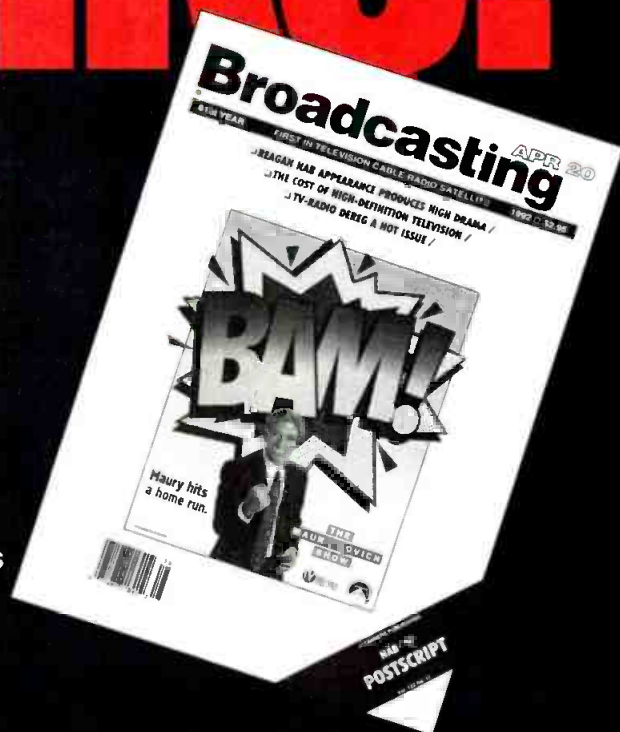
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sier. "We'll see cable continuing to acquire some of the best hours that are appropriate for the individual networks."

Among off-network hours currently on The Family Channel, the 7 p.m. run of *The Waltons* averaged a 1.4 rating during the February sweeps, representing about 760,000 households and a 79% improvement in the time period. *Father Dowling Mysteries* showed the same ratings in the 9 p.m. slot, representing a 56% improvement.

The Family Channel will look to build upon that success this fall with *The Young Riders*, which will be stripped at 9 p.m. Krimsier says the network also plans to make a splash with a new off-network hour in early 1993, but he would not offer details.

While Lifetime has not yet announced where it will schedule its latest off-network acquisition, *Unsolved Mysteries*, Mitchell Praver, vice president, programing acquisitions, says

TCI CONVERTS 500 SYSTEMS TO ADDRESSABLE

Tele-Communications Inc. has outfitted consumers in 500 of its cable systems with addressable converters and expects to complete installation in another 380 systems in time for this summer's Olympics Triplecast. TCI Executive Officer J.C. Sparkman says more than 400,000 converters have been delivered, adding, "The Olympics are only the kickoff in what we consider our goal of making pay-per-view programming and events available to every TCI customer." Specifically, TCI, with six million subscribers, aims to reach 30% PPV penetration in its addressable systems. The cable reregulation bill currently in the U.S. House of Representatives contains language requiring cable operators to provide subscribers with addressable converters before decade's end.

-PDL

the show is a good vehicle for access or late-night slots. Praver says he likes the "upper-scale, loyal audience" that comes with Lifetime's off-network hours, which currently includes *China Beach* at 7 p.m., *L.A. Law* at 8 p.m. and *thirtysomething* at 11 p.m.

Praver points out that cable should benefit from the "healthy" supply of off-network hours that should become available within the next two or three

years, including the likely debuts of *Law and Order*, *Northern Exposure*, *Civil Wars* and *Homefront*. That supply might prove helpful as basic cable networks expand cautiously into more original programing.

"It's really a question right now of the amount of money original series cost versus the CPM's they're able to get from advertisers," says Gruen. "The equation isn't really there yet." ■

HEAD ENDINGS

HBO ADDS SECOND NEWSFEED

HBO's *Entertainment Satellite Report* has launched a second daily news feed to provide a late afternoon report and accommodate special package requests for subscribers. The service has doubled its subscriber base since its launch last October and now reaches more than 60 outlets nationally.

SCI-FI NAMES PROGRAMING VP

The Sci-Fi Channel has hired

WBZ(TV) Boston's director of programing Barry Schulman as vice president of programing, effective July 13. The network has just acquired 122 hours of programing from Columbia Pictures Television Distribution, including *Ripley's Believe It or Not* and *Starman*. Sci-Fi, which launches Sept. 24, now has more than 1,500 hours of series programing in its library.

TIMES TO PRODUCE SHOW FOR NEW YORK 1 NEWS

Time Warner's New York 1 News, the all-news cable channel set to



New York 1 News anchors (from left) Lewis Dodley, Leslie Devlin and Brad Holbrook

launch this September in New York City, will produce a nightly show in association with the *New York Times* called *New York Closeup*. The show will air 11:15 p.m.-midnight and will feature journalists from the newspaper and New York 1 as well as newsmaker guests. Additional programing for the channel could come from several Time Warner properties, including Court TV, which has discussed the possibility of producing a show that would round up New York City court activity. The channel has named as primary weekend anchors Lewis Dodley, Leslie Devlin and Brad Holbrook.

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Broadcasting Radio

BIG GUNS ESCALATE RADIO WIRE WAR

AP unveils AP DriveTime, shorter contracts; CBS forms alliance with Zapnews

By Peter Viles

Joining what is suddenly a three-way scramble to provide an inexpensive news wire service for music-intensive radio stations, the Associated Press and CBS Radio Networks have both launched news packages tailored to fit stations with limited news needs.

AP, which provides news to roughly half of the nation's commercial stations, planned to announce today (June 29) the launch of its fourth and least expensive radio news service, AP DriveTime, a real-time service targeted to music-intensive stations that need news only in the morning.

In addition, the AP was to announce today that it is reducing its contract terms from five years to two years for all radio and television members, a move intended largely to make the AP more attractive to stations that do not now belong to the wire service.

CBS, meanwhile, announced last week that it has joined forces with Zapnews to launch a customized news service available only to CBS affiliates. CBS Zapnews, which will be available July 1, will offer a variety of daily news and information packages produced by Zapnews, delivered via fax or computer, and linked to audio reports aired over the CBS networks.

"It's the first time anybody I know of has put out a wire service designed to go with audio supplied by a network," said Zapnews President Jim Hood. "It's supposed to help local stations sound like a million dollars even though they have just one person putting out their news and information."

Also last week, ABC Radio Networks officially launched its ABC News Wire (BROADCASTING, June 22), a hard-copy service that will draw

on the resources of Gannett New Media and Reuters America and will be available only to ABC affiliates.

Jim Williams, vice president and director of AP's broadcast division, said the AP views the sudden flurry of activity as a fight for second place in

"People are scrambling, trying to become the second service to fill the void left by UPI."

AP's Jim Williams

the world of radio news wires.

"People are scrambling, trying to become the second service to fill the void left by UPI," he said. "It's competition, but we don't think they will threaten our position as the premier service, simply because they don't have the investment in news gathering and distribution that we do."

He added: "As far as I can tell, AP will remain the only news wire that is gathering and distributing news in

real-time on a state-by-state basis. I can understand why. It's expensive."

AP DriveTime, debuting July 21, will be priced from \$40 to \$325 per week, depending on a station's market size and class and whether it is part of a combination.

From 2 a.m. to 10 a.m., AP DriveTime will deliver state and national news headlines, weather forecasts, lottery results, sports news and the AP's new entertainment-heavy morning prep package. In addition, stations will get bulletins and severe-weather information 24 hours per day.

CBS Zapnews, which will be priced starting at slightly more than \$100 per week, will be available to roughly 1,000 CBS affiliates starting July 1. Like the new ABC News Wire, it will allow stations to pick and choose from a news menu that includes state, national and international news, sports and weather, delivered in a morning and evening drive package, as well as business news and other features.

"The big advantage of ours over all the others is that you can still get it by fax machine," said Hood. "It doesn't require any special equipment." ■

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TOP 40 PIONEER SKLAR DEAD AT 62

Built WABC into nation's most-listened-to station

By Peter Viles

Rick Sklar, a programming pioneer in Top 40 radio who helped build New York's WABC(AM) into the nation's premier rock 'n' roll station in the 1960s and 1970s, died June 22 during minor foot surgery.

Sklar, who was 62 and reportedly in excellent health, entered New York's Roosevelt Hospital for elective foot surgery Monday to repair a running injury, and died when complications arose during the procedure. A spokeswoman for the city medical examiner's office said Wednesday the death was under investigation and that no cause had yet been established.

Sklar, a Brooklyn native who began his radio career as a disc jockey at WPAC(AM), Patchogue, N.Y. in 1955, made his mark as program director of WABC from 1962 to 1977, cementing its place as the nation's foremost Top 40 outlet at a time when Top 40 ruled the radio dial.

"His was an incredible talent," said disc jockey Dan Ingram, who worked for Sklar at WABC. "He was a monumental presence in broadcasting. There isn't any rock station in the United States that doesn't copy his techniques."

Added Bruce "Cousin Brucie" Morrow, who also worked for Sklar at WABC: "As long as people play music on the radio, Rick's impression will be there. They'll always feel his generation of energy."

Under Sklar's direction, high-profile WABC personalities such as Ingram, Morrow and Ron Lundy were free to spice up their shifts as they chose, but the music remained consistent through the day: a tight rotation of pop, rock and Motown.

"He made the music list very short, very sweet and 100% hits," Ingram said. "You could tune in for half an hour and hear eight or nine hits. It was called Top 40, but Rick tightened it to the Top 14. Guess what? It worked."

In the final years before the explosion of FM radio, WABC drew audiences of as many as 6 million listeners per week, a mass following unmatched since and unlikely to be approached now that music radio has splintered into niche formats.



Rick Sklar

After leaving WABC, Sklar served as vice president of programming for ABC Radio from 1977 to 1984. An adjunct professor of communications at St. John's University, Sklar in 1984 wrote a well-received memoir of his days in radio, "Rocking America: How the All Hit Radio Stations Took Over."

He formed his own consulting firm in 1984, and was a vice president for the Interep Radio Store at the time of his death. He also held positions with MusicNet Inc., and Stratosphere Broadcasting, L.P.

Sklar is survived by his wife, Sy-dell, and two children. ■

SLIWA SHOT IN N.Y.

Curtis Sliwa, founder of the crime-fighting Guardian Angels and host of a morning talk show on New York's WABC(AM), was seriously wounded when a masked gunman ambushed and shot him in a taxi.

The shooting took place on the morning of June 19 after Sliwa hailed a cab to take him from his home in New York's Lower East Side to WABC's studio. Sliwa told police that a gunman, apparently hiding in the front passenger seat, turned around and opened fire. Sliwa was shot at least twice, once in the left leg and once in the lower back, before he lunged out of the moving cab.

He suffered injuries to his colon and stomach and was listed in stable condition at press time.

The investigation of the shooting turned controversial when Sliwa and his wife, Lisa, criticized police for failing to come up with a suspect. The couple was also angered at news reports that said the shooting may have resulted from a love triangle.

John Mainelli, program director at WABC, said he expects Sliwa to return to the show as soon as he is healthy enough to do so. "When he wants to come back on, we'll put him on from wherever he is." ■

CRAVEN LAUNCHES STATION GROUP

By Peter Viles

In another sign that Wall Street is looking more favorably on the radio industry, broadcasting veteran Michael Craven has secured both equity and debt financing from Donaldson Lufkin & Jenrette Securities Corp. (DLJ) to launch a new station group, Liberty Broadcasting.

Liberty, now based in Philadelphia, is hunting for stations or station groups in the top 35 markets and has an estimated \$100 million in equity backed by DLJ, according to a source familiar with the company. Because DLJ has also agreed to arrange debt financing, the new group has an estimated \$220 million to \$250 million in purchasing power, the source said.

Craven, a 23-year broadcasting veteran and former Group W Radio executive, has retained Star Media Group as Liberty's exclusive broker. "There's an opportunity here for us that I think is unprecedented because we've got such a great team of people," Craven says.

"The key point here is that Mike's got money available to him that will satisfy the needs of the total capital structure," says Bill Steding of Star Media. "I don't know another broadcaster or buyer in America who's got that in place today."

Craven says he is seriously looking at three separate properties now, but expects to take three to five years to put together Liberty's group of stations. ■

Radio Extra

EXPANDING RADIO'S HORIZONS

JUNE '92

Open Radio: Russia's media revolution

Former Radio Moscow AM now serves up mix of programing, including VOA

By Harry A. Jessel

Of the half-dozen or so commercial radio stations that have popped up in Moscow in recent years, perhaps none better exemplifies the media revolution that has closely tracked the political revolution in Russia than Open Radio—a four-month-old AM station serving an estimated 30 million Moscovites.

With a frequency (918 khz) once used to air the Communist orthodoxy of Radio Moscow and a 75 kw transmitter once used to jam the incoming offerings of Radio Liberty and Voice of America, Open Radio is now offering its listeners a mix of news and information that includes Radio Liberty and VOA as well as the BBC.

"We had one caller saying we should be hanged for rebroadcasting enemy broadcast stations," says General Manager Nurlan Urazbayev on a



Washington consultant George Jacobs (left) and Open Radio GM Nurlan Urazbayev

recent trip to Washington to visit with his U.S. program suppliers.

Thousands of others, however, he says, have called in to "thank us for what we are doing, for offering other opinions and for treating them as re-

sponsible listeners and citizens free to judge what's true and what's not."

But, of course, some listeners couple their thanks with complaints, he says. In this post-cold war era, they would prefer VOA and RL to tone down talk about the dismal state of Russian affairs, he says, adding that it's something they are all too familiar with.

Open Radio has turned to the foreign broadcast services not only for their international perspective, but also for the hard currency they bring in. VOA is paying around \$70,000 a year for two hours a day of time on the station; Radio Liberty, \$129,000 for three hours a day, according to George Jacobs, the Washington consultant who helped put the deals together.

Those dollars, along with the pounds from the BBC (for four hours a

Continues on Radio Extra 2

Is cable really radio's advertising rival?

Madison Avenue panel advises salespeople to aggressively compete with TV as a whole

By Peter Viles

Radio salespeople are increasingly looking at cable television as a growing competitor for advertising revenue, but the view from Madison Avenue isn't quite the same.

In fact, the advice from advertising and marketing executives at a recent panel sponsored by the New York Market Radio Broadcasters Association was unanimous: forget about cable as a separate threat and concern yourselves more with television as a whole.

"The radio business does cable television a favor when it treats it as a separate medium," said Gerry Fitzgerald, president, FitzGerald and

Robbins. "If somebody's sitting in front of the television watching an ad, they don't care whether it's broadcast television or cable television."

Further, the panelists urged radio salespeople to look for possible alliances with cable systems.

"Across the country, we're seeing television stations allying themselves with cable systems for dual representation and cross-program promotions," said Jack Myers, president, Myers Marketing and Research. "I think there's a more natural alliance between radio and cable—all-news stations with CNN, rock 'n' roll with MTV, all sports with ESPN."

Jean Pool, senior vice president and director, local broadcast, J. Walter

Thompson, agreed, urging the salespeople not to think of cable as a medium unto itself, but simply as an extension of television.

To prove her point, she told of the trends in J. Walter Thompson's use of media over a five-year period. Five years ago, she said, local and national television accounted for 91% of the buys, national and local radio 7.4% and national and local cable 1.6%. Now, the cable share has increased nearly four times over, to 6%, she said. But radio's share also increased, to 9%, while television dropped to 85%.

"It's pretty obvious that the money

Continues on Radio Extra 4

Arbitron to stations: don't look for diary-keepers

In a revised set of guidelines on rating distortion, Arbitron is warning radio stations to refrain from any research that would give them access to current survey diaries or diary-keepers.

The revised guidelines stem partly from a tiff between Arbitron and KWNR(FM) Henderson, Nev., in which the station took out newspaper ads in an attempt to locate Arbitron diary-keepers. The station, seeking to explain a poor showing in diaries collected late in an Arbitron survey, suspected that Arbitron might have surveyed some diary-keepers twice, thus skewing the ratings. So the station conducted research to find the diary-keepers and ask them if they'd been surveyed twice.

The result of the station's research was somewhat inconclusive—the station says it located 14 Arbitron diary-keepers, three of whom had been surveyed twice. Arbitron acknowledged some repeats, but maintained they were unintentional flukes that did not distort the ratings.

Arbitron, meanwhile, saw the station's research as an ominous development, and is seeking to stop such activity through its revised guidelines. While Arbitron did not accuse KWNR of distorting ratings, it said any station contact with diary-keepers presents the opportunity for distortion.

"We believe it has the potential to influence and compromise the integrity of the survey," said Arbitron spokesman Thom Mocarsky.

Mike Ginsburg, general manager of KWNR, said he disagrees with the new guidelines. He argued that stations should be allowed to investigate Arbitron's surveys. "I have a right as a broadcaster to research those people any time I want," he said. "When there's a wobble like this, I think the broadcaster should be able to say, 'Hey, what happened?'"

Arbitron's revised guidelines also warned stations not to engage in activities that would alert diary-keepers about the survey in a way that might encourage participation. It reminded stations it reserves the right to review a station's compliance with the guidelines at any time. —PV

Russia's Open Radio

Continued from Radio Extra 1

day) are the principal revenues for the station, which is still very much feeling its way. The station is trying to sell time to local advertisers, Urazbayez says, but dire economic conditions and the steadily inflating ruble are making local revenues an uncertain and modest source of income.

Urazbayez, a former head of the North American and British services of Radio Moscow, and Yuri Minayez, director of the Radio Moscow World Service, conceived the station and had the contacts needed to secure the frequency and to lease the government-owned transmitter.

Management Partnership International, a Chicago-based investment firm targeting the republics spawned by the breakup of the Soviet Union, and a couple of Russian entrepreneurs put up the needed cash in exchange for 30% and 20% of the stock equity, respectively. For providing studio facilities, Radio Moscow received a 50% stake. Urazbayez says he has no equity in the station, but has a deal

that gives him a cut of any profits.

According to Urazbayez, given the Radio Liberty and VOA deals alone, the venture ought to turn a profit in its first year. The station's budgeted operating costs are just \$150,000 annually, he says, although inflation could drive the figure up considerably.

The principal costs are the transmitter lease and the salaries of the two dozen employees, he says. Nobody is getting rich on the salaries, he notes. His own amounts to just \$80 a month.

On Open Radio's behalf, Jacobs says, he is talking to some religious broadcasters who have expressed interest in buying time on the station and may approach some commercial networks in the U.S.

Buoyed by the initial success of Open Radio, Urazbayez says he and his partners have already applied for an FM license and are planning a commercial TV station. Due to the instability of the economy and the government, putting additional stations on the air is an iffy proposition, he concedes. "The whole thing is iffy," adds Jacobs. "But so far our luck has held out." ■

Widmann proposes bonus plan

By Mike Freeman

CBS Radio Division President Nancy Widmann got the undivided attention of her audience last week when she suggested that radio stations offer bonuses or commissions to promotion executives who bring in advertising business.

In her address to radio executives at the BPME-BDA conference, Widmann suggested a "reward system does acknowledge the simple fact that marketing and promotion are integral functions of our business...I believe you should receive a bonus or commission for the business you help to bring in," referring to value-added ad promotions largely created by promotion and marketing executives. "And with that said," she added, "I expect the CBS Radio promotions people in this room will have a new topic of discussion with their GM's when they return to their properties."

Speaking on the current radio spot market, Widmann said "local sales seem to parallel the overall slow growth pattern of the economy," with first-quarter local spot sales growing 3.4%. However, she said that national spot radio billing in the first quarter of 1992 was down 13.4% when compared to the same period in 1991. She added that national network sales were down 11% year-to-date and 20% for the month of April.

"Look for recessionary spending with depression-style thinking," Widmann warned. "Retailers have already learned that a 'sale' mentality simply isn't enough—the need for value, prioritizing resources—must go into the mix."

Widmann gave cause for optimism that deregulation of the radio industry will be the "locomotive" of change. "Expanded opportunities beyond the 12-12 rule and the relaxation of duopoly [rules] offer great promise for stations and groups to consolidate resources, achieve better operating efficiencies and maximize opportunities," Widmann said. ■

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WMMO 980

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General Manager

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ARBITRON

Cable vs. radio

Continued from Radio Extra 1

for cable is coming out of television," she said. "It's not coming out of radio. The consumer views cable as television. The advertiser views it as television. It's television."

Pool also urged radio salespeople to look aggressively for cross-media packages that will bring new advertis-

ers to radio. "Grow your business," she advised. "There's no erosion into cable. That's not the problem here. There's no erosion into network radio. There's no erosion into local television. But there's no real growth. That's a problem."

FitzGerald, meanwhile, recommended that the radio industry launch an all-out battle against television, portraying the increasing fragmenta-

tion of television viewing as a weakness radio should exploit.

"The radio industry is just too polite," he said. "It's not competitive enough.... What radio needs to do is attack television for what it is and what it has become."

FitzGerald even suggested a slogan for such an anti-television campaign: "Television: it ain't what it used to be."

TOM'S WORLD

Radio's most popular pitchman is about to become a syndicated talk show host. Tom Bodett, now famous for his Motel 6 commercials, will host a weekly, hour-long show, "Everyday People With Tom Bodett," beginning Sept. 14. The program, produced by SJS Radio Networks, will consist of the kind of homespun topics his listeners have come to expect from Bodett, exploring issues like a teen-ager's first date or a retired couple's last trip to the beach.

DON'S STATE

Connecticut became a state ruled by radio for a few hours on June 17 when Don Imus, the acerbic morning man from WFAN(AM) New York, swapped jobs with Gov. Lowell P. Weicker Jr. WFAN's "Imus in the Morning" became "Weicker in the Morning," and the barbs flew fast and furious. "Shut up," said Weicker upon taking the microphone



at 6:45 a.m. "We've created a monster," replied Imus, who lives in Westport, Conn. Call-in guests for the four-hour show included Vice President Dan Quayle, New Jersey Gov. Jim Florio and U.S. Sen. Alfonse D'Amato of New York.

AIDS RADIOTHON

KABC(AM) Los Angeles held a special, 19-hour radiothon Wednesday

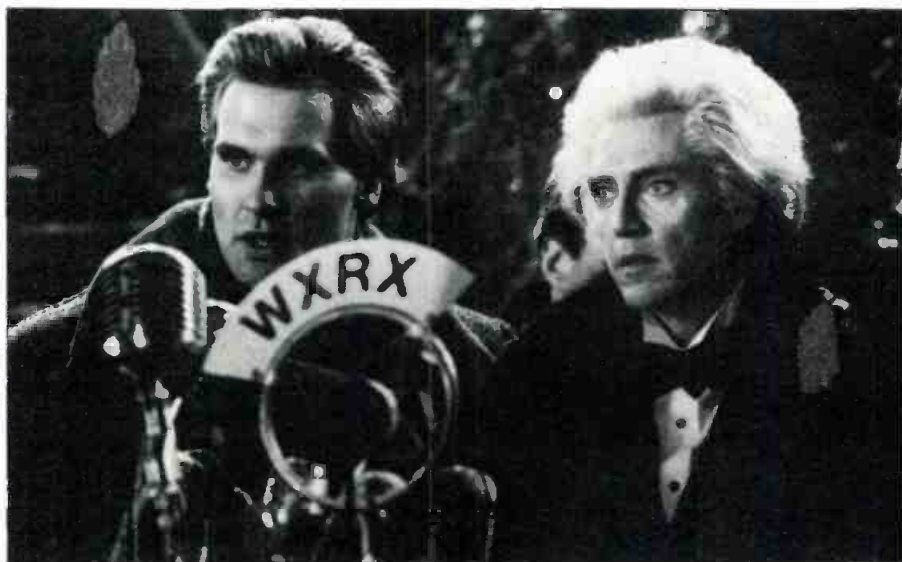


If the Caribbean's No. 1-selling lager beer catches on in the U.S., it will have radio to thank. Red Stripe, the Jamaican beer imported to the U.S. by Labatt's U.S.A., recently made its U.S. advertising debut with a radio-only campaign of 60-second spots featuring an original reggae song.

(June 24) to discuss AIDS and issues related to the fatal condition. The broadcast began at 5 a.m. and continued through the day, with call-in segments hosted by Michael Jackson and other KABC personalities. In a twist, the program originated at the Playboy Mansion—Playboy was among the first media outlets to cover the AIDS problem extensively.

WESTWOOD STATIONS CHANGES

Changes announced at Westwood One's New York stations: Don Nelson, vice president and general manager of WYNY(FM), resigned June 16, citing a desire to return to Southern California; Richard White, formerly general manager of WCTC(AM) and WMGQ(FM) New Brunswick, N.J., was named station manager at both WYNY and Westwood One's WNEW(AM).



When millions of moviegoers across the country go to see 'Batman Returns,' they see a big-screen plug for WXRK(FM) Rockford, Ill. The station's call letters appear on a microphone flag and are displayed on a large banner during a news conference in the movie. "Apparently the art director of 'Batman Returns' liked the sound of our call letters and asked permission to use them," says WXRK GM David McAley.

Washington

LONG-FORM POLITICAL ADS RAISE RATE QUESTIONS

FCC has yet to set policy for lowest-unit charges for extended ads; stations currently free to employ variety of pricing options; candidates and their lawyers monitoring situation

By Joe Flint

The battle over who can be the most unconventional presidential or congressional candidate when it comes to using media will likely cause even more headaches for broadcasters and the FCC.

The latest potential problem is long-form advertising. As more federal candidates for office turn to longer ads—typically 30-minute spots—to get their messages across, the FCC may once again have to adjust its political broadcasting rules to fit the new political strategies.

Right now, the commission has no set policy on determining a lowest-unit-rate price for federal candidates seeking to buy longer-form spots such as 5- or 30-minute ads. Stations have been left on their own to determine pricing, and so far no one has complained to the FCC.

However, this year's election season promises to be anything but ordinary, and candidates have shown a willingness in some markets to bypass 30-second spots for longer ads. And if the nontraditional media phenomenon spreads to congressional and Senate races, confusion and disagreement over determining rates will likely grow. In that case, new FCC rules will not be far behind.

Stations are required to make program-length time available under the reasonable-access provision, but the station can decide the length of the spot. In other words, a candidate cannot request a 15-minute spot if the station does not schedule its programs in such a way as to allow airing a 15-minute spot.

Stations usually have three different



Presidential hopefuls Bill Clinton (above) and Ross Perot may choose long-form advertising over 30-second spots

options in setting rates for 30-minute spots. They can take the normal 30-second non-pre-emptible rate and multiply it by 60 or, if the spot is to air when the station might normally air an infomercial, charge a rate similar to that for infomercials. The option the FCC is said to like would have a candidate pay the cost of the pre-empted program and the cost of the lost spots. However, broadcasters are not locked into those three options, says Jerald Fritz, vice president, legal affairs, Allbritton Communications.

Options or no options, the long-form spots are already giving broadcasters a headache. "Are they a problem? Yeah," said one top 10 market sales manager, who said the spots destroy schedule flow and are "the ultimate tune-outs for the American public."

If 30-minute spots catch on, the commission may have to consider setting limits on how many of the spots a station has to air. Said Jan Crawford, president of political media buying firm Jan Crawford Communications: "If presidential candidates start buying 30-minute spots, it will pre-empt

spots available for other federal candidates."

Program-length spots could also create equal opportunity problems for stations if inventory becomes tighter, especially in the fall, said Craig Blakeley, partner, Sidley & Austin.

The networks will also be faced with pre-empting popular shows for political spots, although the possibility of affiliate pre-emption may discourage politicians. One affiliate sales manager said affiliates, which do not make money from carrying network programming, would probably be wary of carrying some network-bought spots and not others. "How much political scrutiny do you want?" the executive asked.

Although no problems have emerged yet, candidates and their lawyers are monitoring the situation. Bobby Kahn of Barnes, Browning, Tanksley & Casurella, lead attorney for several candidates seeking ad rebates, said of long-form spots: "It is uncharted territory and ripe for station games." As for multiplying the rate of a spot on a 30-minute program by 60, Kahn said the formula does not take into account production fees, copyright costs, and promotional spots, and assumes the program is always sold out. "We will keep an open mind and would delight in assisting candidates in keeping stations honest," he said.

For now, any complaints will be handled at the commission on a case-by-case basis, said Diane Hofbauer, special assistant, licensing oversight, Office of the General Counsel. Although there are no complaints yet, it may only be a matter of time. "There will be, sooner or later," she said. ■

NTIA ASKS FOR MORE MONEY FOR PCS RESEARCH

New NTIA head says technology may be next generation of mobile communications

By Randy Sukow

The newly confirmed Greg Chapados, assistant secretary of Commerce and administrator, National Telecommunications and Information Administration (NTIA), continued NTIA's push for funds to study the development of personal communications services (PCS) during a Senate Communications Subcommittee hearing on NTIA's 1993 authorization.

"We seek \$1.3 million for research on the development of PCS, which have been proposed as ubiquitous portable intelligent telephone and data services that could constitute the next generation of mobile communications," Chapados said.

Last Tuesday's hearing (June 23) marked the second time this year NTIA has placed PCS at the top of NTIA's 1993 priority list. Earlier, acting administrator Thomas Sugrue told a House appropriations subcommittee that PCS "is probably the most promising new technology that is immediately over the horizon" (BROADCAST-



NTIA head Greg Chapados

ING, March 30).

PCS is an advanced version of current cellular telephone technology, featuring lower-cost, smaller digital cells and inexpensive consumer receivers. The FCC has issued dozens of experimental licenses—many to cable television systems—to test PCS and is currently searching the limited spectrum available to support the new technology.

NTIA plans "to explore the numerous technical and policy questions about PCS to insure successful imple-

mentation," Chapados said. "We plan to investigate the availability of spectrum, the potential competition and interoperability with other communications systems and performance standards."

The \$1.3 million authorization sought for PCS is in addition to the \$21.823 million already budgeted for NTIA in 1993. Inouye called the spending increases written into the proposed NTIA authorization "uncontroversial."

Chapados also requested additional authorization for research on integrated broadband networks in coordination with the Commerce Department's National Institute of Standards and Technology (\$1.1 million); an upgrade of NTIA's spectrum management program designed to better coordinate government frequencies and clear spectrum for new technologies (\$768,000), and improvement of domestic telecommunications policy, including the introduction of competition into local telephone exchanges and coping with new telecommunications technologies (\$197,000). ■

NEGATIVE CAMPAIGNS BEHIND VOTER DISCONTENT, TAUZIN SAYS

The current political climate of voter dissatisfaction with government, long-established politicians retiring from service and wide support for unannounced presidential candidate Ross Perot are a direct result of years of negative campaigning, especially negative television campaigning, says House Telecommunications Subcommittee member Billy Tauzin (D-La.).

"For 10 years now we have been intensively a television audience, not focused on politics on the courthouse steps or at our front doors, as we once were," Tauzin said last Wednesday (June 24) at a luncheon sponsored by the American League of Lobbyists. "For 10 years now, politicians have learned—with the help of hired guns—that the way to office is not necessarily by selling your attributes. It's by knocking the other guy down."

Voters tend to believe the negative messages politicians air, Tauzin said. "The upshot of it all is that politicians and government officials have convinced the American public that there aren't any good choices out there. It's no wonder that after a campaign gets underway after any length of time, the leading candidate is 'none of the above,'" he said.

Last week Norman Lent (R-N.Y.), ranking minority member of the House Energy and Commerce Commit-



Congressman Billy Tauzin (l) and Norman Lent

tee, which oversees all telecommunications issues, announced his retirement from Congress following the current session. Lent, who has served in the House since 1971, was most recently leader of the unsuccessful attempt to pass a less regulatory cable bill than H.R. 4850.

Tauzin said Lent's departure and those of dozens of other congressmen could also be attributed to negative campaigning. "We've got to somehow stop the kind of politics that is driving good people out of the system."

—BS

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The Bush administration has stood shoulder-to-shoulder with the cable industry over the past two

years in opposing cable rereg legislation. So it should come as little surprise that many cable executives have dropped \$1,000 checks into the basket for the re-election campaign. But, as far as could be determined from sifting through Federal Election Commission records for several hours, none approaches Bill Daniels in his dollars-and-cents commitment to Bush and the Republican cause.

The records show the cable pioneer has contributed \$133,750 to Republican Party committees and candidates since January 1990. The largess includes so-called soft money contributions totalling \$124,000 to the Republican National Committee—\$25,000 in May 1991 and another \$99,000 last March. The law limits the amount any individual may give to federal campaigns to \$25,000 in any one two-year election cycle. But the limit is easily circumvented by soft-money-giving to party committees. Such money cannot be used directly on federal campaigns, but can be used for get-out-the-vote activities or to cover general costs and free up unrestricted money for the campaigns.

FCC Commissioner Jim Quello, who found himself seated next to Rupert Murdoch at the Monday luncheon of the Fox affiliates meeting in Los Angeles, suggested to the Fox chief the firing of Stephen Chao (see page 18) may have "done some good" for the network, improving its image among Washington policymakers. "Unfortunately, Fox is associated with too much sex and violence," Quello said he told Murdoch.

From Los Angeles, Quello was scheduled to go to Santa Barbara for the Saturday (June 27) wedding of his granddaughter, Susan Quello, to Richard Montgomery, senior vice president, domestic TV, Paramount. The couple have the TV business in common. Quello worked in sales at TeleRep and KCAL(TV) Los Angeles. Most recently, she was personal manager of her longtime friend, actress Sherlyn Fenn, best known for her role as the seductive Audrey in *Twin Peaks*.

Using tax certificates to increase minority ownership is a good idea that can be made even better, says a consortium of minority broadcasters and station brokers represented by former NAB general counsel Erwin Krasnow. The consortium last week asked the FCC to form a "joint working group" with the IRS to explore ways to broaden the minority tax-certificate policy, which permits sellers of broadcast stations to minorities to defer capital gains taxes by reinvesting proceeds into other broadcasting properties within a year. And to get the FCC-IRS group off to a good start, the consortium proposed a number of reforms, including permitting reinvestment in partnerships and in publicly held companies that hold stations through subsidiaries.

It's official. FCC Chairman Alfred Sikes's letter to Congress three weeks ago proposing shifting the responsibility for cable rate-regulation from the FCC to the state public utility commissions (PUC) has made just about everybody mad. As previously reported, FCC

Washington Watch

Commissioner Sherrie Marshall is mad because Sikes implied all the commissioners backed the

idea; OMB associate director Janet Hale is mad because Sikes suggested the President was supportive, and NCTA President Jim Mooney is mad because the whole idea of PUC regulation scares the bejibbers out of cable operators.

Add to them House and Senate Democrats who are convinced Sikes's real motive was, as one staffer put it, "to muck up" their rereg legislation with talk of the enormous costs that would befall the FCC if given the job of reregulating cable rates. The Democrats were also miffed reporters received copies of the letter before they did. Sikes has at least tried to right that wrong, sending letters of apology to members for the premature press release.



Three members of the Senate Commerce Committee, the body that wrangles over communications legislation, ranked first in three of the negative categories in *Washingtonian* magazine's "Best & Worst of Congress" list this year: Al Gore (D-Tenn.), "Showhorse"; Ted Stevens (R-Alaska), "Hot Temper," and Larry Pressler (R-S.D.), "Rhodes Scholar—Not." (Pressler's distinction is ironic; he is, in fact, a Rhodes Scholar.)

No broadcasting or cable favorite hit number one in any categories on the House side. But the congressional staffers who were surveyed for the list may have said more than they intended about the institution they serve in naming House Telecommunications Subcommittee member Dennis Eckart (D-Ohio) among the congressmen with the "brightest future." Eckart's future is not in the House; he decided long ago not to run for re-election.

Spectrum auctions "look like an idea whose time has come," FCC Commissioner Ervin Duggan told mobile radio operators in Washington last week, noting the idea has gained currency at the White House and with key congressional leaders. Duggan, speaking at the American Mobile Telecommunications SMR Leadership Conference, advocated an experiment to ascertain the benefits and detriments of auctioning before deciding whether to incorporate it into the FCC's licensing repertoire. In any event, he said, auctions probably should not be used in broadcast licensing and definitely should not grant property rights. "There should be no expectation of outright ownership under auctions and there should be an explicit understanding of the public interest nature of the license."

Vice President Quayle may not think Murphy Brown a proper role model, but FCC Commissioner Sherrie Marshall does. Marshall, in a speech last year before the D.C. Chapter of Women in Cable, said the sitcom character is "important" because of her competence and success in a traditionally male occupation. "Murphy doesn't shout, 'I am woman, hear me roar,'" Marshall said. "Instead, she firmly states, 'I am competent, watch me rise.' And with that statement her character takes on mythic, even heroic, proportions."

—NAJ

LATE NIGHT BATTLE

Continued from page 20

sweeps, which will provide the first conclusive data on how both programs have scored in the key 18-34 and 18-49 demographics. In trade advertisements two weeks ago, NBC boasted *The Tonight Show's* top-ranked 3.8 rating among the 18-49

age group (based on preliminary NTI/NSS reports, May 25-June 7), compared with *Arsenio's* 2.1 rating, which was tied with ABC's *Nightline*. CBS's *Crime Time After Prime Time* action-adventure checkerboard had a 1.9 rating.

Eric Cardinal, NBC's vice president of audience research, suggested that second-week (June 1-5) demographic

ratings—despite prolonged telecasts of the NBA finals—for Leno among the 18-49 and 18-34 age groups (3.3 and 3.0 ratings, respectively) were 50% and 20% ahead of *Arsenio* in each of those categories. Cardinal added that the key demographic ratings for Leno are 32% and 30% ahead of Carson's year-ago performance in the two-demo categories. ■

BALANCE IS WATCHWORD AT CPB MEETING

New shows previewed; McDonald's, Nike to promote PBS series

By John Gallagher

In remarks made before the Corporation for Public Broadcasting (CPB) awards banquet at the PBS annual meeting in San Francisco, CPB chairman Sheila Tate said "a perceived imbalance [in public television programming] is as important to address as a real imbalance."

That was the one lesson to be learned, Tate said, from the past six months of scrutiny and delays in the CPB authorization bill, which finally passed the Senate on June 3 (BROADCASTING, June 8). Insuring the perception and reality of balanced and objective programming appeared to be foremost on the minds of the approximately 1,200 public broadcasters who attended the five-day meeting last week.

"The producers that make public television programs are in this business for one set of reasons and objectives," said Bruce Christensen, president and CEO, PBS, "and the people who broadcast the programming...have another set of objectives...PBS is kind of in the middle and struggling with reconciling the mandate that you have from our members to deal with some of the important programming and funding issues."

Tuesday's full-day "town meeting," hosted by PBS talk show host Charlie Rose, provided a forum for those concerns, voiced by station managers from both large and small-market stations. "I think while it was not a meeting at which there were grand resolutions to eternal problems," Christensen said, "people walked out of the room understanding the dilemma. And I think everybody now, whether you're a producer or a station manager...will make decisions

in a context that's much bigger and broader and better."

Four new programs for the fall were highlighted at the opening session, including *Realms of the Russian Bear*, a history series produced by WNET (TV) New York that goes behind the scenes in ways not possible until after the cold war, and *Space Age*, produced by WQED Pittsburgh.

Attendees were greeted with the news that corporations will be contributing larger amounts than in the past in promoting children's programs. Mc-

Donald's will join with WNET to promote new series *Behind the Scenes* by including "creative kits" in McDonald's Kids Meals that will encourage children to develop their creative talent and get involved with the program. Nike plans to use its action-oriented theme in the promoting of *Ghost Writer*.

At the opening session, Jack G. McBride, general manager of Nebraska Educational Telecommunications, received PBS's Outstanding Public Television Manager Award. ■

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

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

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

Date Book

■ Indicates new listing or changed item

THIS WEEK

■ **June 29**—*Women in Cable, Rocky Mountain chapter*, luncheon featuring Republican Senate candidate Terry Considine discussing his views on cable legislation and other federal regulatory issues. Hyatt Regency, Denver. Information: Donna Fletcher, (303) 739-8500, or Gail A. Snyder, (303) 694-6789.

■ **June 29**—1991 MPA Kelly Award presentation sponsored by *Advertising Club of New York and Time Inc.* Keynote speaker: Reginald K. Brack, chairman, president and CEO, Time Inc. The Plaza Hotel, New York. Information: (212) 533-8080.

■ **June 30**—Local advertising sales presentation sponsored by *EPSN*. Teaneck, N.J. Information: Shelley Hunter, (203) 585-2480.

■ **June 30**—Deadline for entries in *New York Festivals* 1992 international television advertising awards competition. Information: (914) 238-4481.

■ **July 1**—Deadline for "Power Reporting" seminar sponsored by *Poynter Institute*. Institute, St. Petersburg, Fla. Information: (813) 821-9494.

■ **July 1**—Deadline for entries in Agriculture awards honoring excellence in agricultural reporting sponsored by *University of Illinois at Urbana-Champaign, Office of Agricultural Communications and Education*. Entries must have been published or broadcast between June 2, 1991, and June 1, 1992. Information: James F. Evans, (217) 333-4782.

■ **July 1**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Corporan, senior vice president and

ERRATA

The story about Lowell Paxson's attempt to buy a controlling portion of TM Century Inc. (**BROADCASTING**, June 15) incorrectly described the relationship between Marjorie McIntyre and the stock Paxson was interested in buying. **As settlor of a trust, McIntyre created the trust that controls the stock, but does not actually control the trust herself.**

June 8 "Closed Circuit" may have given the impression that ABC was singling out affiliate KATV(TV) Little Rock, Ark. **It is ABC Sports' policy to prohibit ABC affiliates from planning to join its telecasts in progress on a regular basis.** KATV(TV)'s decision to take Jefferson-Pilot SEC football telecasts is in violation of that policy.

news director, WPIX-TV, New York. Copacabana, New York. Information: (212) 768-7050.

■ **July 2-4**—"Telecommunications and the Economy: Business Applications and Issues," mid-year seminar sponsored by *Pacific Telecommunications Council*. Seoul, Korea. Information: (808) 941-3789.

July 2-7—14th *International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

■ **July 3**—Deadline for entries in the fifth annual Excellence in Advertising on Radio honoring excellence in advertising for local and national restaurant operations sponsored by *The Interep Radio Store* and *Nation's Restaurant News*. Information: (212) 916-0586.

JULY

■ **July 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Edwin Schlossberg, founder and president, Edwin Schlossberg Incorporated. Copacabana, New York. Information: (212) 768-7050.

■ **July 9**—"Sex in the Workplace," gender dynamics workshop sponsored by *Women in Cable, Atlanta chapter*. Atlanta. Information: Heather Baldino, (404) 827-3307.

■ **July 10**—SCTE Day at the Races sponsored by *Women in Cable, Chicago chapter*, Arlington International Racecourse, Arlington Heights, Ill. Information: Pam Treacy, (312) 938-4200.

July 10-12—*Oklahoma Association of Broadcasters* summer meeting. Shangri La Resort, Grand Lake, Afton, Okla. Information: Carl Smith, (405) 848-0771.

July 13-14—*Corporation for Public Broadcasting* board meeting. Washington. Information: (202) 879-9600.

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

MAJOR MEETINGS

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.

July 25-28—Wireless Cable '92 sponsored by *Wireless Cable Association International*. Orlando, Fla. Information: (202) 452-7823.

Aug. 6-8—*Satellite Broadcasting and Communications Association* summer trade show. Baltimore Convention Center, 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: (301) 206-5393.

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. 12-16—*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. Future convention: October 13-16, 1993, Richmond, Va.

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

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

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

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

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

■ **Jan. 24-28, 1993**—*NATPE International/Association of Independent Television Stations* 30th annual conference and exhibition. Moscone Convention Center, San Francisco. Information: (310)

453-4440.

Feb. 5-6, 1993—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

Feb. 24-26, 1993—Texas Cable Show sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

March 3-6, 1993—24th Country Radio seminar sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

April 16-21, 1993—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

April 19-22, 1993—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

May 16-19, 1993—*Broadcast Cable Financial Management Association* and *Broadcast Cable Credit Association* 33rd annual conference. Buena Vista Palace Hotel, Lake Buena Vista, Fla. Information: (708) 296-0200. Future conference: May 22-25, 1994, San Diego.

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

Open Mike

REBUTTAL

EDITOR: BROADCASTING's editorial on CBS's recently announced affiliate compensation changes ("Getting There," June 8) was an ill-informed apologia for a bad idea. Virtually all of the advertising in network programs carried on affiliated stations is network advertising. The affiliates are not being paid for carrying network programming; they are being paid for carrying network advertising. CBS sold nearly \$3 billion worth of advertising last year and paid the affiliates about \$120 million, about the same amount of money CBS makes from one prime time rating point. Does that really sound like the affiliates are ripping off CBS?

Cable networks are indeed paid for their programming, but it has nothing to do with the "right balance" and everything to do with the different economics of the two businesses. The simple fact is that the advertising inventory on the cable systems is worth very damn little, and if the cable networks were paid only in local system ad time, they would never have gotten started and could not survive today. Cable systems can pass along the cost because, unlike broadcasters, they can charge their viewers directly.

Your editorial to the contrary, the affiliates *do* believe in the network-affiliate systems and they *do* want to keep it viable. That's why they have worked so hard to find "win-win" solutions and to keep CBS from taking damaging and unilateral actions like this one.—*Mick Schafbuch, chairman, CBS Television Network Affiliates Association.*

PAY THE PRICE

EDITOR: Canada's Broadcast Bureau of Measurement is due kudos. The spring 1992 survey period response rate nationally was the highest in 10 years—54.6%. The improved response rate is a 20.5% increase over last spring's survey. The largest improvement in the ratio of diaries (or "ballots," as they call them in Canada) returned to designated sample

was in the 18-24 age group.

What did they do?

Merely doubled the premium paid to diarykeepers—from \$1 per ballot to \$2. This is now two surveys in a row in Canada where the \$2 incentive has been used. During the fall 1991 book, BBM had a 12% increase in response rate.

I have written a letter to Jay Guyther, Arbitron's marketing vice president, encouraging him to look carefully at the BBM experience. We are told that ARB and BBM have been meeting to share experiences, so Arbitron executives are no doubt already aware of the positive impact that a \$2 premium would have on response rates.

As the BBM's spring 1992 press release says: "The higher response rates achieved this year not only improve the validity of the radio survey, they will also have a positive impact on next year's budget by reducing diary mailout costs."

Join me in speaking to Arbitron with one voice: a \$2 premium will quickly improve their reliability and should also lower their costs of doing business.

Which is what we *all* want: a more valid sample and lower rates.—*Jay Albright, general manager, BP Consulting Group, Seattle.*

INSULATED VOA

EDITOR: I would like to take this opportunity to comment on an editorial on TV Marti in BROADCASTING's May 18 issue.

The Marti projects, both radio and TV, are the consequence of an obsession to force the demise of the Castro regime in Cuba. A number of factors weigh into this objective, including the ability of elements within the Cuban-American community to successfully exert political pressure on the White House and Congress and the unexpected and rapid collapse of the Soviet Union and the communist system in Eastern Europe.

To force the demise of the Castro regime would be a crowning achievement in the eyes of VOA officials

...one which they would not have to share credit for with Radio Free Europe/Radio Liberty, as in the case of the Soviet Union's demise.

Within VOA, there has developed an attitude on the part of senior officials that appears to indicate that they feel they are wholly unaccountable for their actions. Time and again, VOA operations have been criticized before Congress and in the press, only to see funding increased for such boondoggles as the Marti project. Clearly, VOA officials are able to co-opt the Congress into funding aspects of its operations that are poorly conceived and/or executed.

VOA officials could care less about criticism of its operations from the public and legitimate media. It is indeed ironic that in the United States...a country that has made freedom of the press and oversight of the operations of its government a cornerstone and foundation of its very being...there exists a multimillion-dollar broadcasting operation, supported by taxpayer funds, that is beyond the scrutiny of the American population. When necessary, VOA can wrap itself in the cloak of "national security," assert the statutory protection of the Smith-Mundt Act and blissfully go about doing things that cannot be objectively scrutinized by the American public at large.

Many of us are left to wonder whether the present Voice of America is less about providing news and information to people and more about the projection of power attempting to destabilize unfriendly adversaries.

VOA will continue its Marti projects without regard to its critics and without regard to the disruptions it causes within the American broadcasting industry until substantial pressure is brought to bear in Congress to cease the funding of this and other wasteful VOA boondoggles and to force VOA into an environment where it is much more accountable to the American people.—*Gary A. Marco, president, National Federation of Federal Employees, Alexandria, Va.*

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Growth opportunity in northern New England. We're looking for an A.E. who wants to move up! Hit the street first specializing in M.O.Y.L. sales. Then hire a team to work under you. Our company has promoted salespeople to station owners! Please send resume and anything that will sell us on you to Box D-33. EOE.

Business manager: Great opportunity for experienced person with strong accounting skills to take charge of the business office in a South Florida radio station. Send resume, references, and salary history to Box D-34. EOE.

Business manager needed for broadcast group. Strong accounting and computer background a must. Former broadcast experience and a degree helpful. Position is based in the Salisbury-Ocean City, MD, area of the Eastern Shore. We are an EOE employer. Please forward resume to: Ron Jay, c/o WQHQ, PO Box U, Salisbury, MD 21802.

New England opening for street fighting GSM in competitive medium market. Established C-1; A-C; growing group with good reputation; opportunity to move up. Resume & your strengths to: Jack Clancy, Eastern Broadcasting, 427-3 Amherst St., Suite 249, Nashua, NH 03063. EOE.

General manager for excellent coastal South Carolina radio station. Must have minimum three years GM experience with strength in programing or sales. Career position with expanding group. Reply to Box D-49. EOE.

General manager/sales manager for leading Orange County New York AM radio station. Salary, draw and a "piece of the action." Must be sales leader and not sit in the office. Contact George "Captain Radio" Dacre. 914-651-4446. EOE.

HELP WANTED SALES

Do you love to sell and have marketing smarts? WJFM radio in Grand Rapids, Michigan has a rare opportunity for a creative person who loves to sell. If you are the type of person who makes a difference to your customers, call general manager Tim Feagan at 616-363-7701. Equal opportunity employer.

Account executive: For leading FM Country format in Roanoke-Lynchburg, VA. Immediate opening. Fax resume to Sterling Slaughter 804-237-8070. EOE.

HELP WANTED NEWS

Anchor/reporter: Major New York radio station seeks on-air talent for news department. Individual must have at least 5 years experience in broadcasting (preferably radio) in a mid-sized to major market. Previous experience should include position of writer and reporter, along with some exposure to a news format. Candidates must be adept at working a board, i.e. playing cards, bringing in live reports, monitoring volume control levels, and operating a mike. Working knowledge of a newsroom computer would be beneficial. EOE. Please send resumes to: Box D-8.

Live in the golf capitol of the world! KCMJ AM/FM seeking applications positions of: Experienced news director... & chief engineer w/RF experience. Rush materials to OM, PO Box 1626, Palm Springs, CA 92263. EOE.

Anchor-reporter: Full service/AC. Small market, upstate NY. Professional experience required. Tom Roehl, WENT, Harrison St. Ext., PO Box 831, Gloversville, NY 12078. EOE.

HELP WANTED PERSONALITY/TALENT

Experienced sports director: Multi-award winning news/talk/sports station in Big Ten college town. Exceptional PBP/reporting/organization/management skills required. Low pay, long hours, high visibility. T&R to: Tim Molnar, WMAJ, PO Box 888, State College, PA 16804.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director for KMOX Radio, St. Louis. Must have background in broadcasting, preferably with degree in journalism or communications and a minimum of five years' experience in radio including management responsibilities. Proven track record and familiarity with News, Talk, Sports and Entertainment format a must. Contact KMOX-CBS Radio, Attention: General Manager, 1 Memorial Drive, St. Louis, MO 63102. Equal opportunity employer.

Urban format station has PD position now open. Send qualifications, and tape to: Allan Chapman, WNOO-AM, 1200 Mtn. Creek Rd. Suite 102, Chattanooga, TN 37405. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Real estate manager, talent coordinator, teacher seeks general manager position in a small to medium market. Willing to relocate. Experienced, conscientious, motivated strong closer. Top biller. Eventual buyout possibility. Call Ted 914-357-4861 or 914-357-3100.

A 20 minute phone call will convince you! I have 10 incredibly successful years of sales management. I am also reputed to be the best radio salesperson in Canada! I am seeking an upper management position somewhere in winter warm U.S. I will seriously entertain offers only from well established companies. Equity consideration is very important. My references will tell you that I can and will outperform anyone, anywhere. Call Ontario, Canada 519-753-9545.

17 year vet, past 10 as small market GM — Does it all — Needs opportunity for advancement. Prefer SE. 704-286-4091.

It was strategically necessary for my operation to be swallowed up in an LMA, despite outstanding record of increases. Therefore my abilities in street sales, staff motivation, competitive positioning and creativity are available for your under-performing station in the Southeast. Reply Box D-51.

Black general manager/national sales mgr.: Currently employed with over 15 years media experience. Have done it all. Local, national and general sales manager; marketing and promotions. Successful record in marketing and sales turnaround. For increased ratings and revenue, contact this bottom line oriented, community involved, take charge manager. 5 years with present company. Fax: Suite 123; 504-387-2878. Will consider all markets.

General manager: My wife and I have sold our station and are looking for a new challenge. Full charge operators all phases with over 25 years experience. Community oriented. Call Jim Fletcher 904-567-1350!

She says you're out there. He says you're not. End this disagreement by answering this ad. Honest, hard-working management team searching for the same in an owner who cares about sales and programing. Over 20 combined years in radio filled with broken promises has caused us to lose faith. Make us believe again. Reply to Box D-50.

SITUATIONS WANTED ANNOUNCERS

You: Hiring daytime DJ, PD? Near Kentucky. Me: Management skills, 6 yrs. marketing. 3 yrs. PT announcing. Interested? Janet 502-895-5888.

Versatile DJ: No drugs, not drinking. Want South, East small market, 1 yr. experience. \$ open. Call 602-872-1805. Adult, single & ready (Gary).

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

SITUATIONS WANTED NEWS

Top sportscaster: Experienced at national and major market levels. Excellent play-by-play and sports talk. Lee Burdorf. 316-722-1499.

Sportscaster who has led small market station to two state AP awards seeks new opportunity with college/minor pro PBP. Knowledgeable newscaster also. Call Mark 503-386-2163.

Young, aggressive, hard working, self-starting sports reporter, with news background, looking for strong, rock solid company to grow with. Call Mike 717-652-7473.

TELEVISION

HELP WANTED MANAGEMENT

Vice president/general manager for WSJV television (ABC) in South Bend/Elkhart, Indiana. Our GM is retiring toward the end of the year and this is a solid opportunity with a privately held company. Excellent growth potential in a beautiful part of the country. Good compensation and benefit package with emphasis on a long-term relationship. Please send resume to Ralph M. Oakley, Quincy Newspapers, Inc., PO Box 909, Quincy, IL 62306. EOE/MF.

Local sales manager: Fox affiliate needs leader with skills in motivation, local-direct and agency sales, sales promotions, inventory management and PC systems. Resume to: Greg Thomas, GM, WRSP/WCCU-TV, 3003 Old Rochester Road, Springfield, IL 62703. EOE.

HELP WANTED SALES

\$30,000 per year is the minimum we'd expect you to earn if you're our winning candidate for an account executive position with KLAX-TV, Alexandria, LA. We're central Louisiana's ABC affiliate offering a great on-air product, benefits and training. TV and radio advertising reps are encouraged to apply. No phone calls. Send resume to: Sales Manager, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. EOE.

Account executive: Leading station on California's central coast is seeking a creative and energetic professional to join our sales team. Sales experience a must, broadcast sales experience helpful. Send resumes to Box D-52. EOE.

Senior account executive needed in highly competitive top 10 market. Must have bachelor degree, proficient in sports marketing & qualitative research. Excellent organizational and interpersonal skills required. Forward resume to: KTXH-TV Personnel, 8950 Kirby, Houston, TX 77054. Paramount Stations Group is an equal opportunity employer.

Local sales: No. Florida powerhouse affiliate seeks aggressive self starter for local sales position. One or two years street sales preferred. Knowledge of vendor support sales helpful. Established list available for the right person. EOE. No phone calls please. Reply to: Director of Sales, PO Box 3048, Tallahassee, FL 32315.

Television account executive: East Coast independent in top 10 market seeks aggressive sales and marketing professional with at least three years experience in broadcast sales. Responsibilities include new business development and creating promotional campaigns. Experience working with vendors a plus. Send resume and cover letter to Box D-53. EOE.

Earn extra money with your direct response clients. Steve 702-597-1829.

Director of sales marketing & special projects: Market-leading, Southeastern, 100+, affiliate seeks creative, high-energy, hands-on, self-starter to write, shoot & produce sales presentation videotapes, revenue-producing program specials and station special projects. Must have excellent writing and presentation skills and effectively support an aggressive sales team. BA degree and minimum five years commercial television experience required. Send cover letter and resume to Box D-54. Equal opportunity employer.

TV sales account executive: Two years broadcast TV sales required. Knowledge of ratings and computerized research tools. Proven track record in new business development and added-value marketing. No phone calls. Send resume to L.S.M., WPGH Fox 53, 750 Ivory Avenue, Pittsburgh, PA 15214. EOE.

HELP WANTED TECHNICAL

Growing organization is accepting applications for the position of broadcast engineer. Minimum of three years experience in component level repair of broadcasting equipment to include: Video tape recorders, production and routing switchers, graphics and paint systems, digital video effects, audio consoles, multitrack audio tape recorders and associated terminal equipment. RF experience with satellite earth stations and full power UHF television stations a plus. General Class FCC license recommended. Two years college or technical school in electronics highly desirable. This position offers a Christian environment with benefits of paid vacation, insurance, holidays, etc. Please call 214-620-1586, extension 6270 for an application. EOE.

Assistant master control supervisor: Work master control shift, TD news, direct weekday public affairs program, help train operations staff. Odd shifts and overtime may be required. FCC license required. Send resume to T. Hiebert, KTVB-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. No phone calls. EOE.

HELP WANTED NEWS

Meteorologist: Be a part of the Emergency Weather Authority. If you are a meteorologist with an AMS seal and strong performance skills send your resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216 Attn: Job Meteorologist. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

Anchor for 6 & 11pm news wanted by ABC affiliate with minimum 2 years experience. Tapes, salary requirements and resume to Roger Follebout, ND, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801.

Producer — assignments desk: Strong writing-organizational-people skills. Must be experienced with computerized newsroom, in video-editing, and handling of multiple live shots. Responsible for one hour prime cast. Retirement, profit-sharing among excellent benefits. Send rundown, tape, resume and references via Priority Mail to Ken Booth, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. Fax 671-477-7847. EOE.

Investigative reporter: Lead special projects which already won ACE, Silver Gavel, George Polk and RTNDA Awards. Retirement, profit-sharing among excellent benefits. Send rundown, tape, resume and references via Priority Mail to Ken Booth, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. Fax: 671-477-7847. EOE.

Sports anchor: Need charismatic communicator for our 6:00 and 11:00 pm casts. Show us what makes your sportscasts special. Non-returnable tape and resume to Art Jordan, News Director, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. Absolutely no beginners. No phone calls. EOE.

Main anchor needed for thirties market affiliate. We need a news room leader who the audience will want to share the time with. Please send resume to Box D-42. EOE M/F.

News producer: We want it all. We're looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table every day. If that's you, send resume and non-returnable tape to WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: News Producer. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE M/F.

News photographer: We want to add a photographer to the market's best team. We want someone who understands the mix of pictures, sound and ideas that add up to compelling television. Resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job News Photographer. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

WHOI-TV, the ABC affiliate in Peoria, Illinois is seeking a news director/anchor. Responsibilities include anchoring the 5:30 & 10:00pm newscasts and the overall operations of the news department. Send tapes, resumes, references, salary requirements, news and management philosophy to Mark Cummings VP/GM, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Weekend sports anchor for dominant NBC affiliate. Must be experienced (minimum one year on air), energetic, responsible. Send non-returnable tape, resume, salary requirements to: Maria Barrs, KSBW TV, PO Box 81651, Salinas, CA 93912. Please, no phone calls. EOE.

Experienced weathercaster/co-anchor/reporter: Needed at a major market network affiliate. Candidates with a working knowledge of meteorological terms and weather forecasting a must. Background in atmospheric sciences and additional experience in TV news anchoring and/or environmental reporting preferred. Qualified applicants need a minimum of three years experience in television weathercasting/reporting. Send resume and tape to KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. Closing date: July 17, 1992. No calls. EEO.

News department: Major Midwest news department may be expanding. Looking for producers & photographers to grow with us. Looking for creativity and a team attitude. An EOE employer, minorities and women are encouraged to apply. Send resume to Box D-55.

Assistant news director: WUFT-TV, University of Florida, College of Journalism and Communications. Supervise newsgathering in award-winning, computerized newsroom producing daily half-hour newscast plus updates and special projects. Requires ability to work with both professional staff and students. Minimum qualifications: Bachelor's degree and two years broadcast news experience or Master's degree in related field. Computer literacy highly desired. Salary \$21,660, excellent benefits. Send cover letter and resume by July 23 to S. Angel Ezell, University Personnel Services, 4th Floor Stadium 95932E, Gainesville, FL 32611. AA/EEO.

Major market affiliate seeking executive producer for award-winning newscast. Must know how to pick a hot story and make it hotter. Must possess strong on-air packaging skills with high production values. Are you a self-starter who can motivate a great team in a highly competitive market? If so, send resume to: Executive Producer, Media & Marketing Incorporated, 4201 Edmondson Avenue, Preston Suite, Dallas, TX 75205. EOE.

Co-anchor: Northeast CBS affiliate. Prefer person with journalism degree and at least 5 years anchor experience for 6 & 11PM newscasts. Minorities are encouraged to apply. Send resume, salary requirements to Box D-56. EOE.

Executive producer: Leading CBS affiliate looking for aggressive, take charge person. Candidate must be production oriented with solid news judgment and strong people skills. Send tape and resume to Bob Stoldal, News Director, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages women and minorities to apply. No phone calls.

News director: We believe in news, and television, and families, and the things that made America great. If you believe in those things, want to work really hard in a small market that still believes in those things, you may be the person we want as a news director. Please send resume, and salary history, and a sample newscast. We'll judge the newscast, not the anchors. Harry Neuhardt, KPVI TV, PO Box 667, Pocatello, ID 83204-0667. EOE/MF.

Anchor: We are seeking a co-anchor for a small market newscast that believes in news. If you're looking for a great place to live and raise a family, and you really love the business and want to work, really work, at it, send a tape, resume, and salary history. Harry Neuhardt, KPVI TV, PO Box 667, Pocatello, ID 83204-0667. EOE/MF.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: To supervise development/production of instructional, educational and public service television programs. Prior experience as a producer/director with a thorough knowledge of production process from conception to completion is essential. Prior production credits should include programs distributed statewide, regionally or nationally. Ability to supervise and instruct those persons involved in production process in a positive manner is required. Experience in writing program grant proposals is desirable. Salary: \$23,500-27,500. Application deadline July 20, 1992. Starting date to be agreed upon. Contact Marie Antoon, Director, 201 Bishop Hall, University, MS 38677. Phone calls welcome at 601-232-5917. Fax resumes accepted at 601-232-5918. AA/EEO employer.

Got the post-BPME Itch? If you're a self-motivated promotion manager with strong on-air imaging skills, then we have a career op for you. Top 30 Midwestern affiliate. Great benefits. Great boss. Great chance to lead a promotion and graphic arts department in a highly competitive market. Send tape and resume to: Promotion Director, Media & Marketing Incorporated, 4201 Edmondson Avenue, Preston Suite, Dallas, TX 75205. EOE.

Executive producer: Top notch, major market news and production company seeks executive producer with at least five years experience producing quality television programs. Candidate must have strong writing and production skills as well as the ability to deal successfully with clients. Excellent salary and benefits. Send resume to: Box D-44.EOE.

Director/TD/editor: KTVN-TV, Reno, has an immediate opening for director/TD/editor. We're seeking a creative, highly motivated individual with at least two years experience directing/switching news and editing commercials, video projects and promotion. Must be able to work with clients, producers and news personnel. Must operate GVG 300 switcher, GVG VPE 141 editor, Ampex ADO, Sony 1" and Beta VCR's, Dubner char. gen., Still Store and ADM audio board. Send tape and resume with good verifiable references and salary requirements to Dave Briscoe, Production Manager, PO Box 7220, Reno, NV 89510. Tapes will not be returned. No phone calls please. KTVN-TV is an equal opportunity employer.

DYNATECH NEWSTAR, newsroom computer systems, has a training position open. Candidate must have news background, Newstar experience and ability to effectively communicate. Position includes extensive travel. Send resume to: Director of Training Services, Dynatech Newstar, 6400 Enterprise Lane, Suite 200, Madison, WI 53719. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced program/operation manager seeks opportunity to program "affiliated" station of the nineties local, syndicated, and network full service schedule. Program/promotion teamwork, research/sales support, local program development, tight operation. Reply to Box D-45.

GM/GSM/NSM hard sell specialist with excellent proven results in managing & selling affiliate, independent, super stations, narrowcasted cable networks and Hispanic television. Proficient in inventory management and training skills, looking for the right opportunity and organization to practice my trade. Please call 916-684-6407.

SITUATIONS WANTED SALES

AM/FM/UHF/VHF cable sales. Tim 614-898-9120.

SITUATIONS WANTED TECHNICAL

Engineering position: Over 20 yrs. experience in television and radio. SBE senior engineer and General Class license. Team player. Willing to negotiate and relocate. Available June. Please write to Box D-46.

Seasoned chief engineer: 14 years hands-on experience. Operates with professional, businesslike attitude. 25 years total broadcast experience. The station comes first with me. Please reply Box D-57.

SITUATIONS WANTED NEWS

I work cheap! But you couldn't get a more talented reporter for a million bucks! Can shoot, edit, write like a pro. Recent NYU grad with experience. Challenge me. Karin Price 516-825-5213.

Intelligent, experienced, educated radio journalist, who loves long hours and hard work, seeks position in TV news, on/off camera. Bill 814-938-3118.

1990 college graduate with BA in TV production & 2 years experience, has sights set on producing, seeks entry level news position. Excellent technical and writing background. Willing to relocate. Call Steve 616-375-8746.

I'll answer phone: But I can report, produce, edit. Ready to pay my dues in your town. Can also recite the fifty states, alphabetically, in less than 21 seconds. Call Karin 516-825-5213.

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

Female sports reporter/producer looking for full-time sports reporting position. Capable of editing own material. Call Chris at 301-897-5439.

MISCELLANEOUS

TV managers: Don't spend \$1000 traveling to look at the Nielsen book—40 years broadcast experience can do it for you. Full details 1-800-771-1966.

Need bottomline infomercial rate for psychic infomercial show in July. Fax times and rates (702-891-0415). Prefer day 9am-3pm.

Be on TV: Many needed for commercials. Now hiring all ages. For casting info call 615-779-7111 ext. T-681.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass communications: Texas Tech University's School of Mass Communications invites applications for a tenure-track position that may involve teaching graduate and undergraduate courses in theory/research, advertising, broadcasting, and/or journalism. Research, publication, service expected. Qualifications include a terminal degree or ABD, professional experience and college/university teaching experience. Review of applications will begin July 13, 1992 and continue until position is filled. Send application, vita and the names of three references to: Jerry Hudson, Chair, Search Committee, Box 43082, Texas Tech University, Lubbock, TX 79409-3082. Texas Tech is an equal opportunity employer.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

KCOS-TV ch. 13, El Paso, seeks to purchase: 1 Master Control switcher w/routing switcher; 1 precision demodulator for ch. 13; 1 13 Ghz STL system. Distributors and manufacturers interested in providing bids should contact Rex Nielson at 915-747-6500 for detailed information. Fax 915-747-6605.

FOR SALE EQUIPMENT

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

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

FM transmitters: RCA 20kw, CCA 3kw. CCA 2.5kw. Collins/ Gates 1kw. Transcom 800-441-8454.

FM 25/30KW: 1981 BE-30, 1988 TTC/25kw. Transcom 800-441-8454.

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

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

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Broadcast equipment: 2 complete studio cameras with wheeled tripods, switcher, spot sequencer, 1 field camera. All camera have 12x1 lens w/extenders. Complete S-VHS edit system. Self supporting 80' tower and CH20 LPTV antenna. Cost over \$180,000 new. Most still in service. Bargain priced. 915-658-2666. Cary Fitch, KIDY-TV, San Angelo, TX 76903.

Cameras: 3 Sony BVP-7, studio and EFP configuration with Fujinon lens, CCU-350, studio VF. RMP-3, tripods, wheels, Q-TV prompter, cases. 2 Sony BVW-200, Fujinon lens, cases. All in excellent condition. Fax request for info to 202-966-4941.

Betacam SP recorders: Sony BVW 75, 70, 65, 35, 10. Excellent condition, well maintained, some with traveling cases, monitors and other accessories for complete cuts edit package. Fax request for info to 202-966-4941.

For sale: Ready-to-go mobile video production truck. '83 Ford with 10.6 x 8.5 x 16 ft. custom unit-body box, low mileage, Grass Valley 1680 with E-Mem, 3/4" SP VTRs with DT/TBCs, 1" VTR, Chyron 4200/2-channel, 12-channel audio console, NAB audio carts, RTS intercom/IFB, audio/video fully patchable/exterior interface panel. Excellent working condition. Call Mark: 800-245-2844.

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HELP WANTED SALES

SYNDICATION SALES ACCOUNT SUPERVISOR

Bohbot Distribution, Inc., the largest independent distributor of children's syndicated television programs, is seeking an experienced salesperson to handle station clearances within the top 100 markets. Qualified candidates should have at least 4 years of syndication sales experience, good station contacts, and be free to travel. New York or Chicago based. Interviews to take place in Chicago (July 2) and in New York (July 13).

ACCOUNT EXECUTIVE

Sales person is needed to sell children's syndicated television properties to markets ranking 100+. Previous sales, media, or rep firm experience is an asset. Position will be based out of the New York office. Must be free to travel. Interviews to take place in New York (July 13).

Send resumes to:

Adrien A. Selxas,
Senior Vice President/Programming Services
Bohbot Distribution, Inc.
41 Madison Avenue, New York, NY 10010
Phone# 212-213-2700/Fax# 212-213-4849



HELP WANTED PROGRAMING PROMOTION & OTHERS

News Promotion Writer/Producer

CREATIVE DYNAMO WANTED! We're the top news station in the top news market, and we're looking for a **WRITER/PRODUCER** to join our award-winning team. You must have at least two years experience in TV news promotion, great writing ability and be equally at home in the edit suite, the studio or the field. If you have terrific ideas and know how to execute them, send your best spots and resume to:

Lindy Spero, VP Creative Services,
WTTG
5151 Wisconsin Ave., N.W.,
Washington D.C. 20016



DIRECTOR CREATIVE SERVICES

San Diego's Hot Growth Indy looking for accomplished TV Promotion/Marketing Pro with finely tuned writing and hands-on production skills.

250,000 member Kids Club, fast-growing Prime Time News with plans for more, Padres baseball, Lakers basketball, plus great syndication. You'll get some station group experience.

Minimum 3 years promotion and 3 years TV Promotion Management experience plus college degree or equivalent.

Send complete information and non-returnable tapes to
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P.O. BOX 719051
SAN DIEGO, CA 92171
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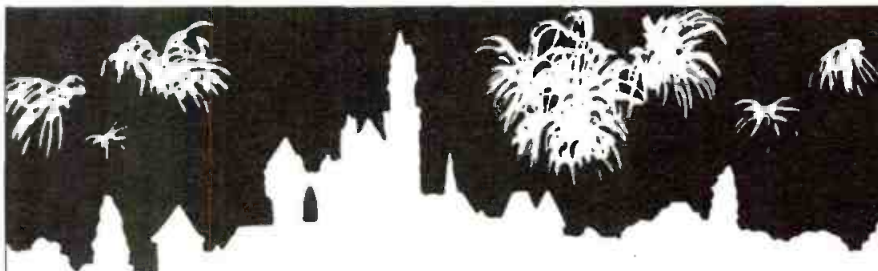
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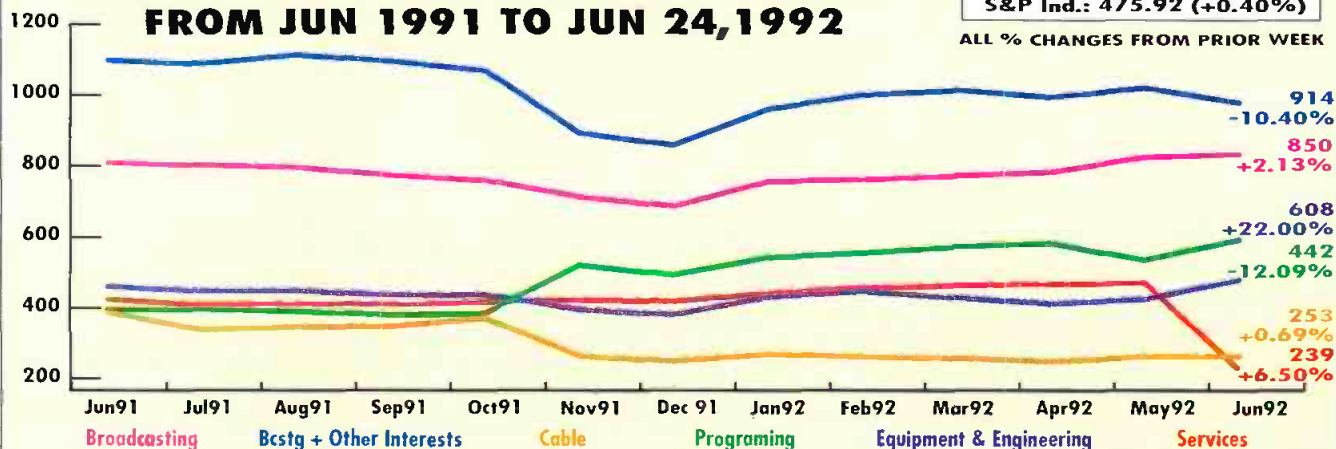
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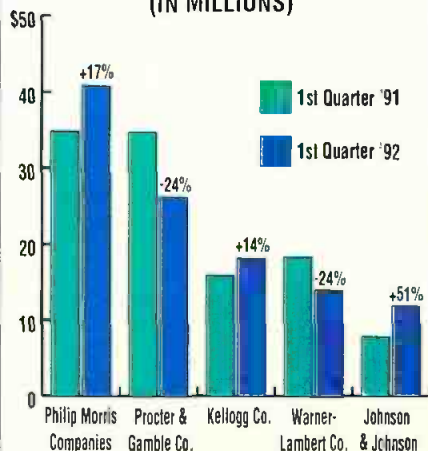
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Broadcasting's By The Numbers

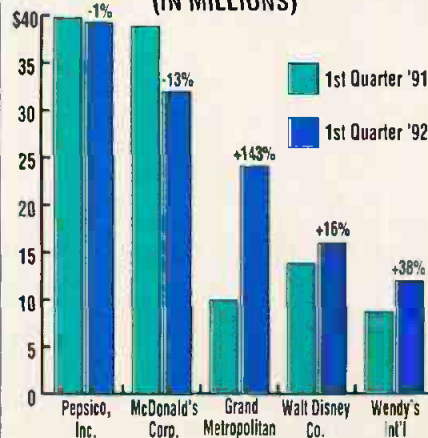
STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 24, 1992



TOP 5 SYNDICATED TELEVISION ADVERTISERS (IN MILLIONS)



TOP 5 LOCAL TELEVISION ADVERTISERS (IN MILLIONS)



SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	11,177	1,530	12,707
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	1,497	195	1,692
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	1,243	977	2,220
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

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 92.1 million.

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

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

For the Record

As compiled by BROADCASTING from June 15 through June 19 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WAGF(AM)** Dothan, AL (BAL920612EB; 1320 khz; 1 kw-U)—Seeks assignment of license from Dothan Broadcasting Co. Inc. to James R. Wilson III for \$60,000. Seller is headed by B.C. Eddins, and has no other broadcast interests. Buyer is permittee of WJNN(FM) Dothan, AL. Filed June 12.

■ **WHBB(AM)-WDX(FM)** Selma, AL (BAL920603GX; 1490 khz; 1 kw-U; BALH920603GY; 100.1 mhz; 6 kw; ant. 327 ft.)—Seeks assignment of license from Holder Communications Corp. to BroadSouth Communications Inc. for \$400,000 ("Changing Hands," June 22). Stations are owned by parent company GMX Corp., which is in receivership. Its other stations are KLCL(AM)-KHLA(FM) Lake Charles, LA; WNAU(AM)-WWKZ(FM) Tupelo, MS, and WHNK(AM)-WRLT-FM Nashville. Seller is headed by receiver Gary Stevens, media broker. Buyer is headed by James M. Reynolds (30%) and Joseph R. Henry (40%), and has no other broadcast interests. Filed June 3.

■ **WMMK(FM)** Destin, FL (BTCH920609HA; 92.1 mhz; 3 kw; ant. 295 ft.)—Seeks transfer of control from Reid Broadcasting Corporation to Stephen C. Riggs & Timothy D. Fulmer for approximately \$659,000. Seller is headed by Paul Reid, and has no other broadcast interests. Buyers have no other broadcast interests. Filed June 9.

■ **WRVY-FM** Henry, IL (BALH920610GZ; 100.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from 29th Broadcasting Co. Inc. to Illinois Bible Institute for no cash consideration; assignment is donation. Assignor is headed by John J. Verstraete, and has no other broadcast interests. Buyer is headed by Ernest J. Moen, and is licensee of WIBI(FM) Carlinville; WBGL(FM) Champaign-Urbana; WCIC(FM) Pekin, and is permittee of new noncommercial FM in Springfield, all Illinois, and WCRT(FM) Terre Haute, IN. Filed June 10.

■ **WKHY(FM)** Lafayette, IN (BALH920615HF; 93.5 mhz; 3 kw; ant. 282 ft.)—Seeks assignment of license from U.S. Broadcasting, Inc. to Stay Tuned Broadcasting Corp. for \$1.78 million. Application is filed concurrently with transfer of control application whereby Seller S. Walter Richey will sell his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. Seller, Richey, is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, NM. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHH(FM) Fresno, both California. Richey also has interests in licensee of KQEU(AM) Olympia, WA; and KLBB(AM) St. Paul, MN. Buyer is headed by Robert E. Rhea Jr., who is 100% stockholder of licensee of WRRR(AM)-WXR(X) Rockford-Belvidere, IL. Filed June 15.

■ **WFTG(AM)-WWEL(FM)** London, KY (AM: BAL920611HJ; 1400 khz; 1 kw-U; FM: BALH920611HK; 103.9 mhz; 3 kw; ant. 190 ft.)—Seeks assignment of license from London Broadcasting Co. Inc. to F.T.G. Broadcasting Inc. for \$410,000. Seller is headed by Jack Mills. Shareholders Herman G. Dotson and Estate of Elmo Mills have interests in licensee of WNRG(AM)-

Abbreviations: APC—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.

WMJD(FM) Grundy, VA. Buyer is headed by Terry E. Forcht, and is subsidiary of ultimate licensee of WAIN-AM-FM Columbia, WHIC-AM-FM Hardinsburg, WTCW(AM)-WXXQ(FM) Whitesburg and WSIP-AM-FM Paintsville, all Kentucky; WCVL-AM-FM Crawfordsville, IN; WDBL-AM-FM Springfield, TN; ; WVLN(AM)-WSEI(FM) Olney, IL. Filed June 11.

■ **KTBS-TV** Shreveport, LA (BTCT920608KF; ch. 3; 100 kw-V; 20 kw-A; ant. 1,780 ft.)—Seeks transfer of control of KTBS Inc. for no cash consideration; application is filed as result of death of Charles W. Wray, 26.3% shareholder of licensee. KTBS will be headed by Helen H. Wray and Florence H. Wray; licensee has no other broadcast interests. Filed June 8.

■ **WZON(AM)** Bangor, ME (BAL920603EA; 620 khz; 5 kw-U)—Seeks assignment of license from John E. Tozer to Nancy Boyd for \$170,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 3.

■ **WDFX(FM)** Detroit (BALH920605HB; 99.5 mhz; 21 kw; ant. 755 ft.)—Seeks assignment of license from WDTX Inc. to Alliance Broadcasting Motown Ltd. for \$4.55 million. Seller is headed by Bruce O. Wilson, receiver, and has no other broadcast interests. Buyer is headed by John P. Hayes, and is limited partnership between Hayes, Odyssey Partners Ltd. and Goldman Sachs & Co. Alliance also owns KYNG(FM) Dallas-Fort Worth. Filed June 5.

■ **WMTR(AM)-WDHA(FM)** Morristown-Dover, NJ (AM: BTC920605HE; 1250 khz; 5 kw-D, 1 kw-N; FM: BTCH920605HF; 105.5 mhz; 3 kw; ant. 564 ft.)—Seeks transfer of control from Signal Communications Corporation of New Jersey to Northern New Jersey Radio Inc. for \$50,000. Seller is headed by W. Lawrence Patrick, and is transferring 20% equity interest in licensee. Buyer is headed by E. Burke Ross Jr. Trustees of E. Burke Ross Jr. Family Trust No. 1, sole limited partner of licensee, owns approximately 25% of stock of licensee of KOLL(FM) Pine Bluff, AR, WPLR(FM) New Haven, CT; WKNN-FM Pascagoula, MS, and WGNE-FM Titusville, FL. Filed June 5.

■ **KVSF(AM)-KIOT(FM)** Santa Fe, NM (AM: BTC920609EA; 1260 khz; 5 kw-D, 1 kw-N; FM: BTCH920609EB; 102.3 mhz; 1.1 kw; ant. 636 ft.)—Seeks transfer of control from Enchantment Media Inc. to Elliot McDowell for \$250,000. Transfer represents option to purchase 10,000 shares of stock. Seller is headed by William R. Sims, and has no other broadcast interests. Buyer has no other broadcast interests. Filed June 29.

■ **WWTI(TV)** Watertown, NY (BALCT920605KE;

ch. 50; 1,200 kw-V; 1,000 kw-A; ant. 1,268 ft.)—Seeks assignment of license from Watertown Television Corp., debtor-in-possession, to Desert Communications V Inc. for no cash consideration; application is filed as result of debtors plan of reorganization. Paula Pruett, director of assignor, is sole general partner of licensee of WNSN(TV) Madison, WI. Shareholder Harold Procter has interests in KRBK-TV Sacramento, CA, and KPLR-TV St. Louis. Buyer is headed by Don A. Luttenegger, and is licensee of KYIS(FM) Oklahoma City. Filed June 5.

■ **WFXN(AM)** Goldsboro, NC (BAL920608EH; 1300 khz; 1 kw-D, 50 w-N)—Seeks assignment of license from Freedom Baptist Church of Goldsboro to Creative Broadcasting Co. for \$100 and assumption of seller's note of \$114,750. Seller is headed by T.D. Worthington, and has no other broadcast interests. Buyer is headed by Willie Strickland, and has no other broadcast interests. Filed June 8.

■ **WJRI(AM)** Lenoir, NC (BTC920615EA; 1340 khz; 1 kw-U)—Seeks transfer of control from WJRI Inc. to R. Donnie Goodale for \$64,800. Seller is headed by estate of Katherine Babb Rabb, headed by Goodale and Robert A. Kent, co executors, and has no other broadcast interests. Buyer has no other broadcast interests. Filed June 15.

■ **KCKX(AM)** Stayton, OR (BAL920610EA; 1460 khz; 1 kw-D, 15 w-N)—Seeks assignment of license from The Concord Group Inc. to Spotlight Communications Inc. for \$83,000. Seller is headed by Clifford A. Zauner, who has interests in KWBY(AM) Woodburn, OR. Buyer is headed by Don Craig, and has no other broadcast interests. Filed June 10.

■ **WAMQ(AM)** Loretto, PA (BAL920612EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Sherlock-Hart Broadcasting Co. Inc. to Stevens Broadcasting Co. Inc. for \$55,000. Seller is headed by Edward Horak. Buyer is headed by Thomas P. Cox. Horak and Cox have 32.5% and 5% interest, respectively, in WBXQ(FM) Cresson, PA. Filed June 12.

■ **WDOT-AM-FM** Burlington, VT (AM: BAL920611HH; 1390 khz; 5 kw-U; FM: BALH920611HI; 96.1 mhz; 3 kw; ant. 4,000 ft.)—Seeks assignment of license from Nichols Radio Broadcasting Corp. to Radio Vermont Inc. for \$643,000 ("Changing Hands," June 15). Seller is headed by John C. Nichols, who is applicant for CP for new TV in Burlington, VT. Buyer is headed by Kenley D. Squier, and is licensee of WDEV(AM) Waterbury and permittee of WLVB(FM) Morrisville, both Vermont. Filed June 11.

Actions

■ **KFAY-FM** Hunstville and **KOLX(FM)** Barling, both Arkansas (KFAY-FM: BALH920422HW; 95.9 mhz; 3 kw; ant. 295 ft.; KOLX: BALH920422HX; 94.5 mhz; 3 kw; ant. 193.52 ft.)—Granted assignment of license from Demaree Media Inc. to Hendren-McChristian Communications for \$1.2 million (see KKID-AM-FM Sallisaw, OK, below). Action June 9.

■ **KPTO(AM)** Citrus Heights, CA (BAP900731EB; 890 khz; 50 kw-D, 1 kw-N)—Dismissed app. of assignment of license from Kin Shaw Wong to Rene De La Rosa for \$650,000 ("Changing Hands," Aug. 20, 1990). Seller has no other broadcast interests. Buyer has interest in Oro Spanish Broadcasting Inc., licensee of KIQI(AM) San Francisco, CA. Action May 29.

■ **KDHI(AM)-KQYN(FM)** Twentynine Palms, CA (AM: BAL920324EA; 1250 khz; 1 kw-D, 120 w-N; FM: BALH920324EB; 95.7 mhz; 19 kw; ant. 200 ft.)—Granted assignment of license from High Desert Communications Inc. to Three D Radio Inc. for

\$70,000. **Seller** is headed by Larry Rutter, who, with principal George Schrader, have interests in licensee of KNGT(FM) Jackson, CA. **Buyer** is headed by David T. Newman and Linda P. Newman, husband and wife, who, with vice president J. Duane Hoover, have interests in licensee of KZAK(FM) Incline Village, NV. Action June 9.

■ **WSTC(AM)-WQQQ(FM)** Stamford, CT (AM: BAL920414GQ; 1400 khz; 1 kw-U; FM: BALH920414GR; 96.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Chase Broadcasting of Stamford Inc. to Q Broadcasting Inc. for \$4.15 million ("Changing Hands," April 6). **Seller** is subsidiary of Chase Communications Inc., headed by David T. Chase, and is also selling its 40% interest in WTOP(AM)-WASH(FM) Washington (see below). **Buyer** is headed by Stuart Subotnick, executive vice president of Metermedia Co. Action June 5.

■ **WCHM(AM)** Clarkesville, GA (BAL920325EA; 1490 khz; 1 kw-U)—Granted assignment of license from Martin Communications Inc. to Joshua Communications Inc.; purchase price not included in application. **Seller** is headed by Clara Martin, and has no other broadcast interests. **Buyer** is headed by Jeffrey S. Mote, and has no other broadcast interests. Action June 10.

■ **KLEO(FM)** Kahului, HI (BAPH920330GJ; 106.1 mhz; 35 w; ant. 3,198 ft.)—Granted assignment of license from Shaka Broadcasting Ltd. to Brewer Broadcasting Corp. for \$75,000. **Seller** is headed by Denise Barron. Limited partner Robin M. Rothschild is 89% owner of WVAY(FM) Wilmington, VT. **Buyer** is headed by Philip L. Brewer, who owns licensee of KKBQ(FM) and has 50% interest in licensee of KHLO(AM) both Hilo, HI. Action June 5.

■ **KFLA(AM)-KSKL(FM)** Scott City, KS (AM: BAL920422ED; 1310 khz; 500 w-D, 147 w-N; FM: BALH920422EE; 94.5 mhz; 100 kw; ant. 345 ft.)—Granted assignment of license from KFLA Inc. to West Jewell Management Inc. for \$240,000. **Seller** is headed by George B. Anderson, who is president, but not stockholder, in KJRG(AM)-KOEZ(FM) Newton, KS. **Buyer** is headed by Roger P. Anderson, son of assignor, and has 82% interest in licensees of KRKS(AM) Denver and KJSK(AM)-KLIR(FM) Columbus, NE. Action June 8.

■ **WTTL(AM)** Madisonville, KY (BTC920302EE; 1310 khz; 1.5 kw-D, 500 w-N)—Granted transfer of control within Hopkins County Broadcasters for \$100,000. **Seller** is Jerry McConley, selling his 19% of licensee to buyers Conway M. Smith (70%) and Robert M. Thomason (30%). Smith has interests in CP for WTTT(FM) Madisonville, KY. Action June 8.

■ **WCND(AM)-WCKP(FM)** Shelbyville, KY (AM: BAL920408EF; 940 khz; 250 w-D; FM: BALH920408EG; 101.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from WCND Inc. to Shelby County Broadcasting Inc. for \$250,000. **Seller** is headed by J.B. Crawley, who has interests in WLBN(AM)-WLSK(FM) Lebanon and WMSK-AM-FM Morganfield, both Kentucky. **Buyer** is headed by R. Lee Hagan, who, with treasurer Gene W. Edwards, has 60% and 40% interest, respectively, in licensee of WPAD(AM)-WDDJ(FM) Paducah, KY. Action June 9.

■ **WLLK(FM)** Somerset, KY (BTCH920401HE; 102.3 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control from partnership of Kerry Rich and Joel Kenner to Williams Communications Inc. for \$317,735, including assumption of debt. **Seller**, Kerry Rich, has interests in WKXX(FM) Birmingham and WRAB(AM) Arab, both Alabama. **Buyer** is headed by Walt Williams, and has no other broadcast interests. Action June 4.

■ **WIXC(FM)** Essexville, MI (BAPH920210GK; 102.3 mhz; 3 kw; ant. 100 m.)—Granted assignment of CP from MW Bay Inc. to WIXC Ltd, limited partnership between MW Bay Inc. and Family Radio Inc. for purpose of constructing and operating station. Family Radio Inc. and MW Bay Inc. will be contributing \$275,000 and \$395,000, respectively, as initial capital contributions. MW Bay Inc. is headed by Geary Morrill. Family Radio is headed by Richard T. Record. Certain principals of MW Bay are also principals in Family Radio. Philip Fisher,

principal of both companies, has interests in licensee of WOSH(AM)-WMGV(FM) Oshkosh, WI. Action June 4.

■ **WMBH(AM)-KKUZ(FM)** Joplin, MO (AM: BAL920422HY; 1450 khz; 1 kw-U; FM: 102.5 mhz; 100 kw; ant. 410 ft.)—Granted assignment of license from Demaree Media Inc. to Hendren-McChristian Communications for \$1.2 million (see KKID-AM-FM Sallisaw, OK, below). Action June 11.

■ **WUCD(AM)** Marysville, OH (BAL920424EA; 1270 khz; 500 w-U)—Granted assignment of license from Sara J. Daneman, trustee, to Union Broadcasting Co. for \$35,000. **Seller** has no other broadcast interests. **Buyer** is headed by Charles H. Chamberlain. Vice president Charles H. Hutchinson owns WBUK(FM) Fort Shawnee, OH. Action June 9.

■ **KKID-AM-FM Sallisaw, OK** (BAL920422EA; 1560 khz; 250 w-D)—Granted assignment of license from Demaree Media Inc. to Hendren-McChristian Communications for \$1.2 million. Purchase includes KFAY-FM Huntsville and KOLX(FM) Barling, both Arkansas, and WMBH(AM)-KKUZ(FM) Joplin, MO (see above). **Seller** is headed by L. Patrick Demaree, and is also licensee of KFAX(AM) Farmington, KKEG(FM) Fayetteville, KOLZ(FM) Bentonville and KZNG(AM)-KQUS-FM Hot Springs, all Arkansas, and KKUS(FM) Springfield, MO. **Buyer** is headed by general partners Kim D. Hendren and Norman D. McChristian. McChristian is limited partner in permittee of KDAB(FM) Prairie Grove, AR. Action June 8.

■ **WKAB(FM)** Berwick, PA (BAPH920326GK; 103.5 mhz; 2.1 kw; ant. 393 ft.)—Granted assignment of CP from Robert J. Moisey to 4M Broadcasting Inc. for \$350,000. Moisey owns 4M Broadcasting; company will reimburse him for sale of station. Moisey has no other broadcast interests. Action June 8.

■ **WMDR(AM)** Alcoa, TN (BTC920427EB; 1470 khz; 1 kw-D)—Granted transfer of control from Blount County Broadcasting Corp. to James E. Ledford for \$122,600. Sellers are Charles W. Johnson and Walker Johnson, selling their 51% of licensee. **Buyer** has no other broadcast interests. Action June 9.

■ **WKXT-TV** Knoxville, TN (BALCT920327KJ; ch. 8; 316 kw-V; 31.6 kw-A; ant. 1,290 ft.)—Granted assignment of license between partners of licensee Knoxville Channel 8 Ltd. for \$5,772,620. John D. Engelbrecht and South Central Communications Corp., limited partners of licensee, are selling interests to Phipps Television of Tennessee, which will become 70% general partner of licensee. South Central Communications is licensee of WIKY-AM-FM Evansville, IN; WEZK(FM) Knoxville and WVEZ(FM) Nashville, both Tennessee. Phipps Television of TN Inc. is headed by John H. Phipps, who has interests in licensee of WCTV(TV) Thomasville, GA, and permittee of WPBF(TV) Tequesta, FL. Action June 9.

■ **KYVI(FM)** Burkburnett, TX (BALH920325HA; 104.7 mhz; 100 kw; ant. 1,017 ft.)—Granted assignment of license from Burkburnett Broadcasters Inc., debtor in possession, to Y-104 Broadcasting Co. Inc.; purchase agreement to be filed as amendment. **Seller** is headed by Fred H. Baker Jr., who is 40% stockholder of licensee of KISR(FM) Fort Smith, AR. **Buyer** is headed by Ronald D. Reedy, and has no other broadcast interests. Action June 8.

■ **WPAJ(TV)** Danville (Roanoke-Lynchburg), VA (BAPCT920114KJ; ch. 24; 5,000 kw-A; ant. 99.97 ft.)—Granted assignment of CP from Danville Communications to Danville Television Partnership for \$10,000. **Seller** is headed by William R. Mouer, and has no other broadcast interests. **Buyer** is headed by partners Caroline K. Powley and Melvin N. Eleazer, and have no other broadcast interests. Action June 12.

■ **WFMF(FM)** Menomonee Falls, WI (BALH920423HM; 98.3 mhz; 6 kw; ant. 328 ft.)—Granted assignment of license from Capitol Classics Inc. to Harris Classical Broadcasting Co.; asset purchase agreement will be filed as amendment in near future. **Seller** is headed by Robert L. Caulfield,

and has no other broadcast interests. **Buyer** is headed by Richard H. Harris, and is 50% stockholder of licensee of WSPB(AM) Sarasota, FL. Action June 5.

NEW STATIONS

Applications

■ **Lake Havasu City, AZ** (BPH920610ME)—Lake Communications Inc. seeks 92.7 mhz; 50 kw; ant. 150 m. Address: 698 East Wetmore Suite 200, Tucson, AZ 85705. Applicant is headed by William Yde III, and has no other broadcast interests. Filed June 10.

■ **Lake Havasu City, AZ** (BPH920610MB)—London Bridge Broadcasting Inc. seeks 92.7 mhz; 41.2 kw; ant. 164 m. Address: 2001 Industrial Blvd., Lake Havasu City, AZ 86403. Applicant is headed by Lee R. Shoblom, and is licensee of KFWJ(AM)-KBBC(FM), two LPTV's and two FM translators, all Lake Havasu City, Arizona. Filed June 10.

■ **Lake Havasu City, AZ** (BPH920610MG)—Steven M. Greeley seeks 92.7 mhz; .72 kw; ant. 814 m. Address: 2575 Avalon Place, Lake Havasu City, AZ 86403. Applicant has interests in licensee of KZUL-FM Lake Havasu City, AZ. Filed June 10.

■ **Lake Havasu City, AZ** (BPH920609MC)—Mackin Broadcasting Inc. seeks 92.7 mhz; .75 kw ant. 816 m. Address: 5805 E. Pickard, Suite 311, Mt. Pleasant, MI 48858. Applicant is headed by J.D. Mackin (75%), and is licensee of WCFX(FM) Clare, MI. Shareholders William R. Walker and Philip Fisher are stockholders in licensees of WOSH(AM)-WMGV(FM) Oshkosh; WIZM-AM-FM La Crosse, and in permittees of new FM at Mishicot and WFDL(FM) Lomira, all Wisconsin. Stockholder Ben C. Fisher has interests in licensee of WMAY(AM)-WNNS(FM) Springfield, Ill. and WSJM(AM)-WIRX(FM) St. Joseph, MI. Filed June 9.

■ **Lake Havasu City, AZ** (BPH920610MC)—Denise Broadcasting Inc. seeks 92.7 mhz; 50 kw; ant. 134 m. Address: 3005 N. Cisco, P.O. Box 1265, Pittsfield, MA 01202. Applicant is headed by Denise A. Shoblom, and has no other broadcast interests. Filed June 10.

■ **Felton, CA** (BPH920521MM)—Miklos Benedek seeks 93.7 mhz; .656 kw; ant. 150 m. Address: 734 Marcell Avenue, Santa Cruz, CA 95065. Applicant is 35% stockholder of licensee of KQBR(FM) Davis, CA. Filed May 21.

■ **Grand Junction, CO** (BPCT920610KK)—John Harvey Rees seeks ch. 4; 10.6 kw; ant. 422 m. Address: P.O. Box 10 (800 Gold Creek Rd.), Ohio City, CO 81237. Applicant has no other broadcast interests. Filed June 10.

■ **Dade City, FL** (BPH920522MD)—Hall Communications Inc. seeks 96.1 mhz; 3 kw; ant. 100 m. Address: One Cuprak Rd.; Norwich, CT 06360. Applicant is headed by Arthur J. Rowbotham, and has no other broadcast interests. Filed May 22.

■ **Vero Beach, FL** (BPED920612MC)—School Board of Indian River County seeks 90.5 mhz; 3 kw; ant. 90 m. Address: 1990 25th Street, Vero Beach, FL 32960. Applicant is headed by Gary W. Norris, and has no other broadcast interests. Filed June 12.

■ **Winamac, IN** (BPED920610MH)—Sabbath Inc. seeks 100.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed June 10.

■ **Andover, KS** (BPH920611MD)—Viola Ann Violet and Gary Violet seek 93.9 mhz; 25 kw; ant. 100 m. Address: 331 Lookout Point, Hot Springs, AR 71913. Applicant is permittee of new FM at Clearwater, KS. Filed June 11.

■ **Downs, KS** (BPH920611MF)—Hoefficker Broadcasting Corporation seeks 94.1 mhz; 28 kw; ant. 89 m. Address: P.O. Box 55, Belleville, KS 66935. Applicant is headed by Herbert R. Hoefficker; he and Ruby J. Hoefficker are each 50% voting share-

holders if licensee of KRFS-AM-FM Superior, NE. Filed June 11.

■ **Bemidji, MN** (BPED920609MA)—Minnesota Public Radio seeks 91.3 mhz; 60 kw; ant. 297 m. Address: 45 East Seventh Street, St. Paul, MN 55101. Applicant is headed by William Kling, and is licensee and/or permittee of noncommercial stations KBPR(FM) Brainerd, KCCM(FM) and KCCD-FM both Moorhead; KCRB-FM Bemidji; KGAC(FM) Saint Peter; KLSB(FM) and KZSE(FM), both Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington/Marshall; KNOW(AM)-KSJN(FM) Minneapolis-St. Paul; WSCD(FM) Duluth; KNTN(FM) and KQMN(FM), both Thief River Falls, and KXLC(FM) La Crescent, all Minnesota; KLCD(FM) Decorah, IA; KRSD(FM) Sioux Falls, SD, and KFTN(FM) Sun Valley, ID. Filed June 9.

■ **Staples, MN** (BPH920611MJ)—NorMin Broadcasting Co. seeks 94.7 mhz; 6 kw; ant. 38 m. Address: P.O. Box 49, Park Rapids, MN 56470. Applicant is headed by David J. De La Hunt. His father, Ed De La Hunt, owns licensee of KPRM(AM)-KDKK-FM Park Rapids, MN. Limited partner Larry Best owns licensee of KNSP(AM) Staples, MN. Filed June 11.

■ **Eunice, NM** (BPH920611MC)—Mark C. Notté seeks 100.9 mhz; 3 kw; ant. 90 m. Address: 2015 Peyton, Las Vegas, NV 89104. Applicant has no other broadcast interests. Filed June 11.

■ **Grants, NM** (BPH920611MG)—KKOR-KYVA Inc. seeks 103.7 mhz; 100 kw; ant. 428 m. Address: P.O. Box 420, Gallup, NM 87305. Applicant is headed by George M. Malti, and is licensee of KYVA(AM)-KKOR(FM) Gallup, NM. Filed June 11.

■ **Wishek, ND** (BPH920611MH)—Stolee Communications Inc. seeks 100.3 mhz; 100 kw; ant. 119 m. Address: 4500 Park Glen Rd., Suite 120, Minneapolis, MN 55416. Applicant is headed by Christopher J. Stolee, and is licensee of KDRQ(AM) Wishek, ND. Filed June 11.

■ **Custer, SD** (BPH920611ME)—Conrad Broadcasting seeks 105.1 mhz; 10.2 kw; ant. 330 m. Address: 721 West Avenue South, Sioux Falls, SD 57104. Applicant is headed by Dawn M. Correll, and has no other broadcast interests. Filed June 11.

■ **Custer, SD** (BPH920610MD)—Mount Rushmore Broadcasting Inc. seeks 105.1 mhz; 6.5 kw; ant. 400 m. Address: P.O. Box 804, Custer, SD 57730. Applicant is headed by Jan C. Gray, and is licensee of KFCR(AM) Custer, SD. Filed June 10.

Actions

■ **Decorah, IA** (BPED900129MI)—Granted app. of Minnesota Public Radio Inc. for 88.7 mhz; .1 kw; ant. -11 m. Address: 45 E. 8th St., St. Paul, MN 55101. Applicant is headed by William H. Kling (see Bemidji, MN, under "Applications," above). Action June 10.

■ **Danville, KY** (BPED910415MI)—Granted app. of Alum Springs Educational Corp. for 88.1 mhz; .17 kw; ant. 100 m. Address: P.O. Box 106, Danville, KY 40423. Applicant is headed by Donald Drake; he and wife Mildred Drake are each 50% stockholders of licensee of WDFB(AM) Junction City, KY. Action June 8.

■ **Philpot, KY** (BPH900703MB)—Granted app. of Ruth H. Steele for 94.7 mhz; 3 kw; ant. 100 m. Address: 1007 Griffith Ave., Owensboro, KY 42301. Applicant has no other broadcast interests. Action June 5.

■ **Philpot, KY** (BPH900705MJ)—Dismissed app. of Bluegrass on the Air Inc. for 94.7 mhz; 3 kw; ant. 100 m. Address: 4230 Southeastern Parkway, Owensboro, KY 42303. Applicant is headed by Kristina L. Chapman, and has no other broadcast interests. Action June 5.

■ **Marquette, MI** (BPH910628MB)—Granted app. of GB Broadcasting Co. for 92.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 224, Marquette, MI 49853. Applicant is headed by George E. Benko V, who is shareholder of licensee of WMIC(AM)-WTGV-FM Sandusky, MI. Action June 5.

■ **Clovis, NM** (BPH880916MI)—Dismissed app. of Clovis Associates for 101.5 mhz; 100 kw; ant. 310 m. Address: 5656 Beallwood Connector, Columbus, GA 31904. Applicant is headed by Homer Carden, and has no other broadcast interests. Action June 9.

■ **Wilson Creek, WA** (BPH910717MA)—Granted app. of Wilson Creek Broadcasting Co. for 103.3 mhz; 6 kw; ant. 100 m. Address: 11608 Blossomwood Ct., Moorpark, CA 93021. Applicant is headed by general partners Brett E. Miller, Thomas D. Hodgins and Evelyn V. Martinez, and has no other broadcast interests. Action June 9.

FACILITIES CHANGES

Applications

AM's

■ **Honolulu KUMU(AM)** 1500 khz—June 5 application of John Hutton Corp. for CP to increase power to 50 kw-directional; make changes in antenna system; change TL to 3.8 km east of Kepuhi, HI, 21 11 50 - 157 12 52.

■ **Madisonville, TX KMVL(AM)** 1220 khz—May 29 application of Leon Hunt DBA Hunt Broadcasting for mod. of CP (BP911204AC) to remove tower light beacon.

FM's

■ **Mena, AR KOUA(FM)** 96.3 mhz—June 3 application of The Harlan Family for mod. of CP (BPH-881026MI) to make changes: ERP: 47.18 kw H&V, ant.: 401 m. and change TL: Buck Knob (Mountain), Scott County, AR.

■ **Groveland, CA KXSR(FM)** 91.7 mhz—June 2 application of California State Univ. at Sacramento for mod. of CP (BPED-900116MC) to make changes; change antenna supporting structure.

■ **Sacramento, CA KXPR-FM** 90.9 mhz—June 2 application of California State University for CP to make changes; change ant.: 91 m.

■ **Clearwater, FL WXTB(FM)** 97.9 mhz—June 3 application of Great American TV & Radio Co. Inc. for CP to make changes: ant.: 404 m., TL: 2.6 mi. N of Tarpon Springs, Largo, FL; change class to C (per MM docket #88-501).

■ **Milton, FL WEGS(FM)** 91.7 mhz—May 1 application of Florida Public Radio Inc. for CP to make changes; change tower height; correct coordinates: 30 37 29 - 87 05 08.

■ **Panama City Beach, FL WPCF-FM** 100.1 mhz—June 10 application of Winstanley Broadcasting Inc. mod. of CP (BPH-910710IF) to make changes; ERP: 16 kw H&V, ant.: 86 m. and to change TL: 111 Laurie Avenue, Bay County, Panama City Beach.

■ **Rockledge, FL WHKR(FM)** 102.7 mhz—June 3 application of Roper Broadcasting Inc. for CP to make changes: employ nondirectional antenna and remove 73.215 short-spaced status.

■ **Sarasota, FL WAYG(FM)** 89.1 mhz—June 3 application of SW Florida Community Radio Inc. for mod. of CP (BPED-880624MJ) to make changes; change: ERP: 50 kw (H&V); ant.: 141 m.; TL: 2806 East Venice Avenue, Sarasota County, FL; change class to C2 (per MM docket #90-249).

■ **Winter Park, FL WLOQ(FM)** 103.1 mhz—May 27 application of Litchfield Broadcasting Corp. for CP to make changes: ERP: 11 kw (H&V), ant.: 150 m.; TL: 2 km SSE of Pine Hills, FL, just south of Old Winter Garden Rd, 1.25 km E of SR 435.

■ **Kahului, HI KLEO(FM)** 106.1 mhz—May 7 application of Shaka Broadcasting Ltd. for mod. of CP (BPH-890504MG as mod.) to make changes; change ERP: 6 kw (H&V); ant.: -76 m.; TL: 88 km east of Holualoa School, off highway 180 and 4.8 km northeast of Kahului.

■ **Chicago WCYC(FM)** 90.5 mhz—June 8 application of Chicago Boys Clubs Educ'l. Corp. for CP to make changes: ERP: .017 kw (H&V); ant.: 26 m.

■ **Taylorville, IL WTJY(FM)** 92.7 mhz—May 26 application of USA Radio Corp. for CP to make changes: ERP: 25 kw (H&V), ant.: 100 m.; TL: 7.4 km NE of Pawnee, IL, in section 23 of Cotton Hill Township, Sangamon Cnty, IL, class 224A to 224B1 (per MM docket #90-510).

■ **Terre Haute, IN WLEZ(FM)** 102.7 mhz—May 29 application of Bomar BCing Co. - Terre Haute Inc. for CP to make changes: ERP: 211 m., ant.: 375 m.; and TL: .3 km north of intersection of Mulberry Avenue and Marion Avenue, Sycamore Park, Vigo County, IN.

■ **Eureka, KS KOTE(FM)** 93.5 mhz—June 10 application of Newwood Productions for mod. of CP (BPH-891201MC) to make changes: ant.: 98 m., TL: 1.5 mi. south of Eureka on State Street.

■ **Herington, KS KDMM(FM)** 105.7 mhz—May 27 application of Marie Willis and Donald D. Willis for CP to make changes: ant.: 141 m.; TL: 2 mi. W of US 56 and 77 and 1.5 mi. N of Ramona Blacktop in Dickinson County, Herington, KS, change to class C3 (per docket #91-54).

■ **Norton, KS KVVN(FM)** 106.7 mhz—June 1 application of Pioneer Country Broadcasting Inc. for mod. of CP (BPH-890217MK) to make changes: ERP: 3 kw (H&V), ant.: 95 m., TL: 1.5 mi. south of Norton, KS, .25 m. west of Hwy 283, change to class A.

■ **Louisville, KY WTFX(FM)** 100.5 mhz—June 3 application of Louisville Broadcasters Ltd. for mod. of CP (BPH-880126NZ as mod.) to make changes: ERP: 30.9 kw (H&V), ant.: 190 m.

■ **Erath, LA KPFL-FM** 107.7 mhz—June 1 application of Solo Music Co. of Louisiana Ltd. for CP to make changes: ERP: 11.94 kw (H&V), ant.: 146.3 m.; MSL: Erath; class: A to C3.

■ **Farmerville, LA KWJM(FM)** 92.7 mhz—June 1 application of Union Broadcasting Co. Inc. for CP to make changes: ERP: 6 kw (H&V), ant.: 100 m. TL: W third of NW quarter of SE quarter of section 36, T20N, R.1E, Union Parish, LA (4.2 km from Point, LA, at 292 degrees T.), install directional antenna.

■ **Folsom, LA KGZC(FM)** 104.9 mhz—May 21 application of Enon Broadcasting Inc. for mod. of CP (BPH-890119MD) to make changes; antenna supporting structure height and TL: approx. 3.9 km at 209 degrees true to Fussell Cemetery, St. Tammany Parish.

■ **Haughton, LA KZWB(FM)** 103.7 mhz—May 29 application of Cary D. Camp for mod. of CP (BPH-871022MO) to make changes; change: ERP: 6 kw (H&V); TL: 1.4 km east of Eastwood, .25 km south of Hwy 80, Bossier (Parish) LA.

■ **Worcester, MA WAYW(FM)** 91.9 mhz—May 27 application of University of Massachusetts for mod. of CP (BPED-840912AC) to make changes: ERP: 1 kw (H&V), ant.: 81 m., TL: south of SR9, near Proctors Corner, Spencer Town, Worcester County, MA.

■ **Cadillac, MI WWLZ(FM)** 96.7 mhz—June 2 application of MacDonald Broadcasting Co. for CP to make changes; change: ERP: 7.2 kw (H&V); ant.: 184 m.; change class to C3 (per MM docket #90-471).

■ **Boyer City, MI WBCM(FM)** 93.5 mhz—May 22 application of Biederman Investments Inc. for mod. of CP (BPH-910621IA) to make changes; change: ERP: 14.1 kw (H&V); ant.: 283 m.; TL: approximately .5 km SE of Krause Rd.; approx. 1.1 km SSE of intersection of Click and Krause Roads, Bear Creek Twnshp, Emmet County, MI.

■ **Lansing, MI WJIM-FM** 97.5 mhz—May 26 application of Double L Broadcasting of Lansing for mod. of CP (BPH-890316IC as mod.) to make changes: TL: 2820 East Saginaw Street, Lansing.

■ **Muskegon Heights, MI WQWQ-FM** 101.7 mhz—May 26 application of Pathfinder Communications Corp. for CP to make changes; change: ERP: 25 kw (H&V); change class to B1 (per MM docket #91-337).

■ **Grenada, MS WQXB(FM)** 100.1 mhz—May 28 application of Chatterbox Inc. for CP to make changes; change: ERP: 21.8 kw (H&V); ant.: 226

m.; TL: approx. 16 km NE of Greenwood, MS, near Community of Avalon (Grenada Co.); from Avalon approx. 4.8 km north on MS Hwy. 7, right onto road approx. 200 m., left onto private road approx. 650 m. up hill to site; change class to C2 (per MM docket #89-406).

■ **Oxford, MS WKJL(FM)** 107.1 mhz—June 4 application of Oxford Radio Inc. for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 12 mi. west of Oxford; .8 mi. south of Route 6 (Panola County); change frequency to 93.7 mhz (per MM docket #916); change class to C3 (per MM docket #91-277).

■ **Chillicothe, MO KCHI-FM** 103.9 mhz—June 10 application of Steve C. Mickelson for mod. of license to increase ERP: 4.1 kw H&V (per docket #88-375).

■ **Missoula, MT KYSS-FM** 94.9 mhz—June 2 application of Western Broadcasting Co. for CP to change coordinates to 47 01 58 - 113 59 29.

■ **Mount Washington, NH WHOM(FM)** 94.9 mhz—June 3 application of Northland Broadcasting Inc. for CP to make changes: ant.: 14 m., and to correct site coordinates.

■ **Rochester, NY WRUR-FM** 88.5 mhz—June 8 application of University of Rochester BCast. Corp. for mod. of CP (BPED-871208MC) to make changes, change ERP: 3 kw (H&V); ant.: 106 m.; TL: at South Ave. and W. Main Street, Rochester.

■ **Chapel Hill, NC WUNC(FM)** 91.5 mhz—June 3 application of The University of North Carolina for CP to make changes; change ant.: 406 m.; TL: Jones Ferry Road on Terrells Mountain, 6.5 mi. southwest of Chapel Hill, change to directional antenna.

■ **Jacksonville, NC WXQR-FM** 105.5 mhz—June 1 application of Marine Broadcasting Corporation for CP to make changes: ERP: 50 kw (H&V), ant.: 148 m. TL: .5 mi. NW of intersection of secondary roads 1531 and 1534, Onslow County, NC; class: A to C2.

■ **Wallace, NC WZKB(FM)** 94.3 mhz—June 1 application of JG & J Broadcasting Inc. for mod. of license to increase ERP: 3.3 kw (H&V) (per MM docket #88-375).

■ **Wilmington, NC WUOY(FM)** 105.3 mhz—May 27 application of Beatriz Garcia Suarez De McCo-

mas for mod. of CP (BPH-880602NF) to make changes; change ERP: 4.5 kw (H&V); ant.: 115 m.; TL: 1806 Burnett Blvd., Wilmington, NC; change freq. to 104.5 mhz (per MM docket #89-326 and 89-327).

■ **Akron, OH WAPS(FM)** 89.1 mhz—May 29 application of Board of Educ., Akron City Schools, for CP to make changes; change ERP: .8 kw (H&V); ant.: 46 m.; TL: corner of Steiner Avenue and South Main Street, Akron (Summit) OH; change freq. to 91.3 mhz.

■ **Harrison, OH WNLT(FM)** 104.3 mhz—June 9 Vernon R. Baldwin Inc. for mod. of CP (BPH-870331PD) to change antenna supporting-structure height.

■ **Kent, OH WKSU-FM** 89.7 mhz—June 6 application of Kent State University for CP to make changes: ant.: 278 m., TL: 2 km SE of Copley (Summit) OH.

■ **Union City, OH WTGR(FM)** 97.5 mhz—June 1 application of State Line Radio for mod. of CP (BPH-880602OH) to make changes; change ERP: 6 kw (H&V); TL: north side of McClure Road, 570 m. east of State Line, Washington Township, Darke County, OH.

■ **Butler, PA WLER-FM** 97.7 mhz—June 4 application of WBUT Inc. for mod. of license to increase 4.6 kw H&V (per docket #88-375).

■ **Erie, PA WVZB(FM)** 94.7 mhz—May 29 application of Peninsula Broadcasting Corporation for mod. of CP (BPH-880310MX) to make changes; change ERP: 1.1 kw (H&V); ant.: 164 m.; TL: 8700 Waterford Pike Road, 9 km south of Erie.

■ **Mexico, PA WJUN-FM** 92.5 mhz—June 2 application of WJUN Inc. for mod. of CP (BPH-891012ID) to make changes: change ERP: .47 kw (H&V), ant.: 353 m.; TL: .9 mi. SE of Hawstone, PA; south of PA Hwy 333 atop Blue Mountain; Juanita County.

■ **Ellenore, SC WORG(FM)** 100.3 mhz—June 8 application of Clarence E. Jones for CP to make changes; change ERP: 25 kw (H&V); TL: .5 km WNW of state route 38-36, .9 km NE of U.S. Highway 178, Bowman, Orangeburg County, SC; change class to C3 (per MM docket #90-32).

■ **Atlanta, TX KPYN(FM)** 99.3 mhz—June 1 appli-

cation of Ark-La-Tex Broadcasting Co. for CP to make changes, ERP: 50 kw H&V, ant.: 144 m. TL: 8 km northwest of Bloomburg, Cass County, TX, on County Road 3780; freq: from 99.3 mhz to 100.1 mhz, and to change class: C2 (per docket #84-231).

■ **Breckenridge, TX KROO(FM)** 93.5 mhz—May 27 application of Buckaroo BCasting Inc. for CP to make changes; change ERP: 12.5 kw (H&V); ant.: 136 m.; TL: 2.4 km west of Center Breckenridge, Stephens Co., TX, .7 km north of US 180; change class to C3 (per MM docket #89-166).

■ **Gilmer, TX KLSQ(FM)** 95.3 mhz—May 21 application of Curtis Broadcasting Stations Inc. for CP to make changes; ERP: 8 kw H&V, ant.: 174 m., and class: C3.

■ **Livingston, TX KETX-FM** 92.3 mhz—May 5 application of Polk County Broadcasting Co. for mod. of CP (BPH-880613IA) to change: TL: KETX-FM site .8 km NE of intersection of U.S. Rte 59 and Business Rte 59, 3.2 km NNE of center of Livingston, Polk County, TX, 2400 U.S. Highway 59 north.

■ **New Boston, TX KTKX(FM)** 103.5 mhz—June 8 application of Radio New Boston Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Mercer Island, WA KMIH(FM)** 104.5 mhz—June 2 application of Mercer Island School Dist. No. 400 for CP to change: freq. from 90.1 mhz to 104.5 mhz.

■ **Yakima, WA KRSE(FM)** 105.7 mhz—May 14 application of Yakima Broadcasting Co. Inc. for CP to change ant.: 178 m.

TV's

■ **Springfield, IL WCFN(TV)** ch. 49—June 2 application of Midwest Television Inc. for CP to change main studio location to 509 South Neil Street, Champaign, IL.

■ **Santa Fe, NM KCHF(TV)** ch. 11—May 27 application of Son Broadcasting Inc. for CP to change studio located at 5010 4th Street, Northwest, Albuquerque, NM, 3.4 miles outside Son's Principal Community Contour (petition for waiver of main studio rule).

■ **Buffalo, NY WIVB-TV** ch. 4—June 8 application of Buffalo Broadcasting Co. Inc. for CP to change

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ERP (vis): 100 kw; ant.: 366 m.; TL: Colden, NY (42-39-33 78-37-33); antenna: LDL Communications ADCT4H6.3SD5OND2.

■ **Wichita, KS KWCV(TV)** ch. 33—June 10 application of Wichita Communications for mod. of CP (BPCT-870331PZ) to change ERP (vis): 74.72 kw; TL: 7065 south Ida, Wichita, KS, Sedgwick County, (37-33-58 - 97-19-28); antenna Andrew ALP32M3-HSN-33, (DA)(BT).

Actiones

AM's

■ **Flagstaff, AZ KCLS(AM)** 600 khz—Granted app. of Saunders Broadcasting Co. (BP-890412AB) for CP to make changes in antenna system; reduce night power; change TL: to 1.5 mi. west of downtown Flagstaff, Coconino, Flagstaff; 35 11 47 - 111 40 28. Action May 29.

■ **Citrus Heights, CA KPTO(AM)** 890 khz—Dismissed app. of Kin Shaw Wong (BMP-880113AH) for mod. of CP (BP-830411AB) to change city of license to Sloughhouse, CA; change TL to 2.4 km northwest of intersection of Grant Line and Douglas Roads, near Rancho Cordova, CA, and make changes in antenna system 38 34 50 - 121 11 44. Action May 29.

■ **Independence, CA KNYO(AM)** 600 khz—Terminated operating authority for license of James R. Lane; call letters deleted. Action June 1.

■ **Minneapolis KNOW(AM)** 1330 khz—Granted app. of Minnesota Public Radio Inc. (BP-900405AN) for CP to change TL to adjacent to intersection of Cedar Ave. and Chicago and Northwestern Railroad, Eagan, MN, and make changes in antenna system. Action May 28.

■ **Park Rapids, MN KPRM(AM)** 870 khz—Granted app. of De La Hunt Broadcasting Corp. (BP-910916AE) for CP to make changes in antenna system. Action June 2.

■ **Charlotte, NC WOGR(AM)** 1540 khz—Granted app. of Victory Christian Center (BP-911112AB) for CP to reduce power to 2.5 kw; change TL to 1501 north I-85 service road, Charlotte, and make changes in antenna system: 35 16 26 - 80 51 50. Action May 28.

■ **San Juan, PR WVOZ(AM)** 870 khz—Dismissed app. of Aerco Broadcasting Corporation (BMP-920417AF) for mod. of CP (BP841219AB) to change TL to Calle Andino Rd, Van Scoy, PR, and make changes in antenna system. Action June 10.

■ **Houston KLAT(AM)** 1010 khz—Dismissed app. of Tichenor Media System Inc. (BP-900703AD) for CP to change TL: 2750 ft. E. of Fairbanks N. Houston Rd., 2075 ft. N. of intersection of Fairbanks N. Houston Rd. and Taub Rd, near Houston. 29 55 06 - 95 30 58. Action June 4.

■ **Rosenburg-Richmond, TX KMPQ(AM)** 980 khz—Dismissed app. of Roy E. Henderson (BP-900130AE) for CP to increase day power to 5 kw; add night service with 5 kw; install DA-2 and make changes in antenna system. Action June 4.

■ **Fieldale, VA WCBX(AM)** 1160 khz—Granted app. of Vernon Baker d-b-a Radio Eleven Sixty (BMP-911112AC) for mod. of CP (BP861030AP) to change TL to: .33 km E. of State Rt 683, 2.3 km W. of Fieldale, VA, 36 42 36 - 79 57 58, and make changes in antenna system. Action May 28.

FM's

■ **York, AL WSLY(FM)** 99.3 mhz—Granted app. of Grantell Broadcasting Co. (BPH-920304ID) for CP to make changes; change: ERP: 50 kw (H&V); ant.: 150 m. TL: 1.2 mi. southwest of Halsell, Choctaw County, AL; change freq. to 104.9 mhz; change class: C2 (per MM docket #88-318). Action June 1.

■ **Delta Junction, AK KDCZ(FM)** 93.5 mhz—Forfeited and cancelled app. of Delta Communications Inc. (BPH-830805AJ) for CP for new FM: ERP: 3 kw H&V; ant.: 300 m., TL: 2 mi. N, 45 degrees E of Delta Junction; SL-RC: T.B.D. 64 03 42 - 145 41 16; call sign deleted. Action June 12.

■ **Seward, AK KHUA(FM)** 88.1 mhz—Forfeited and cancelled app. of Puffin Public Broadcasting Inc.

(BPED-880226MW) for CP for new FM; ERP: .049 kw (H), ant.: .452 m. (H); 60 06 12 - 149 26 12; call sign deleted. Action June 12.

■ **Soldotna, AK KLDK(FM)** 96.5 mhz—Forfeited and cancelled CP of King Country Broadcasters (BPH-831215AJ) for new FM, ERP: 100 kw H&V; ant.: 258 ft., TL: 3.3 mi N of Soldotna, AK; SL-RC: T.B.D.; 60 31 26 - 151 3 23; call sign deleted. Action June 12.

■ **Winslow, AZ KEEI(FM)** 95.1 mhz—Forfeited and cancelled CP of Harold S. Schwartz (BPH-850711MI) for new FM; ERP: 100 kw H&V; ant.: 993 ft., TL: 1.5 mi. NE of US Rte 40 and State Rte 87, Winslow, AZ; SL-RC: T.B.D.; 35 1 20 - 110 37 38; pet. for recon. granted 11-14-85, call sign deleted. Action June 12.

■ **Barstow, CA KCWM(FM)** 91.3 mhz—Forfeited and cancelled app. of Community Educ. Television Inc. (BPED-870410MD) for CP for new FM: ERP: 3 kw H&V; ant.: 4 m.; TL: 501 Ave. A, Barstow; SL-RC: T.B.D. 34 53 27 - 117 01 54; call sign deleted. Action June 12.

■ **Corcoran, CA KLCZ(FM)** 102.3 mhz—Granted app. of Radio Corcoran Inc. (BMPH-911021IC) for mod. of CP (BPH-850712NB) to make changes; change ERP: 17.5 kw H&V, ant.: 116 m., TL: northeast corner of intersection of Paige Ave. and Road 76, near Tulare, CA, change class to 272A (per MM docket #88-235); petition to dismiss or return application denied 12-6-91. Action June 4.

■ **Needles, CA KWAZ(FM)** 97.9 mhz—Granted app. of Calnevar Broadcasting Inc. (BPH-920218IC) for CP to make changes; change: ERP: 29.5 kw (H&V); change: class: C1 (per MM docket #91-149). Action May 29.

■ **Palm Desert, CA KHCS(FM)** 91.7 mhz—Granted app. of Prairie Avenue Gospel Center (BMPED-900326IA) for mod. of CP (BPED-851028MR) to make changes; change ERP: .681 kw (H&V); ant.: 175 m.; TL: Edom Hill, 2 km NE of I-10, 14 km NNW of Palm Desert, Riverside Co., CA. Action June 8.

■ **Alamosa, CO KAEB(FM)** 90.1 mhz—Forfeited and cancelled app. of Alamosa Educational Bcng Foundation (BPED-840921IB) for CP for new FM: ERP: 3 kw H&V; ant.: 147 ft., TL-SL: 2606 Clark St., Alamosa; 37 28 47 - 105 53 28; call sign deleted. Action June 12.

■ **Silverton, CO KQZZ(FM)** 107.3 mhz—Forfeited and cancelled app. of Betty Reineke (BPH-850711PG) CP for new FM, ERP: 100 kw H&V; ant.: 1506 ft., TL: Kendall Mountain, Silverton, CO; SL-RC: T.B.D. 37 47 40 - 107 38 29; call sign deleted. Action June 12.

■ **Washington WAMU(FM)** 88.5 mhz—Granted app. of American University (BPED-920305IC) for CP to change antenna supporting structure height (main antenna) Action June 8.

■ **Apalachicola, FL WAPY(FM)** 105.5 mhz—Forfeited and cancelled app. of B.F.J. Timm (BPH-850709MF) for CP for new FM, ERP: 3 kw H&V; ant.: 100 m., TL: Old Ferry Rd., Eastpoint, FL; SL-RC: T.B.D. 29 44 16 - 84 53 45; call sign deleted. Action June 12.

■ **New Port Richey, FL WGUL-FM** 105.5 mhz—Granted app. of WGUL-FM Inc. debtor-in-possession (BPH-891002ID) for CP to make changes, ERP: 6 kw H&V, ant.: 87 m. (pet. for recon. filed 9-26-90 later withdrawn. Action June 2.

■ **Columbus, GA WFXE(FM)** 104.9 mhz—Granted app. of Davis Broadcasting (BMLH-900409KJ) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action June 4.

■ **Cuthbert, GA WDRL(FM)** 100.7 mhz—Forfeited and cancelled app. of Daniel R. Limitone (BPH-860129MH) for CP for new FM: ERP: 3 kw H&V; ant.: 100 m.; TL: College Street on Hwy U.S. 82, Georgia; SL-RC: T.B.A. 31 45 59 - 84 48 40; call sign deleted. Action June 12.

■ **Statesboro, GA WUUF(FM)** 102.9 mhz—Granted app. of Pamela H. Hodges (BMPH-910221IF) for mod. of CP (BPH-860707NA as mod. and reinst.) to make changes; change TL: NW side of Fish Trap Church (C.R. 59), .3 mi. W of intersection with CR60, 3.8 mi. N. of Pulaski; change to class C3

(per MM docket #90-308). Action June 4.

■ **Dwight, IL WKDL(FM)** 98.9 mhz—Forfeited and cancelled app. of Barden Bcing of Coal City Inc. (BPH-890720MC) for CP for new FM: ERP: 3 kw H&V, ant.: 100 m., 41 02 06 - 88 26 11; call sign deleted. Action June 12.

■ **Clinton, IN WPNL(FM)** 93.9 mhz—Forfeited and cancelled app. of Doca Inc. (BPED-880229NF) for CP for new FM: ERP: 1.1 kw H&V, ant.: 165 m., 39 38 22 - 87 25 32; call sign deleted. Action June 12.

■ **Kentland, IN WPNI(FM)** 101.7 mhz—Forfeited and cancelled app. of Pennington Communications of Indiana (BPH-851119MA) for CP for new FM: ERP: 3 kw H&V; ant.: 78.96 m.; TL: immediate SE of corner of U.S. 41-52 and Lincoln Street, Kentland; SL-RC: T.B.D. 40 46 20 - 87 26 14; amended to change ant. to 44.8 m.; call sign deleted. Action June 12.

■ **Colby, KS KCLH(FM)** 97.9 mhz—Forfeited and cancelled CP of Sound Broadcasting Inc. (BPH-871120MB) for new FM; ERP: 100 kw (H&V); ant.: 302 m.; 39 10 00 - 101 12 25. Call sign deleted June 12.

■ **Fredonia, KS KWFN(FM)** 104.1 mhz—Forfeited and cancelled app. of Leemay Broadcasting Services Inc. (BPH-881024MC) for CP for new FM: ERP 3 kw H&V; ant.: 100 m.; 37 26 35 - 95 45 10; call sign deleted. Action June 12.

■ **Rozel, KS KGZE(FM)** 98.7 mhz—Forfeited and cancelled CP of Lee E. Scott (BPH-890217MP) for new FM on freq. 98.7 mhz; ERP: .5 kw H&V; ant. 30 m.; 38 11 38 - 99 23 57; call sign deleted. Action June 2.

■ **Whitley City, KY WHAY(FM)** 105.9 mhz—Forfeited and cancelled app. of Tim Lavender (BPH-870910NT) for CP for new FM; ERP: 3 kw H&V, ant.: 100 m., 36 44 39 - 84 28 37; call sign deleted. Action June 12.

■ **Arcadia, LA KWQN(FM)** 92.5 mhz—Forfeited and cancelled app. of Reid Broadcasting Inc. for (BPH-891115MB) CP for new FM; ERP 3 kw H&V; ant. 100 m. 32 30 49 - 92 59 00; call sign deleted. June 12.

■ **Mamou, LA KIHG(FM)** 101.1 mhz—Forfeited and cancelled app. of Robert M. Mason (BPH-881207MH) for CP for new FM; ERP 3 kw H&V; ant. 100 m. 30 33 59 - 92 23 14; call sign deleted. Action June 12.

■ **New Orleans WBSN-FM** 89.1 mhz—Granted app. of New Orleans Bapt. Theological Semin. (BPED-920115IB) for CP to make changes; change ERP: 8 kw (H&V); ant.: 196 m. change to class C2. Action June 4.

■ **Harpeswell, ME WMSJ(FM)** 91.9 mhz—Granted app. of Downeast Christian Communications (BMPED-910905IB) for mod. of CP (BPED-881125MA) to make changes: ERP: 6 kw (H&V), ant.: 45 m. Action June 4.

■ **Millbridge, ME WXJH(FM)** 93.7 mhz—Forfeited and cancelled CP of Rosemary A. Chausse (BPH-880810MQ) for CP for new FM, ERP: 50 kw H&V, ant.: 150 m., 44 35 37 - 67 51 42; informal objection denied 4-27-90; call sign deleted June 12.

■ **Van Buren, ME WBKQ(FM)** 98.1 mhz—Forfeited and cancelled app. of John A. Durkovich and Marcia Young (BPH-860122MS) for CP for new FM; ERP: 3 kw H&V; ant.: 99 m.; TL: Castagnay Road, approx. .5 km west of U.S. Route 1, Van Buren; SL-RC: T.B.D. 47 08 34 - 67 57 16; call sign deleted. Action June 12.

■ **Harbor Beach, MI WFMM(FM)** 103.7 mhz—Forfeited and cancelled app. of DCS Radio Associates Ltd. (BPH-870225IB) for CP to make changes: freq: 105.7 mhz; (per docket #85-373); change TL: 5 km NE on Walker Rd., Kinde, MI; change ERP: 50 kw (H&V); change: ant.: 150.3 m.; 43 59 05.5 - 82 58 25, major environmental action as defined under section 1.1305; call sign deleted. Action June 12.

■ **Gluckstadt, MS WLIN(FM)** 101.7 mhz—Granted app. of Aileron Communications Inc. (BPH-920211IC) for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; change to class C3 (per MM docket #90-569). Action May 27.

Fifth Estater

DOUGLAS WATTS

Tele-Communications Inc. has a somewhat justified reputation as the biggest and baddest cable company in America. Having to deal with that perception in Washington is a man with a fully justified reputation as one of the most personable and competent lobbyists around: Doug Watts.

After eight years as a key lobbyist for the National Cable Television Association, the 41-year-old Watts in April 1991 accepted TCI's offer to be its principal representative before Congress, the FCC and any of a number of other government agencies interested in TCI's increasingly diverse business.

It's not easy to get to know Watts in an hour-and-a-half interview. He betrays little of the gregariousness and easy humor that his many friends and associates say is there. That may be by design. He admits to a certain wariness when it comes to reporters. "I've always run from the spotlight," he says. "The idea of being in it is uncomfortable."

What is readily apparent is that Watts is not your average pin-striped Washington type. Even knowing he will have to sit for a picture, Watts shows up for the interview in Wrangler jeans, a stitched leather belt with a large pewter buckle and his trademark cowboy boots. He has to be sent back to his office for his blue blazer.

What also comes through is Watts's fundamental understanding of the cable business and how it can be advantaged or disadvantaged by the goings-on in Washington. It's an impression shared by others. "He's very good at dissecting legislation and interpreting its impact on the business," says David Leach, an aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who has spent long hours haggling with Watts over the language of various cable bills that have appeared and disappeared over the past few years.

Because of his close relationship with congressional staffers like Leach who actually deal with the nitty-gritty of legislation, Watts can have an im-



pact in ways that lobbyists who deal primarily with members cannot. For lawmakers, any given bill may be no more than an abstraction, an outline presented with scores of others by staff.

Like every other cable lobbyist, Watts has been focused on the harsh cable legislation now working its way through the House. If it is significantly weakened by the time it reaches the President's desk, Watts will undoubtedly deserve some of the credit. Due to Watts's behind-the-scenes, low-key style, however, outsiders will never know how much.

Watts is not alone in representing TCI. As befits its size and influence, TCI has a host of lawyers and lobbyists on call—each cooperating with Watts and reporting to Watts's boss, the Denver-based Bob Thomson, who has ultimate responsibility for getting TCI's way in Washington. Watts's office is within those of Preston Gates Ellis & Rouvelas Meeds, a law firm retained by TCI for its legislative talent, which includes Drew Pettus, a former aide to Representative Al Swift (D-Wash.).

Watts began assembling his congressional contacts while a legislative

counsel at the American Association of Newspaper Publishers in the late 1970's and early 1980's. Toward the end of his tenure there, he became involved in the successful effort to place information-service restrictions on the Bell operating companies created by the breakup of AT&T.

That work brought him into contact with NCTA, a natural ally of the publishers in limiting the reach of the telcos. Then-NCTA President Tom Wheeler tapped Watts to work with Jim Mooney in crafting the landmark Cable Act of 1984, which has been, by any measure, a boon to the industry. After Mooney succeeded Wheeler as president in 1984, he came to rely heavily on Watts's staff-level contacts in the association's perennial legislative campaigns. Although a series of vice presidents were Watts's nominal supervisors, he says he worked for Mooney, whom he is quick to praise: "He's still the best in town."

Though raised in a western suburb of Chicago, Watts comes by the boots and jeans honestly. He spent summers on family farms in Missouri. When the legislative calendar allows, he travels up the Potomac to Seneca, Md., to ride the quarter horse he boards there.

About the reputation of TCI, Watts says it's unfair. "The company has

been blamed for things it has done with good intentions and without malice and for things it hasn't done at all," he says. "People tend to look for us even when we are not there."

But TCI has been turning it around over the past few years, he says. "There is a growing awareness among members of Congress that TCI has improved generally," he says. "They understand the commitment the company has made to being one of the premium service companies in the nation."

Senior Washington counsel, Tele-Communications Inc., Washington; b. Oct. 19, 1951, Lombard, Ill.; BA, political science, Albion College, Albion, Mich., 1973; JD, George Washington University law school, Washington, 1976; various government affairs positions, American Newspaper Publishers Association, Washington, 1977-83; legislative counsel, National Cable Television Association, Washington, 1983-91; present position since April 1991.

Fates & Fortunes

MEDIA

Bert C. Roberts Jr., president and chief operating officer, MCI Communications Corp., named chairman, succeeding **William G. McGowan** ("Fates & Fortunes," June 15.)



Neil

Robert F. Neil, VP and general manager, WSB-AM-FM Atlanta, named executive VP-radio for parent company Cox Broadcasting, owners of 5 AM and 8 FM's.

Don N. Nelson, VP and general manager, WYNY(FM) New York, resigned.

Allen E. Flower, VP, finance and administration, Comsat Video Enterprises, Washington, named controller, Comsat Corp., succeeding **Robert C. Myer**, named VP, network operations, Comsat Video Enterprises.

Andy Santoro, sales manager and assistant general manager, WPAT-AM-FM Paterson, N.J. (New York), joins WCTC(AM)-WMGQ(FM) New Brunswick, N.J., as general manager.

George Booth, director of business affairs, Cablevision of Boston, named general manager, Cablevision of Newark, N.J. **Richard Rasmus**, manager of regulatory affairs, Cablevision, Woodbury, N.Y., named general manager, Cablevision of Bergen County and Bayonne, N.J.

Bill Bungeroth, sales manager, KFRC(AM) San Francisco, joins WPNT-FM Chicago as general manager.

Greg Thomas, sales manager, WRSP-TV Springfield, Ill., and WCCU(TV) Urbana, Ill., named general manager.

Andy Lee, general manager, WTVG(TV) Toledo, Ohio, joins KTVE(TV) El Dorado, Ariz., in same capacity.

SALES AND MARKETING



Handler

Howard Handler, VP, marketing, Broadway Video Entertainment, New York, joins MTV: Music Television there as senior VP, marketing.

Appointments at KUSA-TV Denver: **Mark Cornetta**, local sales manager, named general sales manager; **Kathy Staiano**, national sales manager, named local sales manager, and **Mike Driscoll**, account executive, named national sales manager.

Ken Christensen, general sales manager, WYAY(FM) Gainesville, Ga., WYAI(FM) La Grange, Ga. (Atlanta), joins KFI(AM)-KOST(FM) Los Angeles in same capacity. **Leon Clark**, national sales manager, KFI-KOST, named local sales manager.

Sue Laufer, director of business affairs, Dick Orkin's Radio Ranch, joins Chuck Blore & Bill McDonald Inc., Hollywood, as director, radio services.

Pete Magnusson, vendor, development specialist, KSBY-TV San Luis Obispo, Calif., named local sales manager.

Home Team Sports retains **Bob Brooks**, of Brooks Communications Inc., and most recently national sales manager and director of sports marketing, WRNL(AM)WRXL(FM) Richmond, Va., as sales representative in Richmond, Va.

Neil Davis, local sales manager, MSG Network, New York, named director, local sales. **Jim Liberatore**, national sales manager, MSG Network, named director, national sales.

Jay Maxey, general sales manager, KCPO(TV) Tacoma, Wash. (Seattle), joins WTTV(TV) Bloomington, Ind.

(Indianapolis), as director of sales.

Andrea Riso, director of marketing services, KOOL-FM Phoenix, joins Cable Adcom, Hershey, Pa., as director of marketing.

Frank Adam, formerly with WFEA(AM)-WZID(FM) Manchester, N.H., joins WBOS(FM) Brookline, Mass. (Boston), as local sales manager.

R. Jon Harpst, local regional sales manager, WSMH(TV) Flint, Mich., joins WLAI-TV Lansing, Mich., as general sales manager.

Laura Hughes, from WSIL-TV Harrisburg, Ill., joins KBSI(TV) Cape Girardeau, Mo., as local Southern Illinois sales manager.

Paul Orio, chief operating officer, RCM Communications Corp. Charlotte, N.C., joins CRN International, Hamden, Conn., as director of affiliate relations.

PROGRAMING

William H. Grumbles, president, Turner International Inc., Atlanta, adds duties as corporate VP, international sales, Turner Broadcasting System Inc.

Kim Hatamiya, VP, business affairs, Imagine Films Entertainment, joins Home Box Office Inc., New York, as director, international operations.

Janet R. McFadden, post-production supervisor, specials, National Geographic Society, Washington, named coordinating producer, specials.

Tom Warner, director, sales planning and support, Showtime Networks Inc., New York, named regional director, North Central region, Chicago.

Bruce Lucker, former executive VP, entertainment group, Madison Square Garden, forms World Sports & Entertainment Enterprises Inc., New York, specializing in creative development and acquisition

of sports and entertainment properties through joint ventures and co-productions.

Ronald J. Norberg, VP, sales, Central region, Action Pay Per View, Chicago, named senior VP, affiliate sales, Action Pay Per View, Santa Monica, Calif.

Mike Crispino, sports director, WLVI-TV Cambridge, Mass. (Boston), joins MSG Network, New York, as anchor and on-air reporter, *MSG SportsDesk*.

Ken Doyle, VP, Midwest sales manager, Viacom Enterprises, joins Twentieth Television's Domestic Television operation, Dallas, as VP, Southwest division.

Alejandro Garcia Ramon, director of programing, Latin America, Buena Vista Productions, joins New World International, Miami, as sales representative, Latin American programing.

Bill Goodwyn, VP, affiliate sales, Eastern division, Discovery Networks, Bethesda, Md., named VP, affiliate sales and relations, The Learning Channel there.

Andy Schuon, program director, KROQ-FM Pasadena, Calif. (Los Angeles), joins MTV: Music Television, New York, as senior VP, music programing and promotion. **John Cannelli**, VP, music and talent, MTV, New York, named senior VP, talent and artist relations.

Roch C. Pellerin, manager, financial planning, Arts & Entertainment Network, New York, named director, financial planning. **Nick Febri-zio**, assistant research director, Blair Television, joins A&E, New York, as manager, affiliate sales research.

Frank Kinsman, news director, Sun Radio Network, Clearwater, Fla., named network program director.

Robert J. Aaronson, VP, Clein + White public relations, New York, joins New Line Cinema there as executive director, acquisitions, East Coast. **Lauren Brooks**, development executive, Constantin Film Development, joins New Line Cinema, Los Angeles, as executive director, acquisitions, West Coast.

Jim Herron, operations director, KDBK(FM) San Francisco and KDBQ(FM) Santa Cruz, Calif. (San

Francisco), joins WBOS(FM) Brookline, Mass. (Boston), as program director.

Joe Cassady, music director and weekend air personality, WTMX(FM) Skokie, Ill. (Chicago), named programing consultant for parent company Bonneville Broadcasting System, Northbrook, Ill. He will continue as weekend air personality. **Lisa Michelson**, music director, Bonneville Broadcasting, named music director, WTMX(FM).

Wes Minter, host, *The Wes Minter Talk Show*, WSB(AM) Atlanta, joins WHIO(AM) Dayton, Ohio, as program director.

Appointments at ESPN Inc., Bristol, N.Y.: **Dan Quinn**, from *The Sporting News*, named communications coordinator; **Ricky Paiva**, senior producer and director, WFLA-TV Tampa, Fla., named director; **Kevin Stolworthy**, senior producer and director, WTVJ(TV) Miami, named director; **Cheryl Grace**, assistant executive director and director, marketing and communications, U.S. Gymnastics Federation, named program manager; **Elizabeth Faber**, sports director, WWKB(AM) Buffalo, N.Y., named associate producer; **P.T. Navarro**, freelancer, named associate producer; **John Martin**, formerly with RKO/United Stations/Unistar Radio Network, named producer; **Carol Wolf**, executive secretary, named manager, special events, New York; **Kent Camera**, **Jason Wormser**, **Michael Leber** and **Lisa Kraus**, production assistants, named associate producers; **Timothy Hays**, associate producer, named highlights producer; **Howie Schwab**, researcher, named manager of research; **David Brown**, manager, production operations, named senior program planner; **Thomas Odjakjian**, manager, program planning, named director, college sports, and **Fred Clow**, operations producer, named senior operations producer.

Betsy Anderson, from Buena Vista Television, and **Darren Kornblut**, from Katz Communications, join MCA TV, Los Angeles, as research analysts.

Bob Mitchell, director of marketing, Chock Full O' Nuts Coffee, joins Nickelodeon/Nick at Nite, New York, as director of affiliate marketing.

Ken Cerick, senior account director, Raycom, New York, named VP, director of corporate development.

NEWS AND PUBLIC AFFAIRS

Jay Kernis, senior producer, *CBS This Morning*, CBS News, New York, named senior producer for entertainment.

Bob Harmon, manager, assignments and news planning, KCBS-TV Los Angeles, joins KTTV(TV) there as assignment editor.

Walter Kraft, assistant news director, WXYZ-TV Detroit, named news director.

Beth Ruyak, host, *The Home Show*, ABC-TV, joins KXTV(TV) Sacramento, Calif., as anchor.

Randy Parrot, producer, KTUL-TV Tulsa, Okla., and **Tim Scowden**, formerly with KTTV(TV) Los Angeles, join KDFW-TV Dallas as weekend producers.

Pablo T. Gato, interim news director, WSCV(TV) Fort Lauderdale, Fla. (Miami), named news director.

Fred Kalil, from WISH-TV Indianapolis, joins WXIA-TV Atlanta as 6 and 11 p.m. sports anchor.

Chuck Galeti, sports director, WFMJ-TV Youngstown, Ohio, joins WKYC-TV Cleveland as weekend sports anchor. **Eileen McShea**, from WOWK-TV Huntington, W. Va., joins WKYC-TV as weekend weather-caster.

Douglas J. Metcalfe, formerly with WLKY-TV Louisville, Ky., joins WLWT(TV) Cincinnati as photographer.

Christie Fletcher, weathercaster, WIS-TV Columbia, S.C., joins KGUN(TV) Tucson, Ariz., in same capacity.

Richard Thompson, investigative reporter, KIRO-TV Seattle, joins KAKE-TV Wichita, Kan., as reporter. **Soby Bai**, associate producer, KETC(TV) St. Louis, joins KAKE-TV as 6 p.m. producer.

Joseph P. Bell, formerly with WJBK-TV Detroit, joins WKBN-TV Youngstown, Ohio, as general assignment reporter.

Robert J. Sullivan, news director, WTLV(TV) Jacksonville, Fla., joins co-

owned KPNX(TV) Mesa, Ariz. (Phoenix), in same capacity.

Patricia B. Johnson, general assignment reporter, WIVB-TV Buffalo, N.Y., and **Dave Savini**, general assignment reporter (Raleigh bureau), WNCT-TV Greenville, N.C., join WROC-TV Rochester, N.Y., in same capacities.

Carolyn Sawyer, reporter and weekend anchor, WBZ-TV Boston, re-joins WIS-TV Columbia, S.C., as 6 p.m. co-anchor.

Julie Phillips, weekend anchor and reporter, WPBF(TV) Tequesta, Fla. (West Palm Beach), joins WSPA-TV Spartanburg, S.C., as weekend anchor.

Appointments at WSYX(TV) Columbus, Ohio: **Tom Zizka**, reporter, WSAZ-TV Huntington, W. Va., named general assignment reporter; **Steve Brusk**, intern, named news assistant, and **Carolyn Smith**, from WCIA(TV) Champaign, Ill., named news assistant.

Laura Minter, former morning producer and co-anchor, WMAZ-TV Macon, Ga., named news manager.

TECHNOLOGY

Pete Suenkonis, former SNG satellite coordinator/operator, Gateway Communications, joins WHY-TV Wilmington, Del. (Philadelphia), as transmission services representative.

Marc S. Yaxley, former manager, advanced development, Horizons Technology Inc., joins Channelmatic Inc., Alpine, Calif., as director of engineering.

Jan Hebel, from Studer Company and Martin Audio, joins AFA/Martin Pro Audio Group, Northvale, N.J., as field sales representative.

Michael Koljan, former production manager, NBC Productions, joins Vidcom Post, Burbank, Calif., as operations manager.

Raymond Bouchard, Northeastern regional sales manager, Pinnacle Systems Inc., joins Prime Image, San Jose, Calif., as East Coast regional sales manager.

Daniel Elia Oen, Shima artist, Varitel Select, San Francisco, named manager of technical operations.

PROMOTION AND PR



Frances C. McConnell, president, Triangle Entertainment, joins Warner Bros. Television, Burbank, Calif., as senior VP, creative affairs.

McConnell

Steve A. Rabin, formerly president and director of public affairs, Ogilvy, Adams & Rinehart, joins Porter/Novelli, Washington, as executive VP and general manager, succeeding **Robert Druckenmiller**, named president. **Steve Berchem**, VP, public information, Animal Health Institute (AHI), Alexandria, Va., joins Porter/Novelli, Washington, as VP.

Shawn Perez, promotion senior producer, WXIA-TV Atlanta, named manager, on-air promotion.

Pat Murray, VP, traffic director, Earle Palmer Brown & Spiro, joins Letven/Diccico Advertising Inc., Horsham, Pa., as creative operations manager.

Karen Doyne, senior VP, Fleishman-Hillard Inc., Washington, joins Public Broadcasting Service, Alexandria, Va., as director, national press relations, succeeding **Mary Jane McKinven**, named director of news and public affairs programming. **Brenda Hicks**, director, on-air promotion, Cinemax, New York, joins PBS, Alexandria, Va., as director of advertising and creative services.

ALLIED FIELDS



Vriesman

Wayne Vriesman, VP, Tribune Broadcasting Co. and head of its radio group, Chicago, elected chairman of radio board of National Association of Broadcasters.

Appointments at CTAM, Washington: **Robert Westerfield**, VP, news

business development, named VP, marketing; **Norma Fahy**, manager of program operations, named director of meetings, and **Kirsten McConnell**, project coordinator, named manager of new business development.

Myrna Whitworth, chief, office of affiliate relations, Voice of America, Washington, named director, office of affiliate relations and audience analysis, bureau of broadcasting, United States Information Agency.

John P. Fernandez, manager, special projects, Corporation for Public Broadcasting, Washington, resigned. He will offer legal and consulting services to public telecommunications entities in Falls Church, Va.

New board members elected at Southern California Broadcasters Association Inc., Los Angeles: **Norman Epstein**, VP and general manager, KLAC(AM)-KZLA(FM) Los Angeles, chairman; **Tom Mosher**, general manager, KGIL(AM)-KMGX(FM) San Fernando, Calif., vice chairman; **Trip Reeb**, VP and general manager, KROQ-FM Pasadena, Calif. (Los Angeles), secretary, and **Doyle Rose**, president and general manager, KPWR(FM) Los Angeles, treasurer.

Appointments at Association of National Advertisers Inc., New York: **Thomas McEneny**, manager of seminars and meeting services, named director of seminars; **Nora Bomba**, meeting coordinator, named meeting manager, and **Joseph Pasquale**, manager of production, named senior manager, communications services.

Larissa Alexandra, consultant, King World Productions, joins H.B. La Rue Brokers, Beverly Hills, Calif., as Western regional sales manager.

DEATHS

Arthur McLain Swift, 71, TV executive, died in Ludington, Mich., June 13. Swift had stints at WTCN(TV) Minneapolis and WOOD-TV Grand Rapids, Mich., and owned WQAD-TV Moline, Ill. He was past president of Illinois Broadcasters Association. Survivors include his daughter, Sandra and son, Stephen.

Monday Memo

“Broadcasters may be able to deduct the costs of FCC licenses. However...”

Until this spring, the traditional view had been that while the purchaser of a broadcast station could amortize or depreciate the cost of the acquired equipment and many other assets of the station, no depreciation or amortization was allowable for that portion of the purchase price allocable to the FCC broadcast license. In April, however, the U.S. Tax Court in *Jefferson-Pilot Corp. v. Commissioner* permitted such a purchaser to amortize the costs of the acquired broadcast licenses (BROADCASTING, April 20). The court's holding was based on the finding that an FCC broadcast license is a “franchise” under Section 1253 of the Internal Revenue Code of 1986, as amended, which permits periodic deduction of franchise acquisition costs. While this decision dealt only with broadcast licenses, its rationale would appear to be applicable to holders of other types of FCC licenses as well.

As a result of this decision, broadcasters may be able to deduct the costs of acquired FCC licenses on current returns, and possibly on amended returns for past tax years, generally over 25 years if they acquired the license after Oct. 2, 1989 (or 10 years if acquired before then). However, before you rush to file amended returns for past years or include this deduction on current returns, there are some points you should consider. Most important, the IRS is still contesting the underlying legal issues. As a result, claiming a Section 1253 deduction for FCC license costs may increase the likelihood of an audit, and on audit the IRS may well disallow such deductions.

Apart from the uncertainty as to the status of the law, there are a number of unresolved issues as to how the *Jefferson-Pilot* rule would apply. *Jefferson-Pilot* involved a broadcaster that had claimed the deduction beginning with the first tax year in which it held its broadcast licenses, consistent with Section 1253, which starts the amortization period from the acquisition date. It is not clear whether a broadcaster who has not previously claimed deductions for a license could now claim all of the deductions it might otherwise have been eligible for in prior tax years. A broadcaster may in fact have lost the Section 1253 deductions it could have taken in “closed” past tax years—that is, years for which amended returns may no longer be filed (generally where the returns were filed more than three years ago).

A critical question is how to determine the cost of the FCC licenses which could be deducted. The tax court in

Jefferson-Pilot held that there did not have to be an express allocation of the purchase price to the FCC license in the purchase agreement for the broadcast stations, and relied on an appraisal done on behalf of the broadcaster. It may nonetheless be prudent to include an express purchase price allocation to the FCC license in any future purchase agreements. (Such allocations should be based on appraisals of the purchased assets, including the FCC license, and must conform with the new asset allocation rules of Code Section 1060.)

Jefferson-Pilot dealt with the assignment of existing FCC broadcast licenses to a new owner as part of the sale of radio stations. It is not clear how Section 1253 would apply to the FCC's initial grant of a broadcast license. Section 1253 permits the deduction of certain payments made to the transferor of a franchise, who, according to the tax court, would be the FCC as the grantor of a license. However, the actual fees paid to the FCC in connection with an application for a new license may not qualify as the types of costs that are deductible under Section 1253. Further, Section 1253 does not

appear to allow deduction of costs connected with the acquisition of a license that are payable to third parties, such as law firms, engineers or appraisers.

Finally, carefully consider whether you would realize any significant tax benefit from Section 1253 treatment. License costs which are deducted under that provision are not included in the cost basis of the broadcast station when determining the gain from resale. When a broadcaster who has taken such deductions transfers the license in connection with a sale of the broadcast station, the gain on the sale may be taxable at ordinary income rates, rather than capital gains rates, to the extent of those deductions. That is to say, Section 1253 deductions may be “recaptured” as ordinary income when a station is sold.

While the tax court's *Jefferson-Pilot* decision offers new tax planning opportunities to broadcasters, a host of questions remain. There is a possibility that Congress may legislate new rules in this area, and in fact, the recently vetoed Tax Fairness and Economic Growth Act of 1992 would have allowed broadcasters to amortize their FCC license costs over 14 years. The IRS is unlikely to issue any guidance as long as it continues to contest the underlying legal issues. You should consider these uncertainties and potential problems in deciding whether and how to claim Section 1253 deductions. ■



*A commentary by Norman L. Eule Esq.
Reed Smith Shaw & McClay, Washington*

Broadcasting In Brief

CBS Radio Networks is cutting 15% of its staff, affecting 22 people in programming, sales, marketing, research and affiliate relations departments. A company spokeswoman said cuts were due to an "abysmal" network radio sales marketplace and the high cost of sports rights fees. No further cuts are anticipated.

New York Governor Mario Cuomo has approved **legislation allowing cameras and recording equipment back into the New York courts** for the next two-and-a-half years. Under the new law, most witnesses can refuse to be photographed on the stand. Cameras have not been allowed in New York's trial courts since the expiration of an earlier experiment on June 1, 1991.

Cosmos Broadcasting Corp. signed a letter of intent **to sell WTOL-TV (CBS) Toledo, WFIE-TV (NBC) Evansville, Ind., and KAIT-TV (ABC) Jonesboro, Ark.**, three of its seven network affiliates, **to Broad Street Communications**. Neither party would disclose a price; sources familiar with the deal said the stations were sold at a multiple of eight times cash flow. According to industry and BROADCASTING estimates, the price for the three stations would then fall into the \$55 million to \$65 million range. Broad Street is headed by Richard Geismar and Fred Walker and currently owns KWQC-TV Davenport, Iowa. Broad Street used equity fundraiser Communications Investment Group to help finance the sale.

Saban Entertainment is earmarking more than \$65 million for the 1992-93 season in what it calls its most aggressive slate of movies and miniseries ever. The production lineup consists of more than 30 hours of long-form programming for the networks. Saban's output this season represents a tripling of its activity from a year ago.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 13. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.2/226/98
2. Star Trek	11.1/242/98
3. Jeopardy!	10.1/216/98
4. Oprah Winfrey Show	9.0/231/99
5. Married...With Children	7.2/176/94
6. Entertainment Tonight	6.8/190/96
7. A Current Affair	6.3/175/93
8. Donahue	6.2/230/99
9. Wheel Of Fortune-wknd	6.1/188/81
10. Cosby Show	6.0/201/97
11. Inside Edition	5.7/138/89
12. Hard Copy	5.3/176/93
13. Sally Jessy Raphael	5.1/210/98
14. Baywatch	4.8/156/89
15. Geraldo	4.6/171/97

Paxson Enterprises Inc., headed by Lowell Paxson, is purchasing WVR1(FM) Orlando from Capitol Broadcasting Co. for \$6.7 million. The sale is part of a five-station radio deal worth approximately \$17 million. WPRD(AM)-WMGF(FM) Orlando and WFYV(AM) Jacksonville will be acquired from Metroplex Communications; Paxson is also buying WAIA(FM) Jacksonville from Rowland First City Radio Inc. Pending approval of acquisitions earlier this year, the deal will give Paxson 13 stations in Florida. Brokers: Blackburn & Company Inc. and Media Venture Partners.

Prime Ticket Network on July 11 will expand its programming lineup by two hours on weekends, providing sports shows from 7 a.m. to 4 a.m. PT. The network serves more than 4.3 million cable subscribers in southern California and elsewhere.

Garden State Broadcasting Ltd. has filed a petition to deny the sale of Pinelands Inc.'s WWOR-TV Seacucus, N.J. (New York) to BHC Communications Inc. Garden State cited FCC policy and the Communications Act in its claim that approval cannot be given until Pinelands prevails in a pending comparative renewal proceeding, initiated by Garden State, on grounds that BHC and Pinelands shareholder Mario Gabelli holds interests that violate FCC multiple ownership and crossownership rules. Gabelli said that any FCC attorney would smile at the latest filing and see that it is a "legal Hail Mary" by Garden State.

Prospective wireless interactive TV purveyor TV Answer has reached consumer marketing agreements with Publishers Clearing House (PHC) and Little & Co. The latter would serve as collection and distribution point for consumer orders through TV Answer from Hanover Direct and other catalogers.

BURNS BACKS MULTIPLE CHANNELS

Senate Communications Subcommittee member Conrad Burns (R-Mont.), in a speech scheduled for today (June 29) at the Montana Broadcasters Association, will call on Congress and the FCC to allow TV broadcasters to implement digital compression and become multi-channel program services. "Policy-makers should not expect broadcasters to continue to be limited to providing one video channel or audio channel while regulating the provision of that single 'broadcast only' channel under the 'public interest' standard," Burns says according to an advance text of the speech. "Broadcasters' competitors are not similarly restrained."

The same digital compression breakthroughs now being considered for HDTV implementation could be used to offer multiple programs at "scaleable" picture quality, a topic heavily discussed during last spring's NAB convention (BROADCASTING, April 20).

-RMS

Ford's Lincoln Mercury division has signed on to sponsor Warner Bros. Domestic Television Distribution's upcoming 10-hour miniseries, *The Wild West*, which will debut in March 1993 as part of the syndication-driven Television Consortium (75 stations representing 77% of the U.S.). Lincoln Mercury will buy 25% of the national advertising inventory, in addition to a one-quarter sponsorship of a "Tune-In" program guide in Time Warner-owned magazines.

Don Tillman, vice president of programing and production for Fox O&O KTTV(TV) Los Angeles, resigned after 11 years with the station to pursue other independent production opportunities.

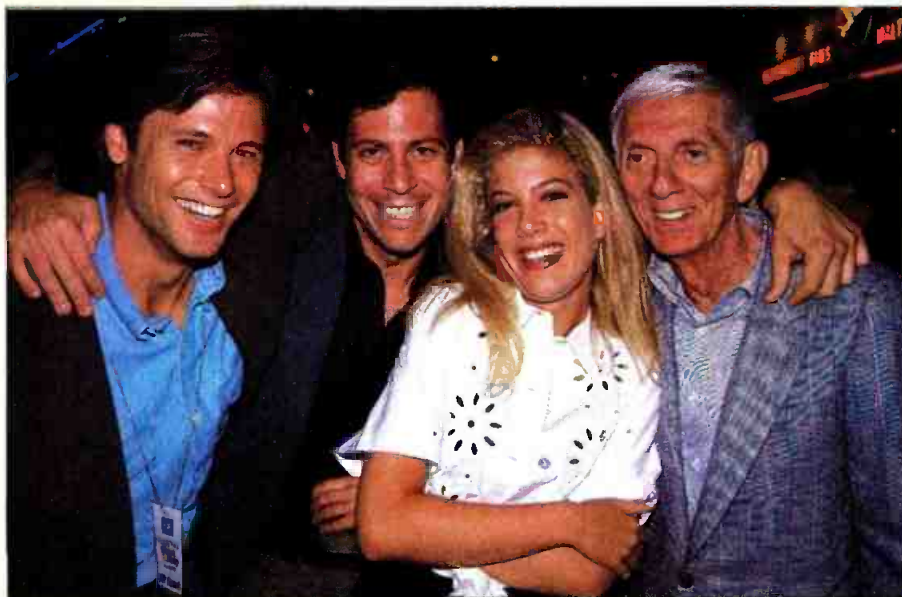
Paramount has reached agreement on a multi-year deal with KTMB Productions, which will jump studios after a three-year association with Disney, mainly as the producers of *Golden Girls*. Other projects include the short-lived *Pacific Station* and *The Fanelli Boys*.

Turner Broadcasting's upcoming **Cartoon Network has reached affiliate agreements with four cable MSO's: Newhouse Broadcasting (NewChannels, Vision Cable and Metrovision); Sammons Communications; James Cable Partners, L.P. and Buford Television.** The network launches on Oct. 1.

As expected, **President Bush last week nominated former FCC Commissioner Patricia Diaz Dennis to be assistant secretary of state for human rights and humanitarian affairs.** She left the FCC in September 1989 and for the past year has served as VP, government affairs, for Sprint.

The Native American Public Broadcasting Consortium (NAPBC) will receive initial funding of \$24,300 from the Corporation of Public Broadcasting (CPB) to create a centralized Native American Public Radio Network. The plan outlines making use of existing satellite distribution services to provide programing to the country's 24 native-controlled public radio stations within the year.

Daytime Emmy award presentation last week saw CBS collect six



Top, right to left: Prolific producer Aaron Spelling; daughter *Tori Spelling*, co-star of *Spelling's* *Beverly Hills, 90210*; *Darren Star*, creator and executive producer of *Spelling's* *Melrose Place*, and *Grant Show*, star of *Melrose Place*, were among the nearly 1,000 guests at a *Melrose Ave. block party* last Monday night. The party, which saw several blocks of Los Angeles's trendy street roped off, was given for affiliates during Fox's meeting in Hollywood. Above: FCC Commissioner James Quello and his wife, Mary, rode the tinsel town waves of Fox last week during the affiliate celebration.

statuettes, followed by ABC with three and NBC and PBS with one apiece. Overall, including the creative awards given out the Saturday before the prime time show, CBS led with a total of 14, NBC was second with four and ABC captured three. Syndicated programing was awarded seven awards. Actress Susan Lucci, nominated for the 13th time, failed once again in her bid to win her first statue for outstanding lead actress in a drama series, when the award was given to Erica Slezak from *One Life to Live*.

GGP, the sports and entertain-

ment production and distribution company based in Corte Madera, Calif., has been signed by Time Warner-owned *Sports Illustrated* For Kids to produce and package the *Sports Illustrated For Kids Olympic Special*. The magazine is making a time buy from NBC to air the special on Saturday, July 25 at noon (EDT), corresponding to the opening of the 1992 Summer Olympics.

***Playboy After Dark*, the syndicated series hosted by Hugh M. Hefner that premiered in 1969, will make its cable TV debut in July on the Playboy at Night PPV network.**

Editorials

CAMERAS BACK IN COURT...FOR NOW

We welcome New York back to the 20th Century. Governor Mario Cuomo has signed a bill passed by the state senate two weeks ago to allow cameras back into the state courts. We just wish it hadn't taken over a year to accomplish. The success of cameras in the New York courts was demonstrated by a study that found that 98% of the jurors and 94% of the judges felt cameras had no effect on the fairness of trials (three percent of the judges even thought cameras made the proceedings more fair). On the strength of that finding and additional evidence, the chief court administrator for the state court system concluded that the coverage should be made permanent. Given that grade, what did the state senate do when the three-and-a-half-year test period approached its expiration in June 1991? Not only did it not make the coverage permanent, it allowed the cameras to be pulled and took a year deciding to let them back in, again on a temporary basis.

The new test is to last two-and-a-half years. Perhaps the state's lawmakers should start planning now so that the same thing doesn't happen again. Our suggestion would be to listen to the nine out of 10 judges and the court administrator and make the coverage permanent.

NOT 30 YET

United Press International has more lives than the cast of *Cats*. Following Pat Robertson's decision not to buy the company after having kept it afloat for a month, the service was scheduled to go dark at midnight three Fridays ago barring an unlikely 11th hour angel (we had even prepared a salutary editorial with some nice prose we may never get to use). Enter New York Lawyer Leon Charney, wings and all, to contemplate the titanic task of keeping the news service afloat. The pardon was a short one—a week's worth more of paychecks to give Charney an opportunity to check out the numbers. In the meantime, a Saudi Arabian-controlled media concern and a Dutch lottery company surfaced to bid on the service, while Pat Robertson and others made bids on pieces of the company. Now a bankruptcy court has decided in favor of the Saudi-owned Middle East Broadcasting Centre (MBC), a London-based media company whose all-Arabic network broadcasts to Saudi Arabia, excising some material that might be offensive to the primarily Islamic population.

We are glad that UPI was not sold off bit by bit. We would have hated to see the name auctioned to the highest bidder and slapped on some service to give it marquee

value. It has been too good a horse to wind up pulling a milk wagon.

We will, however, reserve judgment on the new UPI, its ownership and direction. What is important is not the nationality of its owners but the viability of its service. If UPI's editorial integrity is preserved, new capital infused and a course out of its perennial sea of red ink navigated, whether the money is in dollars, guilders or riyals is immaterial save to bankers. But the MBC comes with some baggage to unload (as would have Robertson), overcoming questions about editorial direction raised by an Arabic-language service owned by the brother-in-law of Saudi's King Fahd and whose avowed mission in its TV service has been to serve the Arab Islamic community. They may have all the right answers, and UPI staffers are guardedly optimistic, happy at least to have the economic sword of Damocles sheathed yet again.

UPI lives—for now. But for how long and in what form remain the unfinished chapters in this seemingly endless saga. Stand by.

WELCOME BACK JACK

This is something of a departure for this page, but we'd like to welcome back Jackson Weaver of WMAL(AM) Washington's popular Hardin and Weaver morning team. Weaver had been recovering from recent surgery but has since returned to the mike.

In a radio world where morning drive is increasingly filled with scatological humor and shock jocks pushing the bounds of taste—and where DJ's wrap their sandwiches in road maps in anticipation of their move to the next market—Hardin and Weaver remain a link to a kindlier, gentler, even courtlier, morning team. Weaver has been with the station just shy of 50 years. Their humor, if sometimes corny, has been sending station management laughing all the way to the bank for 32 years and counting.



Drawn for BROADCASTING by Jack Schmidt

"I don't think this is what the FCC had in mind when it decided to relax the radio rules."

Rick Sklar

1929-1992

*The radio industry will long remember
your spirit, innovation, drive and outstanding contributions.*

*Your colleagues at
Capital Cities/ABC Radio*

CBS+ZAPNEWS



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