

# Broadcasting Dec 10

Reaching over 117,000 readers every week

60th Year 1990

**TELEVISION / 56**

*INTV: 'Little train' chugs toward L.A.; 'Tic Tac Dough' departs*

**RADIO / 96**

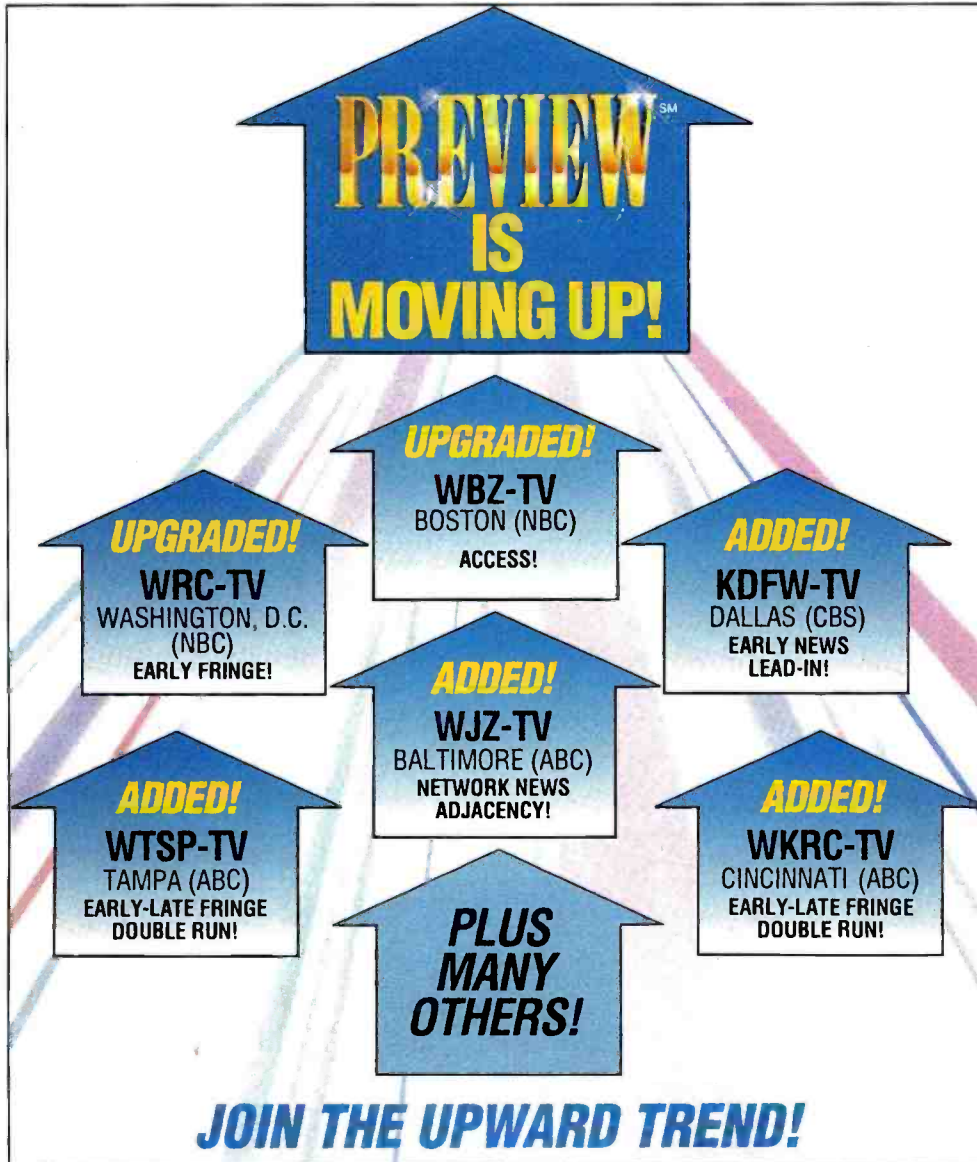
*Tribune examines British radio channel joint ventures*

**BUSINESS / 91**

*Weak retail market impacts TV advertising*

**SATELLITE / 105**

*SkyPix and Comsat end talks, questioning each other's bankability*



**PREVIEW<sup>SM</sup> IS MOVING UP!**

**UPGRADED!**  
**WRC-TV**  
 WASHINGTON, D.C. (NBC)  
 EARLY FRINGE!

**UPGRADED!**  
**WBZ-TV**  
 BOSTON (NBC)  
 ACCESS!

**ADDED!**  
**KDFW-TV**  
 DALLAS (CBS)  
 EARLY NEWS LEAD-IN!

**ADDED!**  
**WJZ-TV**  
 BALTIMORE (ABC)  
 NETWORK NEWS ADJACENCY!

**ADDED!**  
**WTSP-TV**  
 TAMPA (ABC)  
 EARLY-LATE FRINGE DOUBLE RUN!

**ADDED!**  
**WKRC-TV**  
 CINCINNATI (ABC)  
 EARLY-LATE FRINGE DOUBLE RUN!

**PLUS MANY OTHERS!**

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DEC 13 1990

Vol. 119 No. 24  
 What the FCC has in mind on  
**Effective Competition**  
 SPECIAL REPORT  
 ON  
 HISPANIC BROADCASTING



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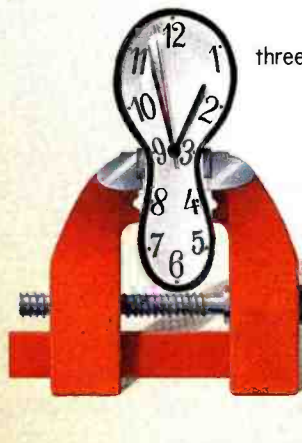
I hear Warner Bros.  
is already on the road  
with something big  
in first-run for the fall.

Is that so?



# D-2 has expanded the li Now it can co

It was only a matter of time. Now Sony D-2 composite digital video offers broadcasters something they've been waiting for. Time compression. It's an option now available on the DVR-18, Sony's



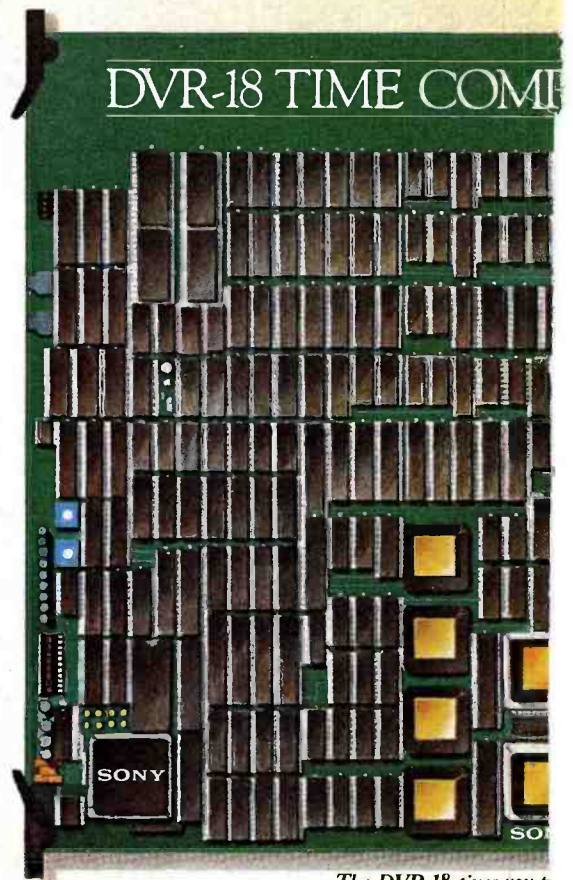
three hour D-2 VTR.

The DVR-18's time

*With the DVR-18's optional time compression, you can squeeze more out of the time you've got.*

compression and expansion feature is remarkably advanced. A single plug-in module provides full audio data recovery as well as precise digital pitch correction for two stereo pairs of audio signals at the same time. For example, your main audio channels and your SAP. All without the need for any external equipment.

Plus, the DVR-18 gives you Sony's advanced picture processing for the highest quality video playback. And since it's digital, you'll get a time



*The DVR-18 gives you t*

compressed program without losing a generation.

Of course, the DVR-18's time compression

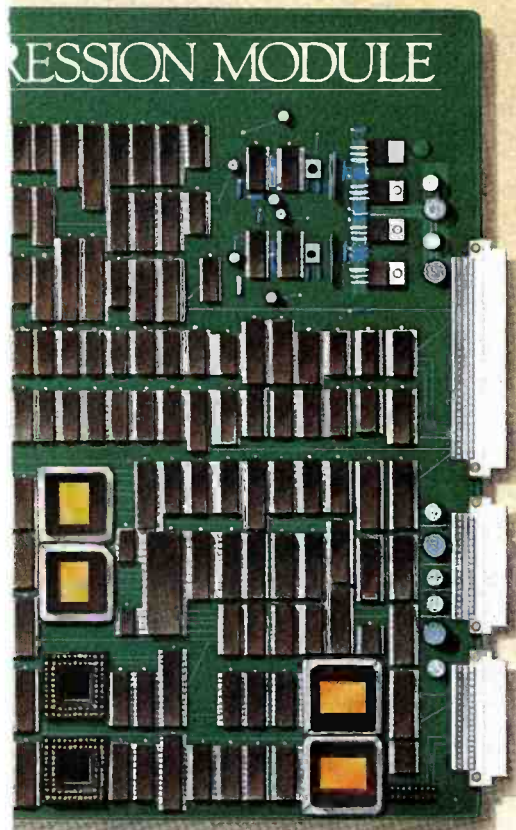
*The DVR-18's pitch correction makes it easy to keep your audio in tune, without the need for external equipment.*



and expansion isn't the only reason why broad-



# imits of video and audio. mpress them.



tion of time compression.

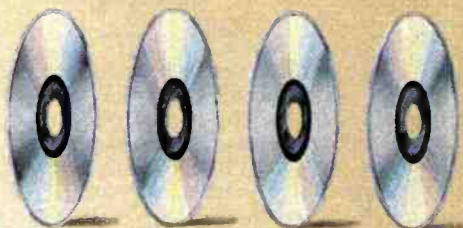
casters should consider D-2. The DVR-18 offers recognizable color pictures at shuttle speeds up to 100X play speed. It can also accommodate all three D-2 cassette sizes. So it can give you a full three hour capacity. And it can pre-stripe tape stock at three times normal speed for insert editing.

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The DVR-18 also has an optional serial digital interface. Which means simple, convenient connection to other digital equipment.

When you compare the size of a Sony DVR-18 to a regular 1-inch video tape recorder, you'll find the DVR-18 to be about three times smaller. That's a pretty big advantage to a TV station, where space is always at a premium.

To find out more information about the



*The DVR-18 lets you compress four audio signals at the same time.*

DVR-18, call 1-800-635-SONY.

Because if you haven't thought about what Sony D-2 technology can do for your station, maybe now is the time.

## SONY

BUSINESS AND PROFESSIONAL GROUP

# THIS WEEK

## 47 / CABLE COMPETITION STANDARDS

The FCC is set to issue new effective competition standards for the cable industry, which could bring the basic service of most cable systems under municipal regulation. The FCC is proposing a three-part test: systems whose penetration exceed 50% or who have six broadcast stations in the market would be subject to regulation. Other tests would likely include the amount of multichannel video competition and "a good actors" test.

## 49 / DEJA VU

According to Nielsen Media Research, the number of prime time programs repeated so far this season is 37, up 48% from the 25 programs repeated up to this point a year ago. More reruns are seen as a network strategy to keep costs down in a revenue-scarce fourth quarter. Networks are also putting off schedule changes and cancellations until first quarter 1991 to avoid losing advertising money. That also means fewer holiday specials.

## 50 / IT'S IN THE MAIL

Producers are awaiting word from the networks on what will happen with many first-year shows. All of the networks have given back-end orders to most of their new shows, but each—with the exception of ABC—have at least a couple first-year series that

will be notified of their fates this week or next.

## 53 / MARKEY AGENDA

Passage of a comprehensive cable regulation bill is House Telecommunications Subcommittee Chairman Ed Markey's top priority. The subcommittee chairman also plans to develop separate legislation addressing the issue of permitting telephone companies to offer video services.

## 56 / INTV HANGS TOUGH

Despite the growing number of distributors declining to screen new programs for the Jan. 3-5 INTV convention in Los Angeles, INTV officials say the lobbying organization remains a healthy and vital

torch bearer for independent stations. To foster increased station participation and sales, the INTV convention planning board has instituted a contest to promote visitation of distributors' screening suites. However, 18 companies that screened at last year's INTV gathering have pulled out this year to possibly concentrate declining budgets on NATPE's Jan. 14-18 International Program Conference.

## 59 / SWEEP OUT

Post-November sweeps results claimed the first official game show casualty last week, with ITC Domestic Television informing clients that it will discontinue distribution March 8. Among other first-run game show strips facing the battle for survival, Buena Vista Television's

*The Challengers* was downgraded from 3 p.m. on WLS-TV Chicago to 2:30 a.m., and sources have indicated that WNBC-TV New York is ready to move the show out of its coveted 7:30 p.m. slot.

## 67 / SOMETHING SPECIAL

Advertising expenditures in Hispanic TV and radio increased to \$480 million-plus in 1990, even as this segment of the media industry continued to outpace its English-language counterparts. Advertisers are coming to the table, but the industry is still grappling with problems of audience definition and measurement. In both TV and radio, ratings services are in heated battles for market dominance. Meanwhile, programmers of Spanish-language TV have ever larger libraries from which to choose, and Hispanic radio operators continue to thrive with techniques borrowed from English-language radio. Using narrowcasting and niche targeting to compete with mainstream stations, they are winning in markets such as Miami, Los Angeles, New York and San Antonio.

An inside look at Hispanic communications (page 67)



## 85 / FRIENDLY COMPETITION

In an unusual arrangement, Fox affiliate WOLF-TV Scranton, Pa., has reached an agreement with the ABC affiliate there to air WOLF-TV's 10 p.m. newscast exclusively on the competitor's airwaves. It all begins Jan. 2, 1991.



## 86 / LOOKING TO NEXT YEAR

There were no breakthrough deals for new programmers at the Western Cable Show, but most express confidence they will be able to weather another difficult year in 1991 as they search for channel space and operator interest in carrying them.

## 91 / HOLIDAY BLUES

Retail spending by consumers is expected to be off this Christmas, which is bad news for TV stations that have developed a dependency on ad revenue from department stores, discounters and other retailers. A survey of TV sales managers indicates a gloomy holiday season, with several looking at new marketing methods to bring in new money.

## 96 / TRIBUNE KICKS TIRES

Tribune Broadcasting has been quietly checking out British communication companies to determine whether, and with whom, to form a joint venture for a new national "speech" (news/talk) channel to be allocated on the AM band by the U.K. government. ITN, an independent broadcast news supplier, appears to be the top suitor at the moment.

## 98 / HOLIDAYS ENGULF TROOPS

As the 1990 holidays approach, radio stations nationwide have developed special promotional campaigns to bring season's greetings to American troops based in Saudi Arabia and the Persian Gulf.

## 101 / MATTER OF ETHICS

The FCC has liberalized



Re-running network shows such as 'The Wonder Years' is one way to curb fourth-quarter costs (page 49)

its interpretation of the ethics rules, making them "more responsive, more consistent with the ethics law," said the FCC general counsel.

## 102 / FIN-SYN EN BANC HEARING

Rich Frank, president of Walt Disney Studios, is expected to use the Dec. 14 FCC fin-syn en banc hearing to push for modification of the prime time access rule. Disney believes that maintaining PTAR threatens the quality and economic viability of network programming because the emergence of Fox has drastically reduced the number of syndication outlets available. Aside from Disney, there is little support, especially at the FCC, for modifying PTAR.

## 105 / UNDONE DEAL

Why did several months' optimism about securing a \$100 million Comsat investment in SkyPix's mid-power Ku-band satellite "video store" turn suddenly sour? Sources in and out of Comsat and SkyPix

pointed less to doubts about SkyPix's digital video compression technology than to the ability of each party to raise money. Both companies said they remain champions of mid-power

and vowed their plans for the newest generation of direct-to-home TV will become reality, together or separately.

## 107 / NEW MEDIA

A group of Western media experts gathered in Prague to help Czechoslovakians redraft their country's new media law.

## 110 / NO EASY CHOICE

Faults with all three of the FCC's proposed bands for digital audio broadcasting were discussed in comments to the commission's WARC-92 inquiry. But one proposal, 1493-1525 MHz, seemed to emerge as the most realistic option. The National Association of Broadcasters said that the FCC "cannot be rushed" and should not choose any DAB band until transmission system design questions are answered.

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Incorporating

The Fifth Estate  
TELEVISION.  
Broadcasting  
Cable

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# CLOSED CIRCUIT

## Chicago

### No big deal

Syndicated exclusivity hasn't done much for independents, according to WGN-TV study. Independent prime time ratings in top 30 markets were essentially flat from February 1989 to February 1990, rising from 4.2 to 4.3. *Cheers*, for instance, dropped from 7.4 to 6.9 in top 30 markets during that time.

Study also found that net weekly circulation of top 30 independents outside their DMA dropped 4.1 million homes or 14%, with WGN, WPIX New York and WOR New York losing 3.3 million homes alone. Losses will hurt group independent efforts to compete with Fox and basic cable networks for programming, especially barter-based programs.

## Boston

### Paid position

WBZ-TV Boston has decided to upgrade struggling new first-run show, *Preview: First Look at the New*, to 7:30 p.m., for a price. Sources said Television Program Enterprises, which distributes show, agreed to pay station around \$500,000 to put show in prime access and keep it there for rest of season. Show has been buffeted by poor ratings and harmful cancellations, such as WSVN(TV) Miami's canceling of the show at 7:30 p.m. *Preview's* upgrade on WBZ-TV, which currently has it at 3 p.m. (where it is averaging 1 rating/2 share), is effective Dec. 24, after final broadcast of long-running *Evening Magazine*. Barry Schulman, program director at WBZ-TV confirmed move, but declined to discuss terms. "We have a terrific



### HBO REMEMBERS KENNEDY

HBO held a small private screening several weeks ago in Washington to premiere the one-hour documentary *Bobby Kennedy: In His Own Words*. The program, chronicling the life of the senator, attorney general and presidential candidate, included several never before heard audio recordings made in the days immediately following the death of his brother, President John F. Kennedy. The documentary premiered Nov. 20 on what would have been RFK's 65th birthday. On hand for the screening were (l-r): HBO Chairman and Chief Executive Officer Michael Fuchs; Ethel Kennedy, Robert's widow; Kerry Kennedy Cuomo, RFK's daughter and executive director of the RFK Memorial Center for Human Rights, and Robert's brother, Senator Edward Kennedy (D-Mass.).

opportunity and a terrific deal, let me leave it at that," said Schulman. "We think the show has the potential to become a big hit."

According to Rich Goldman, senior VP and general sales manager, TPE, "We made our agreement with WBZ-TV as a tiered deal at the beginning of the season, and it really would be inappropriate for me to comment further on recent matters."

## New York

### Defection disaffection

With current network economy requiring strict attention to budgets, NBC officials have expressed concern about big increase in affiliates'

prime time preemptions during November sweeps. Research executives noted that coverage still remains in high '90's and that increased preemptions might have accounted for loss of only one-tenth of rating point. But on annualized basis, even one-tenth rating point could be worth more than \$5 million profit to network. Slim margin could also affect bragging rights for total viewers, which currently show ABC and NBC neck-and-neck.

### Same boat

CBS, which lost reported \$100 million in first year of four-year baseball contract, was not alone in its desire to seek fee reduction from Major League Baseball. Source

said ESPN, which lost \$40 million on first year of its four-year baseball package, had also contemplated asking for reduction, but CBS beat them to it. Source said that CBS had asked for reduction and received rejection from MLB as far back as World Series in October.

Another possible avenue of relief for CBS would be for MLB to offer them more regular season games than current 16. But MLB cannot offer more games without ESPN approval, which source said is extremely unlikely. Also unclear is whether CBS would even want more games.

### Almost done deal

ABC Sports last week jumped gun somewhat in announcing settlement with government over telecast of Pan American Games from Cuba. (see "Top of the Week") Although talks between Capital Cities/ABC lawyers and the U.S. Treasury Department apparently bore fruit, deal had not actually been signed as of early Friday. Source close to deal said formal signing should be done by this week.

### Downturn

Regional network advertising appears to be following national advertising trend downward. According to Arbitron's Broadcast Advertiser Reports, regional network advertising for third quarter was down 12.7% to \$28.4 million compared to third quarter 1989 total of \$32.6 million. Through end of third quarter, regional advertising for year is off 18.6% compared to this time last year and number of brands doing regional network advertising is off 21%.





# THE PEOPLE'S COURT

Some Things Endure Forever.

A Ralph Edwards / Stu Billett Production



WARNER BROS.  
DOMESTIC TELEVISION DISTRIBUTION  
A Time Warner Company

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## Washington Determination

Frank Mullin, Washington attorney for Marriott subsidiary First Media, licensee of WCPX-TV Orlando, Fla., is expected to file "petition to remind," probably in form of reply comments, at FCC early next week. Seems First Media's petition to have prime time access rule eliminated is collecting dust at commission ("In Brief," April 23; BROADCASTING Aug. 13). Even with Disney's support of changing PTAR, commission has shown little interest in touching petition (see story, page 102). Mullin told BROADCASTING: "We believe the FCC must acknowledge that there is no longer any basis for any aspect of PTAR... It is now clear beyond dispute that the FCC must face up to the PTAR problem."

## Keeping hand in

Republican Tom Tauke of Iowa, broadcaster ally and key member of House Telecommunications Subcommittee who lost his bid to unseat Democratic Senator Tom Harkin, has yet to decide his future plans. But last week, congressman told BROADCASTING there is a "good chance" he will stay involved with communications issues either "inside or outside of the government." He's had offers from law firms specializing in public policy in both Washington and Iowa. Tauke met last week with White House Chief of Staff John Sununu about the possibility of government post. Also, congressman is considering establishing his own Washington firm. Tauke said he hopes to reach decision before new year.

## Countering cable

Broadcasters are beginning to lay groundwork for major push in 102nd Congress for legislation that would require

## POTENTIAL PARTNER

SkyPix, in need of some \$200 million to launch mid-power DBS service next summer, may have found some deep pockets in form of Stockholm-based Kinnevik, which is "definitely interested" in at least \$50 million investment in 80-channel Ku-band 'in-home video store' service, said Kinnevik Media Ventures' Chairman Michael Tannen. Kinnevik interest almost certainly gave SkyPix leverage in talks with Comsat Video Enterprises, which dropped out as potential lead SkyPix investor last week (see page 105).

Kinnevik credentials are strong. It holds 20% interest in Astra (European mid-power DBS), up from 10% in 1989; is DBS and cable programmer in Scandinavia; operates cable and SMATV systems there, Spain, England and elsewhere, and cellular networks from London to Sri Lanka and Hong Kong. In U.S., Kinnevik and dominant cellular provider Millicom co-own Primetime 24, C-band DBS provider of broadcast network distant signals and PPV programing to home dish market.

cable operators to pay for carriage of their signals as well as protect weaker stations from being dropped by cable systems. Idea (often referred to as must carry-must pay) surfaced earlier this year but failed to gain much support. Now industry seems to be gearing up to try once again to persuade lawmakers that cable should pay for broadcaster signals. CBS President Larry Tisch, one of proposal's chief advocates, met last week with House Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and others to discuss matter. Tisch had previously told lawmakers network would be in financial trouble in three-to-five years if cable operators don't compensate broadcasters. However, source said CBS executive expressed concern that network is already feeling economic "squeeze" from cable.

## Sign of the times

Westinghouse Broadcasting Co., always among more visible of broadcast groups in Washington, will close its government affairs office in Capital at end of March,

move attributed to economic situation. Gerald E. (Jerry) Udwin, 29-year Group W veteran who has headed operation since 1986, is considering offer to stay with company as private contractor. He has not yet determined



Udwin

whether to go with another communications company or form own government/media relations company with Group W among client base. Long-time newsman who came to Washington 24 years ago with then active Group W Washington News Bureau covering White House and Congress, he switched to lobbying in 1982.

## Los Angeles

### "Bond, James Bond, dude"

Sources say that MGM-Pathe Communications has relieved

DIC Enterprises as animator of *James Bond Jr.*, which Cluster Television is distributing for MGM in fall 1991. Source close to parties confirmed that DIC has been replaced by Murakami Wolf Swenson Inc., animators of Group W Productions' *Teenage Mutant Ninja Turtles*. Source said MGM-Pathe and Cluster are still moving forward with their part of agreement, but exact details of differences with DIC were not available. DIC has had longstanding relationship with Cluster as animators of its first-run cartoon *G.I. Joe*, so it is believed split does not originate between those two companies.

## Denver

### TCI's pull

TeleCommunications Inc. has put word out to prospective buyers of Financial News Network and The Learning Channel that it has power to pull out of its affiliate contracts with two services. Sources said TCI has let it be known that its contract with FNN is cancellable with 30 days notice, and its affiliate agreement with TLC is renewed on month-to-month basis. FNN has 35 million subscribers and TLC has 18 million subscribers, of which nine million and four million, respectively, are TCI affiliates.

### Tier recharge

Announcement is expected soon on rate hike for TeleCommunications Inc. 40 cent negative option tier, which includes ESPN, TNT, AMC and regional sports service. New rate is expected to be in 80 cent range, reflecting rate increases at ESPN and TNT (primarily as result of their carriage of NFL). TCI instituted new rate structure last January offering subscribers opportunity to drop those services at saving of about 40 cents, but very few subscribers downgraded.

**Only One Hour  
On ABC Has Won Its  
Time Period Every  
Week This Season...**



# DATEBOOK

■ indicates new listing or changed item.

## THIS WEEK

**Dec. 11**—"Divergent Regulation of New Communications Technologies [TV, cable and telephone]," first event in lecture/debate series, "Visions of the First Amendment for a New Millennium," sponsored by *Annenberg Washington Program*. Among panelists: Daniel Brenner, UCLA; Michael Schooler, National Cable Television Association, and Robert Pepper, FCC. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

**Dec. 11**—"New Technologies: Fiber Optics and the Opening of Communications," seminar sponsored by *Center for Communication*. Among speakers: Reese Schonfeld, president, Current Trends Productions; former president, CNN, and past president, Optic Fiber in America. Center auditorium, New York. Information: (212) 836-3050.

**Dec. 11**—*New York Women in Film* Christmas luncheon. Guest of honor: Actress Susan Sarandon. Waldorf Astoria, New York. Information: (212) 679-0870.

■ **Dec. 11-15**—*Museum of Broadcasting* screenings of International Emmy Award winners. Museum, New York. Information: (212) 752-7684.

**Dec. 12**—*Academy of Television Arts and Sciences* forum luncheon. Speakers: J. Nicholas Counter III, Alliance of Motion Picture and Television Producers, and Alfred DiTolla, International Alliance of Theatrical Stage Employees. Topic: "New Technologies and Industry Changes." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

**Dec. 12**—*American Women in Radio and Television*. *Washington chapter*, Christmas party. Washington. Information: MacKenzie Kearney, (202) 820-2048.

**Dec. 13**—"Broadcast Ratings: What Are They and Where Are They Going?" seminar sponsored by *Federal Communications Bar Association* and *Continuing Legal Education Committee*. Washington Marriott, Washington. Information: (202) 833-2684.

**Dec. 13**—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Dec. 13**—"Is There a Future for Public Television? What Should It Be?" seminar sponsored by *Center for Communication*. Speakers: William Baker, WNET Newark, N.J.; Jennifer Lawson, PBS; Lawrence Daressa, Independent Television Service; Nickolas Davatzes, A&E. Macklowe Conference Center, New York. Information: (212) 836-3050.

**Dec. 14**—Deadline for entries in *Academy of Television Arts and Sciences* 12th annual college television awards. Information: (818) 953-7575.

**Dec. 13**—"Is There a Future for Public Television? What Should It Be?" seminar sponsored by *Center for Communication*. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

**Dec. 13-14**—*C-SPAN* "Capitol Experience"

seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

**Dec. 13-16**—Focus news workshop for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Network* and *Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco. San Francisco. Information: Karen Cox, (907) 563-7733.

## ALSO IN DECEMBER

**Dec. 17-20**—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

**Dec. 18**—"On Location at Channel 13 [WNET]," tour sponsored by *Center for Communication*. Information: (212) 836-3050.

**Dec. 19**—*Society of Broadcast Engineers*, chapter 15, meeting. Topic: "Introduction to digital audio broadcasting." Speaker: Stan Salek, National Association of Broadcasters. Also: "RDS for EBS systems." Speaker: Jerry Liebow, Sage Broadcasting. New York Times Building, New York. Information: David Bialik, (914) 634-6595. Herb Squire, (212) 633-7600.

**Dec. 22**—*Museum of Broadcasting* holiday screenings for children. Museum, New York. Information: (212) 752-4690.

**Dec. 31**—Deadline for nominations for Breakthrough Awards, sponsored by *Women, Men and Media*, a national research institution of University of Southern California, School of Journalism, honoring "media industry's most significant breakthroughs in the portrayal and employment of women." Information: (213) 743-8180.

**Dec. 31**—Deadline for applications for *National Association of Hispanic Journalists* annual scholarship awards. Information: Patricia Rodriguez, (202) 783-6228.

## JANUARY 1991

■ **Jan. 3**—Deadline for entries in 41st annual Excellence in Journalism Awards, the Green Eyeshade, sponsored by *Society of Professional Journalists/Atlanta chapter*. Information: (404) 496-9957.

**Jan. 3-5**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

**Jan. 6-8**—*Cable Television Administration and Marketing Society* research conference. Scottsdale, Ariz. Information: (703) 549-4200.

**Jan. 6-11**—*Annenberg Washington Program's* fourth annual winter faculty workshop. Topic: efforts by Congress and the FCC to reevaluate cable television. Annenberg Program, Willard

Office Building, Washington. Information: (202) 393-7100.

**Jan. 7**—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: (202) 429-5102, AWRT, Suite 700, 1101 Connecticut Avenue, N.W., Washington, D.C. 20036.

**Jan. 8**—Deadline for entries in "RadioBest" Awards for creative radio advertising, sponsored by *Twin Cities Radio Broadcasters Association*. Information: (612) 544-8575.

■ **Jan. 9-10**—"The Persian Gulf: Why Are We There, How Do We Get Out—and What Do We Leave Behind?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**Jan. 10**—*International Radio and Television Society* newsmaker luncheon. Panel: Seth Abraham, Time Warner Sports; Steve Bornstein, ESPN; Dick Ebersol, NBC Sports; Robert Gutowski, MSG Corp.; Neal Pilsen, CBS Sports, and Dennis Swanson, ABC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Jan. 10**—Deadline for entries in Sigma Delta Chi Awards, sponsored by *Society of Professional Journalists*, to honor "best journalists in both broadcast and print fields." Information: (317) 653-3333.

■ **Jan. 10-13**—International winter Consumer Electronics Show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4900.

**Jan. 11**—Non-televised portion of 12th annual ACE Awards, sponsored by *National Academy of Cable Programming*. Beverly Wilshire Hotel, Los Angeles. Information: (202) 775-3611.

**Jan. 11**—*New York Festivals* television and cinema advertising awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

**Jan. 13**—12th annual ACE Awards ceremony, televised, sponsored by *National Academy of Cable Programming*. Wilmet Theater, Los Angeles. Information: (202) 775-3611.

**Jan. 14**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

**Jan. 14**—Deadline for entries in Anson Jones Award, honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

**Jan. 14-18**—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Jan. 15**—*Nebraska Broadcasters Association* winter meeting and Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: (402) 333-3034.

**Jan. 15**—Deadline for entries in International



**The Same Hour Wins  
Its Time Period By The  
Greatest Margin Of  
Any Hour On ABC...**

Monitor Awards, sponsored by *International Teleproduction Society*, honoring "creative achievements of the exceptionally talented teleproduction professionals." Information: (212) 629-3266.

**Jan. 15**—"The Government as Speaker and Government-Funding of Expression," lecture/debate sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

**Jan. 15**—"Overview of the Media Challenges in the 1990's and the 21st Century," course offered as part of *Smithsonian Forum*, "The Media and Society." Speaker: Richard Harwood, ombudsman, *Washington Post*. Smithsonian, Washington. Information: (202) 357-3030.

**Jan. 15**—"Health Care Today: How Accessible? How Affordable?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

**Jan. 16**—"Caucus for Producers, Writers and Directors" general membership meeting. Chasen's restaurant, Los Angeles. Information: (818) 792-0421.

**■ Jan. 16-17**—"Breakthroughs in Medicine: New Optimism About Old Diseases," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603. e14

**Jan. 16-18**—Computer Graphics '91, 13th annual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

**Jan. 17-18**—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

**Jan. 18**—Deadline for entries for *Broadcast Designers' Association* International Design Awards. Information: (415) 788-2324.

**■ Jan. 18**—Deadline for entries in Jack R. Howard Broadcast/Cable News Awards of *Scrapps Howard Foundation's* National Journalism Awards. Information: Ron Klayman, (513) 977-3035.

**Jan. 20-24**—MIDEM Radio Conference. Palais des Festivals, Cannes, France. Information: 33-1-45-05-14-03.

**Jan. 21-23**—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**■ Jan. 22**—Deadline for entries for National Awards for Education Reporting, sponsored by *Education Writers Association*. Information: (202) 429-9680.

**Jan. 22-24**—46th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

**Jan. 24**—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Silberman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

**Jan. 24**—"Women on the Verge," event sponsored by *American Women in Radio and Television, New York City chapter*. Halloran House, New York. Information: Jennifer Conte, (212) 572-9832.

**Jan. 24-25**—*North American National Broadcasters Association* annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

**Jan. 24-27**—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

**Jan. 25**—Deadline for entries in 23rd annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: John Bourgeois, (202) 333-1880.

**Jan. 25**—*New York Festivals* television programming awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

**■ Jan. 25-26**—"Fine-Tuning the Cable Picture," eighth annual conference of *Minnesota Association of Cable Television Administrators*. Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

**Jan. 25-29**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

**Jan. 25-31**—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

**Jan. 29**—"Building Even Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising and Retail Marketing Board*. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

**Jan. 29**—*Iowa Broadcasters Association* mid-winter meeting. Des Moines, Iowa. Information: (319) 366-8016.

**Jan. 29-31**—*Cable Television Administration and Marketing Society* service management master course. Jacksonville, Fla. Information: (703) 549-4200.

**Jan. 30-Feb. 1**—*South Carolina Broadcasters Association* 43rd annual winter convention. Columbia, S.C. Information: Richard Uray, (803) 777-6783.

**Jan. 31**—*American Women in Radio and Television, Washington chapter*, bi-annual reception for new members of Congress. House Cannon Caucus Room, Washington. Information: Patricia Reilly, (202) 429-7285.

**Jan. 31**—Deadline for entries in annual awards sponsored by *Investigative Reporters and Editors*, including new award for crime reporting. Information: (314) 882-2042.

**Jan. 31**—Deadline for applications for *Harvard University's* Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Avenue, Cambridge, Mass. 02138.

**Jan. 31**—*Society of Motion Picture and Television Engineers* tutorial on digital recording for television, prior to 25th annual SMPTE TV conference (see below). Renaissance Center, Detroit. Information: (914) 761-1100.

## FEBRUARY 1991

**Feb. 1**—Deadline for entries in *Action for Children's Television Awards* for "significant contributions toward improving service to children on broadcast and cable television and home video." Information: Sue Edelman, (617) 876-6620.

**Feb. 1**—Deadline for entries in National Media Owl Awards for outstanding films, videotapes and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by *Retirement Research Foundation*. Information: (312) 664-6100.

**■ Feb. 1**—Deadline for entries in Wilbur Awards competition, recognizing "excellence in the communication of religious values through a variety of media and to focus public attention on the efforts of the religion writer, editor, producer and resource," sponsored by *Religious Public Relations Council*. Information: (215) 642-8895.

**Feb. 1-2**—25th annual Television Conference, sponsored by *Society of Motion Picture and Television Engineers*. Theme: "A Television Continuum—1967 to 2017." Westin Hotel, Renaissance Center, Detroit. Information: (914) 761-1100.

**Feb. 3-4**—Fourth annual local cable programming seminar, sponsored by *National Academy of Cable Programming*. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

**Feb. 5**—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Dan Rafter, CBS News. Smithsonian, Washington. Information: (202) 357-3030.

**Feb. 5-6**—*Arizona Cable Television Association* annual meeting. Sheraton Hotel, Phoenix. In-

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to 54 plus Teens and Kids. The perfect profile for success with advertisers. The perfect profile for success in stripping. In fact, with a 15.1 rating 28 share, "Full House" and "Family Matters" is the strongest 8:00 - 9:00 PM hour on ABC's Friday night line-up in the last 8 years.

Comedies from Miller/Boyett. They consistently work for the networks once a week. And they'll consistently work for you as a strip.



## *Family Matters*



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formation: (602) 257-9338.

**Feb. 6-10**—19th annual *International Radio and Television Society* Faculty/Industry Seminar, "Breaking the Rules: Finding New Frontiers." Halloran House Hotel, New York. Information: (212) 867-6650.

**Feb. 8**—*International Radio and Television Society* newsmaker luncheon featuring Peter Cherrin, president, Fox Entertainment Group; Robert Iger, president, ABC Entertainment; Warren Littlefield, president, NBC Entertainment, and Jeff Sagansky, president, CBS Entertainment. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Feb. 10**—Presentation of 15th annual *Television Bureau of Advertising* automotive commercial competition. Atlanta Convention Center, Atlanta. Information: (212) 486-1111.

**Feb. 10-15**—*National Association of Broadcasters* 26th annual management development seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

**Feb. 12**—"Economic, Demographic and Technological Changes in Television Network News Coverage," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: ABC News President Roone Arledge. Smithsonian, Washington. Information: (202) 357-3030.

■ **Feb. 12-13**—Television Advertising Forum sponsored by *Association of National Advertis-*

*ers*, examining future of television advertising as a mass medium. Participants include Jamie Kellner, Fox Broadcasting Corp.; Terence McGuirk, Turner Broadcasting System; Peter Chrisanthopoulos; Peter Jennings, ABC News; James Hedlund, Association of Independent Television Stations; Bruce Christensen, Public Broadcasting Service; Grant Tinker, GTG Entertainment; Warren Littlefield, NBC Entertainment; Robert Iger, ABC Entertainment; Jeff Sagansky, CBS Entertainment; Mike Wallace, CBS News, and Maria Shriver, NBC News. Waldorf-Astoria, New York. Information: (202) 659-3711.

**Feb. 13-15**—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System. Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

■ **Feb. 18**—Deadline for entries in Charles E. Scripps Awards of National Journalism Awards, sponsored by *Scripps Howard Foundation*, open to newspapers, television and radio stations and local cable systems for outstanding efforts to combat illiteracy in their communities. Information: (513) 977-3035.

**Feb. 19-20**—*North Carolina CATV Association* winter meeting. Sheraton Imperial Hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

**Feb. 21**—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington

Marriott, Washington. Information: (202) 833-2684.

**Feb. 21**—*Broadcast Pioneers* Golden Mike Award dinner. Plaza Hotel, New York. Information: (212) 586-2000.

**Feb. 21-23**—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

**Feb. 21-23**—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

**Feb. 22-24**—"Oil, Foreign Policy and the Economy," economics conference for journalists sponsored by *Foundation for American Communications* and *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

**Feb. 26**—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Tom Brokaw, NBC News. Smithsonian, Washington. Information: (202) 357-3030.

**Feb. 26-28**—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

**Feb. 27-March 1**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Anto-

## MAJOR MEETINGS

**Jan. 3-5, 1991**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.

**Jan. 14-18, 1991**—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Jan. 21-23, 1991**—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**Jan. 24-27, 1991**—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

**Jan. 25-29, 1991**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

**Jan. 25-31, 1991**—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

**Feb. 1-2, 1991**—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

**Feb. 27-March 1, 1991**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**March 6-9, 1991**—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

**March 24-27, 1991**—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

**April 7-9, 1991**—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Quis, New York.

**April 15-18, 1991**—*National Association of*

*Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

**April 19-24, 1991**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**April 21-24, 1991**—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace. Lake Buena Vista, Fla.

**May 15-18, 1991**—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

**May 15-19, 1991**—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

**May 16-19, 1991**—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

■ **May 22-23, 1991**—*NBC-TV* affiliates meeting. New York.

**June 8-11, 1991**—*American Advertising Federation* national advertising conference. Opryland, Nashville.

**June 9-13, 1991**—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

**June 11-13, 1991**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 16-19, 1991**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

**June 18-21, 1991**—*National Association of*

*Broadcasters* summer board meeting. NAB headquarters, Washington.

**July 24-27, 1991**—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville.

**Aug. 25-27, 1991**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

**Sept. 11-14, 1991**—Radio '91 convention, sponsored by *National Association of Broadcasters*. San Francisco.

**Sept. 25-28, 1991**—*Radio-Television News Directors Association* international conference and exhibition. Denver.

**Oct. 1-3**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

**Oct. 3-6, 1991**—*Society of Broadcast Engineers* fifth annual national convention. Houston. Information: 1-800-225-8183.

**Oct. 10-14, 1991**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**Oct. 26-30, 1991**—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

**Oct. 27-30, 1991**—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

**Nov. 18-20, 1991**—*Television Bureau of Advertising* annual meeting. Las Vegas Hilton, Las Vegas.

**July 2-7, 1992**—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London-44 (71) 240-1871.



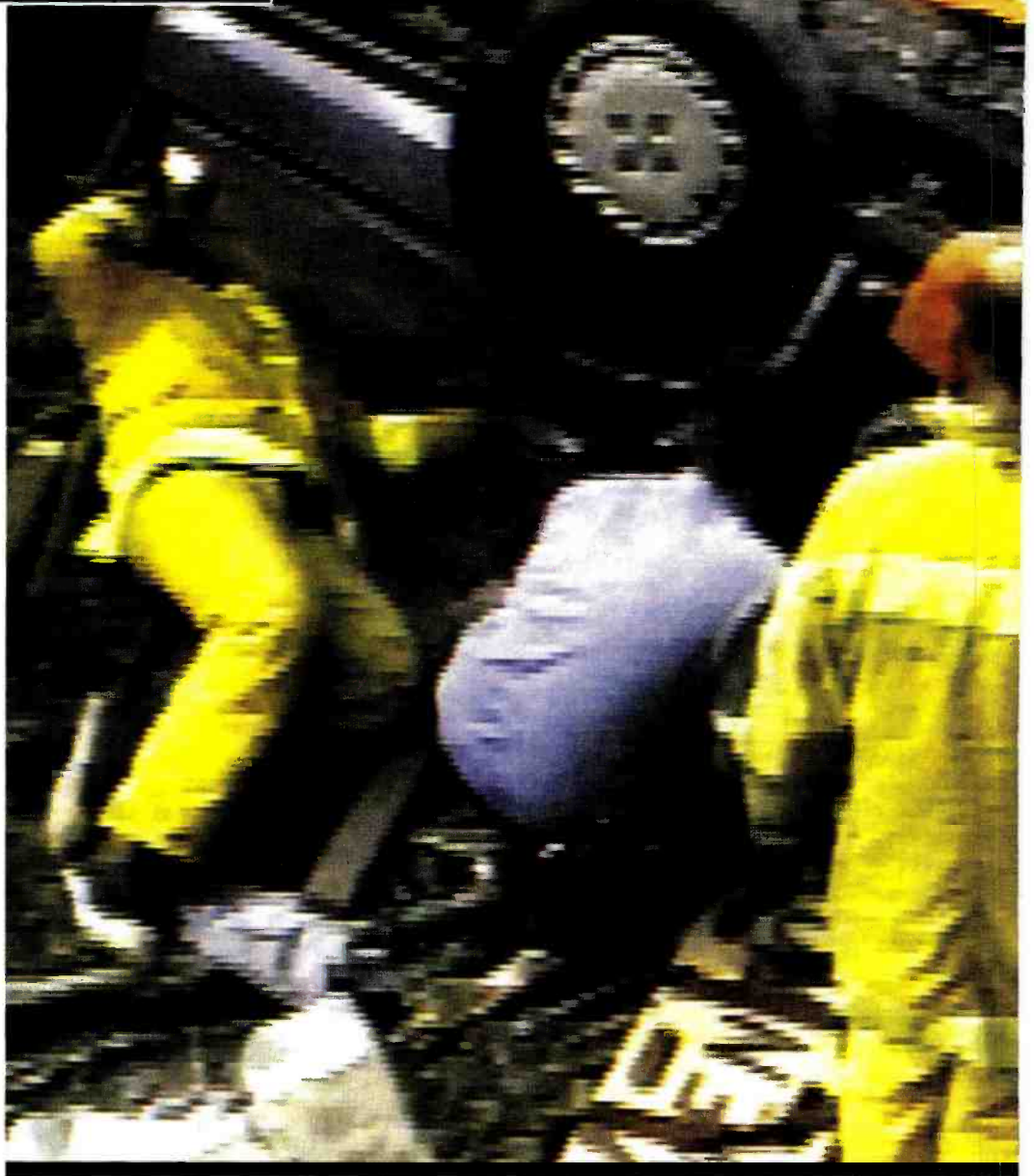
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"I didn't have a chance  
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in and rescued me."

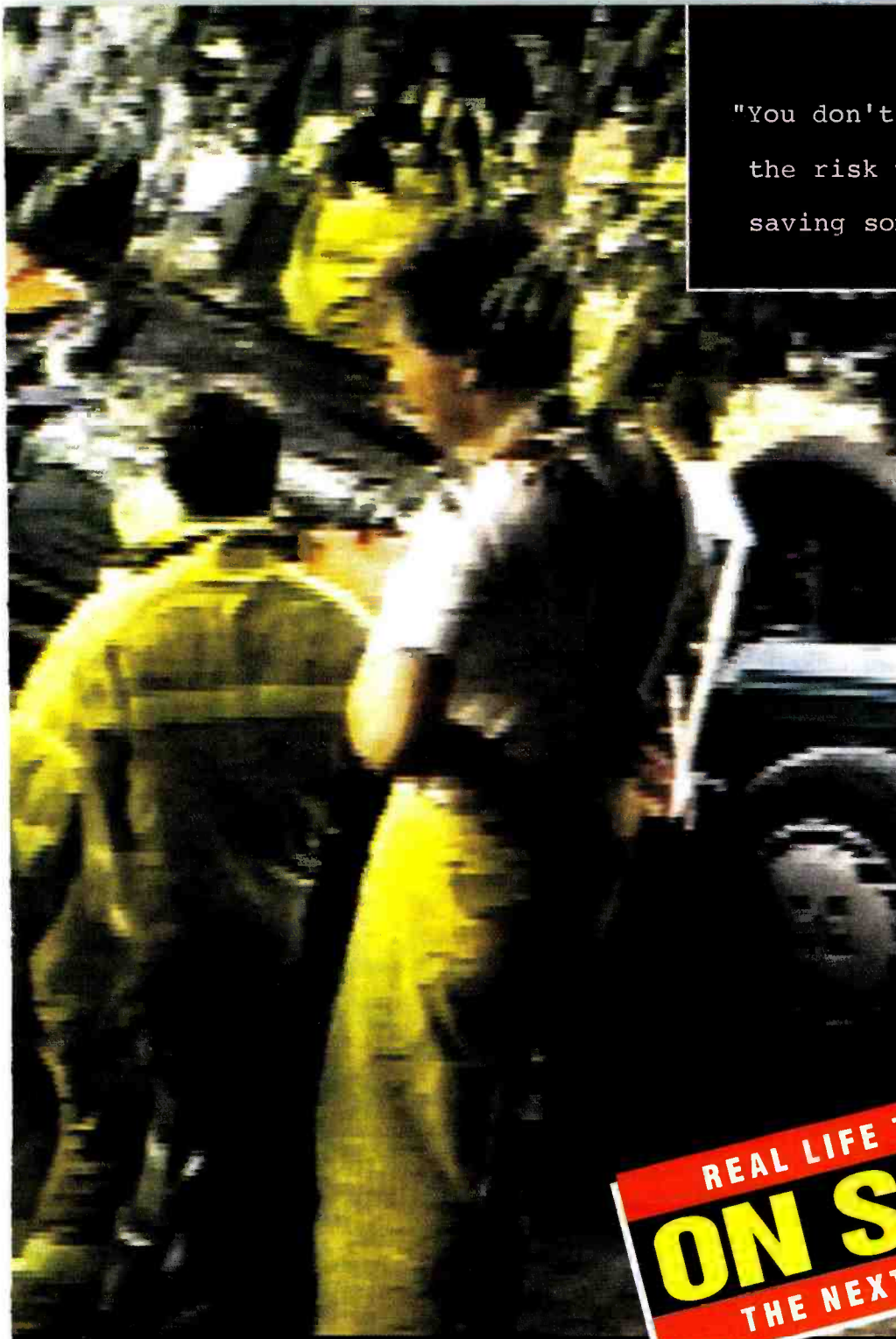


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nio Convention Center, San Antonio. Information: (512) 474-2082.

## MARCH 1991

**March 4-8**—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group, University of Nebraska-Lincoln*. Information: (402) 472-3611.

**March 5**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

**March 6**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

**March 6-9**—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

**March 7**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

**March 7**—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

**March 8**—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

■ **March 8-10**—*Society of Professional Journalists, Atlanta chapter*, region three conference. Atlanta. Information: (404) 496-9957.

■ **March 9**—Green Eyeshade Southeastern regional journalism awards banquet of *Society of Professional Journalists, Atlanta chapter*. Hotel Nikko, Atlanta. Information: (404) 496-9957.

**March 11-13**—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

**March 12**—*American Advertising Federation* government affairs conference. Willard hotel, Washington. Information: (202) 898-0159.

**March 13**—*International Radio and Television Society*: Gold Medal Award dinner. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 13-16**—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver.

**March 14**—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **March 15**—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: (703) 528-4200.

**March 18-21**—Supercomm '91, international conference and exhibition co-sponsored by *U.S. Telephone Association and Telecommunications Industry Association*. Included will be two separate conferences sponsored by *Pacific Telecommunications Council* and *Caribbean Telecommunications Council*. George Brown Convention Center, Houston. Information: (202) 835-3100.

**March 19**—*Radio Advertising Bureau* radio marketing workshop. Ramada Resor/Florida Center, Orlando, Fla. Information: (212) 254-4800.

**March 20**—*Radio Advertising Bureau* radio mar-

## ERRATA

Dec. 3 story on National Association of Broadcasters' \$40-million study on spectrum requirements for digital audio broadcasting should have included **Datel Inc., Arlington, Va.**, along with Jules Cohen & Associates, Washington, as firms jointly commissioned to conduct study.

**KDSM-TV Des Moines, Iowa, was sold to River City Television Partners Ltd.**, not Red River Television Partners, as reported in Nov. 26 "Changing Hands".

keting workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

**March 20-21**—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

**March 21**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

**March 21**—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

**March 21**—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

**March 24-27**—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

**March 26**—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

**March 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 29-30**—13th annual Black College Radio convention. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

## APRIL 1991

**April 2**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

**April 3**—*Radio Advertising Bureau* radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

**April 4**—*Radio Advertising Bureau* radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

**April 4-5**—*International Radio and Television Society's* eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 7-9**—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

■ **April 8-11**—*Electronic Industries Association*

spring conference. Washington. Information: (202) 457-4900.

■ **April 9**—*Electronic Industries Association* government/industry dinner, during association's spring conference (see listing above). Washington. Information: (202) 457-4900.

**April 9-11**—*Cable Television Administration and Marketing Society* service management master course. Chicago. Information: (703) 549-4200.

**April 10**—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

**April 10-13**—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

**April 12-14**—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

**April 13-15**—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

**April 15-18**—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*. to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

**April 15-18**—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

**April 18**—*Broadcast Pioneers* breakfast. During NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

**April 19-24**—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**April 21-24**—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

**April 22-25**—*National Computer Graphics Association* 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

**April 23**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 29-30**—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

## MAY 1991

**May 6-9**—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

**May 12-14**—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort, Indonesia. Information: (808) 941-3789.



The background of the image is a piece of marbled paper with a complex, organic pattern of swirling, wavy lines in shades of beige, tan, and light brown. The pattern resembles natural stone or aged parchment. Centered on this background is a block of text in a bold, black, sans-serif font. The text is arranged in four lines, with the first two lines being the largest and the last line being the smallest. The text reads: "NOT ALL TALK SHOWS HAVE TO BE THE SAME...".

**NOT ALL  
TALK SHOWS  
HAVE TO BE  
THE SAME...**



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*with Ron Reagan*

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# OPEN MIKE

## AM ANSWER

EDITOR: The holiday season is upon us again, with thousands of radio listening consumers being cheated at the retail level.

The attitude of retailers and apparently of the manufacturers of radio receivers to the detriment of AM broadcasters once again manifests itself in the almost impossible task of buying an AM stereo receiver.

I have just finished a tour of local consumer electronic retail stores and found a grand total of one model containing AM stereo capabilities. Most current models have AM reception to 1710 khz, but only the one (a Blaupunkt car model) had AM stereo.

AM broadcasters are committing suicide by not doing more to ensure that if they are broadcasting in stereo, their listeners will be able to hear them in stereo.

It is a crime that any FM stereo receiver has a poor quality narrow band-width mono AM section.

Now that Mexico has adopted C-Quam as an AM stereo standard, (remember it was XETRA in Tijuana that had the first Kahn system on the air), it is time for U.S. broadcasters to get off their behinds and force the receiver manufacturers to produce the kind of equipment that allow them to have some fighting chance of competing with FM.

AM broadcasters should install some form of AM stereo immediately. I do not specifically say C-Quam, but I think it would be utterly stupid to do anything else. Of course, the NRSC curve as required by current FCC regulations is part of the plan.

It is time that someone pulled up their bootstraps and ended the stalemate. AM broadcasters are reluctant to go stereo because of the lack of receivers. The receiver makers say that the public doesn't ask for it so why should they produce it. I'll bet there hasn't been a single request for AM radios capable of picking up above 1600 khz, but those are available.

If AM broadcasters would break the ice in force, the receiver makers would be forced to follow. It is the survival of your station that is at stake, don't wait on the other guy, he's obviously not going to make the first move.—Gene H. McArtor, Fullerton, Calif.

## BETTER DIARIES, PT. 2

EDITOR: The response to our first letter concerning better diary accuracy was fantastic. The calls from industry leaders demonstrate that radio broadcasters want change in rating methodology, and they want it now.

You've read our first suggestions: start the rating week on a Monday; include a tear-out AM-FM dial card with all the stations and frequencies, and make diary samples equal to the population percentages. Well, we're not through yet.

Arbitron can increase the value of each diary by ending the household flooding and making a policy of one household, one diary. This would end the frustrating reality that one person in the household is filling out many diaries. Anyone who has looked at the diaries has witnessed the same handwriting/same listening in all the diaries from one household ballot-box stuffing. Arbitron should see the handwriting on the wall and end this poor research malfunction.

Next, Arbitron will throw out diaries. We, the radio broadcasters, should be allowed to see these diaries and be given a detailed report on why. The cloud of uncertainty hangs over the industry because of this brick wall attitude. Those diaries should be open to the customer and votes not counted must be disclosed. Credibility is at stake.

To make our revolutionary voice one, we should demand that all contracts with the ratings firm expire on Dec. 1 of each year so that our requests will get more than lip service. Those at Arbitron who really want to make a better product will read our lips: *consumer revolt*. Radio pays large sums of money to a company which determines the survival of our business. If a sample goes off here or there, it affects the livelihood of people. What's the next step? Why don't you tell me? Write me, fax me, tell me what you want.

The customer deserves better diary accuracy.—Dwight Douglas, president, Burkhardt/Douglas & Associates Inc., Atlanta.

## MAD ABOUT MUSIC

EDITOR: In his Oct. 29 "Open Mike," Ronald Miller suggested the National

Association of Broadcasters set up an office "to clear ASCAP and BMI material, and update its members regularly on who licenses what." The objective was reasonable. "That way, if stations with more limited playlists wanted to eliminate a licensing organization, they would know what they can, and cannot, play."

Mr. Miller's concept has been promoted in different ways for years by frustrated "limited playlist" broadcasters. Unfortunately, it appears that the American Society of Composers, Authors and Publishers and Broadcast Music Inc. have been careful to make such accessibility impossible.

The matter had been dealt with to some extent by a 1950 U.S. Department of Justice consent decree, which ordered ASCAP to "make available for inspection during regular office hours, a list of all musical compositions in the ASCAP repertory, which list will show the title, date of copyright and the author, composer and current publisher of each composition."

The Department of Justice order may not have provided easy accessibility, but it clearly sent a message that users deserved to see what they were paying for. However, that was a different time, and it was before computers were available to provide immediate accessibility.

Radio music license negotiating committees have for years asked both ASCAP and BMI to provide some reasonable means of accessibility to their lists of musical compositions. This might be readily accomplished through user friendly databases via modem hookups, or through magnetic media. (One knows they must have it on computer, or else how could royalties be distributed?) But both ASCAP and BMI have been unbending in their refusal to make such information available. They counter sometimes by saying no such database exists, or that access is available if the prospective user wants to come to New York and inspect their files. They point out they will identify songs for the user if they are sent a list of compositions. What they don't say is that the list must be "reasonable" (presumably not more than a page or two at one time.)

In this topsy-turvy system of music merchandising, it is then the buyer who





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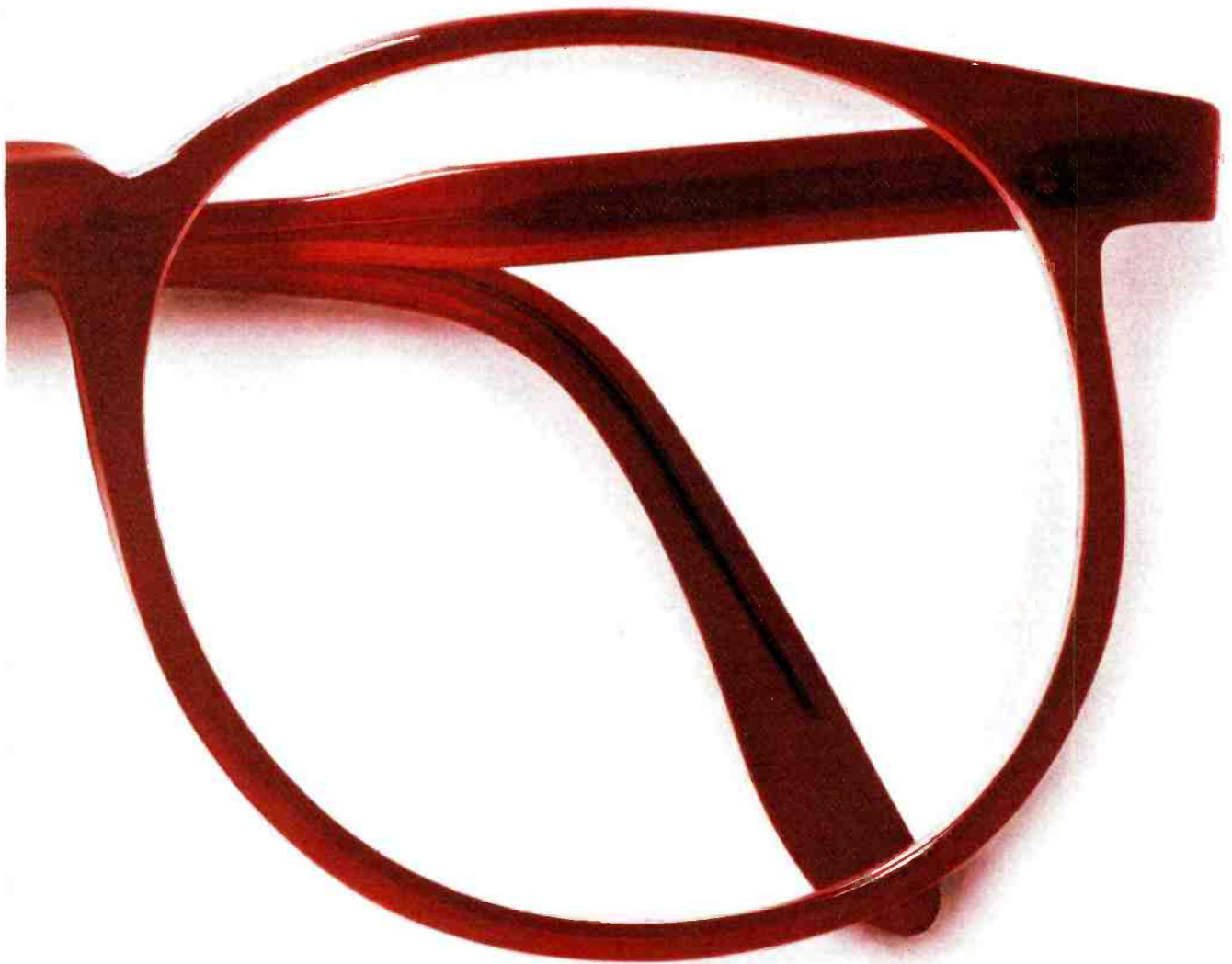
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*Sally Jessy Raphael*

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must first name the titles and author/publisher of the composition he wishes to play, which request may eventually be answered by the seller (ASCAP/BMI). In the real world of radio music, it is a major hardship for the broadcaster to travel to New York to inspect files.

And it is even less probable that a broadcaster will send a portion of his playlist for identification and wait several weeks for a response before playing it. This, coupled with the heavy fee rate and onerous daily logging requirements, repels most limited music broadcasters from the per-program license towards the "safe haven" of a blanket license. (For a mere 3% of their revenue.) I submit this is neither fair nor is it economic reality when a station playing 10% music must pay as if it uses 100% music.

Radio now has a golden opportunity to right some of these economic anachronisms by uniting behind its music license committees. The timing has never been better. Radio should take its cue from independent television, which for years has sustained its battle for music licensing fairness through several courts and may be about to realize a major victory in the Rate Court.—*Russell R. Hauth, Salem Communications Corp., Camarillo, Calif., and executive director, NRB Music License Committee.*

## SENSE OF PURPOSE

EDITOR: For the record, the sole purpose of the Voice Of America's "Messages from Home" ("Open Mike," Nov. 5) is to help U.S. families reach their loved ones held captive in Iraq and Kuwait. It is a departure from VOA's usual programming, but these broadcasts are not "cynical PR."

"Messages from Home" lasts for 30 minutes each day, with two repeats, on a separate broadcast feed which goes only to the Middle East. Similar programs can be heard on the BBC, Radio Canada International, Radio Australia, All India Radio and a half dozen other international broadcasters.

We plan to continue the program, not for some imagined audience at the White House and Capitol Hill, but because it is one way that, as broadcasters, we can continue to fulfill our responsibility to the American taxpayers, among them the captives in the Middle East and their families. Just one example: a nine-year old boy calls us virtually every day to say hello to his Dad. We think that's important, and we want it to continue.—

*John Stevenson, Worldwide English, Voice of America, Washington.*

## SEEING RED

EDITOR: Dave Levy's letter to the editor in the Oct. 29 issue demonstrates how out of touch some broadcasting "pre-tenders" are with those of us who to it for a living. Levy is a "shareholder" of a company that "operates" a station. His involvement probably is confined to reviewing quarterly P&L statements.

We are a "Ma & Pa" station that, like many play it close to the vest. A 5% rake-off (spectrum fee) would put us and many other broadcasters into the red.

If Levy and his shareholders are so civic minded, why don't they agree to a 40% top tax rate and give till it hurts. Those of us whose entire existence depends on our radio stations already contribute mightily to public service. To characterize this as "greed" does all "real" broadcasters a disservice.—*Sanford B. Cohen, president, KIHx-FM Prescott Valley, Ariz.*

## POSITIVE THINKER

EDITOR: We've all seen economic downturns in our business, but enough is enough. Any cliché could apply, but if you repeat the same negative message enough times to enough people, just maybe you begin to believe it. I choose not to, but currently we seem to be in the minority.

Convention talk is how bad business is; trade publications declare it in front page headlines; why, we even use our own air *daily* to promote how bad it's getting out there. Everywhere we turn the death-knells are sounding and that's wrong.

I suggest we all stop reading the headlines and get out in the front lines.—*Dick Williams, vice president-general manager, WDCA-TV Washington.*

## NORTHERN FIRST

EDITOR You reported that KCNC-TV Denver set a "broadcast precedent" by providing local election coverage via another channel on a cable system.

Let the record show that CFCF-TV Montreal provided two hours of municipal election coverage on Cable 9 while CFCF-TV carried regular CTV network programming.

This was on Nov. 4, two days before KCNC-TV's broadcast.—*Michael F. Donegan, vice president TV news and public affairs, CFCF-TV Montreal.*

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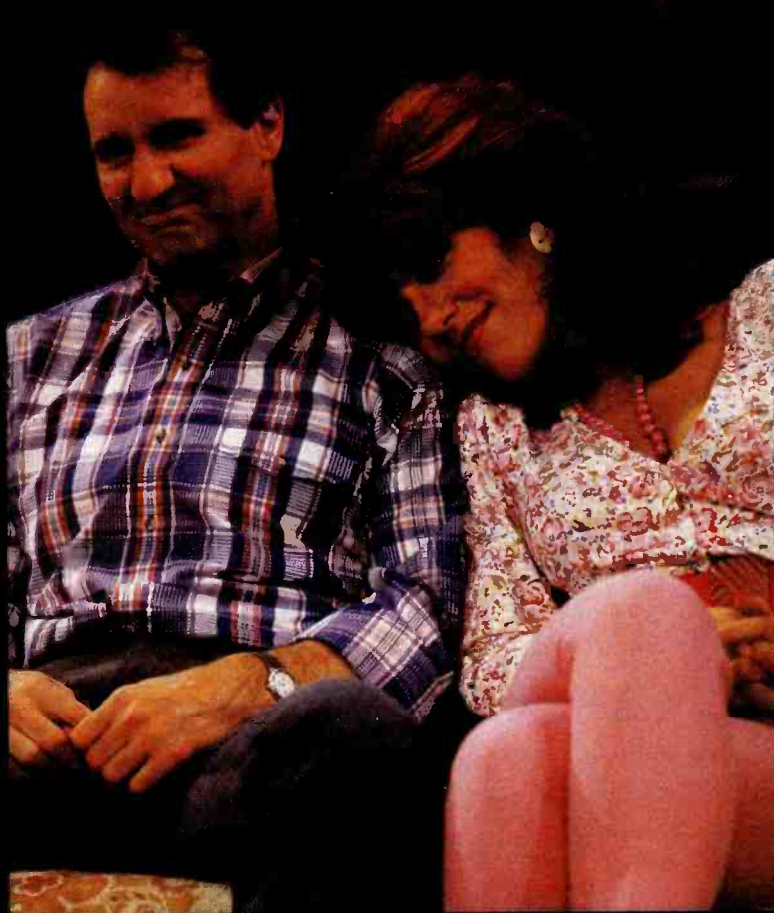
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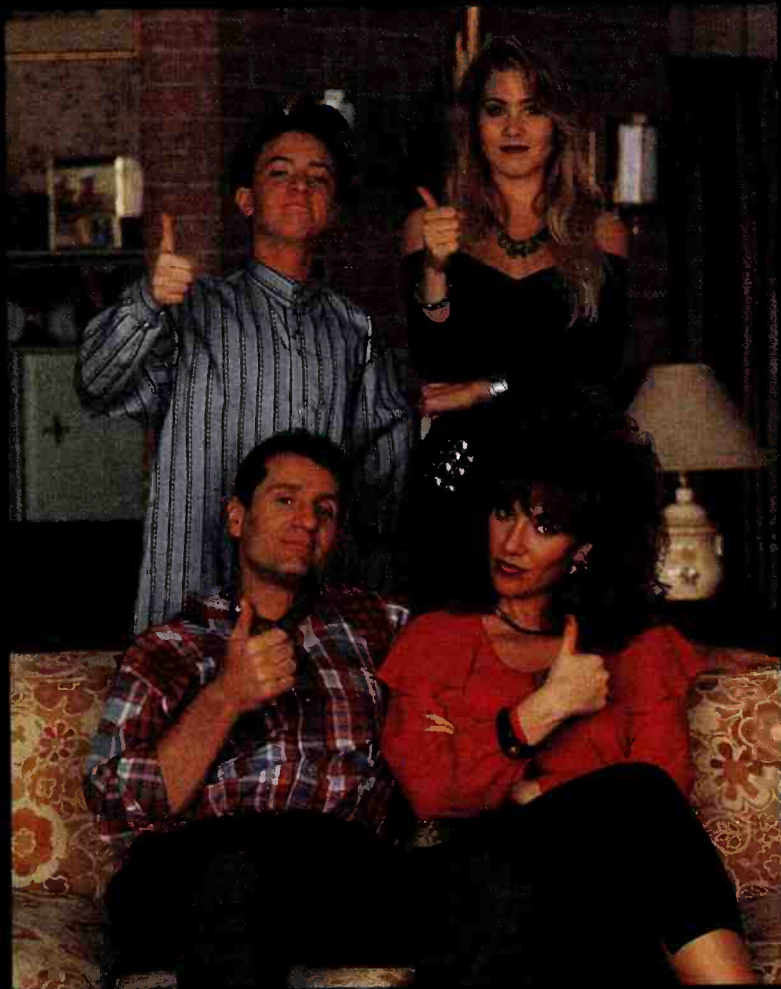
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# MONDAY MEMO

*A spectrum fee commentary from Brent Weingardt, president, Comsultants Inc., Bethesda, Md.,*

**T**he OMB-inspired spectrum fee died only at the 11th hour as the 101st Congress struggled to reach a budget compromise. Broadcasters are breathing a sigh of relief after spending an inordinate amount of political capital to defeat what was nothing more than a discriminatory tax dressed up like a fee. Other commercial users of radio spectrum are amazed that they were not included in the final plan at all. However, proposals to charge for the radio spectrum are sure to be raised in the next Congress. The terms of the next debate should be set *now* to avoid the nightmare of another gross receipts tax proposal divorced from economic reality.

The OMB proposal does raise a legitimate issue. Spectrum users pay nothing to the government for the privilege of assured access to this valuable resource. (Broadcasters may disagree, but much of what is lumped under the rubric of "public service" programming is either a profit center or adds to viewer goodwill.) Yet the value of this spectrum makes up the majority of the price these users receive upon the sale of their properties. Each year as Congress searches for new revenue sources and imposes fees on more and more users of federal goods and services, this glaring disparity becomes harder to ignore. Any revenue proposal should be evaluated by some simple criteria, such as the following:

- Is there a reasonable relationship between the amount of the property or service used by an entity and the amount of the charge imposed? Can potential users recognize the economic cost of that resource and are they given incentives to use the resource sparingly?

- Are all users charged for their proportionate use of the resource?

- Are the charges readily understandable and administratively workable? Can the FCC efficiently calculate and collect the charges due?

With these general standards in mind, lets see how some current and potential payment methods measure up.

- *The OMB proposal.* An annual fee on gross revenues has no relationship to the spectrum used. It is a tax. Even worse, the tax penalizes those spectrum users who find ways of using the spectrum more efficiently. OMB originally suggested charging only commercial users



ers of spectrum. Why? Are noncommercial entities eligible for free access to water, electricity and land? The FCC does not have the resources to collect a yearly tax from all licensees, let alone calculate the correct amount due and adjudicate waivers and claims.

- *Current processing fees.* Applicants pay fees in rough proportion to the

amount of work their filings cause the FCC. Major groups of applicants pay no fees. The charges are confusing; the Communications Act lists more than 340 discrete fees ranging from \$35 to

\$70,000, with the FCC forced to use a bank in Pittsburgh to cope with hundreds of thousands of filings. Still, the general taxpayer pays for the FCC's overhead, enforcement and rule making functions. Congress would need to increase these fees threefold just to recover the commission's annual budget.

- *License transfer fee based upon percentage of sale price.* Like the OMB proposal, this is a tax, not a fee. Even worse, the incidence of the tax would fall only on the approximately 7,000 communications entities that change hands each year. How would the tax be calculated for a diversified corporation that has only a minor subsidiary involved with communications licenses? The FCC would be consumed in audits and hearings.

- *Spectrum use fees.* Charges would be directly linked to the amount and type of spectrum occupied by the licensee.

Factors to consider in setting the fees might be the amount of channel and system bandwidth used; whether the spectrum is used on an exclusive or shared basis; the permitted coverage area of the radio service, and restrictions placed on the service that might inhibit revenue options (for example, private radio frequencies limited to personal, noncommercial communications). All spectrum licensees would pay a fee, with perhaps an exception for governmental use. Establishing such a system through a rule-making would be extremely complex and contentious, with the government choosing arbitrary values for the spectrum. The government could collect this fee on an annual basis or at the time of licensing or renewal.

- *Auctions.* An auction allows the market to determine the value of the resource, replacing a complex administrative exercise needed to set prices. Unlike a spectrum use fee, it serves not only as a revenue

device, but replaces hearings and lotteries as the spectrum assignment mechanism.

Either a spectrum use fee or auction (or both) could serve as a rationing mechanism for radio spectrum. A recent

National Telecommunications and Information notice of inquiry suggests that spectrum apportionment should be based upon marketplace realities.

Why should spectrum users support any funding mechanism at all? What's in it for them except higher costs? Well, sooner or later Congress may approve a hastily conceived tax disguised as a fee, probably worse than the OMB proposal. Spectrum users (including broadcasters who desire more for ATV and DAB) should work with Congress to design a long-term, market-based funding method that fairly compensates the government for private use of the spectrum, promotes its more efficient use and serves as a more rational method for apportioning it among ever more users. Congress must commit to looking beyond its short-term revenue needs to a funding mechanism that provides incentives for spectrum conversation. ■

*"Proposals to charge for the radio spectrum are sure to be raised in the next Congress."*

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# TOP OF THE WEEK

## CABLE MAY GET TASTE OF COMPETITION, FCC STYLE

*New 'effective competition' standard would make it tougher for cable systems to meet exemption from local regulation*

**T**he FCC is expected to propose a new "effective competition" standard this Thursday (Dec. 13) that could return most cable systems to the thrall of local regulators.

Under the proposed standard, a system would be deemed to face "effective competition" and continue to be exempt from local regulation only if:

- Its franchise were served by six or more nonduplicative broadcast signals and its penetration rate (percentage of subscribers in the franchise) was less than 50%; or

- another multichannel video provider—cable "overbuild," satellite broadcasting or wireless cable—were available to at least 50% of the homes in its markets and serving at least 10%, or

- it passed muster as a "good actor" by providing above-average basic service at below average rates.

What the FCC is planning is "significant and meaningful," said Bob Thomson, TCI vice president, government affairs, after visiting with commissioners and other high-ranking officials last week. However it comes down, he said, "all but a few of our cable systems will be subject to regulation."

"Any hope for a very, very moderate regulation is rapidly diminishing," said Thomson. "Those who had hoped for a sweetheart deal will be disappointed."

"Whatever they come up with is going to cover a significant majority of the country," said Steve Effros, president of the Community Antenna Television Association. He said the good-actor element is not a way to avoid regulation; it is regulation, essentially a price cap. "The FCC is saying: 'If you don't want to play with our rate cap, you can be regulated at the local level.'"

Ironically, many in the cable industry are prepared to swallow a healthy dose of reregulation through the FCC proceeding. They believe it may take some of the steam out of congressional efforts to reregulate cable to a much greater extent next year.

The Cable Act has for the past four years preempted municipalities and states from regulating the basic service rates of cable systems that are subject to "effective competition" as defined by the FCC. The agency's original "effective competition" standard—three broadcast signals—put most cable systems beyond the reach of local regulators.

But the proposed new standard will, by most accounts, be much tougher for cable systems to meet. If adopted as proposed, many, if not most, cable systems would have to win the approval of



### A STAGE SET FOR HISTORY

Preparations were being made last Friday for what many say will be the largest meeting in FCC history, next Friday (Dec. 14), when the networks and Hollywood descend in force on 1919 M Street in Washington for en banc hearings on financial interest. See box, page 53.



local and state officials the next time they want to hike rates, something they have not had to do since 1986.

In any event, cable operators will be able to hike rates at least 5% each year without municipal approval. That is guaranteed by the Cable Act in a provision that is rapidly growing in importance to the industry.

The FCC is not expected to take final action on the proposal until next spring, and only after the cable industry has had an opportunity to comment fully on the new standard.

According to cable executives and commission sources, the standard's two "structural" elements alone would clearly expose to regulation most cable systems, since most cable systems exceed 50% penetration and little multichannel video competition now exists anywhere.

However, they said, the good-actor element could save many systems from the clutches of the regulators. How many cannot be determined until the standard is settled. And as of last week, it was still very much up in the air.

The FCC staff draft, which carries the imprimatur of Chairman Alfred Sikes, would place the "good actor" mantle on cable systems that could show their basic rates and service were in line with those established by the General Accounting Office's survey of cable rates and service earlier this year, or those in effect (with adjustments for inflation) in December 1986, the last month systems were subject to local regulation.

The draft envisions using the GAO or December 1986 data until the FCC can establish new national norms based on those systems that are, according to the structural standards, subject to "effective competition."

Concerned that the staff proposals might "unreasonably" influence the content and size of basic cable tiers, FCC Commissioner Sherrie Marshall was floating a good-actor standard based solely on not exceeding a price-per-channel cap.

Commissioner Ervin Duggan is insisting on another condition for good-actor status: adherence to the customer service standards issued early this year by the National Cable Television Association.

The idea of tying the good-actor standard to customer service was brought to Duggan by Continental Cablevision, the third largest cable operator and one of a handful of companies represented on the NCTA policymaking executive committee.

While sweeping most systems into the fold of the regulated, the six-signal/50% element would likely exclude large urban systems still in the building and marketing process and still struggling to reach the 50% penetration mark. The unregulated would include the likes of Tele-Communications Inc.'s systems in Washington and Chicago; Prime Cable's in Chicago, and Cablevision's in Boston/Brookline, suburban Chicago, the Bronx and Brooklyn, New York.

In looking for other cable systems that could escape regulation, the first place to look are the 24 markets where, according to Nielsen's May 1990 figures, cable penetration is below 50% on a marketwide basis.

Nine of the 24 do not qualify for deregulation because they are served by fewer than six signals. They are Bangor,

Me.; Boise, Idaho; Columbus-Tupelo-West Point, Miss.; Duluth, Minn.; Fairbanks, Alaska; Meridian, Miss.; Springfield, Mo.; Traverse City, Mich., and Wausau, Wis.

More likely places to find deregulated systems are Anchorage; Baltimore; Chicago; Dallas; Fresno-Visalia, Calif.; Fort Wayne, Ind.; Green Bay, Wis.; Greenville-Spartanburg-Asheville, N.C.; Houston; Las Vegas; Minneapolis; Nashville; Phoenix; Salt Lake City, and St. Louis. Not only do the markets have less than 50% penetration, but they are also served by more than six broadcast signals.

Again, since the penetration figures reflect a marketwide average, some systems in six-signal-plus markets may escape regulation, some not. It all depends on individual penetration rates. Systems in those markets with more than 50% penetration, typically systems in the suburbs, would come under regulation. But those with less than 50% would avoid it.

Thomson's chief worry was how the commission's proposal would effect TCI's capital plans. Cable is "on the brink of a second major technological leap forward" with plans for fiber deployment and an annual capital budget of \$600 million, Thomson said. "The question is whether rate regulation will be so severe that it restricts the speed with which that leap can take place," he said.

Thomson said "it remains to be seen" whether a 5% pass through on TCI's basic tier will be enough to fund its capital plans.

TCI has no immediate plans to retier its systems, in which nearly all broadcast and cable services are on a basic tier selling in the \$17 range, and subscribers pay 40 cents more for ESPN, TNT, AMC and a regional sports service. TCI is testing, but has not rolled out, a broadcast tier.

"We don't like this penetration test," said another cable lobbyist. "It doesn't measure competition as much as demographics," he said. For instance, MSO's with systems in both a major city and suburbs may have more than 50% penetration in the affluent suburban areas, but less than 50% in the lower-income inner city area. But under the penetration test, the more affluent area would be subject to rate regulation, while the inner city would not.

The good actor clause was seen as a way to prevent cable operators from retiering. "The goal is fatter basic at a reasonable price," the lobbyist said. -NAJ

### THE FCC'S NEW DEAL FOR CABLE OPERATORS

**U**nder the FCC's new "effective competition" standard, which is to be proposed on Thursday (Dec. 13), a cable system would be exempt from local rate regulation if it meets any one of three conditions:

- Its franchise area is served by six or more nonduplicative broadcast signals and its basic penetration rate (the percentage of subscribers in the franchise) is less than 50%; or

- Another multichannel video provider—cable "overbuild," direct satellite broadcasting service or wireless cable—is available to at least 50% of the homes in the market and provides service to at least 10%; or

- It passes muster as a "good actor" by providing its subscribers an above-average basic service at below-average basic rates. For the interim, benchmarks would be based on either the 1990 average derived from the General Accounting Office survey or pre-deregulation averages (December 1986) with an adjustment for inflation.

*Under the 1984 Cable Act, even cable operators in markets not deemed to have "effective competition" may raise rates 5% each year on the service tier that includes broadcast signals.*



## NETWORKS TIGHTEN BELTS WITH REPEATS, IN-HOUSE SHOWS

*To keep costs down, more reruns are appearing and fewer specials are being produced*

**W**ith advertising dollars scarce, the networks are doing all they can to hold on to their current advertising commitments. That means fewer scheduling changes, fewer cancellations and fewer holiday specials. By sticking with marginal shows and keeping schedules intact until the first quarter, the networks hope to salvage an abysmal fourth-quarter scatter market.

The networks are also planning more in-house productions as a means of saving money. NBC, for example, is working on a show called *Sunday Best*, an hour-long program highlighting NBC shows on that week and providing a behind-the-scenes look at the network.

None of this comes as any surprise to media buyers, who understand how tight times are, and whose own agencies are also under financial pressure because of the soft advertising environment.

What does surprise the industry, though, is the increase in the number of prime time programs repeated so far this season: 37, according to a Nielsen tally, up 48% from the 25 programs that were repeated up to this point in the season a year ago.

This season, Fox has the most repeated prime time programs and the most total repeats, as it did last season. The network has so far repeated 15 programs, including *The Simpsons*, which has been repeated four times between Sept. 17 and Dec. 4, according to the Nielsen survey. Fox had 24 repeats during that time, up from 18 a year ago.

The Fox repeat tally is inflated somewhat due to production problems the network had with animation houses in the Far East that worked on *The Simpsons*. New episodes weren't available until a month into the new season.

Fox has had multiple repeats of several other shows this season, including *American Chronicles*, *Glory Days*, *Cops*, *True Colors* and *Parker Lewis Can't Lose*. Programs the network has

repeated just once are *Against the Law*, *Beverly Hills 90210*, *DEA*, *Babes* and *Get A Life*.

CBS's repeat situation is slightly worse than a year ago. So far this season, the network has repeated seven programs, versus five for the same period last season. Most notably, CBS has rerun one of its popular comedies, *Murphy Brown*, twice so far.

The network has also repeated its Sunday night whodunit, *Murder, She*

season, is the only network with fewer, including two *MacGyver* reruns and two *Wonder Years* repeats. A year ago, ABC had aired 11 repeats of five programs by Dec. 4, 1989.

Other ABC repeats: *America's Funniest Home Videos*, *America's Funniest People*, *Full House* and *thirtysomething*. Also repeated was the theatrical "Commando," in the Sunday night movie slot.

Media buyers are aware that the networks are airing repeats to save money, but they don't necessarily agree with the strategy. Said Richard Kostyra, executive vice president, media director, J. Walter Thompson: "I can't believe that they would implement that kind of cost savings which is really just cost deferral. Why not run the repeats in December? Maybe the strategy is to run repeats when the audience is strong so the dropoff won't be that dramatic. If that's what they want to do, we're not pleased; but we are working on a guarantee."

However, some media buyers are not as concerned with reruns and others think that the networks' repeat strategy is a good one. According to Jon Mandel, vice president/director, national broadcast, Grey Advertising, cost-per-thousands (CPM's) for the second and third quarter have risen

steadily over the last five years and are now equal or above pricing for the fourth quarter. "It makes sense if that is what they intended to do," he said.

As for the decision to go with more reality programming and in-house productions, some media buyers are concerned that the short-term fix will be detrimental to the health of the networks in the long run.

"What the networks have to keep in mind," said Betsy Frank, senior vice president, Saatchi & Saatchi, "is that they can't just look for quick fixes, the series is still the key to success." Frank remembers a time when the networks



ABC's 'Wonder Years'



NBC's 'The Cosby Show'



CBS's 'Murphy Brown'



Fox's 'Simpsons'

*Wrote*, twice this season. Other CBS programs repeated this season are *Designing Women*, *Major Dad* and the new season comedy, *Evening Shade*. Also repeated was an encore presentation of the theatrical film, "The Big Easy," in the Sunday night movie slot.

NBC has reprised eight shows, compared to five a year ago. On the network's repeat roster: *Cheers*, *Empty Nest*, *Golden Girls*, *A Different World*, *Cosby*, *L.A. Law* and *Lifestories*. NBC also repeated the theatrical film, "Lethal Weapon," in the Sunday night movie slot.

ABC, with seven repeats so far this

## NETWORKS REALIGN SCHEDULES

**A**BC, CBS and NBC all made schedule change announcements last week with the casualties being *Head of the Class* (ABC), *Working It Out* (NBC), and *Over My Dead Body* and *Uncle Buck* (CBS).

At ABC, *Head of the Class*, which the network decided not to give a back-end episode order, will be replaced by the latest Carsey-Werner series, *Davis Rules*, beginning Jan. 8, 1991. Starring Randy Quaid and Jonathan Winters, the series focuses on Quaid as a grammar school principal. *Rules* has been given the Tuesday 8:30 p.m. to 9 p.m. time slot after *Who's the Boss?* at 8 p.m., and as the lead-in to another Carsey-Werner series, *Roseanne*. *Head of the Class* will have its last broadcast in the Tuesday time slot Dec. 25, and according to ABC, will return next spring.

CBS dumped *Uncle Buck* and *Over My Dead Body* from its schedule last week, bringing back *Guns of Paradise* (formerly *Paradise*) to fill the Friday, 8 p.m. to 9 p.m. time slot vacated by *Uncle Buck* and the recently canceled *Bagdad Cafe*. *Over My Dead Body*, the light-drama starring Edward

Woodward, will make way for *Sons and Daughters* on Friday night. *Dallas* moves to the 9 p.m. to 10 p.m. slot, where *Over My Dead Body* had been scheduled, and *Sons and Daughters* premieres on Jan. 4 in the 10 p.m. to 11 p.m. slot. A CBS spokeswoman said *Over My Dead Body* will definitely return to the schedule later in the season.

At NBC, *Working It Out* failed its one week test in the Wednesday 9:30 p.m. to 10 p.m. time slot, and has been canceled. Two weeks ago, the show switched places with *The Fanelli Boys*, which took over the Saturday 8:30 p.m. to 9 p.m. time period. *Working It Out* dropped four share points from its lead-in, while *The Fanelli Boys* won its time period. *The Fanelli Boys* received a full nine-episode back-end order from the network; *Working It Out* received its pink slip.

NBC also announced last week that *Dark Shadows* will make its return to the network as a four-hour, two-night movie Jan. 13 and Jan. 14. The premiere date for the series will be announced shortly.

were "looking down their noses" at independent stations and Fox affiliates for airing shows similar to CBS's *Top Cops* and *Rescue 911* and the NBC News special *Houston Homicide*.

No one in the agency business denies that reality shows and in-house efforts are very efficient from a production standpoint. It's what will happen with network product down the road that has media buyers concerned. Said Kostyra: "In the long run, it waters down the product.... It's their ship and they can steer it where they want, but down the road they will suddenly find the attitude towards the network by the viewer has been diluted to the point where cable and syndication are of equal value to the advertiser."

By keeping the schedules pretty much intact until the first quarter, the networks are gambling that the advertising environment will improve. The networks can also use first-quarter inventory for make goods, which they appear to be reluctant to do now.

For example, next month ABC will drop *Head of the Class* for the new Carsey-Werner-produced show, *Davis Rules*. Also, *Cop Rock* will be replaced by *Equal Justice*, which was a mid-season replacement last year.

One network source said that the networks are "doing everything you would expect them to do," adding that "our costs do not rise and contract due to the sales market. When scatter was raging, the trick was to risk temptation to spend to that level. When it is soft, you want to be in a position where you are pretty lean. We don't want to break bones as opposed to trimming fat." —JF,SM

## FIRST RUN: LACKLUSTER NOVEMBER

**W**hile the networks endured the worst-ever November sweeps in terms of viewership, it wasn't exactly a stellar month for first-run syndication either. In fact, all but two new adult first-run strips fell out of the top-50 programs, according to the Nielsen Syndication Service ranking reports from Oct. 22 to Nov. 18.

Highest ranked new adult first-run strip was Buena Vista's game show *Challengers*. The first week of the sweep, it ranked 33 with a 3.5 rating. By week four, it tied for 37th with a 3.1.

The only other new adult strip consistently ranked in the top 50 during the sweep was 20th Television's *Personalities*. The first week of the sweep the show finished 45th with a 2.4 rating. In week four the show was 47th with a 2.5.

The picture was little brighter for new children's strips and weekly first-run programs. Viacom's *Super Force* was the top-ranked new weekly program, finishing in the top 20 throughout the sweep and within the top 15 for three weeks. The show's rating ranged between a 5.2 and a 4.7.

The weekend version of *A Current Affair* was the second highest-rated new weekly throughout the month, and grew from a first week ranking of 31st with a 3.6 rating, to a fourth-week ranking of 20th with a 4.6.

Among new cartoon strips, the NSS reports showed Warner Bros.' new *Tiny Toon Adventures* to be the best performer three of four weeks, followed by BVT's new *Tale Spin*. *Spin* was first for

the week ended Nov. 11. *Toon* averaged a 4.7 rating for three of the four weeks and a 4.4 during the other. *Spin*'s rating ranged from a 4.2 to a 4.5 the weeks it finished behind *Toon*, and averaged a 5.0 the week it beat *Toon*.

Among new weekly cartoons, Turner's *Captain Planet* ranked in the top 20 three of the four weeks and 21st the fourth, with a ratings average that ranged from a 4.5 to a 5.3. *Widget*, from Zodiac Entertainment, was the second highest new weekly cartoon, with an average weekly rating ranging from 1.9 to 2.3. Four other new game strips, two of which have already been canceled (*Quiz Kids Challenge* and *Tic Tac Dough*), were ranked in the mid-70's or below. *Trump Card*'s highest ranking was 73, with a 1.6 rating. *Joker's Wild*'s highest ranking was 77, with a 1.6.

King World's new reality strip, *Instant Recall*, had its highest ranking, according to the NSS reports for the week ended Nov. 18, when it was 53rd, with an average 2.2 rating. The best outing for *Memories: Then and Now*, the new weekly nostalgia magazine from LBS, was the week of Nov. 11, when it finished 39th with an average 3.1.

Among returning shows, King World's *Wheel of Fortune* and *Jeopardy* took the top two slots all four weeks. Paramount's weekly *Star Trek* was third throughout, while KWP's *Oprah Winfrey Show* finished fourth. *The Cosby Show*, *Entertainment Tonight* and *A Current Affair* flip-flopped in the next three slots. —SM



## PRODUCERS WAIT FOR NETWORK SHOES TO DROP

Word is expected shortly on fate of many first-year shows as back-end orders are given

**T**his is the season to get canceled. Such is the sentiment surrounding many of the new fall series waiting to find out whether they will receive back-end orders from the networks. All of the networks have given back-end orders to most of their new shows, but each—with the exception of ABC—have at least a couple first-year series that will get the word this week or next.

■ At NBC, both *Ferris Bueller* (Paramount) and *Parenthood* (Imagine Entertainment TV) are awaiting word as to whether they will continue in production. If not, they will join *Hull High* and *Working It Out* (see box, page 50), two shows already canceled. A spokeswoman for *Ferris Bueller* said they would know by Dec. 15 whether their option had been picked up.

NBC has already given back-end orders to *Fresh Prince of Bel Air*, *Fanelli Boys*, *Law & Order* and *American Dreamer*, with the last receiving a four-episode order rather than one for the full nine. *Lifestories*, which NBC has decided will be used as a monthly special, is also awaiting word about additional episodes, although more scripts have been ordered.

■ Of the new shows at CBS, only *WIOU* is in the dark as to its future. *GTG*, which produces the show, has been waiting for more than a week to get the yeah or nay. First-year series already getting the green-light from CBS include: *Evening Shade*, *The Flash*, *Family Man* and *The Trials of Rosie O'Neil* and *Lenny*, which got five- and three-episode orders, respectively, rather than the typical nine-episode renewal. *Uncle Buck*, which received a full 22-episode order in the fall from CBS, has been put on hiatus and may return in the spring, and *Over My Dead Body* has also been put on hiatus and according to a CBS spokes woman, that show too will return in the spring. If the show receives a definite death notice, it will join *E.A.R.T.H. Force* and *The Hogan Family* (new to the CBS schedule this year), two other new shows that have been canceled.

■ Fox has the most series outstanding, four. *Against the Law* (MGM/UA), *American Chronicles* (Worldvision Lynch-Frost Productions), *Good Grief* (20th Television) and *D.E.A.* (Lorimar Television) are all waiting to find out if they have produced their last episode.

Fox shows that have already gotten



ABC's 'Married People' returns



CBS's 'Evening Shade' returns



Fox's 'Against the Law' awaits word



NBC's 'Parenthood' awaits word



ABC's 'Cop Rock' canceled

additional episodes ordered are: *Babes* (four ordered), *Beverly Hills 90210* (five), *Parker Lewis Can't Lose* (nine), *Get A Life* (nine) and *True Colors* (nine).

■ ABC has given back-end orders to

all of its new series with the exception of *Cop Rock*, which was canceled. The list of rookie series that will continue production: *America's Funniest People*, *Married People*, *Gabriel's Fire* and *Going Places*. -SC

### ABC GETS PAN AM GO-AHEAD

**F**ollowing months of legal tangles, Capital Cities/ABC has reached a settlement with the United States Treasury Department allowing the network and Turner Broadcasting System to televise the 1991 Pan American Games next summer from Cuba. Terms of the agreement were not disclosed, but the deal reportedly calls for ABC and Turner to limit spending on the equipment to approximately \$1.2 million and number of staffers scheduled to make the trip to 330. Meanwhile, Cuba is expected to forgo any rights payment. The Treasury Department had earlier refused to license the broadcast of the games because \$6.5 million of the \$8.5 million ABC agreed to pay in rights fees would go to Communist-controlled Cuba. ABC failed in its repeated attempts to have the decision overturned by the courts, which labeled the proposed deal as a violation of the Trading With the Enemy Act.

The 1991 Pan Am Games will represent the first time in the 11-year history of the games that the competition will be held in a country without diplomatic relations with the U.S. The games, representing 29 nations of North, South and Central America, are scheduled for Aug. 2-18, 1991. ABC will air close to 30 weekend hours; Turner's TNT will handle weekdays on the cable side.



## CBS NEWS EXPECTED TO CUT 'AMERICA TONIGHT'

*Likely loss of show should not result in staff cuts; move will make room for original action-adventure dramas in same time slot*

**C**BS News, in an environment of cutbacks at the division, is expected to lose *America Tonight* next month as the network makes room for original new action-adventure dramas in the late-night slot.

But the likely loss of *America Tonight* should not result in any additional staff cutbacks, according to Lane Vernados, executive producer of the show. He said the program's staff of 30 would likely return to the CBS units from which they originally came. "It's not impossible to believe one or two secretarial or production assistant level positions could be lost," he said.

The apparent job security among *America Tonight* staffers should be a welcome assurance from CBS News management, which is said to be eliminating up to 50 jobs by year-end. CBS News and rival news divisions have

been scaling back as a result of multi-million dollar coverage of the Persian Gulf crisis and a softening marketplace.

CBS News in recent weeks has closed its Chicago and Denver bureaus, as expected (BROADCASTING, Nov. 19). Chicago dropped five staffers and 10 union technicians were moved to O&O WBBM-TV there, where the division plans to maintain one correspondent and one producer at an as-yet-undetermined location. Denver lost one producer and a correspondent will work from home.

CBS affiliates, still smarting from the network's announcement to cut compensation, appear to be accepting the news cutbacks as a sign of the times. "It is regrettable, but news has to answer to the economics of the times like everybody else," said E. Berry Smith, chairman of the CBS affiliate board, a sentiment echoed by several other affiliates.

And despite cutbacks, CBS News continues to develop such projects as *Who's Side Are You On?*, produced by Andrew Heyward, which will look at several sides of a controversial issue. Also, the network last week devoted its weekly *48 Hours* to a pair of half-hour courtroom stories, designed as a possible recurring segment on the prime time news show or as a potential standalone half-hour series.

-RB

## TISCH EXPLAINS PAYMENT CUTS

**T**he war—so far mostly words—between CBS and its affiliates, has continued since the network announced a 20% across-the-board cut in the cash compensation paid to affiliates (BROADCASTING, Nov. 26). CBS last week sent a seven-page letter under the signature of President and Chief Executive Officer Laurence Tisch that restated the reasons for the reduction—partially offset by giving affiliates incremental ad inventory of roughly six-and-a-half minutes per week. The letter said: "With each passing week, network advertising has been weaker and our financial situation has worsened." It blamed much of the "flattened" three-network revenue picture on cable and Fox. Tisch added that CBS cut its 1991 budget by "another \$80 million from our own operations."

For its part, the CBS affiliate board has asked its counsel to examine whether a more aggressive posture vis-a-vis the network would put it in conflict with antitrust law, and whether it might be possible to get a "limited exemption" from that law. Affiliate Board Chairman E. Berry Smith said the purpose of an exemption would be to allow the board "to say something or to encourage our group to do something. It might make our relationship [with CBS] a little more even-keeled." Smith said he believed such an exemption would require congressional action.

The board and CBS will meet again in January at a business meeting in Los Angeles that has replaced a longer meeting previously planned for Hawaii.

### RADIO WEEKLY REACH ON AM-FM STATIONS Monday-Sunday, 24-hour day

	Persons		Men				Women				Teens 12-17
	12+	18+	18+	18-24	25-54	55+	18+	18-24	25-54	55+	
Both AM and FM	32%	34%	36%	25%	40%	35%	31%	18%	32%	35%	16%
AM	10%	11%	11%	2%	6%	26%	12%	1%	6%	27%	2%
FM	54%	51%	49%	72%	52%	29%	53%	79%	59%	28%	81%
Do not listen	4%	4%	4%	1%	2%	10%	4%	2%	2%	10%	1%

Source: RADAR 42, Volume 1, Fall 1990. Copyright Statistical Research Inc.

Radio continues to be the medium of choice, according to just-released numbers in the fall 1990 RADAR report. Approximately 96% of persons aged 12 and older listen to or hear radio during the course of a week. On a projected basis, the figure translates into almost 194 million people. In addition, the report finds that more than 156 million people, or 77% of the population, are reached by stations associated with networks that are measured by RADAR. In an average quarter hour throughout a week, almost 24 million persons listen to the radio.

Other radio usage patterns posted in RADAR include listening to FM versus AM stations. The numbers show that FM radio maintained its 77% share of persons aged 12 and older (a percentage first achieved in 1989). Total reach per band varies by age. Teen-agers prefer FM overwhelmingly over AM. 81% listen solely to FM. Only 28% of persons aged 55 and over listen to FM.

The current RADAR results reflect radio usage during the measurement year of November 1989 through October 1990. Estimates apply to persons 12 years of age and older, Monday-Sunday, total day. The RADAR network audience reports are based on station clearances of programs and commercials and are scheduled for release in February, 1991. The 1990 RADAR studies are jointly sponsored by ABC, CBS, National Black Network, Sheridan Broadcasting, Unistar, Westwood One Radio Networks, advertisers and agencies.

## BROADCASTING, HOLLYWOOD LUMINARIES MAKE UP FIN-SYN ROSTER

Rarely, if ever, have so many prominent members of the broadcasting industry and the Hollywood programing community gathered for a formal hearing at the FCC as will this Friday (Dec. 14). But the draw is a big one: the future of the financial interest and syndication rules and the hundreds of millions of dollars that flow from the syndication of off-network programs.

The FCC scheduled the hearing as part of its review of the rules, which effectively prohibit the networks from engaging in program financing and syndication.

The panels:

■ *Strategic Implications of Retaining or Modifying Rules*—Daniel Burke, ABC; Mel Harris, Paramount; Barry Diller, Fox; Richard Frank, Disney; Bob Daly, Warner; Laurence Tisch, CBS, and Robert Wright, NBC.

■ *International Trade Implications*—William Brock (on behalf of CBS), Leonard Hill, Leonard Hill Productions; Clyde Prestowitz (on behalf of NBC), and Jack Valenti, Motion Picture Association of America.

■ *The Negotiating Process*—John Agoglia, NBC; Stephen Cannell, Stephen J. Cannell Prods.; Robert Iger, ABC; Jerry Leider, Caucus of Writers, Producers & Directors; Barry Mey-



Rosa Prescott, staff assistant to the FCC's managing director, and Dan Oliver, head of audio/visual, ready for the 8th floor conference room for fin-syn.

er, Warner; Jeff Sagansky, CBS.

■ *The Syndication Business*—Ralph Baruch, Program Producers and Distributors Committee; Al DeVaney (on behalf of INTV); Michael Fisher (on behalf Fox affiliates association); Ethan Podell, Orbis Productions, and Stephen Weiswasser, ABC.

■ *Diversity and Creative Flexibility*—Thomas Carter, Justice Productions; Henry Geller, Action for Chil-

dren's Television; Harry Pappas, Pappas Telecasting Cos.; Marian Rees, Marian Rees Associates, Andrew Schwartzman, Media Access Project, and Brandon Stoddard, ABC.

■ *Economics of the Financial Interest and Syndication Rules*—William Kerr (on behalf of INTV); Harry Shooshan (on behalf of Fox); Lawrence Summers (on behalf of NBC, CBS and ABC), and Frederick Warren-Boulton (on behalf of the Coalition to Preserve FISR).

The FCC had also hoped to have a panel of officials of other government agencies that have commented in the fin-syn proceeding, but the officials—Janet Steiger, chairman, Federal Trade Commission; James Rill, assistant attorney general, antitrust, and Janice Obuchowski, head of the National Telecommunications and Information Administration—have reportedly declined invitations to appear. —MAJ

## CABLE, TELCOS, TOP MARKEY'S AGENDA FOR NEXT YEAR

Passage of a comprehensive cable regulation bill in the 102nd Congress is House Telecommunications Subcommittee Chairman Ed Markey's (D-Mass.) top priority. The subcommittee chairman also plans to develop separate legislation that would address the issue of permitting telephone companies to offer video services.

Markey told attendees at a conference sponsored last week by the Federal Communications Bar Association and Practicing Law Institute that the defeat of cable legislation in the Senate this year left millions of cable subscribers without adequate protection against a "handful of unscrupulous cable providers who abuse their monopoly status to rip off consumers." He is determined to rectify that situation.

The subcommittee chairman said he is "confident" that a cable measure will become law and that the measure which unanimously passed the subcommittee this year will serve as a "solid base line" for the development of next year's legislation.

Despite the cable industry's decision to fight congressional efforts to reregulate

late cable next year, Markey later told reporters that he "looked forward" to working with the cable industry and remains "optimistic" that a bill will move through the subcommittee. He said the measure may not be identical to the one adopted this year; he firmly believes members are committed to developing new cable policy.

Concurrent with that activity, Markey said he would work with subcommittee member Rick Boucher (D-Va.) on a telco entry bill. (Boucher has been a leading proponent of letting the phone companies offer video services.) The lawmaker did not, however, reveal his view on the matter. And when asked why the issue would be handled apart from consideration of cable policy, Markey said that "ultimately" the two issues might be "harmonized" but he felt they should move the cable bill as quickly as possible and not wait until completing action on telco entry.

Furthermore, he said the subcommittee would look at lifting the restrictions on the Bell operating companies that prevent them from manufacturing equipment and offering information services.

The subcommittee chairman also expressed his disappointment with the administration and its "last minute" objections to the cable bill. "This time it would be far more constructive for the executive branch to play a positive role from the start." At the same time, however, he is "very" satisfied with his relationship with FCC Chairman Al Sikes.

In addition to cable and telephone policy, Markey feels it is imperative that the House again approves legislation that would reallocate government spectrum for use by emerging technologies such as high definition television. "We plan to move swiftly on it," said Markey. "This legislation is vital to the long-term prospects for innovation and growth."

Next year, Markey told the conference, the subcommittee will also investigate abuses in the interstate 900 services industry. And later, in responding to questions from reporters, Markey said he thought there would also be considerable discussion concerning the public responsibilities of the telephone, cable and broadcast industries. —KM



## LANDMARK COMMUNICATIONS BUYING SNN

**M**izlou Communications Co. has reached a preliminary agreement to sell its struggling Sports News Network (SNN) and related assets to Landmark Communications Inc., owner of The Weather Channel, broadcast stations and newspapers.

The deal calls for an initial cash payment of \$7 million and payments of \$1.5 million every year for five years. Landmark may have to pay contingent payments later on, up to \$25 million, depending on SNN's 1995 revenue. Landmark will also assume SNN's studio equipment leases, transponder leases and certain other unspecified obligations, but not real estate leases. A source said Landmark might move the service, now based in New Jersey, to Atlanta, where The Weather Channel is based. In October, Mizlou moved SNN from Washington to New Jersey.

In a release, MSO TeleCable, a former Landmark subsidiary which has been spun off, was listed as a purchaser of SNN as well. But a source said that TeleCable, which has been instrumental in putting together the deal, and will continue to be involved until it closes, no longer plans to have an equity stake in the channel, and will have no involve-

ment in SNN once Landmark takes control.

Mizlou is trying to gain an extension on a \$5.56 million principle payment it failed to make by the Nov. 30 deadline. The agreement, still subject to board approval by both Mizlou and Landmark, calls for the initial purchase price to be used to pay accrued liabilities and outstanding debt. If the deal goes through, Landmark will also lend SNN \$1.5 million to fund operating expenses pending the closing.

Just what Landmark is getting for its money remains to be seen. SNN said it has master carriage deals with Continental, ATC, Warner, Paragon, Columbia, Cablevision Industries, TeleCable, United Artists, Adelphia, Cablevision Systems, Media General and Prime Cable in Las Vegas, but its exact subscriber count is a subject of dispute. Although SNN has in the past claimed six million subscribers and has said it will have 10 million by February 1991, other sources said that the network has only 2.6 million subscribers (BROADCASTING, Nov. 12).

A source questioned the wisdom of Landmark paying \$14.5 million for 2.6 million subscribers, but noted that the

price reported now may be based on the subscriber count SNN claims to have and that the final price could likely come down once due diligence on the subscriber base has been completed.

An observer predicts that Landmark will get rid of almost all non-production expenses and staff, and combine general administrative functions such as affiliate relations, marketing and sales, with that of The Weather Channel, which will help Landmark cut about 50% of SNN's operating costs. -SDM

## ORION, SAMSUNG: NO DEAL YET

**O** Orion Pictures Corp. declined to comment on a Dec. 6 *Los Angeles Times* story that said the studio, or part of it, may be acquired by Korean consumer electronics group, Samsung, for \$300 million, or \$15 per share. A Samsung spokesperson said of the report: "It's news to us."

On the news of a possible sale, Orion stock jumped 17% from \$13 to \$15.25. However, with neither company giving any indication that the *Times* article was accurate, the stock fell last Friday, closing at \$13.75.

The *Times* article, which did not identify its sources, said Samsung "approached" Orion through the law firm, Bloom, Dekom, & Hergott. Peter Dekom, partner, told BROADCASTING he had never been contacted by Samsung.

If Orion is sold, it would probably come as no surprise to Hollywood and Wall Street. There have been off and on rumors that majority shareholder John Kluge has been looking to unload his 70% stake in the studio and last month Orion retained Salomon Brothers to find some equity for its worsening balance sheet and heavy debt load. The company has \$265 million in subordinated debt and has borrowed \$217 million of its \$300 million credit agreement with its lenders—\$50 million of which is due next summer. Also, next July is the reset date on Orion's \$199.5 million in senior subordinated reset notes due in 1998. According to Orion's 1990 annual report, the interest on the reset notes is payable semi-annually at 12.5% through July 15, 1991, when the rate will be reset to no less than 12.75% or no more than 15.75%. -JF

## BROCKMAN OUT AT ABC

Nineteen months after he took over half of the split ABC Entertainment division, overseeing non-prime time dayparts, Michael Brockman, president, daytime, children's and late night entertainment, is leaving the network and no replacement has been named. Citing "philosophical differences" with "upper management" over the development of the various dayparts, Brockman said "if we didn't see eye to eye on how things were developing, then there was no sense in continuing."

As president of the non-prime time dayparts, Brockman reported directly to John Sias, president, ABC Television Network Group, as did Bob Iger, president, ABC Entertainment.

Saying his departure was "not a hostile or difficult situation," Brockman did say a lack of support was one of the reasons. "All the networks are experiencing difficulty with the fragmentation of their audiences and it requires some different thinking on how to deal with it. It's important that at a network you have support from all arms of the network in order to be successful," he said.

Brockman's tenure was most felt in late-night where he was responsible for bringing *Into the Night with Rick Dees* onto the schedule following *Nightline*. The show has averaged 1.7 rating and 9 share, but was recently renewed through April.

Late night is not the only area where ABC has been having problems. Going into the season, ABC was the ratings winner on Saturday for two years running, however within the past month CBS has closed the gap in season-to-date ratings and has won the past several weeks.





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# PROGRAMING

## INTV: CALIFORNIA, HERE THEY COME (JUST NOT AS MANY)

*Syndicator pull-outs and economic downturn contribute to smaller INTV convention in Los Angeles; organizers say show is "here to stay"*

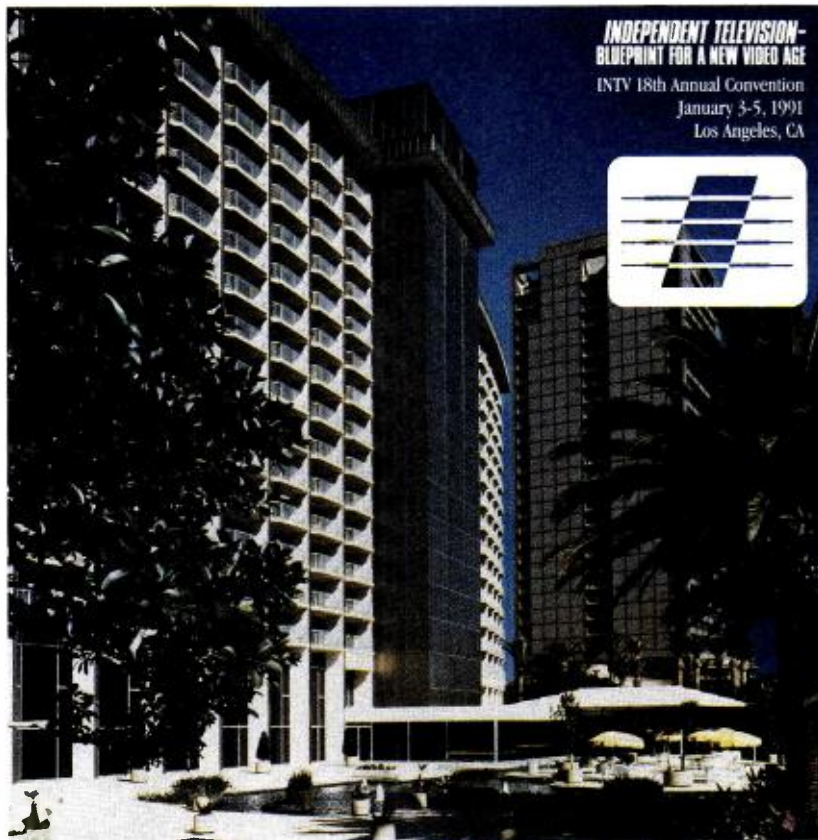
**O**minous signals of a worsening economy and the decision by 18 companies not to return to screen new product has Association of Independent Television Stations executives acknowledging that next month's (Jan. 3-5, 1991) INTV convention in Los Angeles will see reduced registration and syndicator participation. However, John Serrao, chairman of INTV and general manager of WATL(TV) Atlanta, says that despite "trade publications taking pot shots" at INTV, the lobbying organization's continued survival is analogous to "the little train that could."

Survival has been a key word for INTV executives who, like INTV President Jim Hedlund, consider the convention an ancillary revenue source as distinguished from the NATPE program conference (Jan. 14-18 in New Orleans), which is the primary revenue source for the trade association.

"We are not going to run a convention that loses money. If it did, we would have stopped a long time ago," Hedlund said. "Approximately 17%-18% of our operating budget comes from the [INTV] convention.... We certainly place importance on the convention, but anyone who knows INTV knows we are more effective in Congress and the FCC than possibly any other trade association in the country."

While NATPE has so far reserved booth space for 288 companies, as estimated by Phil Corvo, NATPE's president and CEO, INTV, at latest count, has 35 companies screening their product (compared with 53 last year). It should be noted, however, that INTV has traditionally offered two floors of screening suites at Century Plaza Hotel as an informal boutique setting for independent station executives.

"The convention will be smaller, but that is primarily due to the economy," said Serrao. "The convention will be happening, whether there is 200 or 2,000 people, we're here to stay. Independent stations account for 70% of the buying power in syndication, and al-



Century Plaza: INTV's California home

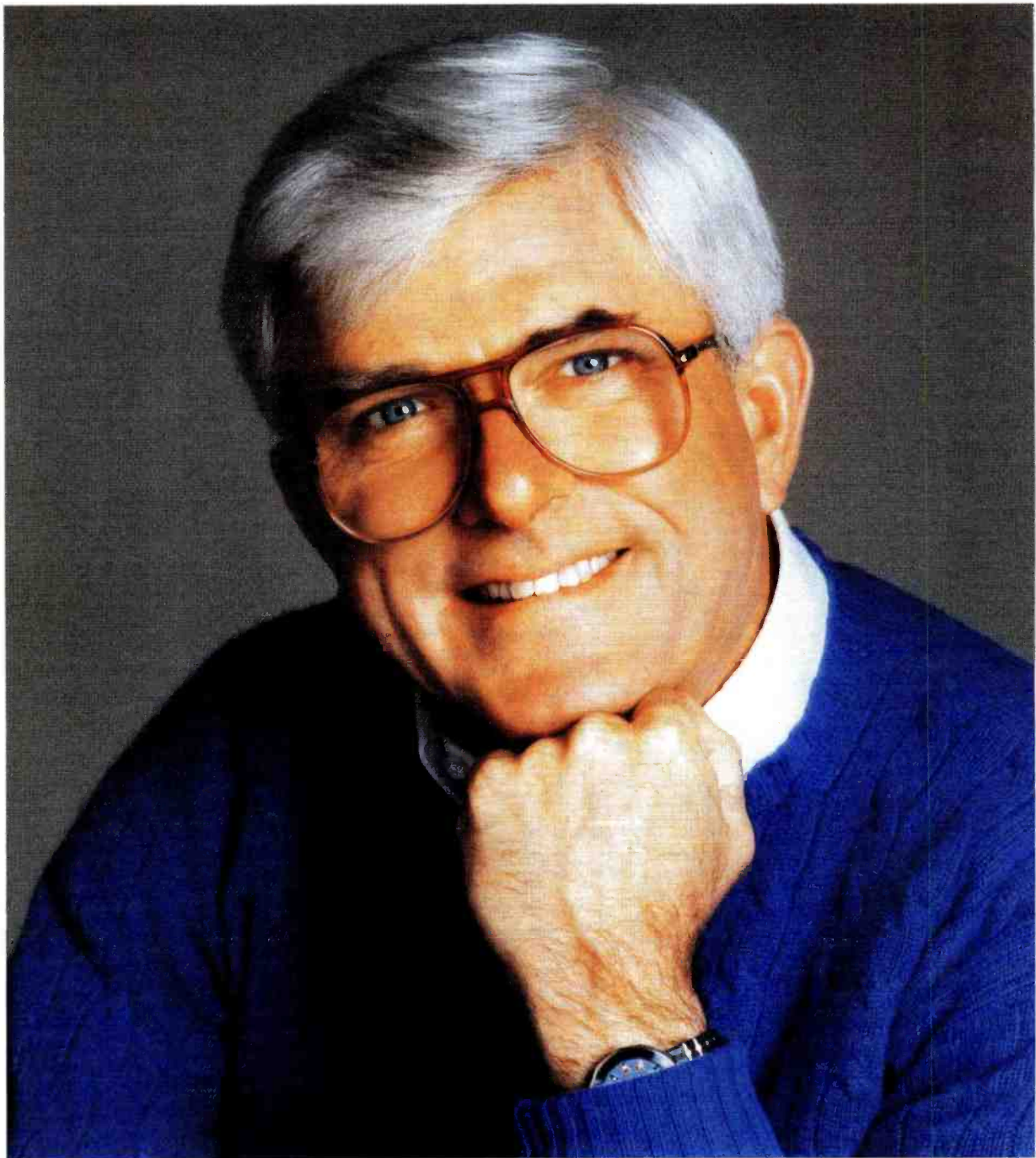
though we have less nondistributor participants, the core syndicated suppliers will be at the convention and eager to court new business." In terms of registration, Hedlund estimated that 800-900 executives have pre-registered for the INTV convention and he is "aiming" for up to 200 additional on-site registrants. Hedlund put last year's attendance at about 1,100 people.

Among those 18 companies not renting suites at INTV, MGM/UA Communications has been effectively dissolved by new MGM-Pathe owner Giancarlo Parretti; Guber-Peters Television folded into Sony-owned Columbia Pictures Television; and Fries Entertainment,

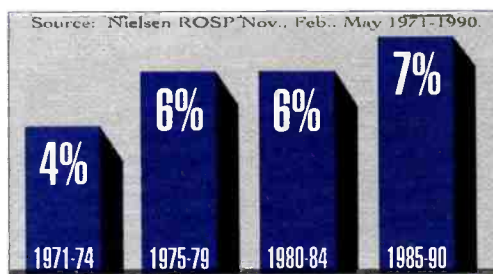
Multimedia Entertainment, Samuel Goldwyn Television and Western International Syndication have little or no new fall 1991 programs to sell. Notable for their absence, however, are Orbis Communications (which has mounted midseason 1990-91 sales of *The \$100,000 Pyramid*) and Orion Television (which is selling *The Chuck Woolery Show* for 1991-92, but is believed to already have nearly 50% of the U.S. sold).

According to a source from one of the studios deciding against presenting its wares, the cost of screening at INTV averages \$10,000; approximately \$1,000 per room, a fee of \$6,000 to INTV for screen-





Phil Donahue's ratings have been steadily climbing for the past 24 years. Even with competition over the past five years from Oprah Winfrey, Geraldo Rivera,



and Joan Rivers, his ratings continue to grow, reaching an impressive 7%. Which proves once again that people still appreciate class and professionalism.

# DONAHUE



ing privileges and at least \$3,000 to fly in sales people and other presentation material. "There was no business at INTV last year, unless you had kids animation to sell," said the source. "I think most distributors are saying, 'Lets cut our bottom line expenses to a minimum.'"

Certainly, Paramount Domestic Television's decision not to screen new programs came as the most publicized blow to INTV's convention (BROADCASTING, Sept. 3), but again it should be noted that the studio's sole new product for fall 1991, *The Maury Povich Show*, is "a whizzer within 70% national coverage," according to Paramount President Lucie Salhany. Paramount, which last year was the focus of competing exhibitors' ire for taking conventiongoers off-site during screening hours to watch an *Arsenio Hall Show* taping at its studio, will still maintain a significant sales presence at INTV, and is said to be underwriting a \$35,000 opening day luncheon.

One other syndicator who held an off-site screening, Buena Vista Television, had been rumored not to be returning to this year's convention, but has committed to three screening suites. -MF

## ITC X'S OUT 'TIC TAC DOUGH'

*'Challengers' also pulled from WLS-TV Chicago*

TC Domestic Television notified its 70-plus client stations last week that it is discontinuing distribution of *Tic Tac Dough* effective March 8, marking the first of five struggling rookie game show strips to officially get the ax. Meanwhile, additional post-November sweeps programing moves hit another of those game shows, Buena Vista Television's *The Challengers*, which at the beginning of the season had laid claim to what may have indeed been the strongest lineup of early fringe and access station clearances.

A spokeswoman for WLS-TV Chicago confirmed that the ABC O&O, as anticipated following the sweeps, pulled BVT's *Challengers* from its 3 p.m. (central time) slot and has replaced it with King World Productions' *Inside Edition*, effective last Monday (Dec. 3). While saying she was unaware of the WLS-TV defection, a Buena Vista spokes-

woman also said she did not know of any other Chicago stations that were being pitched to pick up the game show.

The WLS-TV loss comes on the heels of speculation that WNBC-TV New York will remove *Challengers* from its coveted 7:30 p.m. (ET) access slot [several sources indicated WNBC-TV Program Director Judy Girard is being courted by distributors who already have programs in Siberian morning slots on the station—namely Orbis Communications with *Joker's Wild* (3:30 a.m.) and King World's *Instant Recall* (4 a.m.)].

Orbis, additionally, may also be pitching WNBC-TV on filling the access slot with *The \$100,000 Pyramid*, its new targeted January 1991 companion piece to *Joker's Wild*, but a New York station source said that the NBC O&O is "extremely reticent" about even considering another game show as a lead-in to its prime time.

# Another season.

It's a fact. *Three's Company*\* is one of only two sitcoms to remain in the top ten among syndicated sitcoms for 28 consecutive sweeps.

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For each new generation of kids, every episode is first run.

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And for stations across the country it's 222 half hours of pure, audience-grabbing laughter!

Television Program Enterprises (TPE) is also said to be wooing WNBC-TV to upgrade *Preview: First Look at the New* from its current 9 a.m. weekday slots. (In fact, TPE executives met with NBC station group head Al Jerome last week, although no details of meeting were forthcoming.) Girard was unavailable

*‘Tic Tac’ simply  
was unable to meet  
preseason  
expectations.’*

—Ritch Colbert, ITC

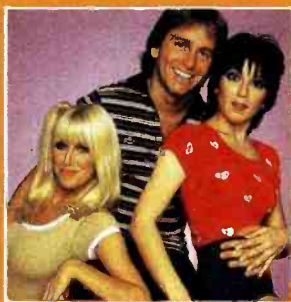
for comment, but the Buena Vista spokeswoman reiterated that WNBC-TV has committed to carrying *Challengers* at least until the beginning of January.

Beset by an abundance of tiered deals promising little better than late night and early morning clearances, *Tic Tac Dough* averaged a 1.2 season-to-date

## GAME SHOWS LOOKING FOR CLEARANCES

The three companies with midseason game shows are struggling for station clearances. As of last week, only Orbis was in a position to cite clearances—three stations—for its new version of *Pyramid*. Tom Byrnes, president of Innoventures Television Distribution, which is trying to launch the new *Critical Decisions*, declined to reveal any clearances. Both Byrnes and Orbis president Robert Turner acknowledged that the going is tough because of the economic downturn. “It’s just awful,” said Byrnes. “We’ve passed on a number of deals for time periods we felt wouldn’t give acceptable exposure to our program.” Byrnes said the company is considering switching the terms for *Critical Decisions* from cash and barter to all barter. “Even established syndicators are being asked for reductions in license fees,” he said. “We always have the option of pushing the launch date back a few weeks” into February and after NATPE. “We expect to do a lot of business at the show,” he said. Meanwhile, Orbis confirms that *Pyramid* has been picked up by WRC-TV Washington, KMOV-TV St. Louis, and WVIT-TV Hartford, Conn. “In accepted deals, right now, we probably have 20% of the country,” said Orbis’ Turner. “I predict we’ll have close to 70% by launch [Jan. 7, 1991]. Orbis’ strategy is to pair *Pyramid* in game blocks where shows are failing, such as *Tic Tac Dough*, now officially canceled, and four other new game shows launched this season, including Orbis’ own *Joker’s Wild*. The strategy is to bolster *Joker* where possible, said Turner. “Of all the ugly dogs unleashed this season in syndication, we think *Joker’s* was one of the least ugly,” said Turner. Officials of Frank Firestone, the company trying to launch *Name That Tune*, were busy at deadline jetting around the country in search of station clearances.

# Another reason.



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## SHE WOLF, YES, LONDON, NO

**M**CA Television has filed a multi-million dollar lawsuit against HTV International, London, former MCA co-venture partner in the first-run series *She Wolf of London*. Last month, HTV International, production arm of HTV, a regional television franchise holder in England, withdrew from the series, claiming its violent content was unacceptable for airing there. But sources at MCA, which is suing for breach of contract, said HTV knew what it was getting into. "They read the scripts and saw the rough cuts," said one MCA source. The MCA official suggested that HTV's pullout was motivated by extreme pressure from British regulators on British TV franchise holders to curb sex and violence. British TV is going through a major shakeup, with all franchises now up for auction. Thirteen episodes of *She Wolf* have been produced, and another seven are scheduled to be produced this season. MCA said it would transfer production of the series to Los Angeles. At deadline, HTV officials could not be reached for comment.

(NTI) rating (period ending Nov. 18). Ritch Colbert, senior executive vice president, ITC, in a statement, said that *Tic Tac*, which was produced by Barry & Enright Productions, faced an uphill battle and "simply was unable to meet preseason expectations." ITC, which initially signed approximately 80 stations (representing 80% of U.S.) to 52-week contracts, will instead terminate

clearance agreements after 26 weeks (March 8).

One independent studio source who wished to remain nameless estimated that ITC may have lost from \$2 million to \$5 million from the production and distribution of *Tic Tac*, most notably in the area of upfront national advertising buys where underperforming the guaranteed rating translates into offering credit

(makegoods) on other scatter buys, or outright partial refunds. (ITC officials were not available for comment). The source emphasized that his loss estimate is deliberately vague, but probably applies to all five of the first-run game shows.

Among other first-run game show strips, Guber-Peters Television's *Quiz Kids Challenge* is still being carried by stations but production has been on "indefinite" hiatus for the last seven weeks. Guber-Peters was absorbed by Columbia Pictures Television (both owned by Sony Corp.) less than a month ago, and CPT officials continue to decline comment on *Quiz Kid's* assumed demise.

Although Warner Bros. Domestic Television officials have expressed their continued commitment to *Trump Card* (1.6 STD rating), possible near-future downgrades or shelvings by client stations could further threaten its survival. And Orbis Communications, which has a full season of *Joker's Wild* episodes in the can, says it is going forward with that show next season, along with the revival of *The \$100,000 Pyramid*. -MF

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## FOX TAKES LOW SWEEPS PROFILE

In showing slight gains this past November compared to last year's November sweeps performance, Fox once again relied almost exclusively on its regular series programming. Although the big three networks—despite a trend cutting back on the amount of specialty-type programming during sweeps months—continue to schedule their traditional Bob Hope specials, *Night of 100 Stars* and blockbuster multi-night movies, Fox has put its emphasis on maintaining continuity for its regularly scheduled series fare. The strategy is getting mixed reviews from advertisers and affiliates.

"Fox would have been better off if they had put on some specials in time periods where series are underperforming," said Paul Schulman, president, Paul Schulman Co. "For instance, if on Friday night they had followed *America's Most Wanted* with a broadcast of a

### 'CLUB' IN DEVELOPMENT

A new weekly music show is being developed and proposed for syndication in the fall of 1991 called *Club America*. If the show goes forward it will be distributed by LBS Communications.

A pilot for the show was produced at the Universal studio in Orlando, Fla., with Los Angeles disk jockey Shadoe Stevens serving as host. The one-hour show will feature two top-40 musical acts per program, as well as a regular troupe of dancers. "These are big glitzy production numbers," said Al Korn, a former RKO programming executive, and one of the producer-partners of *Club America*. "You can't get away with a cheap look anymore."

The studio set will have the look of a dance club. Partnered with Korn in the project are Nat Leipziger, a former executive with American Film Technologies (and before that, ITC Entertainment), and Jim Miller, former director of marketing and promotion at WGRC-TV Rochester, N.Y.

major concert rather than airing *Against the Law*. Or, if on Sunday night they had scheduled a special after *Married...With Children* instead of *Good Grief* and *Comic Strip Live*, that would have been beneficial to Fox, their affiliates and to advertisers," he said.

The extent of Fox's specialty programming during November consisted of a repeat broadcast of *The World's Greatest Stunts* (with one new stunt inserted

into the hour show) on Nov. 18, the debut of *Working Trash*, Fox's first made-for-television movie specifically for the Monday *Fox Night at the Movies* and four theme shows of *America's Most Wanted*.

"I think they have a philosophy that is earmarked for building their series programming and interrupting that for specials is not in their best interest," said Marc Goldstein, senior vice president,

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national broadcast buying and programming, Lintas-USA. "Particularly with all of the new programming that premiered on Fox this fall, with viewers trying to find out where everything is, November may be too soon to deviate from their philosophy," said Goldstein.

Fox showed a minimal increase this past November compared to the November sweeps last year, gaining 10% in share with a 6.6 rating/11 share compared to last year's 6.5/10. Where the increase is significant, however, is in the fact that this year's numbers include two additional days of programming, Thursday and Friday, to go along with Fox's schedule of Saturday, Sunday and Monday. Last year Fox only programed three nights. Comparing the Sundays of November 1990 to those last year, Fox showed a slight increase on the network's most reworked night and their strongest. This year the cumulative Sunday rating and share was a 7.7/12, compared to last year's 7.4/11.

"I think it would be great if we had more specials, because with special programming you get the atypical viewer, which you can use as a sampling springboard for other shows," said Terry Brown, vice president, general manager, of Fox Broadcasting affiliate KDVR(TV) Denver.

Brown said Fox's goal going into the sweeps was to "anchor their three major shows, *The Simpsons*, *Married...With Children* and *In Living Color*, and we as affiliates set about to promote them," he said. Brown said Fox accomplished that goal, but fell short in supporting some struggling series. *America's Most Wanted* got little or no attention going into the sweeps, but if you look at its performance, it grew from week to week. It had to do it on its own," he said. He also named *Beverly Hills 90210* and *True Colors* as shows that "didn't get the sampling from promotion that it needed to kick off.

"Plugging in specials may be helpful in the short run but not when they're trying to get some continuity for their series," said Duane Kell, vice president and general manager, WKBD-TV Detroit.

No executives from Fox Entertainment would comment regarding their strategy or the sweeps performance, but Schulman thinks Fox's sweeps scheduling will eventually fall into place with the other networks. "If they had had some specials, believe me they would have loved to use them. They just didn't have the guns. But I think it's a temporary condition. Eventually they'll do everything else the other networks do, it's just a matter of time." —SC

## PBS MAKES DELAY QUID PRO QUO FOR PROGRAMING DISCOUNT

*New plan set for 1991; some member stations charge service with reducing them to "second class" status*

**A** new Public Broadcasting Service policy placing restrictions on member stations that take less than half of the service's program offerings at a discounted price has raised the dander of several stations, with some complaining that the move reduces them to "second-class" status.

Under the plan, recently approved at the PBS board meeting in Arizona, member stations receiving limited programming at a discounted price (otherwise known as a "Limited Use Discount," or LUD) will have to air the shows after their telecast by full-paying public stations in the same market.

The LUD has long been in effect as a cost-saving device for member stations that could not afford or did not necessarily need the full PBS programming lineup. But there have never been any blackout restrictions. Under the controversial new plan, which goes into effect on July 1, 1991, and will be subject to review after one year, LUD stations will have to air discounted programming either 12 hours later (with a 50% mark-up from their present discount) or eight days later (with an additional 33% discount) than full-paying public stations in the same market.

"I think it is an unfortunate move and it is essentially creating a group of second-class stations," said Ted Krichels, general manager of KBDI-TV Broomfield (Denver), Colo. "This is the first time that you have a group of PBS stations being singled out and being discriminated against because of their economic situation," he said. "We've been loyal to PBS and now we feel we've been thrown out on the street."

Krichel said the new restrictions are particularly frustrating because LUD stations will continue to contribute to national promotional dollars on the PBS programming but will not reap the benefits. In other words, national publicity tied to PBS programs will appear one day ahead or one week ahead of the debut date on LUD stations. "In essence, we're being charged for something we're not getting," he said.

The new plan also removes any leverage that the LUD station might have had against competitors, he added. KBDI

shares the Denver market with public TV station KRMA-TV.

"It's intensifying rather than healing potential acrimony in overlap markets," said Krichel. "PBS has opted to side with the larger stations at the expense of the lower stations. It's the mentality that is upsetting."

The new plan might also serve to force some LUD stations to purchase the full complement of PBS programs, said Jack Gibson, program director of WLIW(TV) Garden City (New York), N.J. He said his station, which airs in the same market as public TV powerhouse WNET(TV), will now have to double its costs in order to buy the full complement of PBS programming. WLIW will probably not air much more of the PBS programming even with all of it available to them, he said. "Basically, we'll be paying a penalty not to have to deal with the blackout."

PBS senior vice president of program business affairs, Peter Downey, contends that the purpose of the new LUD plan is twofold: to make full-paying stations feel they have made "a wise investment," and to provide economic incentives for overlapped stations to differentiate their services.

At WHMM(TV) Washington, for example, station general manager Edward Jones Jr., said his LUD station will probably benefit in the long run because it will push the station toward more local production. The station is already leaning in that direction, with about 15% of its programming day filled with local shows. "Those stations without that local production infrastructure may panic," he said. "We have options."

Most of the LUD participants are small stations in large markets, said PBS's Downey. Currently, 22 of the 193 PBS stations are LUD participants, with 19 of those 22 in overlapping markets.

Current LUD participants would each have an average increased cost of between \$300,000 and \$800,000 annually if they accepted all PBS programs, said Downey. Stations accepting the 12-hour delay would save an average \$200,000 annually, he said, while stations opting for the 8-day delay would save an average \$350,000 to \$400,000 per year.



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The adopted LUD plan represented a compromise of sorts, according to PBS board member Noel T. Smith, station manager of KNCT(TV) Belton (Waco), Tex., who had submitted a failed amendment to remove the restrictions. Full-paying stations were initially seeking a 15-day delay for LUD stations.

While the compromise appears to make sense, said Smith, there is some ambiguity in telling second stations to

diversify "while at the same time punishing them for not taking a variety of PBS programming."

On the promotional front, PBS's Downey acknowledged that part of the money received from LUD stations goes toward national publicity appearing on program debut dates, but added that LUD stations might actually benefit from the lag because it allows for time to help build public awareness.

"It's one thing to predict behavior, and it's another to see what actually happens," Downey said of the plan. "We'll be monitoring it carefully and if something goes awry, we'll fix it."

Also exhibiting some patience is William A. Furniss, president of LUD station KOCE-TV Huntington Beach (Los Angeles), Calif.: "I'm not a raving fan of the delay policy, but we'll have to work with it and see how it flies." **-RB**

## WORLD CUP LOOKS FOR U.S. PLAYER

*FIFA prepares to sell soccer rights in soft sports market*

**D**espite a planned marketing push for the first American-hosted World Cup soccer games in 1994, the Federation Internationale de Football Association (FIFA) still faces some tough shots on goal as it prepares to attract bids next month from U.S. television networks for rights to the games.

TV sports divisions have already spent a record \$7.4 billion in sports rights fees over the past 18 months, the sports marketplace is soft and, despite an estimated 1.4 million people attending soccer games in the U.S. during the 1984 Olympics, the sport has yet to catch on domestically.

The U.S. networks have already passed on the opportunity to serve as

host broadcaster for the 1994 World Cup (the tournament is held every four years), marking the first time the host country's network will not handle the duties. FIFA has instead signed an agreement-in-principle with the European Broadcasting Union to serve as host broadcaster of the games.

Immensely popular internationally, last summer's World Cup soccer tournament from Italy was viewed by a cumulative worldwide audience of more than 26 billion, according to FIFA. Around the world, all TV rights to the 1994 games have already been sold except those for U.S. English-language and Canadian French- and English-language (U.S. Spanish-language rights will re-

turn to Univision, pending final approval).

NBC Sports, which made an earlier attempt to secure the U.S. rights in 1989 through the U.S. Soccer Federation but was turned down by FIFA in what was deemed a preemptive bid, no longer has any interest in the 1994 rights. NBC, which held the 1986 rights, originally was working with SportsChannel America to secure broadcast and cable rights to the 1994 games for a reported \$11.5 million. However, the 1994 World Cup would now conflict with the network's new NBA basketball package. Also, division president Dick Ebersol last summer said he was not impressed with the World Cup's lackluster ratings.

Despite NBC's disinterest, executives at ABC and CBS said they plan to talk to FIFA about the rights. Both networks visited with FIFA last summer in Italy during World Cup 1990 and have since met with game organizers in New York. On the cable side, Turner Broadcasting, ESPN and SportsChannel America are among those showing interest (USA Network has no interest, according to a spokesman).

Turner Broadcasting paid an estimated \$7.5 million for exclusive U.S. English-language rights to 24 of the 1990 World Cup games from Italy last summer, while Hispanic rights were picked up by Univision. Turner executives were pleased with their package, which averaged a 1.6 rating.

"Turner may have been happy with a 1.6 rating, but I don't see the broadcast networks dancing in the streets over that," said advertising executive Paul Schulman, president of Paul Schulman

## EMMY ASPIRES TO WINNING PERFORMANCE

**C**oming off the lowest rated Emmy awards telecast ever, the ad hoc committee of the Academy of Television Arts and Sciences is proposing a series of changes for future broadcasts.

Last September's telecast, on Fox, averaged an 8.2/14, a record low rating for the broadcast, and down from an 11.4/19 in 1989, when the show was also seen on Fox.

According to public relations executive and ad-hoc committee member Murray Weissman, the committee is strongly recommending that the telecast be moved back from mid-September to late August, when the show would presumably not be up against aggressive counterprogramming from the big three networks.

Weissman also said the committee concluded that the show's executive producer and hosts should be identified and signed on as early as possible not only to prepare more fully for the show but also to take full advantage of the promotion opportunities the committee felt were lost this year.

Executive producer Martin Starger was signed in June, while the hosts weren't announced until about two weeks before air. "That eliminated a lot of Sunday covers," said Weissman. The executive producer should probably be on board by January, with host announcements to follow shortly thereafter, said Weissman.

The proposed changes still have to be approved by other ATAS committees. The delays this year were due in part to the late signing of a new three-year TV rights deal for the broadcast, with Fox, which didn't occur until February.



# RATINGS ROUNDUP

**A**fter losing the previous week to ABC, NBC bounced back to a strong ratings win for the week of Nov. 26-Dec. 2. NBC averaged a 13.1 rating and 21 share, while ABC and CBS

battled it out for second place with ABC coming out on top by one-tenth of a rating point, 12.4/20 to CBS's 12.3/20. Fox averaged a 5.9/10.

## Week 11

Nov. 26-Dec. 2

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	20.4/32	N	Cheers
2	▼	19.8/32	C	60 Minutes
3	▲	18.6/29	N	A Different World
4		18.3/27	A	Roseanne
5	▲	18.1/28	N	Cosby Show
6		18.0/26	C	Murder, She Wrote
7		17.9/28	N	Hallmark: Decoration Day
8	▼	17.8/27	C	Murphy Brown
9	▲	17.6/31	N	Empty Nest
10	▲	17.3/26	N	Matlock
11	▼	17.1/26	C	Designing Women
12	▲	17.0/26	C	Major Dad
13	▼	16.8/25	A	Amer. Funniest Videos
13	▼	16.8/28	A	Monday Night Football
15	▲	16.6/26	N	Unsolved Mysteries
16	▼	16.5/29	N	Golden Girls
16	▲	16.5/25	N	Heat Of The Night
18	▲	15.9/27	A	Family Matters
19		15.8/24	A	Doogie Howser, M.D.
19	▼	15.8/28	A	Full House
21		15.7/24	A	Growing Pains
21		15.7/25	A	Wonder Years
23	▲	15.6/25	C	Stranger Within
24	▼	15.1/23	A	Who's the Boss?
25	▲	14.8/25	N	L.A. Law
26	▼	14.7/21	A	Amer. Funniest People
27	▼	14.6/22	C	Rescue: 911
28		14.4/22	A	Coach
29		14.1/22	C	Movie: Fatal Image
29	▲	14.1/23	N	Grand
29		14.1/24	C	Knots Landing

32	▼	14.0/22	C	Evening Shade
33	▼	13.9/25	N	Carol & Company
33	▼	13.9/21	A	Head Of The Class
33		13.9/24	A	Perfect Strangers
36		13.8/23	C	Jake And The Fatman
37	▼	13.6/21	N	Fresh Prince Of Bel Air
38	▲	13.5/22	N	Movie: To My Daughter
39	▼	13.3/20	A	Movie: Commando
40		12.9/21	A	Married People
40		12.9/23	A	Tube Test
42	▲	12.7/22	N	Law And Order
43	▼	12.5/23	A	20/20
44	▼	11.8/18	F	The Simpsons
45	▲	11.4/20	A	Going Places
46	▼	11.1/20	C	Dallas
47		11.0/17	N	Dear John
47	▲	11.0/17	A	Father Dowling
49	▼	10.9/16	F	In Living Color
49	▼	10.9/16	F	Married...With Children
51	▼	10.8/19	C	Trials Of Rosie O'Neil
52		10.7/16	N	Ferris Bueller
53	▼	10.4/20	N	American Dreamer
53	▲	10.4/18	A	Primetime Live
55	▼	10.3/17	A	Macgyver
56	▲	10.1/16	C	Flash
56		10.1/16	A	Gabriel's Fire
58		10.0/18	N	Fanelli Boys
59		9.8/17	N	Movie: Night Visions
60	■	9.6/18	N	Amen
61	▲	9.5/15	C	Doctor, Doctor
62		9.4/16	A	thirtysomething

63		9.1/14	C	Top Cops
64		8.4/13	C	48 Hours
65	▼	8.3/12	F	Get A Life
65		8.3/14	N	Quantum Leap
67		8.2/14	C	Evening Shade Spec.
67		8.2/14	N	Hunter
69	▼	8.1/14	C	Over My Dead Body
70	■	8.0/13	N	Working It Out
70		8.0/15	A	Young Riders
72		7.9/13	A	World Of Discovery
72		7.9/15	A	Twin Peaks
74		7.8/13	N	Super Bloopers/Jokes
75	▼	7.4/12	F	Parker Lewis
76		6.7/12	C	Hogan Family
77	▼	6.6/11	F	America's Most Wanted
78		6.1/9	F	Good Grief
79	▼	6.0/9	F	Babes
79		6.0/11	A	China Beach
79		6.0/9	N	Lifestories
79	▼	6.0/10	F	True Colors
83	▼	5.8/9	F	Movie: Working Trash
84		5.7/10	C	Family Man
84	▼	5.7/11	C	Wiseguy
86	▼	5.4/10	C	Broken Badges
87	▼	4.9/9	F	Cops
88	▼	4.6/8	F	Totally Hidden Video
89	▼	4.4/7	F	Beverly Hills, 90210
89	▼	4.4/7	F	Comic Strip Live
91	▼	3.2/6	F	Haywire
92	▼	2.7/5	F	Against The Law
92		2.7/5	F	American Chronicles

## FREEZE FRAMES: Syndication Scorecard \*

Week ended Nov. 25

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.1	220	98	9	Wheel of Fortune, wknd. (King World)	8.0	181	82
2	Star Trek: Next Generation (Paramount)	12.0	233	98	10	Current Affair (20th Century Fox TV)	7.8	190	95
3	Jeopardy! (King World)	11.6	209	96	11	Ent. Tonight Thanksgiving (Paramount)	7.1	170	95
4	MGM Premiere Network (MGM/UA)	10.6	160	91	12	Warner Bros. Prem. Edition (Warner Bros.)	6.8	128	91
5	Magic I (Buena Vista)	10.0	187	93	13	Donahue (Multimedia)	6.3	224	97
6	Entertainment Tonight (Paramount)	8.6	175	95	14	Super Force (King World)	5.7	170	94
7	Oprah Winfrey (King World)	8.5	202	95	15	Inside Edition (King World)	5.3	122	77
8	Cosby Show (Viacom)	8.1	200	96	15	Star Search (TPE)	5.3	169	95

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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Two Great Markets***

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- Quality personal service

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***THAT'S A PRINT!***



**United Broadcasting Company**

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WINX, Rockville, MD / United Cable of New Hampshire

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Radio Sales**

# SPECIAL REPORT



*Big Business in Any Language*

# HISPANIC BROADCASTING



**H**ispanic television and radio is a \$480 million-plus business in the U.S. and is growing. In 1990, advertising expenditures in the various Hispanic media grew at a faster rate than those in their English-language counterparts. An important factor fueling the interest and the growth in Hispanic media is the growth of the Spanish-speaking population—roughly 6% per annum—greatly exceeding the national average.

As the population booms and more advertisers come to the table, the problems of defining the Hispanic audience, and measuring it, will continue to pose a challenge for the three ratings services vying for market dominance in TV, The Arbitron Co., Nielsen Media Research and Strategy Research Corp. Nielsen appears to



be inching ahead with the cooperation of Univision and Telemundo, and has already installed peplemeters and conducted trial runs.

Radio operators continue to thrive with techniques borrowed from English-language radio. Narrowcasting and niche targeting are terms creeping into the vocabulary, as stations go head to head with mainstream stations—and win—in markets such as Miami, Los Angeles, New York and San Antonio. Birch/Scarborough and Arbitron have expanded their Hispanic rating efforts. What follows is a look at the who, what, when and where of Hispanic communications.

## HISPANIC MEDIA: FAMILIARITY BREEDS COMPENSATION AND COMPETITION

*Ad revenue for television leaps in 1990; but repeat performance and radio gains in '91 may be harder due to economic 'slump' and new players*

As Hispanic media grow, their revenue outlook becomes more similar to that of the larger media community. On the plus side are a wider base of advertisers who have more experience using the media. On the down side are new entrants, further diluting inventory and battling for budgets. Common to all are a week-to-week uncertainty over the bigger economic picture and its effect on advertising.

Fortunately, the advertising budgets allocated to Hispanic media have continued to increase, doing so in 1990 at a rate more rapid than that of their English-language counterparts. As the accompanying chart shows, total dollars spent on Hispanic media were estimated to have grown 7.6% in 1990, to \$628.2 million. The growth was most noticeable in television, with national TV drawing a 17% increase and local TV growing by 9%.

Roughly one of every three dollars goes to Univision and its owned stations. President Bill Grimes said that in 1990 the network's revenue was likely to increase 25%-26% over the prior year, while that of the nine owned stations would increase 7%-8%, for a combined increase of roughly 16% over 1989. The strong performance was due in part to the network's telecast of the World Cup soccer matches.

For the number-two network, Telemundo, full-year figures were not yet available, but results for the first nine months ending Sept. 30 were up 28% for operations in the continental U.S.—revenue from Puerto Rico was down—to \$55.6 million. National revenue increased faster, jumping 37%, while local revenue was up 12%, with some of the latter gain due to the accounting consolidation of KDVA-TV San Antonio.

Already Univision and Telemundo are beginning to face a third contestant for

WHERE THE MONEY COMES FROM			
Top Hispanic advertisers			
Procter & Gamble	\$29.8 million		
Philip Morris	\$8.7 million		
Anheuser-Busch	\$8.6 million		
Sears, Roebuck & Co.	\$8.2 million		
Colgate-Palmolive	\$7.6 million		
McDonald's	\$7.3 million		
Coca-Cola	\$6.6 million		
Ford Motor	\$5.2 million		
Adolph Coors	\$5.1 million		
Burger King	\$4.8 million		

WHERE THE MONEY GOES			
(in millions)			
	1989	1990	% chg.
National TV*	\$121.6	\$142.8	17.4
National Radio	51.5	55.1	7.0
Local TV	120.5	131.1	8.8
Local Radio	149.3	156.0	4.5
Print	57.2	58.9	3.0
Outdoor	17.3	17.0	-1.7
Promotion	61.6	63.6	3.2
Transit	4.6	4.2	-8.7
<b>Total</b>	<b>\$583.6</b>	<b>\$628.2</b>	<b>7.6</b>

\*Estimates for both years include Galavision, which in 1989 was in separate category from National.  
Estimates courtesy of Hispanic Business.

national television dollars, Galavision, which still, however, draws most of its strength from a few markets in the Southwest. One market source estimated that the Mexican-based network's Los Angeles affiliate, KWHY-TV, took in about \$7 million in 1990, more than quadrupling its 1989 revenue—the station became an affiliate in March 1989. Additional competition will come from two cable channels due this spring.

Competition amongst Hispanic media

is not necessarily bad, however. Univision's Grimes said that compared to January 1989, the total Hispanic stations' share of viewing has doubled to 12%. Thus the success of KWHY-TV may be additive. In print, the advantages of competition may be more apparent with the launching of additional consumer magazines helping make it worthwhile for advertisers to produce print ads.

Not everyone agrees with the published estimate of 7% growth for national radio; Gene Bryan, vice president, national sales manager of Katz Hispanic Radio Sales, said he thought growth was somewhat lower.

Continued growth in Hispanic media revenue overall is due to a number of factors. One of the most important is population growth, which at roughly 6% per annum over the past five years greatly exceeds the national average. Media are also continuing to market better to advertisers, helped in part by better research (see story, page 76). Noticeable among new advertisers in 1990 were Japanese-based auto manufacturers such as Honda, Mazda and Nissan. Also some of the newer national media, such as Telemundo, are continuing to expand their reach.

The backdrop to all the good news is an economic deceleration. As of yet those contacted last week were not revealing the same pessimism about 1991 revenue as their English-language counterparts. For instance, Laura Marella, media director of ad agency, Casanova Pendrill Publicidad, said: "Historically, we have been dismayed to know that when advertising budgets were cut, the first thing to go was the Hispanic budget. So far this year I can't say that we have seen that and in some cases our Hispanic budget is increasing a little." But many commenting did not take continued growth for granted. Said Katz

# *Galavisión*

Galavisión proudly salutes  
its newest broadcast affiliate  
KSTV-TV Channel 57  
in Ventura/Santa Barbara,  
California.

In Spanish, 24 hours a day,  
Galavisión celebrates its roots  
in Mexico, where a great majority  
of U.S. Hispanics trace their  
heritage.

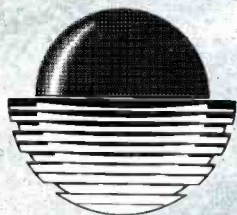
You knew Galavisión as the  
country's first Spanish-language  
cable network. Meet the nation's  
newest Spanish-language  
broadcast network.





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Spanish Broadcasting System, Inc.





# SBS Radio

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*Super 98* **fm 98** **New York**  
**WSKO**  
 620 AM/STEREO

*Super 98* **fm 98** **Los Angeles**  
**KSKO**  
 1540 AM/STEREO

**cma** **fm 92** **Miami**  
 RADIOCENTRO  
 CADENA NACIONAL  
 1270 AM ESTEREO

*fm 104* **Key Largo**



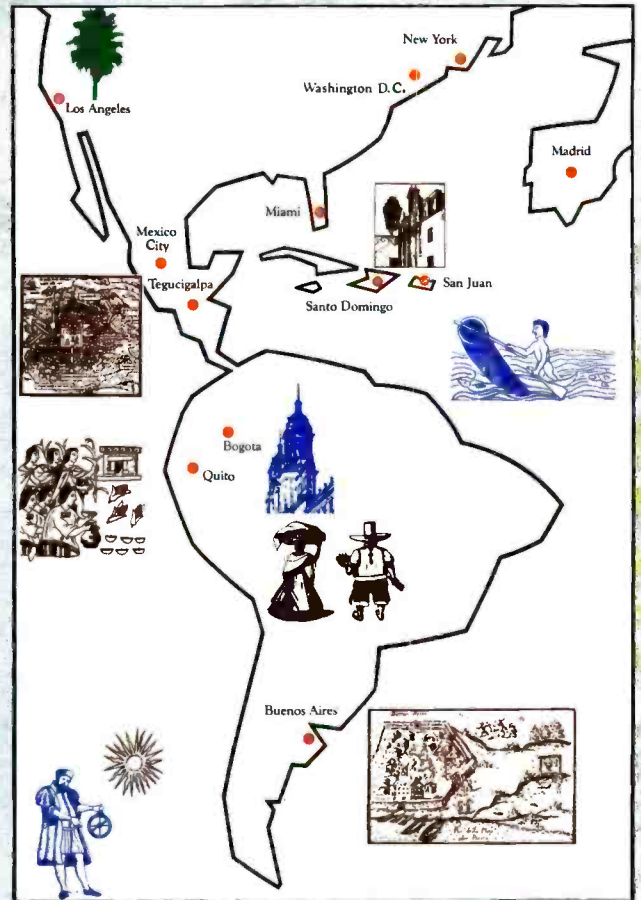
## SBS PROMOTIONS

Featuring the best in latin entertainment.



# SBS NEWS

Our local, national and international bureaus with 39 correspondents in nine countries fulfill the momentous responsibility of keeping millions of listeners informed on a daily basis.



## SBS NETWORK

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Corporate Headquarters, 26 W. 56th St., New York, NY 10019 212/541-9200



Hispanic's Bryan: "We are projecting minimal radio growth but are optimistic for the second half of the year."

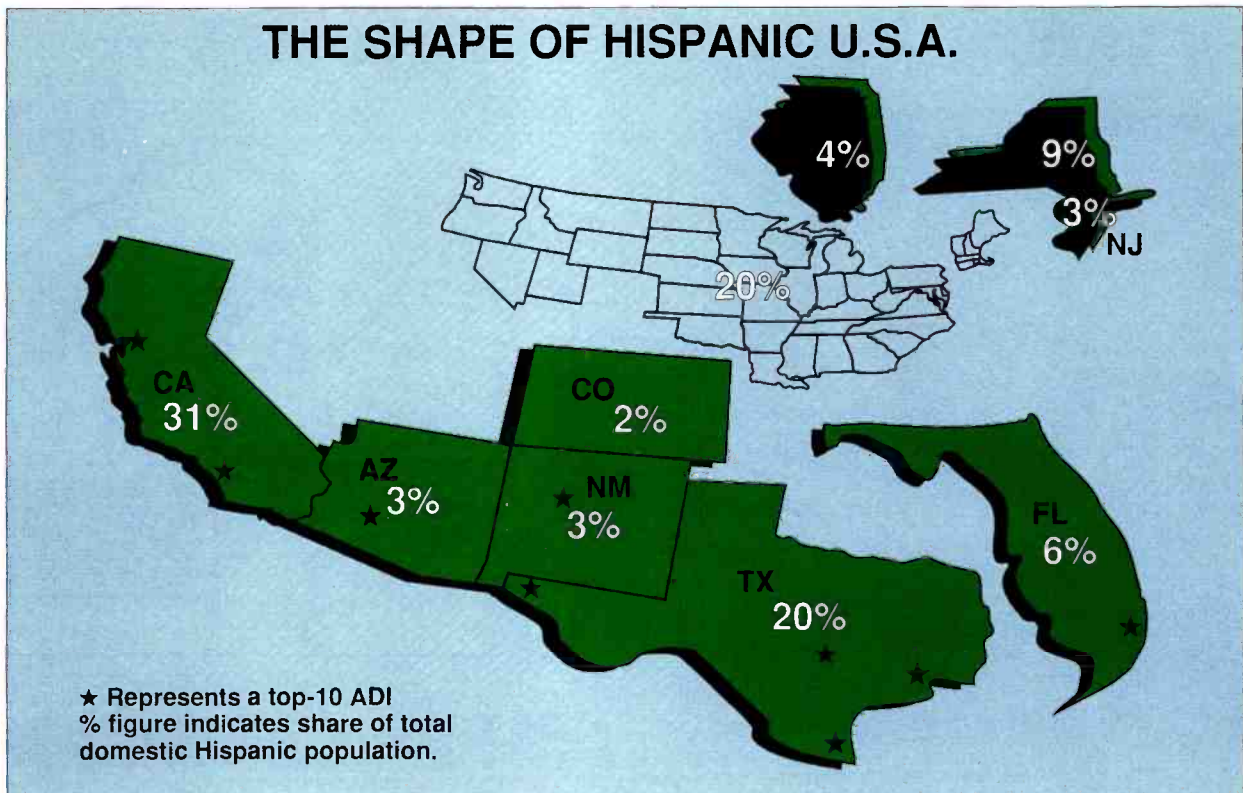
Univision's Grimes was relatively optimistic about 1991, predicting 10% growth for the stations and the network. Both Univision and Telemundo, and presumably Galavisión, are still short of selling all their inventory, which tends to keep unit prices lower and should

theoretically help Hispanic television networks in a weak economy. Grimes said that Univision typically had several minutes of commercial time per hour that could be sold above and beyond what is currently sold.

Even if the current economic "slump" does not reduce total dollars going to Hispanic media, it may alter those dollars' allocation. Elsa Saldana, vice president,

media director, for ad agency Mendoza Dillon, said she wouldn't be surprised if there was a shift in television spending from network to spot: "Although Hispanic networks are very efficient, they also require higher out-of-pocket costs. You may see some advertisers economizing by covering just two or three markets rather than going with a national plan covering the top 20-30 markets." **-GF**

## THE SHAPE OF HISPANIC U.S.A.



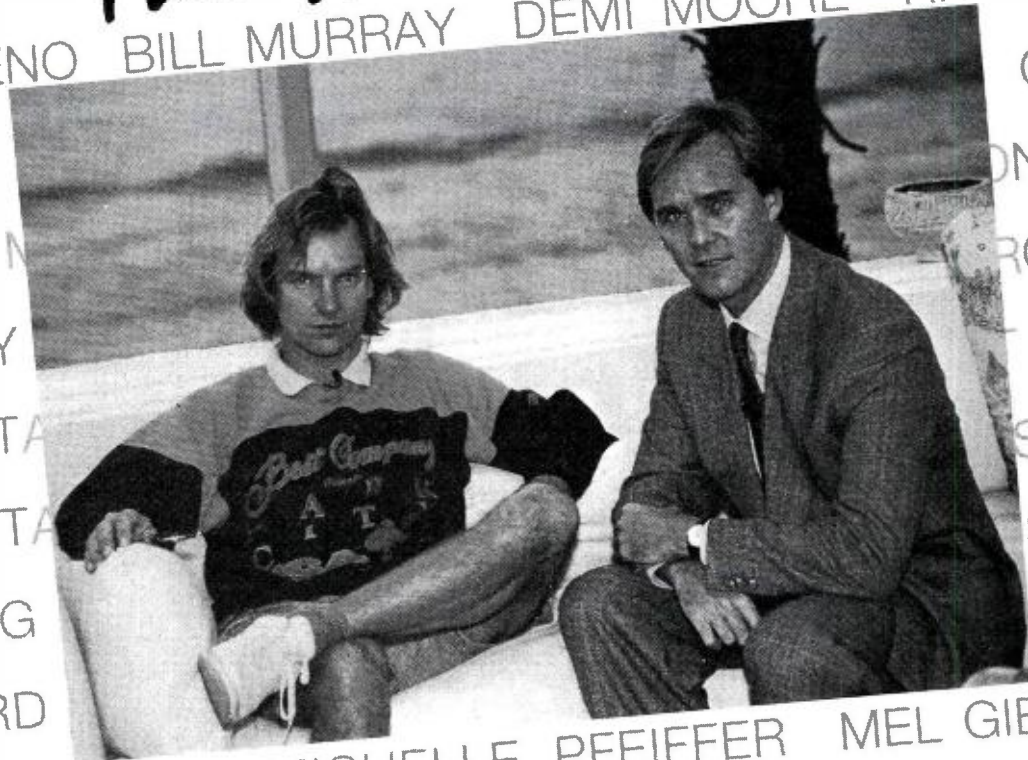
## MAJOR HISPANIC GROUPS IN THE TOP-10 ADI's \*

ADI Hispanic Population	% of total pop	WQBA-AM-FM Tichenor WCMQ-AM-FM Spanish Broadcasting System WAQI(AM)-WXDJ(FM) MambisaHefel	KTMD-TV Telemundo KLAT(AM) Tichenor
Los Angeles 4,205,100 KMEX-TV Univision KVEA-TV Telemundo KWHY-TV Harriscop KSKQ-AM-FM Spanish Broadcasting System KTNG(AM)-KLVE(FM) Hefel KWKW(AM) Lotus	31%	San Antonio, Tex. 863,600 KVDA-TV Telemundo KWEX-TV Univision KCORO(AM) Tichenor KRNS(AM)-KZEP(FM) Lotus	McAllen-Brownsville, Tex. 599,600 KGBT(AM)-KIWW(FM) Tichenor KIRT(AM)-KQXX(FM) Gomez
New York 2,569,700 WNJU-TV Telemundo WXTV(TV) Univision WADO-AM Tichenor WSKQ-AM-FM Spanish Broadcasting System	14.2%	Chicago 852,600 WSNS-TV Harriscop WIND(AM)-WOJO-FM Tichenor WTAQ(AM) Lotus	Albuquerque, N.M. 539,500 KLUZ-TV Univision KABQ(AM) Gomez
Miami 929,900 WLTV(TV) Univision WSCV-TV Telemundo	29.2%	San Francisco 352,200 KDTV(TV) Univision KSTS-TV Telemundo	El Paso, Tex. 492,900 KBNA-AM-FM Tichenor
		Houston 720,300	87.2%
			39.8%
			67.9%
			15.2%
			18.7%

\* Population figures from Arbitron: persons two-plus in TV homes and group quarters. Major group is defined as operator having two or more stations in top-10 markets. Area of Dominant Influence reflects television markets; radio markets are generally the same—although not necessarily in same order—but San Diego is listed as 10th market while Albuquerque is listed as 16th-largest. Does not include low-power television.

J. OLMOS GREGORY  
CHEVY CHASE MICHAEL DOUGLAS RICHARD DREYFUS  
JEL GLORIA ESTEFAN JANE FONDA ANDY GARCIA ME  
GOLDIE HUNTER CHARLTON HESTON JULIO IGLESIA  
JULIO KILMER JENNIFER LOPEZ MACLAINE STEV  
MARCELLO MASTROIANNI LUCIA MENDEZ GEORGE  
TA MORENO BILL MURRAY DEMI MOORE RITA MOREN  
MURRAY  
MARCELLO M  
L COSBY  
RONSTA  
OS SANTA  
E STING  
REDFORD  
STEVE MARTIN MICHELLE PFEIFFER MEL GIBSON S  
NERY  
SE  
RIA E  
DIE H  
BEN BLADES VICKI CARR SEAN CONNERY BILL COSBY  
STNER CELIA  
CHAVEZ  
MICHAEL DOU  
EMMANUEL GLORIA ESTEFAN JANE F

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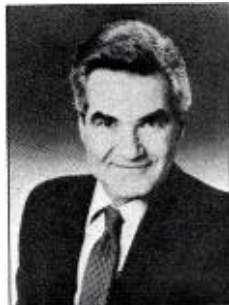


## 'MAINSTREAM' TELEVISION IS STILL CHANGING COURSE

*Some English-language outlets reach for Hispanic audience; but effort is not without risk and revenue lags behind*



Lobo



Bell



Pearson



Cuddihy



Cancela

One indicator of the strength of Hispanic media is the restraint of their English-language counterparts in servicing Hispanic viewers. The amount of Spanish-language programming on English-language stations has increased—in part due to second audio program (SAP) channel capability—but most stations still do no simulcasting. In some markets such programming has declined as Hispanic media has grown to meet the needs.

Even so, there are some English-language stations experimenting and increasing their commitment to the Hispanic audience. One of the most aggressive such stations is KTLA-TV in, not surprisingly, the country's largest Hispanic market, Los Angeles. Having begun simulcasting over the SAP six years ago, the Tribune-owned independent now has a full-time translator and simulcasts 22½ hours per week in English and Spanish, including its 10 o'clock newscast, 55 California Angeles baseball games and such syndicated fare as *Loveboat*, *Airwolf* and *Columbo*.

KTLA-TV's general manager Steve Bell said many of the syndicated shows simulcast come from MCA, which, he said, is "the most progressive of all syndicators in this area." Bell also noted that cable systems seem to be passing through the SAP signal.

In a smaller market—but one whose ADI is two-thirds Hispanic, El Paso, Tex., KVIA(TV) also offers some simulcasting on Sunday morning of *A-Team* and *Knight Rider*. KVIA's effort, said its general manager, Richard Pearson, is helped by the increasing percentage of TV sets capable of receiving the SAP channel and by a grant from the Department of Education that has helped fund "real time captioning" of the station's 6 p.m. news.

Simulcasting can also be done on a national level. HBO has done so with its two-year-old *Selecciones en Espanol*, which provides Spanish-language dubs for many films and HBO original programming, including its documentaries and boxing events. Carried by about 180 cable systems, *Selecciones* has coverage by 80% of the operators who have large Hispanic populations, according to Concepcion Lara, director of new business development.

The service, which provides a Spanish audio to HBO programming, can be accessed primarily through the SAP channel, according to Lara. Several Los Angeles systems have made access simpler by putting *Selecciones* (both audio and video) on a separate cable channel.

HBO continues to refine the service and is conducting tests in Miami, Los Angeles and New York to judge how well *Selecciones* marketing efforts are performing. But HBO has little idea just how many Hispanics the service is reaching, since HBO subscribers don't have to pay extra to access *Selecciones*.

But simulcasting and other direct pitches to Hispanics still seem to be the exception. Most of the English-language stations contacted by BROADCASTING said the Hispanic population was being adequately served by Spanish-language stations, especially with news and public affairs programming. A spokesperson for WCIX(TV) Miami said the CBS-owned station has no programming specifically geared for the important Hispanic community there: "Spanish-language people are already very well served."

The cable community is starting to reach out to Hispanic markets, and has the power to do so effectively given cable's regional focus. San Antonio's Paragon Cable, owned by KBLCOM, has had the franchise for 15 months,

taking over a situation where "for years there was not a lot of Hispanic involvement or marketing," said T.J. Connolly, director of public affairs. So Paragon, in the fall of 1989, began to aggressively court their Hispanic population by both getting involved in community affairs and marketing directly to the Hispanic consumer. Cable penetration of the Hispanic community is between 35% and 40%, and "we feel it should be 50% or 60%," said Connolly.

To attract this market, Paragon has produced specialty programming for the Hispanic audience and plans to create a bilingual Hispanic affairs show scheduled to debut next summer. The system has also involved itself on a grass roots level, from establishing minority scholarship programming to attending Hispanic parish festivals, said Connolly.

Paragon has also instituted a tier of service below its 30-channel, \$18.30 package. Specifically targeted to Hispanic consumers, but not exclusively so, the \$14.95, 20-channel package has channels to attract Hispanic audiences. In addition to two Spanish-language broadcast channels, services such as Nickelodeon and The Nashville Network, which do well with Hispanic consumers, are on the 20-channel tier of services.

A survey of stations in New York, which has more than 2.5 million Hispanics, indicates that English-language stations typically serve that community with a weekend public affairs show. WNBC(TV) has a half-hour public affairs show on Sunday called *Visiones* which airs just after a similar offering on WABC-TV called *Tiempo*. WWOR-TV has an hour-long show, *Hispanic Horizons*, aired every other Sunday while WPIX-TV has aired public service announcements targeting the Hispanic community, in-

**...Changing the way Spanish-speaking kids  
watch television**



**Produced by DIC Enterprises and Univision.**

cluding one on AIDS that was entirely in Spanish. A spokesperson for WNYW-TV said its news magazine, *The McCreary Report*, covers Hispanic and other minority affairs during the weekly one-hour airing.

In addition to public affairs shows and extended coverage of some community festivals, English-language stations also have made efforts to expand their news distribution, short of simulcasting on the SAP. KHOU(TV) Houston, for instance, has an arrangement with Spanish-language KXLN-TV for the latter to excerpt and rebroadcast video portions of KHOU-TV's newscast.

The most common efforts, such as language and information programing, by no means define the totality of the "Anglo" effort. Some stations, of which WTVJ-TV Miami is probably the best-known example, are pursuing Hispanic viewers through other means, such as promotion, personnel and entertainment programing.

The NBC-owned station's general manager, Dick Lobo, said WTVJ-TV is reaching out to the English-speaking children and grandchildren of Cuban immigrants. Among the many ways to reach that group, he said, are placing ads for the station in Spanish-language newspapers, on Hispanic radio stations that have "crossover" music and on billboards in neighborhoods of "bilingual communities." The station also sponsors several community festivals.

Even entertainment programing is selected with Hispanic viewers in mind. Lobo, whose own ancestors are Cuban, said the station runs "reality" shows such as *Current Affair*, *Entertainment Tonight*, *Personalities* and *Hard Copy* in access: "A lot of Latins, I think, like gritty news." At KVIA-TV, Pearson said that sitcoms such as *Cosby* or *Night Court* "work very well."

In the personnel area, WTVJ-TV has hired as anchors Jose Diaz-Balart and Theresa Rodriguez; both had formerly worked for the Spanish International Network. Because other English-language stations have also hired Hispanics, there has been a bidding war for on-air talent in some cases, according to Jose Cancela, general manager of Miami's Univision affiliate WLTW(TV).

Commitment through hiring is also evident at KVIA-TV El Paso where 73% of the station personnel have a Hispanic surname, and at Capital Cities/ABC-owned KFSN-TV Fresno, Calif., where both primary anchors and the program director are Hispanic. Said the latter's general manager, Marc Edwards: "To be responsive to the community is to have people working

here who are responsive."

Advertising may be a key in determining how much effort most English-language stations put into attracting the Hispanics in their communities. In Los Angeles, some advertisers that traditionally used Hispanic media have recently tried KTLA-TV, a VHF independent. In addition, said Bell, one advertisement, from the California Rice Producers, may have been the first local ad produced in both Spanish and English.

But at least on a national basis, it has been difficult for English-language stations to tap budgets intended for reaching Hispanics. John Cuddihy, head of Katz Hispanic TV sales, said that as a result, most of the efforts cited above have been limited to "specialized situations along the border. The opportunities are not as good as initially thought." Katz recently made an effort to form an unwired network of English-language stations reaching Hispanic audiences but

found a jurisdictional dispute. Said Cuddihy: "Hispanic agencies have a mandate to put the money in Hispanic media while the other agencies don't have Hispanics in their target demographic."

In addition to revenue concerns, another disincentive for English-language stations to acknowledge the Hispanic audience may be the reaction of their "Anglo" viewers. In some markets, such as Miami, where language has become a political issue, a station that programs, hires and otherwise tries to reach Hispanics may incur some negative reaction. Said Lobo: "I have been told that if we appear to be pandering to Hispanics we will lose some white viewers and I hate to admit it but there has been a little backlash. Still, I have to do what I think is right for the intelligent and thinking people." Said Cancela: "My contention is that the more they [WTVJ-TV] do to attract Hispanics, the more they will alienate their core viewers." **-CF**

## BIRCH, ARBITRON MOVE TO IMPROVE HISPANIC COUNT

*Arbitron has revised diaries and Birch has intensified language training for interviewers as part of effort to better record Hispanic audiences*

**M**easuring the Hispanic radio audience continues to provide a challenge for both Arbitron and Birch, including such issues as diary completion/retrieval, telephone sample size and subgroup representation.

As the U.S. Hispanic population continues to grow, and as more marketers begin to target the consumer loyalty exhibited by this segment of the population, the Hispanic radio listener has become increasingly valuable to radio stations and advertisers alike. As a result, both services have undertaken extensive research to determine methods by which they can maximize their Hispanic sampling, thus insuring a more accurate picture of market-by-market Hispanic audience listening.

Arbitron Director of Research Jim Peacock told BROADCASTING that the two fundamental challenges in measuring the Hispanic audience were obtaining adequate cooperation from the respondents and retrieving good quality data from them. To this end, Peacock said, Arbitron—in its last three surveys—has achieved levels of Hispanic representation "at or above their proportion in the general population in the mar-

ket." This percentage of "in-tab" diaries obviates the weighting of Hispanic diary returns and, theoretically, yields a more complete profile of Hispanic listening. "We're at a very good level of cooperation and representation, to the degree that the Hispanic population now is cooperating to the same degree as the general population," Peacock said.

Cooperation and representation yield quantity, but achieving quality within that cooperative sample "is a bit trickier," acknowledged Peacock, who questioned whether any particular method captures all possible radio listening. "In our diary measurement, we see levels of Hispanic listening anywhere from 15%-20% higher than we see for the general population, and much more than is reported by the other service regularly measuring local market radio." Peacock said that Hispanic broadcasters are more inclined to believe (or at least endorse) the higher numbers, but he said that trying to prove that either company's numbers are too low or too high is "impossible."

To achieve today's current Hispanic cooperation, Arbitron has substantially revised its diary, including a bilingual



diary that is mailed to each Hispanic household as soon as that household is so identified. Arbitron also has reviewed its Hispanic translations of diary instructions in order to "ensure the best possible understanding of our bilingual materials." He said that, in any given Hispanic household, "you have a mixture of people regarding primary language." Because Arbitron samples all members of the household, "we don't want to oversimplify the process and assume they all speak one language," Peacock explained.

Peacock also credits Arbitron's Differential Survey Treatment with helping to achieve better diary returns. "We introduced DST in 1980, and it's been enhanced and refined several times since then," he noted. Aside from the bilingual materials, DST uses higher per-person diary premiums in the known Hispanic sample, and we make additional follow-up calls. Typically, a nonethnic household would receive one call from Arbitron at the beginning of the survey week, whereas a known Hispanic household will receive three—one at the beginning, one in the middle of the week, and one immediately following the completion of the survey "to remind them to send it back." Also, during the survey week, Arbitron mails a follow-up letter with an additional premium enclosed. "It's a package of more intensive treatments that's proven itself in testing and in practice," Peacock said.

Possibly compounding diary retrieval is the difference between specific Hispanic subgroups, such as Cuban, Puerto Rican and Mexican, and rural and urban Hispanic populations. Peacock said that determining the subgroup is difficult because "it's intrusive to ask a respondent about origin beyond whether they are Hispanic or not." Market-by-market differences (and even those between rural and urban areas in the same market) are noticeable—and treated accordingly. For example, the Miami Hispanic population tends to be more cooperative than that in McAllen-Brownsville, Tex., which results in a closer survey monitoring model and slightly higher follow-up premiums, Peacock explained. Also, Arbitron subdivides some Hispanic markets into High-Density Hispanic Areas to look specifically at the Hispanic population overall, as well as within ZIP codes known to have a high proportion of Hispanic population.

Birch/Scarborough's call-out methodology continues to produce criticism that it undersamples the Hispanic population because Hispanic households are more likely not to have a phone than the gen-

## DEFINING THE U.S. HISPANIC AUDIENCE

Demographic	Population	% of total
Males 18-24	1,752,100	7.4%
Males 25-34	2,320,400	9.8%
Males 35-49	1,870,500	7.9%
Males 50-54	355,200	1.5%
Males 55+	1,231,200	5.2%
Females 18-24	1,562,700	6.6%
Females 25-34	2,249,400	9.5%
Females 35-49	1,941,500	8.2%
Females 50-54	402,500	1.7%
Females 55+	1,444,300	6.1%
Teens 12-17	2,888,700	12.2%
Children 0-11	5,658,900	23.9%
Total Persons	23,677,800	100.0%

Source: Strategy Research Corp.'s 1989 Hispanic Market study.

eral population, thus causing the company to miss a large segment of the population. To determine the scope and severity of this problem and to understand better other characteristics of the Hispanic radio audience, Birch earlier this year studied nonrandom convenience samples of the Hispanic population in Miami and San Antonio (BROADCASTING, Dec. 3). "We wanted to see how we could enhance the information we were getting, or determine any roadblocks that respondents were perceiving that maybe we didn't see," explained Patricia Gawle, Birch Hispanic Market Specialist.

The study revealed that some 16% of the San Antonio respondents and 8% of the Miami respondents were from nontelephone households, and typically had less education than those from telephone households. Still, Birch cited a 1988 study that observed little difference in weekday radio listening levels in either telephone or nontelephone households, although nontelephone household listening was heavier than telephone household listening on weekends.

Hispanics also often are more reluctant than the general population to answer questions in a survey, Gawle said. "The Hispanic mindset tends to be different, more hesitant," she noted. "Some members of the household may not be exactly sure of their legal status, and they might be apprehensive answering questions that sound suspicious. We wanted to see what we could do with our interview to make respondents feel even more comfortable with it." Gawle said the study revealed few problems understanding the interview terminology and

very few objections regarding the questions themselves. "What we did get out of it were some of the reasons why they might be apprehensive, which we have built into our training classes," she said.

To ease this possible respondent apprehension, Birch has intensified training so that bilingual interviewers can try to make a respondent more comfortable with the questionnaire; instruction is provided by a primary Spanish speaker. The company also has refined the wording of the interview script so it could be better understood by different Hispanic subgroups.

As a result of this continued testing, Birch has increased the number of interviews conducted in Spanish. Said Gawle, "Since December 1989, all our [Hispanic Target Market Report] buffer samples are initiated in Spanish, which has led to a dramatic increase in the number of interviews we have in Spanish." Monthly language tracking of all HTMR interviews shows that some 71% of all Hispanic interviews currently are conducted in Spanish."

Despite the research studies and subsequent improvements in methodology, radio advertisers still are less than satisfied with Hispanic measurement, says George Rivera, director of CBS Hispanic Marketing.

Because of these doubts, CBS Hispanic Radio this fall conducted its own national audience research of Major League Baseball championship and World Series Spanish language broadcasts.

Janet Therrien, director of research at Katz Hispanic Radio in New York, says she is "extremely encouraged" by the steps Birch has taken to divide the Hispanic market into primary language segments. Therrien said this attempt parallels the "assimilated, partially assimilated, and nonassimilated" subgroups that Hispanic agencies for years have assigned to the Hispanic market. "Until now, neither Birch nor Arbitron has looked at the language issue, so Birch is taking a preliminary step in the right direction," she noted. "This gives advertisers and agencies information that is more in line with what they need, and takes them a step closer to the market. For advertisers who are considering going into Spanish but are a bit scared, this answers some of their questions."

Interop Radio Store's Director of Research Ray Hockstein termed Birch's and Arbitron's current efforts "adequate" because both services recognize the difficulties in measuring the Hispanic audience and are "attempting to rectify the problems that exist."

-REB

# TRACKING HISPANIC VIEWING IS A THREE-WAY RACE

*Arbitron, Nielsen and Strategy Research Corp. take different approaches to the difficult job of measuring Spanish-speaking audiences*

**D**efining the Hispanic television audience, much less measuring it, is proving to be no easy task for the three ratings services fighting it out to be the definitive source for information on Hispanic viewing habits.

The Arbitron Co., Nielsen Media Research and Strategy Research Corp. (SRC) rely on diaries, peplemeters and traditional face-to-face surveys, respectively, for information on the local viewing of Hispanic stations and/or national viewing of Hispanic networks. Finding out specific numbers of Hispanic households or persons using television is only half the battle for these ratings services. The networks, reps and ad agencies also want to know how assimilated the audience being measured is with the general audience.

With Nielsen testing a national Hispanic audience measurement service, it appears to be gearing up to be the Hispanic media measurement system of choice for the next decade. Although results so far have been positive, it has by no means been an easy task for Nielsen, according to some Hispanic network research executives.

Nielsen announced last year that with sponsorship from Telemundo Group Inc. and Univision Holdings Inc. it would develop a national Hispanic television service to start next year. The two Hispanic networks put up \$38 million to get the national service off the ground. Nielsen installed peplemeters in 200 households in Los Angeles last July and the findings confirmed that the Hispanics represented in the general survey were not indicative of the majority of Hispanic viewers included in the general survey.

Among the findings:

- Hispanic households viewed more television than the general population in the Los Angeles market.

- In prime time, 61% of Hispanic households had their TV sets on compared to 54% for the entire market.

- Daytime TV usage among Hispanic households was also higher—44.5%—compared to 31.3% for the market.

More important, Nielsen's Hispanic household-only study also found that half of the Hispanic households in the Los Angeles market speak only or mostly Spanish. Only 22.6% speak both Spanish and English and only 24.5% speak mostly English. Also, 63.5% of Hispanic households have four or more persons; 29.6% subscribe to cable and 71% own VCR's.



Ceril Shagrin

# Nielsen

The second set of findings seems to prove that Nielsen's general Los Angeles sample, which includes 20% to 25% of Hispanic viewers, is skewed more towards the assimilated Hispanic market and not representative of the Hispanic community as a whole.

Trying to get non-English speaking homes to be part of Nielsen's peplemeter survey has probably been no easy task and that makes some Spanish network executives glad.

Said Peter Roslow, vice president, research, Telemundo: "So far the results have been encouraging. Nielsen found it to be a difficult job, which is wonderful news. If it had been easy," that would have shown that the regular service was accurate. The point, Roslow said, is that Nielsen "never really focused on this market, therefore the Hispanic sample is not a very representative group." The regular sample, Roslow added, may seem to be fairly representative on the surface, but when one digs deeper, it becomes apparent that the regular Hispanic sample is more English-oriented.

Compared to Nielsen's peplemeter, SRC's face-to-face canvassing of the His-



panic market must seem like a throwback to the days of door-to-door pollsters.

Miami-based SRC started tracking the Hispanic audience in 1977 at the request of a Los Angeles TV station. The ratings service conducts three surveys a year—two local market reports and a network report—in 33 markets. Interviewers ask viewers about the previous day's viewing. According to Terry D'Angona, vice president, media, the door-to-door survey does a better measuring the non-English speaking Hispanic audience. "We are the only Hispanic research company that has its own field staff. Our interviewers approach households and start speaking Spanish." "We find face-to face is much better. It fits more into the culture. The other thing is that the face-to-face interview is as old as research. It was abandoned in the general market because it is so expensive. With Hispanics, it is still the best in getting results," she said.

Arbitron also relies on bilingual interviewers and has increased incentives for Hispanic homes being measured. "We use incentives because the households tend to be larger," said Arbitron's Doug McFarland. The ratings service also provides diaries in both Spanish and English for households where both languages are spoken fluently. And, although SRC interviews Hispanic-only households because it says Nielsen and Arbitron skew results, Arbitron argues that by limiting itself primarily to Spanish-speaking only families, SRC is also skewing its methods.

Although Hispanic media executives probably feel some loyalty to SRC because of its long-term relationship with the industry and its personal approach, most seem to be betting with Nielsen and will probably support its national peplemeter plan at the expense of SRC and Arbitron. "In theory, SRC has the best methodology," said Telemundo's Roslow. "But," he added, "it is hard to get good interviewers out there and

it is difficult to control the [interviewer] turnover."

Also, advertisers and media buyers are not bilingual when it comes to hard numbers. Hispanic media executives know that it is to their advantage to use the same methodology as the general media. Said Milagros Carrasquillo, Univision director of research: "As far as meters go, we want to see Hispanic peplemeters. We want to be measured by the same barometer as the general market...advertisers want hard numbers and they measure everyone by the same yardstick.... We can only achieve our share of ad budgets with the peplemeter; that's why we approached Nielsen."

Reps who work with Hispanic media echo Carrasquillo's thoughts. Said John Cuddihy, director of sales, Katz Hispanic Television: "The emergence of Nielsen has made a lot of people stand up and take notice. The belief that if this test is successful it will generate money for the Hispanic marketplace is probably correct." That does not mean that Cuddihy, or other industry executives, underestimate the value of SRC. "Nielsen will have to find trust in its audience; SRC still has a wonderful edge with its field reps."



Doug McFarland

**ARBITRON**

Nielsen and its clients know that there is still work to be done. According to Roslow,

the persons-using-television (PUT) numbers are quite low. "On the surface," Roslow said, "we attribute that to people not pushing buttons...[but] the composition [of the Hispanic household] changes so dramatically and quickly and it is difficult to keep up." As an example, Roslow pointed to one household Nielsen found that had two people living in it. When the ratings service went back six weeks later, there were 14 people living in the house. "The base is changing so quickly it, we think, is playing havoc with PUT levels." Nielsen offers peplemeters with eight buttons on it and 16 buttons depending on household size, and 50% of the homes wired for the test run have 16-button meters.

"Doing it right is not easy," said Ceril Shagrin, senior vice president, Nielsen Media Research. Shagrin, who is overseeing Nielsen's Hispanic effort, said that just gaining cooperation was a major problem. Said Shagrin: "The people we approached were not aware of ratings, what they are, or what Nielsen is. We had to gain their confidence and explain what we were doing and why it was important to them and to us. Also, trying to determine who is a household member or a visitor is a problem." -JF

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'Sabado Gigante'



'Yo Compró Esa Mujer'



'Cristina Show'

## SAMPLING HISPANIC TELEVISION SHOWS

■ Univision's *Sabado Gigante* (*Giant Saturday*) remains the number-one show on Hispanic television in the U.S., attracting a 45 rating during the spring 1990 Strategy Research Corp. survey (figures for the more recent November sweeps period were not available at press time). The weekly three-hour variety/game show, hosted by Mario (Don Francisco) Kreutzberger, features in-studio audience participation and frequent sponsor tie-ins.

■ Univision's *Desde Hollywood*, hosted by Luca Bentivoglio, routinely draws high ratings for the network on Tuesday nights at 10 p.m. The chatty entertainment news show has featured guests including Sting, Julio Iglesias, Andy Garcia, Bruce Willis, and Robert Redford.

among others. Bentivoglio domestically produces *Desde Hollywood* as well as Univision's *Tu Musica* and *Fama y Fortuna*.

■ Cristina Saralegui's Miami-based topical afternoon talk show, *Cristina*, often referred to as the Hispanic *Oprah*, has scored high ratings since debuting more than a year ago on Univision. *Cristina* was the number-eight show among all households in the spring 1990 Strategy Research Corp. survey, and ranked even higher among women age 18-plus.

■ Univision's three-hour *Nuestra Belleza* (*Our Beauty*) has ranked as the number-one special on Hispanic television, based on Strategy Research Corp. studies commissioned by the network.

The annual beauty contest, which originates live from the James L. Knight Convention Center in Miami, features 24 Hispanic contestants from around the country in various competitive categories. The third annual competition is scheduled for Oct. 24, 1991.

■ Univision has scored a big hit this season with its just-completed novela, *Yo Compró Esa Mujer* (*I Buy That Woman*). Novelas, melodramatic Hispanic soap operas, regularly rank high among viewers. Other novelas currently on the network include *Amanda Sabater*, *Mi Pequeña Soledad* and *Pobre Diabla*, starring popular Venezuelan actress Jeanette Rodriguez.

■ Movies frequently rank among the



'El Magnate'



'Charytin'



'The Cassandra Cross ng'



'Qué Pasa'

top-rated programs on Hispanic television, with Telemundo's *Cine Millonario* among the highest rated. Offerings during the 1990-91 season include *Sophie's Choice* and 83 other popular titles acquired through a licensing agreement with ITC Domestic Television earlier this year. The dubbed titles are being added to the line-up of mostly Mexican-made films which have traditionally earned high ratings in the Monday-Friday prime time (*Cine Millonario*) and Sunday prime time (*Cine Mundo*) slots.

■ Popular Latin personality Charlytin Goyco has managed to earn high ratings for Telemundo since launching her musical variety show, *El Regreso De Charlytin*, on the network in 1987. The weekly program, produced in Puerto Rico, airs Sundays from 7 to 8 p.m. and features the entertainer's many performing talents. Other variety shows on Telemundo include *The Carlos Alfredo Show*, *Marcano...El Show*, *Su Estrella Favorita* and *Sabado Noche*.

■ *Ocurrio Asi (It Happened This Way)* has been attracting respectable overnight ratings since its debut earlier this season on Telemundo. Stories on the half-hour news magazine show have been of the *A Current Affair* variety, such as an exploration into the secret rituals of Santeria, a form of religion, and the first transsexual wedding in Spain. The show is hosted by former KVEA-TV Los Angeles News Director Enrique Gratas and is produced by Telemundo Productions, Hialeah, Fla.

■ In one of its latest outings in the popular novela format, Telemundo's *El Magnate* presents what is billed as a "saga of the complex struggle for power, love and glory." The novela, produced do-

mestically, stars popular Hispanic actor Andres Garcia along with Rudy Rodriguez and Laura Fabian. Other network novelas include *Paraiso*, *Alma Mia*, *La Intrusa*, *Pasionaria* and *La Revancha*. *El Magnate* airs Saturday from 6 to 8 p.m.

■ *Un Rostro en mi Pasado (A Face in my Past)*, starring Eduardo Linan and

Sonia Infante, is one of Galavisión's top-rated novelas. The show, one of several novelas presented by Galavisión, airs Monday through Friday at 7 p.m. Novellas aside, the network scores some of its highest ratings for its movies and sports programming, including two hours of wrestling on Sunday afternoons and boxing on Saturdays at 11 p.m. —RB

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# GETTING BROADER REACH WITH NARROWER AUDIENCE

*New formats evolving as narrowcasting techniques are adopted; industry segment stands to benefit from general market expertise*

**T**une your radio to a Spanish radio station, and you are liable to hear any one of at least 10 distinct formats, as divergent as News/Talk to Country (ranchera) to Top 40 radio. Although the varied formats within the Spanish broadcasting umbrella have existed for as long as there have been Spanish-formatted stations, over the last few years, the diversity of programming has increased and the concept of narrowcasting has crept into the marketplace.

Among the handful of companies involved in Spanish language radio since the late 1940's is Bethesda, Md.-based United Broadcasting. Bill Parris, executive vice president, oversees the operation of the company's two Spanish outlets, KAL(AM) San Gabriel, Calif. (Los Angeles) and WKDM(AM) New York. "Spanish radio is one of the most exciting frontiers in radio," Parris said. "In the last 10 years alone, it has covered the same distance as general market radio has in the last 40."

While general market radio has embraced the fragmentation of radio formats and the development of specialized research and marketing tools, Spanish radio has evolved at a slower pace, Parris believes.

"The first layer of improvement came when Spanish radio operators began to apply general market CHR formats to their radio stations," Parris said. "By the late 70's and early 80's, every number one Spanish station in the top markets had general market format structures on the air." The last two years have seen the introduction of the research and promotional techniques, and brought Spanish radio to where general market radio was about five years ago, he added.

One of the advantages Spanish radio operators have, in Parris' estimation, is the ability to learn from the mistakes made by the general market broadcaster. "The excitement, to a certain extent," he said, "is that you can relive the general market progression with the benefit of hindsight." Another factor in their favor is that most stations still attract a broad enough audience to deliver solid results for the advertisers.

As far as advantages go, Raul Alarcon, president, Spanish Broadcasting System (SBS), believes that being Hispanic has given his group the edge. SBS was launched with the purchase of WSKQ(AM) in October of 1983. "There are advan-

Format	Number of stations	12-17	18-24	25-34	35-44	45-54	55-64	65+
Contemp. intl. hits	AM's: 8	1.3	12.6	39.7	21.4	13.6	6	5
	FM's: 17	7.5	19.3	31.3	24.3	10.1	5.6	1
Ranchera/cont. Sp. hits	AM's: 16	3.3	14.3	29.1	17.4	11.6	17.2	7
	FM's: 3	16.7	20.5	28.1	4.8	11.4	13.8	4
Ranchera/nortena	AM's: 16	2.1	11.1	34.8	15.8	14.9	12.6	8
	FM's: 1*	—	—	—	—	—	100	—
Ranchera	AM's: 2*	—	2.4	18.6	37.1	25.6	16.3	—
	FM's: 1*	—	5.3	31.6	15.8	42.1	—	5
Nortena	AM's: 1*	4.3	21.7	52.2	17.4	—	4.3	—
	FM's	—	—	—	—	—	—	—
Chicano	AM's: 3	—	8.8	21.5	23.4	13.8	29.5	2
	FM's: 1	—	4.8	42.9	33.3	9.5	4.8	4
Tex Mex	AM's: 5	3.8	8	29.2	23.7	13.7	12.7	9
	FM's: 1*	8.3	16.7	50	16.7	4.2	—	4
Soft intl. hits	AM's: 2*	2.7	4.1	14.2	25.6	30.2	11.7	11
	FM's	—	—	—	—	—	—	—
Spanish Top 40	AM's: 3	1.3	4.2	46.7	15.9	12.2	11.5	8
	FM's: 3	14.9	22	29.4	17.9	12.9	1.7	1
Spanish news/talk	AM's: 10	1.8	5	18.8	18.8	17.5	14.8	23
	FM's	—	—	—	—	—	—	—

\*Total number of stations too low to be reliable. Audience composition based on 12-plus average quarter hour for total MSA. Source: Katz Hispanic Radio.

tages that spring from the fact that we are Hispanic ourselves," Alarcon said. As an example, he cites the New York market at the time they purchased WSKQ(AM). "There were two radio stations, one serving the older listener and one the younger," he said. "We felt that there was a void for contemporary, international Hispanic music. We programed for that void and the success of that venture has been the fuel behind the growth of our company."

The success of relative newcomers such as SBS has been the driving force behind the fragmentation of the Spanish market, said Alarcon. It has been fueled by the continuously shifting immigration patterns into the United States. Looking at a market such as New York, for example, the last few years have seen a growth in the Dominican community, the Salvadoran community and Central and South American communities. Any operator attempting to service the market has had to fine-tune the programming to include news and music representative of the varied ethnic subgroups within the broader Hispanic

population.

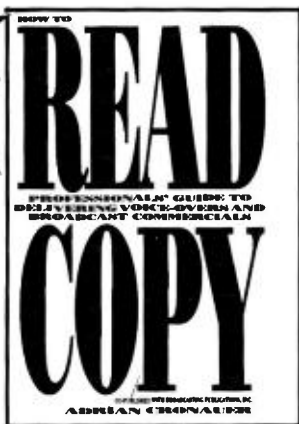
Tichenor Media Systems has been serving the Hispanic audience since the late 1940's. "In the early 1980's, we were fairly diversified as far as our holdings were concerned, different formats and different media," said Mac Tichenor, president, "and we decided that we would concentrate on Spanish radio."

Tichenor believes that the market is moving very slowly toward fragmentation, if at all. "The formats were always there," he said, "WQBA(AM) Miami has been a News/Talk forever. I am not aware of a dramatic move into fragmentation or narrowcasting in the Spanish market."

Overall, the operators expect to see the radio segment of the Hispanic media increase in competition as more mainstream broadcasters come to the medium and as the population increases. In the long term, improvements in audience measurement techniques and lessons learned from the general market both bode well for the Spanish radio operator.

—LC





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## THE EXPANDING APPETITE OF TELEVISA

**T**he Mexican broadcasting giant Televisa, long an important presence in Latin America and the U.S. Spanish-language TV market, is moving to broaden its reach into Europe, with a central focus on Spain's expanding TV sector.

In an interview, Televisa Executive Vice President Alejandro Burillo said the company's main European foray so far has been the 24-hour Spanish-language news service, ECO, which it launched in September 1988. Using the European satellite Eutelsat, PanAmSat and other satellites, ECO reaches satellite and cable viewers throughout Europe, the Americas and parts of Africa.

Burillo said Televisa's TV production arm is also open to dialogue with European, particularly Spanish partners. Televisa already yields an enormous 25,000 half-hours annually for the domestic Mexican market. Joint efforts are possible both in entertainment programming and, in a possible venture with Spain's news agency EFE, with the information field, he added.

The company is looking for expansion in its print medium holdings as well—Televisa is a major investor in the U.S. sports daily *The National* and Burillo said the company may consider a European version in the next two years, delivered daily from the U.S. via satellite.

Programming production is a primary focus for Televisa, said Burillo, and the company's output is also distributed worldwide to nearly 40 nations in Europe, Asia and the Mideast, with growth in international program demand boosting international sales a reported 30%-50% this past year for Protele, a unit of the Los Angeles-based Univisa operation held by Televisa's principal owners.

A potential boost to Televisa's overseas expansion may come if and when the privately-held company decides to go public with up to 35% of its shares. According to Burillo: "We are thinking about it, but it now is not a very good moment to go out to the public. We will wait until next year."

Televisa's business has continued to build in the U.S., where at one time the

company owned the dominant group of Spanish-language TV stations before being forced to divest in 1988 under FCC foreign ownership rules. Through Protele, some 7,000 hours annually of Televisa programming make their way onto U.S. airwaves, giving it a 40%-45% market share in U.S. Hispanic TV.

In addition, Univisa's Spanish-language cable service Galavision feeds Televisa news programming directly to independent KWHY-TV Los Angeles and will soon go, according to Burillo, to a Houston independent.

The company, whose start in radio some six decades ago earned it the moniker "The Voice of Latin America," has not ignored its own country or the region either. Some 800 Latin American TV channels are partially fed by Televisa productions, it claims.

In Mexico, Televisa's dominance could hardly be greater. Referring to itself as a "social communications system," the company controls some 250 affiliated corporations and employs 15,000.

Among its holdings are two four-decade-old national TV stations and two of Mexico City's leading local TV stations, with an operation encompassing nearly 100 separate broadcasting centers, 55 repeaters and 28 translators. Its eight radio stations have 90% of the ad market (with the top three FM's in Mexico each airing youth-oriented programs), and a group of successful AM's airing more older-targeted news and entertainment.

The company's affiliates also include the 16-channel Cablevision cable operation reaching 100,000 of the country's approximately 9.5 million TV households, the home video distribution company VideoVisa, the film production company Televisine, record labels (which it may seek to expand following a possible public offering), dubbing and subtitling companies, live concert promotion, exports ventures, the Televisa Cultural Foundation, two top soccer teams, the largest stadium in Mexico and an exhibition center.

But Burillo said the media company is not stopping there. Experimentation with the new technology of high-definition television is being pursued, apparently both for a satellite-to-theater delivery system and for a terrestrially-delivered movie service using the NHK system.

According to Burillo, the HDTV theater project, which could start up as soon as 1991, is being prompted by the lack of existing theaters in Mexico City, where Burillo said just 200 facilities serve 25 million people.

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# JOURNALISM

## STATION TO PRODUCE COMPETITOR'S NIGHTLY NEWSCAST

*ABC affiliate to produce Fox stations' 10 p.m. newscast*

In an unusual arrangement, two television stations in Scranton, Pa., have signed a deal to air one of the station's newscasts exclusively on the competitor's airwaves.

Beginning Jan. 2, 1991, Fox affiliate WOLF-TV will air the market's first 10 p.m. newscast, which will be produced for the station by ABC affiliate WNEP-TV. The Fox station, which is the only independent station in the mid-sized market, will receive the half-hour show live via fiber optic cable from the WNEP-TV newsroom.

Traditionally the market leader in news, WNEP-TV is producing the newscast to tap into audiences that go to sleep before its own 11 p.m. newscast, according to station president and general manager, Elden A. Hale Jr., who initiated the deal. He said WNEP-TV could not interrupt its prime time ABC schedule, adding it was likely the 10 p.m. newscast would attract a different audience on WOLF-TV. "Ten o'clock newscasts traditionally tend to skew a little older, so I don't anticipate any significant change in our prime time ratings," said Hale.

The open-ended deal, which is mutually cancel able, is essentially a barter licensing agreement, according to Peter Kilcullen, station manager and director of programming, WOLF-TV. The two stations will continue to operate independently of each other in every other respect.

The 10 p.m. newscast on WOLF-TV, *Newswatch 16 at 10*, will feature the same anchors as *Newswatch 16 at 11* p.m. on WNEP-TV. The difference will be that the latter newscast will have additional and updated information, weather and sports scores. The launch of *Newswatch 16 at 10* will bring the total number of daily news hours produced by WNEP-TV to six and a half and, according to Hale, is likely to result in a small staff increase.

The agreement likely came as a surprise to Fox Broadcasting, which has been developing ways to assist affiliates in creating their own newscasts with a network identity. WOLF-TV did not want to wait for Fox news developments and

announced the deal without consulting the network.

"My feeling is that until they provide us with some solid information on what their news looks like, we're going to continue with what we have," said Kilcullen. He said he would like to see Fox provide in-depth *Nightline*-type programming which WOLF-TV would consider moving into the 10:30 p.m. slot.

"We had a choice of producing our own newscast at 10 or picking up *Newswatch 16*, and it seemed perfectly logical for us to select *Newswatch 16* since it is well established as the most popular local newscast," said Guyon W. Turner, owner of WOLF-TV.

Advertising avails on the new 10 p.m.

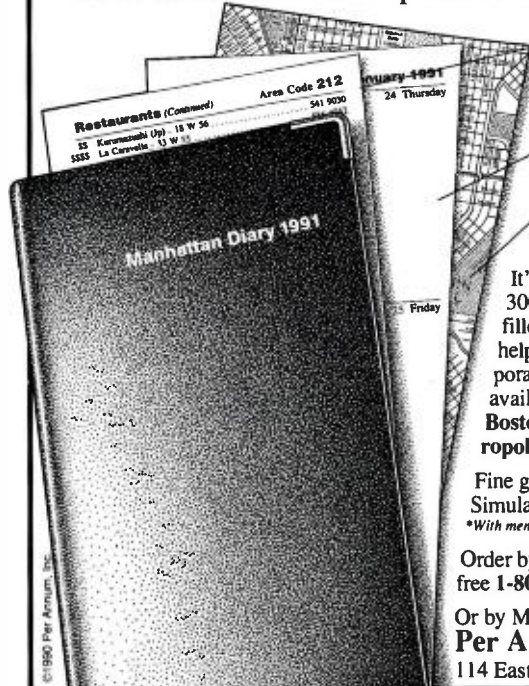
weeknight newscast will be evenly split between the WOLF-TV and WNEP-TV sales departments, with each station selling four minutes nightly. WOLF-TV is permitted to promote its own programming on local avails within the newscast, while WNEP-TV is not. Each station is responsible for its own promotional costs.

WNEP-TV is expected to benefit from references to its 11 p.m. newscast during the 10 p.m. WOLF-TV newscast. Anchors will advise viewers to tune into the 11 p.m. newscast on WNEP-TV for updates on certain stories, said Kilcullen, but there will not be "sandbagging" efforts along the lines of "here's the car accident, see the body on the next newscast."

—RS

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# CABLE

## 1991 WON'T BE MUCH EASIER FOR NEW CABLE SERVICES

*Although some programmers are reporting positive conversations from Western Show, no breakthrough deals have emerged*

**R**ecently launched and new cable programming services had a slow 1990, and although most continue to plod along, 1991 is shaping up to be just as tough. While most report positive conversations with operators at the Western Cable Show two weeks ago, the industry's last major gathering of the year, there were no breakthrough deals. Operators may be adding a few channels here or there to coincide with rate increases in 1991, but otherwise it looks as if it could be another long year for fledgling programmers.

For Comedy Channel and HA!, the Western Show meant a few more signings, but no major MSO breakthroughs. That will likely mean longer periods of sustained losses before breakeven.

Unlike most other programmers, however, Comedy and HA! parents Time Warner and Viacom can afford it. For those who have launched and are less well-heeled, the tough times mean a more desperate search for a white knight. Landmark came to the rescue of Mizlou's Sports News Network at the 11th hour last week, but economic conditions have sapped nearly all of SNN's momentum after its February launch.

The new economic reality has also put greater pressure on services in the same category, such as the courtroom channels, to merge. Time Warner and Rainbow merged their courtroom efforts into the Courtroom Television Network the week before the show aired.

Some new networks with affiliation deals in hand, such as the Sci-fi Channel, are plowing ahead, and others without deals report their plans remain on track, despite the low level of MSO interest. Others, such as the How-To Channel, plan to test their formats further, waiting for some of the darker economic and regulatory clouds to clear before launching.

"In a depressed economy, it's difficult to raise money," said one new programmer, yet cable operators "want you to have deep pockets." With the threat of reregulation, the credit crisis and a worsening economy, "programming



The Sci-Fi Channel, set for a second-quarter debut

doesn't seem to be a priority" for the cable operator, a new programmer lamented.

Still, they plug along. MTV's eight-month-old HA! network received four ACE Award nominations, and some of its programming has received positive reviews, but to date has 6.5 million subscribers. By year's end, HA! President Ed Bennett said the service should have another million, since operators like to soothe annual rate increases by adding new channels.

If HA! can double its subscriber base next year, "that would be great," said Bennett. Although growth is lower than the business plan had anticipated, it's not much lower, he said. Twenty million is the critical number, he said, not only because it is the breakeven point, but because of the word of mouth conversation that critical mass generates. Also, getting on in one system in a market increases the chance that other operators in the market will follow. But getting onto the channel is only half the battle, according to Bennett. For a new service,

attracting viewers is important to get new growth.

While most new services have just one launch, The Comedy Channel, in essence, has had two. When it launched last November to four million subscribers, the programming and its format was almost universally panned. Now, at nine million subscribers, the programming has been through several revamps, and is now devoting 25% of its time to stand up comedy.

Richard Beahrs, The Comedy Channel's president, thinks the channel has gained momentum, and operators are becoming more interested in the product. By the end of next year, Beahrs wants to have 15 million to 20 million subscribers. The Comedy Channel currently has commitments for 18 million households, but it needs to sign on other MSO's to achieve its goals. When an MSO is signed, "you're hard pressed to get more than 25% of the subscriber base off the bat," he said. Realistically it takes three years to reach 75% of an MSO's subscriber base, Beahrs said.

Channel capacity problems will take about four years to clear up, but regulatory uncertainty also continues to deter operators from signing up, said Behrs. While most agreements are MSO-wide, uncertainty also makes some MSO's sign limited agreements that commit only a portion of their systems.

Slow growth means the channel must move slower in other areas as well. "We'd like to be able to send our show hosts out to do remotes more. And we have a lot of programing in development, which we'd like to bring to the screen more quickly,"

When Michael Marcovsky, president of Nostalgia Television, took control of the network in February, it had seven million subscribers. As of year end, the network will be in 12.3 million household.

Having deep pockets is not necessarily an advantage to launching a new network. Unlike many large companies, Nostalgia is not overleveraged, according to Michael Marcovsky. Large companies also tend to attract large programing costs and require large staff salaries, he said. "The frames of reference are different at a network like Nostalgia," Marcovsky said.

The Cowboy Channel was one new service that did not have a booth at the Western Cable Show, preferring to spend its money other ways, said Mack Long, president. It still took the opportunity to meet with cable operators and said it remains shy of three million committed subscribers. The service forecasts five million when it launches at the end of the first quarter of 1991, although Long acknowledged that date may have to be changed. The channel has a hard road ahead, with 15 million subscribers needed to break even within the first two or three years.

Since The Family Channel pulled out of involvement with The Cowboy Channel in the summer, that service is still looking for investors with the help of Daniels & Associates. Cable operators, programers and broadcasters have all expressed interest in investing in the channel, according to Long. But he stressed the network has enough financing "to stay up and alive." The channel needs an investor to help the network grow, but not to get on the air, Long said.

Sci-Fi, which recently announced that its studios will be located at Disney's MGM Grand theme park, is the service many cable operators deem the most promising of the new networks. Scheduled to launch in the second quarter of 1991 (pushed back since an initial December 1990 date), the service will

## RAISING AMBITIONS ON CUSTOMER SERVICE



Robbins, Wengberg and Gray

**T**hree top MSO executives urged the cable industry to go above and beyond the customer service standards adopted by the National Cable Television Association, not only for political purposes but because they make good business sense.

"We can't stop with the standards," said Larry Wangberg, president and chief executive officer of Times Mirror Cable, at a Western Cable Show panel. "We have to constantly be asking consumers what their needs are."

James Robbins, president of Cox Cable, said bonding with the consumer "is the best offense against competing technologies. If [customer service] is good, there will be no reason to turn elsewhere," he said.

Jim Gray, president of Warner Cable, said his company is concentrating on outages and reliability. Warner gets an average of nine million phone calls a year, he said, many of which produce truck rolls. Cutting down on those problems not only cuts down complaints, but saves money. Gray said Warner could save \$2 million if it cut down on truck rolls.

The executives discussed what they were doing to improve customer service. Wangberg said Times Mirror was adding 20 to 25 CSR's next year and spending about \$500,000 on new phone systems for smaller systems. Times Mirror will also spend \$100,000 to find out "what would dazzle consumers."

Robbins acknowledged that short-term, customer service improvements "are costing us at the margin, but it's the right long-term decision." His parting advice on the standards: "Do it, and after you've got it going, start to talk about it."

launch with substantially more than the five million subscribers it had projected, according to Mitchell Rubenstein, president. It is currently at the five million mark now, said Rubenstein, with commitments from 25% of the top 100 MSO's. Rubenstein noted that all commitments are for fulltime carriage.

To get the first two years free, operators need to commit at least 25% of their subscriber base and are required to add specified amounts of households each additional year, culminating at 80% in five years. Sci-Fi is offering cable operators an option of 1% equity for every 500,000 subscribers and has allocated a total of 15% of stock for this, although no MSO can exceed 4.9%. "It's designed for smaller MSO's who haven't had a chance to invest in cable networks," said Rubenstein.

Sci-Fi is going beyond relying just on U.S. cable systems, with plans to license programing overseas and with a

number of ancillary revenue projects already in the works. Several Japanese trading companies are interested in obtaining foreign distribution rights and possibly investing in the U.S. channel. Lehman Brothers, Salomon Brothers, and Waller Capital Corp. are looking for financing for the channel. There are also deals in the works for everything from a Bantam book line to toy merchandising to video games.

The International Channel, which launched last July, will serve 830,000 subscribers by January, which is close to its goal of one million by year's end, said George Leitner, senior vice president and general manager. He said the network remains on track with its original business plan to hit two million by the end of 1991. Breakeven is around 3.5 million subscribers.

The network, which carries a mix of foreign-language programing, including product from the Far East and the Mid-



dle East, is close to signing several other deals that would put it over the one million mark, said Leitner.

"We can definitely last and we're definitely on target," said Leitner, discussing the weak market for new services. "Our targets are fairly concentrated," he said, so International can focus its resources on systems in areas with high foreign populations, typically the population centers on each coast.

Mike Hale, creator and founder of the How-To Channel, is looking to test the channel in 1991. But he doesn't expect a launch until 1992—if then, and he's in no hurry to launch. "The concept has to work for the operators," he said. He hopes to test a three- to four-hour block in as many homes as possible next year to find out how viewers use it, how operators want to position it and what changes need to be made in the original business plan.

Launching networks today is not like the early and mid-80's, he said. "You've got to be a little bit more sophisticated" these days, he said. Operators want to deal with known quantities, he said. "You find out everything you need to know or otherwise you'll make the airlines rich," he said, by flying around the country in search of commitments. "Launching without any real

testing is really dangerous."

That's especially true for small, entrepreneurial companies like How-To, he said. Time Warner and Rainbow can lose \$60 million to \$80 million and "it gets lost on the balance sheet," he said, but smaller companies don't have that luxury. "We want to make sure the capital risk is as little as possible," which not only protects the operator and/or future investors, said Hale, but also insures the entrepreneur who had the original idea a better chance to hang on to more of the equity. Looking at SNN, he said, "it's better to have water up to your neck, than over your head."

But Hale believes the climate will improve. "In a couple of years, it's all going to break loose again," he said, when channel capacity opens up and operators get a better signal out of Washington. "You really just have to hang on if you think you have the right concept," he said.

As to services losing credibility during prolonged launch phases, Hale said, How-to continues to do enough production and distribution to maintain credibility, and the name is trademarked, giving an added measure of protection.

Courtroom Television Network, the moniker of the newly formed venture between Time Warner and NBC Cab-

levision, is scheduled to launch in July 1991, and in New York City to boot. Since Cablevision and Time Warner, combined, own the systems in Manhattan, Brooklyn, Queens and on Long Island, the service is in a prime position to get channel space on these systems on which some established networks also would love to be. While additional ATC, Warner, and Cablevision systems throughout the country will also launch the service, channel constraints mean Courtroom Television won't get coverage in all of its parents' cable systems.

Armed with what he calls a conservative business plan, Steven Brill, president, Courtroom Television Network, is convinced the service can hold out until channel capacity opens up. The channel will require a steep investment over the first couple of years, according to Brill, and won't break even for about five years. Operators, including those in Time Warner and Cablevision systems, will pay 10 cents per subscriber for the service, and those who come in at launch are guaranteed the same rate for five years.

Although Time Warner Enterprises' American Lawyer subsidiary will manage the service, many other details remain to be ironed out. While Brill's instinct is "to be aggressive in making [local avails] available," especially since he is skeptical about the amount of national advertising Courtroom Television will be able to attract at first, he realizes that "once you give them out, they're hard to take back." Nor does the service yet have an affiliate contract, although the service is working quickly to put one together.

The Golden American Network, which continues with its plan for a September launch with either a four- or eight-hour block, is zeroing in on turning a positive lead from several MSO's into a master agreement with one of them, said Chairman Bernard Weitzman. That would allow them to talk with their local affiliates in markets where there are significant older populations, and once a few big deals are done, GAN believes others would follow. That, in turn, would allow operators to test the programming and give them a track record to evaluate the programming.

Ed Cooperstein, president of Talk TV Network, said he was handing out two-page affiliation agreements at the show and is looking to follow up those conversations with contract signings. "All the comments seem to be affirmative," he said, as he looks at a March or April launch.

—MS,SDM

## TRYING HARDER FOR NUMBER TWO

**H**BO Networks is looking to change the premium category battleground, but not by matching HBO against Showtime or Cinemax against The Movie Channel. Instead, HBO plans to put Cinemax up to challenge Showtime as the number-two premium television channel. Cinemax, with 6.3 million subscribers, released the results of a research study it had commissioned to compare it with Showtime.

"We have not talked about Cinemax for a couple of years," said Dan Levinson, vice president, marketing for Cinemax, acknowledging that the service will "finish down for the year." Cinemax is taking steps now it should have taken a year ago, said Levinson. "The perception out there is that we are getting beat [by Showtime] when we aren't."

According to Cinemax's study, Showtime's exclusive movie titles have not helped the channel's performance. A.C. Nielsen prime time ratings for Cinemax from January through August 1990 averaged 5.6, compared with a 5.0 for Showtime, and total day was 3.3 for Cinemax, compared with a 2.7 for Showtime.

The study also said that Cinemax's average disconnect rate is lower than Showtime's. According to an HBO consumer tracking study conducted January through June 1990, Cinemax's three-month disconnect rate averaged 17.4%, compared with 20.5% for Showtime.

Cinemax is trying to convince both operators and consumers that Cinemax is a better companion service to HBO than is Showtime. Cinemax counterprograms HBO, said Levinson, with a combined HBO-Cinemax service getting a combined higher rating (8.1) than does an HBO-Showtime combination (6.2 rating). Disconnect rates are also lower when HBO and Cinemax are combined, with a three-month average of 10.6% and 12.4% respectively, compared with an HBO-Showtime package, which results in disconnect rates of 14.6% and 16.5%, respectively.



## BILLOCK URGES MORE ATTENTION TO MARKET SHARE

*HBO executive says operators need to change their focus from short term—cash flow — to long term—increasing basic and pay percentages*

**C**able operators' myopic focus on generating cash flow must change, and they must concentrate on increasing market share, according to John Billock, HBO executive vice president, marketing. To Billock's dismay, "cable has chosen to define itself in financial terms rather than in market terms." The industry should start speaking in terms of market share, for both basic and pay categories, he said.

Instead of doing that, Billock charged, operators continue to focus on short-term financial goals and to look for ways to change the structure of the business. "The infrastructure of cable is not eroding," he said. Instead of trying to fix something that is not broken, "we have to get down to basics," he said, which means having the mentality of a retailer and constantly and consistently marketing the product.

Steve Brookstein, Comcast Cable senior vice president, marketing and consumer affairs, countered Billock's position, saying cable operators must look at both finances and market share.

"It is not either/or," said Brookstein. And while working to satisfy customers, Brookstein said operators must do "not only what is good for consumers, but what is economically beneficial for us."

But some operators are starting to move away from their central focus on the bottom line. "We have been financially oriented for a long time, and we're trying to change that," said Virginia Westphal, vice president, marketing and programming, Viacom Cable. When you concentrate too heavily on finances, "you end up making way too many short-term decisions," she said.

Viacom proposes to institute a reward plan for its systems that gauges year-to-year improvement in easily tracked areas such as basic and pay penetration. It is designed to encourage system general managers to make longer-term decisions, not just short-term financial ones, said Westphal.

The move away from a cash flow orientation to a market share orientation should be coupled with operators no

longer thinking of themselves as utilities, but rather as entertainment providers, said Chris Moseley, senior vice president, marketing and communications, The Discovery Channel. Also giving evidence that the structure of cable is intact but the facade is not, Moseley pointed out the importance of, and unfortunately, the expense of, correcting cable's negative image. It takes 50% more investment to correct a negative perception than if working from a positive or clean slate, she said.

Bill Grumbles, executive vice president, Turner Cable Network Sales, criticized the industry for its lack of investment in fixing its image. That would help the industry increase market share and reach the 38% of U.S. households which are passed by cable but do not subscribe. Grumbles pointed out that Anheuser-Busch, with revenue of \$7.5 billion, spends \$600 million (12.5% of its revenue) on advertising, compared to the cable industry, which has \$16 billion revenue, but which spends \$600 million (only 4% of its revenue). —SDM

## HLT'S SEEN AS KEY TO CABLE TRADING TURNAROUND

*Panel participants say loosening of HLT definition by federal government could help industry*

**P**anelists at a Western Cable Show financial session agreed that if there is some loosening in the definition of HLT's (highly leveraged transactions) by the federal government, cable's trading market might return. Otherwise, the 1990 dry spell will last into 1991.

Leo Hindery, general partner of Inter-Media Partners, said a decision loosening the HLT restrictions may come out in mid-December. He said the Federal Reserve Board is being urged to add a fourth criteria for approval loans—that cash flow would be an acceptable alternative to asset management for the approval of loans.

Ian Gilchrist, director of investment banking at First Boston, said a group of banks has been actively lobbying the government to loosen HLT restrictions on communications-related businesses. If the go-ahead was given, loans could then be approved with a 1.2 cash coverage ratio, and multiples would settle in at seven or eight times cash flow.

The HLT situation is not the only factor creating uncertainty over the cable market. Rich MacDonald, principal with MacDonald Grippo Riely, said much of the enthusiasm of institutional investors is undermined by their attempts to determine how much of cable's cash flow is free versus how much is earmarked for defense against DBS. "When that's answered," he said, "cable's case will be strengthened."

Brad Leibold, managing director of Westinghouse's media finance division, said he expected to see "very little subordinated debt" in 1991. To make deals work, he said, multiples will have to fall or seller paper will have to be introduced. The question, he said, is: "Is this a structural change or temporary?" Although the market has already discounted cable stock values because of the threat of reregulation, Leibold said "the credit community still sees reregulation as a problem." On top of that, he expects some problem loans to crop up this year and "that won't help anybody."

But the cable participants were far from bleak. Hindery said there was "a tenor of enthusiasm in the [Western Show] crowd." And he took issues with moderator Paul Kagan's analysis of \$13.5 billion in deals in 1989 and only \$1.6 billion in 1990. Those were announced deals, said Kagan, but Hindery said many of those closed in 1990. "We still funded them this year," he said. He and Mark Nathanson, chairman and chief executive officer of Falcon Cable, who was also on the panel, closed \$978 million in deals this year alone, Hindery said.

Nathanson said he was "very bullish on the cable business." Subscribers, cash flow and revenue are all up, he said, adding that cable needs to pay down its debt, make projections and support lenders as they go through tough times. Nathanson was critical of the government, whose lack of enforcement in the 1980's helped lead to the S&L crisis, which in turn has led to a tightened credit market. —MS

# CABLECASTINGS

## CABLE MONTH GAMEPLAN

Richebourg Marketing has announced its marketing kit for National Cable Month, in cooperation with HBO, Showtime and Disney. The nonsubscriber direct mail piece is being offered at five cents; the upgrade direct mail piece at four cents, and last chance postcards at one cent. Richebourg said the actual value of all three is close to 40 cents, but operator rates are cheaper because of the premium service co-op money and economies of scale. In keeping with the economic times and cable industry studies, the theme of the campaign stresses cable's value.

## MORE WEATHER

In an effort to broaden the exposure of the The Weather Channel, the service is exploring methods to provide locally produced cable news programs with a Weather Channel insert, according to Michael Eckert, president, The Weather Channel, who made the announcement at the Western Cable Show. Cautioning that TWC is not marketing the new service yet, Eckert said when they are ready "the scenario will allow maximum flexibility to operators."

## SECOND SERVICE FOR VJN

The Video Jukebox Network announced plans for INphoNET, the channel's second service. The first of the information access services under the INphoNET heading is JOBNET: Employment Television. Using the model of the Video Jukebox service, the company will integrate video with 900 telephone numbers that allow viewers to request information about specific employment opportunities. All programming will be produced locally, and distribution of the service will be through syndication of local cable channels. The new service will have three sources of revenue: corporate sponsorship of videos, spot advertising and 900 number charges. According to Andrew Orgel, president, chief executive officer, VJN, the company will spend the next three or four months developing

the system and gauging operator interest in the idea.

Orgel also presented growth figures for the VJN service which project the two-year-old service will be in 11 million homes by the end of 1990. That figure is up from the 450,000 homes the service was in when it launched in 1988.

## E! ANNOUNCEMENTS

E! Entertainment Television said it is ahead of schedule with plans to begin programming long-form material. As early as the second quarter of next year, E! will produce live event shows from the major entertainment award shows, as well as hour-long specials devoted to the release of blockbuster movies. Plans call for 10 live event shows, including coverage of the Oscars, Emmys, Grammys and Golden Globes. The award show coverage will include two hours of live programming—an hour before and after the ceremonies—a half-hour preview show a week before the show and a half-hour highlights show the week following the awards presentations.

The channel is also planning six specials covering major movie releases. The first of these specials will debut on Dec. 18 with an hour-long program devoted to the release of "The Godfather III."

## GUIDE'S GONE

Manhattan Cable TV and Paragon Cable TV will stick to their decisions to stop publishing a monthly cable guide, despite "deep concern" expressed by Manhattan Borough President Ruth Messinger. The two Time Warner-controlled systems will issue no more guides after December, a move encouraged by study results saying that 70% of respondents found no value in them. Beginning next month, Manhattan and Paragon will instead offer subs a discount "lower than any other discount" offered by *TV Guide* on its weekly book, said Sandy Colony, MCTV vice president of corporate affairs, which is wholly owned and operated by Time Warner, which also manages and is part owner of Paragon.

According to Colony,

Manhattan Cable is "negotiating very hard" with *TV Guide* to accommodate the borough's concern that subs retain a schedule of public and municipal access channel programming not covered in *TV Guide*'s regular listings. Pending those negotiations, subs will likely find those listings in a separate section of *TV Guide*.

As for Messinger's charge that "to now levy yet another cost upon subscribers," on top of basic service rate increases, "is not...sensitive to the needs of Manhattan residents," Colony said that subscribers were "already paying indirectly" and would continue to pay for a guide no matter who published it.

## TEST RESULTS

Eidak Corp. has announced results from the third test of its anticopying protection PPV technology: increased buy rates and no effect on home video rentals.

The six-month test in Warner's Medford, Mass., system saw monthly buy rates increase 14% and the average per-title buy rate rose 55%, Eidak said. Columbia, Orion, Paramount, Fox, Touchstone/Disney and Universal supplied product day and date with home video. A study by Alexander and Associates concluded there was no negative effect on home video. And Eidak found subscribers liking the earlier window despite not being able to record the movies.

Eidak said its next step will be a roll-out of more systems and studios. It has enough equipment for 50 to 60 systems, it said. In addition, Scientific Atlanta continues work that would allow for satellite roll-out of the service in late 1991.

## CHOOSING NEWS

Orange County Newschannel has signed several more deals, which will give it 300,000 homes by January. The latest signings include Colony (77,000 subscribers) in Costa Mesa, plus Cablevision of Orange, Yorba Linda Cablevision and Continental in Tustin. The signings leave Times Mirror's Dimension, with 130,000 homes, as the last major unsigned operator.

# BUSINESS

## IT'S BEGINNING TO LOOK A LOT LESS LIKE CHRISTMAS

*Weak spending by consumers begets weak television spending by retailers*

It's turning out to be a cold winter for TV sales departments. Having developed a dependency on department stores, discounters and other retailers, many stations are now feeling retailing's weakness. A survey of TV sales managers shows that many assume budgets are cut to hold up retailers' profits, rather than because of competitive challenges from other media.

Reminders of retailing's sober expectations appear regularly. Among them:

■ The accounting firm of Deloitte & Touche said a survey of more than 1,200 retailers in all categories indicated that more than half expect holiday sales to be flat or decline, with few expecting sales increases much greater than the rate of inflation. Northeast retailers had greater pessimism than elsewhere.

■ The Conference Board said that American households will spend about 4% less on Christmas gifts than they did last year. The New York-based business organization said that by region, the Northeast would be down the most, 7% to an average \$357 per household, while the West would manage to stay even, at \$315, with last year.

■ Sober holiday spending was also forecast by Peter Appert, securities analyst for C.J. Lawrence, who made his projection based on a survey of gift wrap manufacturers' shipments to retailers, cross-checked by retailers' gift wrap buying plans. Said Appert, who claims 98% correlation between gift wrap sales and nondurable retail sales: "Our forecast calls for a fourth-quarter nondurable retail sales gain of about 3.1%. This would be the weakest gain in retail sales since the disappointing Christmas of 1986."

TV sales managers across the country contacted by BROADCASTING were in agreement that this is one holiday season where they haven't been getting any presents from retailers. "Retail has not taken off like we had hoped," said Terry Gaughan, local sales manager, WFLD(TV) Chicago. Gaughan said that big retailers such as Montgomery Ward and Sears are spending about half of what they spent a year ago: "When the two big guns are

down, that leaves you with a big hole."

Lisa Churchville, general sales manager of co-located WMAQ-TV agreed that fourth quarter spending is off. Besides Montgomery Ward, which she speculated may be off because the chain is currently undergoing an agency review, Marshall Field's spending is also down considerably.

The situation is not much better in Oklahoma City. KFOR-TV director of sales and marketing, Paul Wise, said that while local retailers are keeping up with last year's pace, national dollars are way off. The second weekend after Thanksgiving, according to Wise, saw a dramatic falloff of (customer) check clearances at department stores. Wise said it is not a matter of advertisers shifting dollars either. Radio is soft and the newspapers aren't getting any fatter.

The theory that companies need to advertise even more in hard times may sound good on paper, said Gary Lowell, general/local sales manager, WBNC-TV Columbus, Ohio: "The [real] philosophy is that the first thing to cut is the advertising budget, that's the intangible. The retailer does not want to lay off employees or cut back on his fire insurance, so he cuts the advertising budget." Lowell said that if it were not for the strong political advertising early in the fourth quarter, this would be a miser-

able time. "We are now working on the first quarter," Lowell said, adding that he is anticipating only a few "drips and drops" from retailers for the rest of the year.

"Put us in line with the rest of the country," said Elliot Bass, vice president and general sales manager, KARE(TV) Minneapolis-St. Paul. As for the spend-more-in-times-of-trouble theory, Bass said that "has gone the way of the 25 cent gallon of gas."

With retail advertising revenue off in most of the country, several stations told BROADCASTING that they are trying to come up with new marketing methods to attract dollars.

For example, WIVB(TV) Buffalo, has retained a marketing consulting firm to do a perspective on market lifestyles that the station can present to advertisers.

KFOR-TV is working on some cross-promotion efforts with the retailer's print campaigns. Said Wise: "Agencies still want to buy spots as cheaply as they can and we know that a certain amount of our business is selling to a warehouse at the lowest price."

Not all retail spending is off. Some sales managers are seeing increases by toy manufacturers over last year. Much of the increase goes to the independent stations who air far more children's programming than the affiliates. —JF, GF

**Completed:**

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**— Privately negotiated.**

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# SOLD!

WKQB/WQIS, Charleston, South Carolina, has been sold by Trident Communications Corporation to Barton Broadcasting Corporation, Charles A. Barton, Principal for \$1,500,000.

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# CHANGING HANDS

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

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$9,779,649 □ 5

FM's □ \$710,000 □ 1

AM-FM's □ \$5,072,500 □ 4

TV's □ \$0 □ 0

Total □ \$15,562,149 □ 10

Year to Date:

AM's □ \$105,223,554 □ 356

FM's □ \$474,427,261 □ 228

AM-FM's □ \$355,972,727 □ 207

TV's □ \$827,676,900 □ 88

Total □ \$1,763,300,442 □ 879

For 1989 total see Feb. 5, 1990 BROADCASTING.

■ WCOA(AM)-WJLQ(FM) Pensacola, Fla. □ Sold by Norman S. Drubner to BREM Broadcasting for \$2.23 million cash at closing. Seller owns WVGO(FM) Richmond, Va.; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM)-KZRQ(FM) Santa Fe-Albuquerque, N.M.; KGRX-FM Globe (Phoenix), Ariz.; application for sale of KRIX(AM)-KRGE(FM) McAllen-Brownsville, Tex., has been granted ("For the Record," Sept. 17). Buyer is headed by Edmond J. Muniz and also owns WYAT(AM)-WLTC(FM) New Orleans, and has 75% interest in WGCM-AM-FM Gulfport, Miss. AM is fulltimer with adult contemporary and talk format on 1370 khz with 5 kw. FM has contemporary hit format on 100.7 mhz with 100 kw and antenna 1,555 feet above average terrain. Broker: Randy Jeffrey of Media Venture Partners.

■ WQIZ(AM)-WKQB(FM) Charleston, S.C. □ Sold by Trident Communications Corp. to Barton Broadcasting Corp. for \$1.5 million cash at closing. Seller is owned by the O'Leary Family Trust and has no other broadcast interests. Buyer is headed by Charles A. Barton and has no other broadcast interests. AM has gospel format on 810 khz with 50 kw day. FM has CHR format on 107.5 mhz and antenna 984 feet above average terrain. Broker: Randy Jeffrey of Media Venture Partners.

■ KRLN-AM-FM Canon City, Colo. □ Sold by KRLN Inc. to Lowrey Communications Inc. for \$900,000 cash at closing. Price includes noncompete covenant and consulting agreement. Seller is headed by

Norton E. and Diana H. Warner, husband and wife. Norton has 57% interest in Warner Enterprises, which owns KRLN Inc., licensee; KABI Inc., licensee of KAB(AM)-KSAJ-FM Abilene, Kan.; KLIN Inc., licensee of KLIN-AM-FM Lincoln, Neb. Warner also has interest in First Star Corp., licensee of KSTR-AM-FM Grand Junction, Colo. Buyer is headed by Paul E. Lowrey, who owns 70% interest in Windsor Communications, licensee of WHSM-AM-FM Hayward, Wis. AM is fulltimer with MOR format on 1400 khz with 1 kw. FM has country format on 103.9 mhz with 3 kw and antenna 520 feet below average terrain.

■ KIKR(AM) Conroe, Tex. □ Sold by Family Group Enterprises Inc. to U.S. Radio Ltd. for \$750,000 cash at closing, of which \$50,000 is for five-year noncompete covenant. Seller is headed by Rigby Owen and Rigby Owen Jr., and has no other broadcast interests. Buyer is headed by Ragan Henry, Michael O. Driscoll, Sheila Weiss, Patricia M. Hussey, Robert J. Hughes, Robert A. Woodward, Donald L. Kidwell, Peter Ferrara and John Broomfield, and is licensee of WBSK(AM) Portsmouth, WQOK(FM) South Boston and WOWI(FM) Norfolk, all Virginia; KJOJ(FM) Conroe, KGLF-FM Freeport and KHEY-AM-FM El Paso, all Texas; WAKR(AM)-WONE-FM Akron, Ohio; WCOS-AM-FM Columbia, S.C.; WRAW(AM)-WRFY-FM Reading, Pa., and is proposed assignee of WRXJ(AM)-WCRJ-FM Jacksonville, Fla., and WAYV(FM) Atlantic City. KIKR has C&W format on 880 khz with 10 kw day and 1 kw night.

■ KWCB(FM) Floresville, Tex. □ Sold by Wilson County Broadcasting Co. to April Communications Group Inc. for \$710,000. Price includes \$10,000 cash at closing, \$25,000 escrow deposit, \$505,000 59-month promissory note at 10%, and \$170,000 four-year noncompete covenant. Seller is headed by A.B. Gonzalez and has no other broadcast interests. Buyer is headed by John W. Barger, Darla S. Barger, husband and wife, and John R. Furr, and has no other broadcast interests. KWCB has C&W format on 94.3 mhz with 3 kw and antenna 328 feet above average terrain.

■ KIUL(AM) Garden City and KWKR(FM) Leoti, both Kansas □ Sold by KIUL Inc. to Ronald C. Isham for \$450,000. Price includes \$445,500 cash at closing, \$4,500 escrow deposit and five-year noncompete covenant of unknown value. Seller is headed by Isham, Elton E. Jewell and John G. Harris. Harris has interests in Harris Enterprises, licensee of KGRI-AM-FM Grand

Island, Neb. **Buyer** is president of KIUL Inc., assignor. AM is fulltimer and has oldies format on 1240 khz with 1 kw. FM has CHR format on 99.9 mhz with 60 kw and antenna 395 feet above average terrain.

■ **KCRE-AM-FM Crescent City, Calif.** □ Sold by Ber Tec Broadcasting Inc. to Pelican Bay Broadcasting Corp. for \$442,500. Price includes \$94,000 cash at closing, \$226,500 10-year promissory note at 12% (\$42,000 monthly installments payable in four years, \$80,000 monthly installments payable in six years); price also include noncompete covenant and consulting agreement. **Seller** is headed by Robert C. Berkowitz, David E. Tecker and Sharon C. Tecker, husband and wife, and has no other broadcast interests. **Buyer** is headed by Laurence Goodman and Linda J. Goodman, husband and wife. Laurence Goodman is 100% shareholder of Bay Broadcasting Corp., licensee of KHSN(AM) Coos Bay and KOOS(FM) and North Bend, both Oregon; renewal applications are currently pending for both stations. AM has adult contemporary format on 1310 khz with 1 kw day. FM has adult contemporary format on 94.3 mhz with 3 kw and antenna 275 feet below average terrain.

■ **KSPE(AM) Santa Barbara, Calif.** □ Sold by Pacific Broadcasting Co. to Spectacular Broadcasting Inc. for \$302,000 in stock purchase. Price includes \$280,000 cash at closing and \$22,000 for assumption of seller's liabilities. **Seller** is headed by Richard E. and Richard C. Marsh, father and son; Robertson C. Scott and Robertson C. Scott Jr., and Harvey Pool, and has no other broadcast interests. **Buyer** is Richard C. and Richard E. Marsh, who have interests in assignor, and who have no other broadcast interests. KSPE is fulltimer with Spanish language format on 1490 khz with 1 kw.

■ **WYMC(AM) Mayfield, Ky.** □ Sold by Purchase Sound Inc. to JDM Communications Inc. for \$277,649 cash. Price includes 10-year noncompete covenant for unknown value. **Seller** is headed by Ron and Judy Gentry, and is licensee of WYMC-FM Wickliffe, KY. **Buyer** is headed by James Robert and Deborah B. Moore, husband and wife, and has no other broadcast interests. WYMC is fulltimer with MOR format on 1430 khz with 1 kw.

■ **KFRC(AM) San Francisco** □ Sold by RKO General Inc. to Bedford Broadcasting for \$8 million cash and notes. **Seller** is subsidiary of GenCorp Inc., headed by A. William Reynolds, and has no other broadcast interests. **Buyer** is headed by Peter Bedford, and owns KSSK-AM-FM Honolulu, and recently acquired KXXX-FM San Francisco (see "Changing Hands," Oct. 1), and is pending FCC approval. KFRC is fulltimer with classic MOR format on 610 khz with 5 kw.

## MCA explains life under Matsushita

**M**CA executive compensation under the proposed Matsushita purchase offer were revealed in SEC filings last week, as were details about the proposed spin-off of WWOR-TV New York.

The agreement between WWOR-TV and MCA calls for the former to be incorporated in Delaware and have in place a "share purchase rights plan" (read "poison pill") that would make a hostile takeover of the stand-alone public entity more difficult. MCA will also negotiate with the station an "interim services agreement...providing for the company to make available certain personnel and services...for a period of time..."

The VHF independent will carry with it none of the long-term debt incurred in its \$387 million 1987 acquisition and MCA will help the station obtain a working-capital credit facility. Four directors of the station were listed in the SEC filing: two MCA executives; current general manager, Michael Alexander, and president of MCA Broadcasting, Laurence Fraiberg. Four other directors not associated with MCA or Matsushita are still to be selected. Following the spinoff, the agreement indicates that no officers of MCA or Matsushita will also be officers of the station.

Under new ownership, MCA's current chairman, Lew Wasserman, and president, Sidney Sheinberg, will both have new five-year contracts. Wasserman will receive \$3 million per year in salary—in addition to substantial dividends from a preferred stock he will receive instead of the \$66 per-share cash payment. Sheinberg, who will report directly to Wasserman, will receive a salary of \$8.6 million a year and also will receive a \$21 million cash bonus for signing a new contract.

—GF

## A major broker reports on 1990 Closed Sales to date:

1/90	WAKR-AM/WONE-FM	Akron	\$13,000,000
1/90	KXOK-AM/KLTH-FM	St. Louis	\$4,000,000
4/90	WCOS AM/FM	Columbia	\$12,000,000
6/90	WQBZ-FM	Macon	\$3,000,000
7/90	KOFY-FM	San Francisco	\$15,500,000
7/90	KLRS-FM	Santa Cruz/San Jose	\$5,250,000
10/90	WBLX-AM/FM	Mobile	\$5,250,000

**Total: \$57,500,000**

*A. B. La Rue,*  
*Media Brokers*

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*Exclusive Brokers in these transactions*

# FOCUS ON FINANCE

Media stocks were mixed while broader market averages showed gains of at least several percent. Both network-sensitive stocks gained for the week with CBS up 12% to 180 $\frac{3}{4}$  and Capital Cities/ABC gaining 9%, to 438 $\frac{3}{4}$ . Karen Firestone, manager of Fidelity's select leisure fund, said both stocks were "due for a rebound." Most broadcasting/publishing stocks gained, among them McGraw-Hill, up 9% to 52 $\frac{1}{2}$ ; Pulitzer up 10% to 19 $\frac{3}{4}$ , and Lee, up 8% to 23 $\frac{1}{8}$ . Most MSO stocks were down slightly, perhaps on word that federal regulators indicated a slower timetable for any easing of criteria affecting bank lending (see opposite page). Entertainment

stocks were mixed with gains showed by major studios, Paramount Communications, up 8% to 42 $\frac{3}{4}$ , and Disney, up 9% to 106. Latter filed \$1 billion shelf registration for senior unsecured debt potentially to be used for "general corporate purposes." Among deal and restructuring stocks MCA gained  $\frac{1}{2}$  to 66 $\frac{3}{8}$ , and Price Communications fell  $\frac{1}{8}$  to  $\frac{1}{4}$ . Ignoring spate of cautionary articles on advertising environment, most agency stocks gained including Interpublic Group, up 11% to 34 $\frac{1}{4}$ . Leveraged agencies were off, however, including WPP Group, down  $\frac{1}{8}$  to 3 $\frac{1}{8}$ . Some equipment stocks showed gains, including Harris Corp., up 6% to 20 $\frac{3}{8}$ .

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
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## BROADCASTING

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
A (BHC) BHC Comm.	43 3/4	43 3/4			00.00	10 1,281
N (CCB) Cap. Cities/ABC	438 3/4	403 1/2	35 1/4	8.73	15	7,604
N (CBS) CBS Inc.	180 3/4	160 7/8	19 7/8	12.35	14	4,279
A (CCU) Clear Channel	10 5/8	10 1/2	1/8	01.19	-118	60
O (JCOR) Jacor Commun.	113/16	2	- 3/16	-09.37	-1	18
O (OSBN) Osborn Commun.	6 1/2	6 1/2		00.00	-9	45
O (OCOMA) Outlet Comm.	8 7/8	9 1/4	- 3/8	-04.05	10	58
A (PR) Price Commun.	1/4	3/8	- 1/8	-33.33		2
O (SAGB) Sage Bsg.	1 1/8	1 1/8		00.00	-1	4
O (SCRIP) Scripps Howard	35 1/8	35	1/8	00.35	12	362
O (SUNNC) SunGroup Inc.	3/4	3/4		00.00	-1	5
O (TLMD) Telemundo	3 1/4	3	1/4	08.33	-1	74
O (TVXGC) TVX Group	9 1/4	9 1/4		00.00		67
O (UTVI) United Television	28 3/4	29	- 1/4	-00.86	3	312

## PROGRAMING

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation
O (IATV) ACTV Inc.	2 3/8	2 7/8	- 1/2	-17.39		2
O (ALLT) All American TV	2 1/8	2 1/8		00.00		4
N (CRC) Caroto Pictures	6 1/4	6 3/8	- 1/8	-01.96	9	188
O (DCPI) dick clark prod.	3	3 1/2	- 1/2	-14.28	18	24
N (DIS) Disney	106	97 3/8	8 5/8	08.85	18	14,096
O (FNNIE) FNN	2 1/2	2 7/8	- 3/8	-13.04	7	45
A (FE) Fries Entertain.	5/8	1/2	1/8	25.00		3
A (HHH) Heritage Ent.	1	1		00.00	-1	8
N (HSN) Home Shop. Net.	4 1/8	4 1/4	- 1/8	-02.94	11	372
O (IBTVA) IBS	1 1/4	1 1/4		00.00	15	4
N (KWP) King World	23 3/4	23	3/4	03.26	11	902
O (KREN) Kings Road Ent.	1/8	1/8		00.00		0
N (MCA) MCA	66 3/8	65 7/8	1/2	00.75	24	4,990
A (NNH) Nelson Holdings	3 1/4	3 7/8	- 5/8	-16.12	-2	14
O (NNET) Nostalgia Net.	9/16	9/16		00.00		3
N (OPC) Orion Pictures	13	13 3/8	- 3/8	-02.80	32	292
N (PCD) Paramount Comm.	42	39 1/2	2 1/2	06.32	28	4,951
N (PLA) Playboy Ent.	3 1/2	3 1/2		00.00	18	65
O (QNTXQ) Quintex Ent.	1/8	1/8		00.00		26
O (QVCN) QVC Network	4 3/4	4 5/8	1/8	02.70	-12	82
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-16	85
O (RPICA) Republic Pic.'A'	5 1/2	5 1/2		00.00	30	23
A (SP) Spelling Ent.	4	3 5/8	3/8	10.34	26	132
O (JUKE) Video Jukebox	6 1/2	4 7/8	1 5/8	33.33	-50	61
O (WONE) Westwood One	2 1/4	2 5/16	- 1/16	-02.70	-1	33

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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## BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
N (BLC) A.H. Belo	30	28 5/8	1 3/8	04.80	23	560
A (AK) Ackerly Comm.	3 1/8	2 5/8	1/2	19.04	-4	48
N (AFL) American Family	16 7/8	16 3/4	1/8	00.74	12	1,373
O (ACCMA) Assoc. Comm.	23 7/8	23	7/8	03.80	61	445
N (CCN) Chris-Craft	27 1/4	27 1/8	1/8	00.46	2	694
O (DUCO) Durham Corp.	26	25 1/2	1/2	01.96	13	219
N (GCI) Gannett Co.	35 1/2	34 1/4	1 1/4	03.64	14	5,609
N (GE) General Electric	57	52 5/8	4 3/8	08.31	12	50,651
O (GACC) Great American	2	2 1/2	- 1/2	-20.00		70
A (HTG) Heritage Media	3 3/8	3 1/8	1/4	08.00	-5	152
N (JP) Jefferson-Pilot	37 7/8	36 1/8	1 3/4	04.84	9	1,353
N (LEE) Lee Enterprises	23 1/8	21 3/8	1 3/4	08.18	13	539
N (LC) Liberty	40 5/8	42	- 1 3/8	-03.27	9	317
O (LINB) LIN	57 3/4	56 1/4	1 1/2	02.66	-16	2,967
N (MHP) McGraw-Hill	52 1/2	48 1/4	4 1/4	08.80	111	2,555
A (MEGA) Media General	16 7/8	15 1/2	1 3/8	08.87	20	427
N (MDP) Meredith Corp.	22 7/8	22 1/2	3/8	01.66	-18	-112
O (MMEDC) Multimedia	61 1/2	58	3 1/2	06.03	16	696
A (NYTA) New York Times	19 1/4	18	1 1/4	06.94	42	1,466
N (NWS) News Corp. Ltd.	9 3/8	10 7/8	- 1 1/2	-13.79	5	2,516
O (PARC) Park Commun.	12 3/4	12 3/4		00.00	14	263
O (PLTZ) Pulitzer Pub.	19 3/4	18	1 3/4	09.72	8	206
O (STAUF) Stauffer Comm.	120	130	-10	-07.70	48	144
N (TMC) Times Mirror	26	24 5/8	1 3/8	05.58	16	3,341
N (TRB) Tribune Co.	37 5/8	37 1/2	1/8	00.33	14	2,478
A (TBSA) Turner Bestg.'A'	12 1/4	11 7/8	3/8	03.15	-81	1,827
N (WPO) Washington Post	186	173	13	07.51	12	2,238
N (WX) Westinghouse	28 1/4	25 3/4	2 1/2	09.70	8	8,223

## CABLE

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
A (ATN) Acton Corp.	4 3/4	5 1/4	- 1/2	-09.52	-3	7
O (ATCMA) ATC	35	36 1/4	- 1 1/4	-03.44	33	3,816
A (CVC) Cablevision Sys.'A'	13 1/8	14	- 7/8	-06.25	-1	291
A (CTY) Century Comm.	6	5 3/8	5/8	11.62	6	392
O (CMCSA) Comcast	11 1/2	10 7/8	5/8	05.74	-7	1,298
A (FAL) Falcon Cable	8 7/8	9 1/8	- 1/4	-02.73	-6	56
O (JOIN) Jones Intercable	6	6 1/4	- 1/4	-04.00	-3	75
N (KRI) Knight-Ridder	43 1/2	38 7/8	4 5/8	11.89	13	2,182
T (RCIA) Rogers'A'	8	8 1/2	-1/2	05.90	-17	349
O (TCAT) TCA Cable TV	13 1/4	12 1/2	3/4	06.00	57	320
O (TCOMA) TCI	12 1/4	12 1/8	1/8	01.03	-17	4,360
N (TWX) Time Warner	82 7/8	85 3/8	- 2 1/2	-02.92	-5	4,763
O (UAECA) United Art.'A'	12 1/8	12	1/8	01.04	-17	1,703
A (VIA) Viacom	22 1/4	21 3/4	1/2	02.29	-74	2,374



# INSURERS AND BANKS SEEK MEDIA DEBT RESPECT

**R**atings on some media debt held by insurance companies have recently been upgraded. But problems for their media portfolios remain, as they did for commercial banks that apparently have yet to persuade Washington regulators to delist cable loans sooner from "highly leveraged transaction" (HLT) status (BROADCASTING, June 4).

The investment portfolios of insurers were reviewed within the past few months by staff of the National Association of Insurance Commissioners (NAIC) to reclassify the debt according to a new NAIC ratings system. Those insurance executives contacted by BROADCASTING last week said media companies had not, as a rule, fared well in the re-rating. William Smythe, executive director of NAIC's securities evaluation office, disagreed. He said many insurer holdings were with smaller media companies that would not qualify for investment-grade rating. Both sides agree some ratings have been appealed and revised. Said Scott Inglis of American General: "I am glad to say that in

the last few weeks, they have listened and in some cases reversed themselves."

Some concerns still exist that may affect the willingness of insurers to lend. An NAIC spokesman said it accelerated insurers' reserve requirements for "high yield" investments, a category that includes many media loans. Also the influential New York state insurance office is considering what quality of investments should be "capped" as a percentage of insurers' total assets.

Last week the NAIC was holding its annual meeting in Louisville, Ky., and considering adopting its own 15% cap on junk portfolios to be used as a "model law" at the option of state regulators.

Meanwhile, commercial bankers and MSO's were in Washington learning that the HLT criteria applied to most media acquisition and buyout loans were not likely to be lifted through declassification in the very near future. However, those attending the meeting—TCI's vice president, finance, Bernard Schotters; Comcast treasurer, John Alchin, and executives from major cable lenders: To-

ronto Dominion, Bankers Trust and Bank of New York—were still hoping that the matter might eventually be dealt with by the three federal agencies responsible for bank regulation.

The industry presentation on Nov. 29 included a cable industry and lending status report to the half-dozen regulators present—Schotters and Alchin had a similar meeting earlier in the year. They also explained why regulators currently using balance sheet tests for delisting a cable company from HLT status should also consider an MSO's cash flow and loan covenant compliance.

Stephen McDonald, managing director, communications finance at Toronto Dominion and one of those at the meeting, said the regulators understood what the issue was, but that its resolution was "complicated with other industries." Sam Leaman of County NatWest securities said similar indications he has received have reduced the odds on near-term regulatory relief, but added that White House pressure on the agencies to increase bank lending might change those odds. -GF

## STOCK INDEX (CONT.)

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### EQUIPMENT & MANUFACTURING

N	(MMM) 3M	83	5/8	80	3/8	3	1/4	04.04	14	18,562
N	(ARV) Arvin Industries	16	7/8	15	5/8	1	1/4	08.00	15	317
O	(CCBL) C-Cor Electronics	4	1/4	4	1/4			00.00	4	18
O	(CTEX) C-Tec Corp.	14		14				00.00	-26	230
N	(CHY) Chyron		7/16		1/2	-	1/16	-12.50	-1	5
A	(COH) Cohu	9	1/4	8	7/8	3/8		04.22	7	18
N	(EK) Eastman Kodak	41	7/8	42	5/8	-	3/4	-01.75	43	13,585
N	(HRS) Harris Corp.	20	3/8	19	1/4	1	1/8	05.84	6	817
N	(IV) Mark IV Indus.	7	5/8	7	1/2	1/8		01.66	1	103
O	(MATT) Matthews Equip.	1	5/16	1	9/16	-	1/4	-16.00	65	7
O	(MCDY) Microdyne	3	1/4	3	1/4			00.00	46	13
O	(MCOM) Midwest Comm.	1	5/8	1	1/2	1/8		08.33	4	4
N	(MOT) Motorola	55		54		1		01.85	13	7,233
A	(PPI) Pico Products		3/8		1/2	-	1/8	-25.00		1
N	(SFA) Sci-Atlanta	12	1/4	12	1/4			00.00	6	275
N	(SNE) Sony Corp.	43	3/4	44	3/4	-	1	-02.23	23	14,521
N	(TEK) Tektronix	17	7/8	17	1/8	3/4		04.37	-6	519
N	(VAR) Varian Assoc.	32	3/8	31		1	3/8	04.43	-154	619
O	(WGNR) Wipac		1/2		9/16	-	1/16	-11.11	-3	3
N	(ZE) Zenith	6	1/4	6	1/8	1/8		02.04	-2	167

	Closing Wed Dec 5	Closing Wed Nov 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### SERVICE

O	(AFTI) Am. Film Tech.	4	3/8	4		3/8		09.37	14	42
O	(BSIM) Burnup & Sims	9	5/8	9	3/8	1/4		02.66	106	121
A	(CLR) Color Systems	1	5/8	1	3/4	-	1/8	-07.14	-1	15
N	(CQ) Comsat	21	3/4	20	3/8	1	3/8	06.74	7	466
N	(CDA) Control Data	9	3/8	10		-	5/8	-06.25	-2	398
N	(DNB) Dun & Bradstreet	41	7/8	38	1/4	3	5/8	09.47	15	7,641
N	(FCB) Foote Cone & B.	19	1/4	19		1/4		01.31	10	208
O	(GREY) Grey Advertising	120		122	1/4	-	2	01.84	10	135
O	(IDB) IDB Commun.	7		7	1/4	-	1/4	-03.44	77	44
N	(IPG) Interpublic Group	34	1/4	30	3/4	3	1/2	11.38	15	1,171
N	(OMC) Omnicom	22	1/8	20	7/8	1	1/4	05.98	10	580
O	(RTRSY) Reuters	37	1/8	36	7/8	1/4		00.67	17	16,003
N	(SAA) Saatchi & Saatchi	2		2	1/8	-	1/8	-05.88	-1	316
O	(TLMT) Telemation		3/8		3/8			00.00		1
O	(TMCI) TM Commun.		3/16		1/4	-	1/16	-25.00	-1	4
A	(UNV) Unitel Video	6	3/8	6	3/8			00.00	-10	9
O	(WPPGY) WPP Group	3	3/4	5	1/4	-	1	-28.57	1	154

Standard & Poor's 400 385.33 372.84 -12.49 -3.3%

# RADIO

## TRIBUNE EYES UK NATIONAL RADIO FRANCHISE

*Broadcast group has been talking with ITN, others about joint venture in "speech-based" radio channel to be allocated by British government*

**T**ribune Broadcasting in Chicago has initiated talks with several UK-based communications firms about a possible joint venture to obtain one of that country's national radio franchises, which will begin to be allocated by the British government in January. Tribune specifically is interested in the speech-formatted (news/talk) radio service, which is expected to be allocated to the AM band. One of the British firms Tribune has approached is Independent Television News, which supplies news to the Independent Television network (ITV). A Tribune spokesman would not reveal the other companies, but an industry source said the list also includes UK-based Crown Communications and Radio Great Britain.

Wayne Vriesman, Tribune vice president/radio, confirmed that Tribune has been "kicking some tires," and said that the company's main interest was in pursuing UK's national speech channel in a minority ownership capacity. (Under British law, foreign parties are prohibited from owning a majority of any UK property—which, under what Vriesman termed a complicated formula, would limit Tribune's stake to about 20%). As a result of this restriction, "having the proper local ownership entity is important to Tribune—and we've been scour-



Wayne Vriesman

ing the countryside to see if it's ITN or someone else," he explained.

In the coming months the British government is set to allocate some 300 new local radio stations, plus the three national programming channels. According to Vriesman, these national services will include one FM music channel, one AM channel that might include some talk programming and the AM "speech" channel Tribune is eyeing. "As soon as the government decides how it will allocate these licenses, and in what order they're going to allocate them, we'll have a clearer idea of the time frame involved," he said.

The first of the franchises to be determined is expected to be the FM channel, followed later in the spring by the first AM. "Depending on what format that license is allocated to will determine the [second AM], because the government definitely wants an all news/talk service in the pack of three," Vriesman said.

Tribune is examining its potential British partners carefully because the allocation process is different in the UK than in the U.S. Vriesman said: "It's a bidding process, and basically the highest bidder wins." He added that "there's also an element of character and 'quality of money'" involved in the selection process. "We're hoping that the involvement of Tribune will influence the British government, but at this point we're not sure how much weight that would carry," Vriesman observed.

While AM listenership in the U.S. has eroded considerably over the last 10 years, the British AM audience remains relatively healthy, Vriesman said. "The dominance of the British Broadcasting Corp. on the AM band makes it a different story over there," he said. "AM is pretty healthy, and [Tribune] believes it will stay that way." Vriesman predicted significant growth in British radio, which currently accounts for only 2% of the advertising pie. -REB

## ARBITRON STUDY: LISTENING LEVELS HOLD STEADY

**A**ccording to Arbitron's analysis of the summer 1990 survey, the average person 12-plus listens to radio just under 23 hours, 20 minutes, compared with 23:40 in spring 1990, 23:49 in winter 1990, and 23:12 in fall 1989. Further analysis shows that radio's cume rating—the percentage of different persons listening to radio—is 97.3% of the U.S. population 12-plus.

Information is based on audience estimates in the top 76 Arbitron-rated markets. Other findings:

- Summer listening is heavier among younger audiences, with listeners 12-24 posting a cume rating of 73.3% Monday-Friday 7 p.m.-midnight daypart, and 82.2% for the weekend 6 a.m.-midnight daypart. All other dayparts ranged between the two in this demographic group.
- Adult Contemporary, Top 40, and News/Talk were the

most-listened-to formats, adults 12-plus, Monday-Sunday, 6 a.m.-midnight, with AQH shares of 18.7, 13.7, and 12.5, respectively. Rounding out the top six were AOR (9.7), Country (9.5), and Urban (9.2).

- Adult Contemporary, urban, and AOR posted the greatest audience growth in 12-plus AQH, with increases of 1.8, 1.1, and 1.0 share increases, respectively.

- Amount of AM listening differed greatly by age of listener. Seven percent of all radio listening reported by persons 12-24 was on AM, while 11% of listening reported by adults 18-34 was on AM. Listeners 18-49 reported 17% AM listening, adults 25-54 reported 21% on AM, and those 35-64 reported 34% AM listening.

Information in the analysis is based on audience estimates in the top 76 Arbitron-rated markets.



# “STRAIGHT TALK ABOUT AM RADIO AND BRN...”

Why WMEX changed  
from Oldies to  
Business News/Talk



**Peter Smyth**  
is Vice President/  
General Manager of  
WMEX-AM, Boston.  
The Greater Media,  
Inc., owned and  
operated station began  
broadcasting Business  
Radio Network in  
December 1989. These  
comments are excerpts  
from a speech he  
delivered during the  
Radio '90 convention  
in Boston.

“Focus group studies led us to several important conclusions. FM is for music; AM is for information. If you want to make money, you either produce an FM music format which delivers high audience ratings, or you develop an information based AM format.”

## On new directions for AM.

“We learned that consumers have a great appetite for financial information. Furthermore, the economic climate is conducive for business programming. It doesn't matter whether a person earns \$10 thousand or \$100 thousand per year, he or she wants to know more about money. That's the common denominator.

“We decided that the best way to tap these market trends was to launch a business oriented station.”

## On selling AM radio.

“AM radio presents vital opportunities for stations to garner income. Advertisers are moving away from mass marketing to target marketing. They're seeking tightly defined market segments. That's the great thing about BRN—its targeting efficiency.

“But today you have to be innovative. You've got to look at different ways to push the envelope. You can't use traditional FM selling methods such as cost-per-point, CPM, and turnover. That's nonsense.

“With FM, you sell dayparts. With AM, you're selling programming.

“The format demands 40 or 50 accounts on the air every month. Forget about the big accounts. You'll get a share. But the small businesses in your community will make your cash register ring.

“Selling AM today means getting back to basics like retailing, value-added services, direct-response, and sponsorships.”

## On ratings.

“It's not the quantity of people we reach which is important; it's the quality. The WMEX listener does not have the propensity to fill out a diary or answer a telephone survey. If he's concerned about what the Dow Jones is doing, he's not going to fill out a blue book for two bucks a week.

“We're attracting high quality listeners. We're developing a relationship with people who respond to advertisers.

“I never talk about ratings with our clients. WMEX is a conduit to an important group of people who care about financial and business matters. We talk about qualified listeners. We talk about results.

“The quality of our programming has given us access to the chief executives of banks, stock firms, and imported car dealerships. The proof is the substantial growth of our account list during the last year.”

## On satellite programming.

“You can't put a satellite signal on the air and then leave. Listeners need to identify with a radio station. People must feel involved. Because the local touch is critical, we integrate local programming with the network.

“We carry the New York Giants every Sunday. We also carry Harvard football, Boston College hockey, and Boston College basketball. We broadcast a car show on Saturday and Sunday. We produce a financial program called 'Money Talk.' Our audience listens to a local announcer at the top of every hour. We use liners like, 'You're never more than 15 minutes away from Wall Street with Boston's Business Radio 1150 AM.’

“Network programming must be grounded. There has to be an interface. There has to be two-way communication. We take 75% of our programming from the network. We produce the remaining 25%.”

## On BRN.

“I'm a big supporter of Business Radio Network. I think it's the way AM radio is moving in the '90s.”

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## STATIONS SEND TROOPS HOME FOR HOLIDAYS

*Stations develop holiday promotional campaigns to bring bit of United States to troops stationed in Saudi Arabia, Persian Gulf region*

**A**s the Persian Gulf crisis continues, American radio stations have instituted ongoing campaigns to remind American service personnel overseas that their efforts are not forgotten by those back home. In keeping with this ongoing push, many stations have turned their attention toward the holidays in an effort to bring a little cheer to the troops who, as one station manager said, "would be home only in their dreams."

WMIL(FM) Milwaukee, Wis., fell into the holiday spirit the day after Thanksgiving, traditionally the busiest shopping day of the season. The station set up a giant card—measuring 13 feet by 4 feet, reading "from the FM 106 listener family, Milwaukee, Wisconsin"—in a local mall. Shoppers were invited to write a message to the overseas troops. Those who signed the card received a miniature U.S. flag that they could display on their car radio antenna as a "salute to the



WMIL(FM) Milwaukee sent listeners' greetings

folks in the Persian Gulf," according to WMIL spokesman Carey Wolf. After the card was full of personal greetings and signatures, the station sent it off—through "proper military channels" to land-based troops in Saudi Arabia.

Classical music-formatted WGMS-FM Washington is helping the Saudi-based troops celebrate the holidays in "classic style," according to station spokeswoman Kim Shefferman. The station is sending morning personality Dennis Owen to Bahrain to host two live concerts performed by three members of the National Symphony Orchestra. Principal second violinist Charles Wetherbee, principal violist Roberto Diaz and cellist James Lee will play concerts on two Navy ships, most likely the medical ship, U.S.S. Comfort, and the central Navy command ship, Blue Ridge. Each concert will last an hour and will consist of Christmas music and some popular classical selections. Between the music, Owen will relate Christmas anecdotes and stories.

The holiday concerts are not scheduled to be broadcast live either over Armed Forces Radio or in Washington, but Owen will call in with messages from personnel stationed on both ships to be recorded and aired on the station at a later time.

Shefferman said WGMS-FM selected the U.S.S. Comfort because a number of personnel on board are from the Washington area and the station has "sort of adopted the ship." Over the past few months WGMS-FM has sent T-shirts and cassette tapes to the Comfort, "and we feel we've taken them under our wing," she said.

Residents of the Los Angeles area and KABC(AM) combined efforts to send more than a million greeting cards to troops in

Saudi Arabia and the Persian Gulf, all as part of the station's Operation EGBOK (Everything's Going To Be O.K.). Last week the station staged a "send-off" party during a live broadcast from the station's parking lot. KABC personalities Ken Minyard, Roger Barkley and Michael Jackson hosted the event, which included the loading of the million-plus cards into a 40-foot UPS trailer for shipping. The cards were delivered to a defense base in Tracy, Calif., where they were sent via military cargo plane to the Middle East.

The send-off featured a musical trio dressed in World War II-era uniforms reminiscent of the Andrew Sisters performing Big Band selections, a Christmas tree decorated with yellow ribbons and holiday greeting cards, an ROTC color guard, representatives from the USO, and members of military families.

In a variation of the same theme, KXXX-FM San Francisco initiated Operation Mistletoe, a push to have local listeners send individual greeting cards to the troops, whether they knew anyone in the Gulf or not. At last count the station received some 1,600 cards, which promotion director Dan Meagher said he and his staff are busily trying to get processed to send to Saudi Arabia before Christmas.

Because of military restrictions, the KXXX-FM promotion department was required to hand-process each card to make sure they were properly sealed and addressed. Meagher said the project became overwhelming, but was well worth the time. In fact, the station is planning to continue the campaign after the holidays. "We originally thought of Operation Mistletoe as a Christmas promotion, but we want to keep it going," he said.

Because of military logistics, a cam-

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Ken Minyard (l) and Roger Barkley

campaign initiated by WCAO(AM)-WXYV-FM Baltimore in early November has evolved into a holiday event. Operation Desert Sound was originally designed as a way to provide music cassettes to Gulf region troops, but clearance from the Defense Logistics Agency delayed the actual target date of the promotion, according to Roy Deutschman, vice president and general manager. "That was the real time-consuming situation for us, but now the tapes are en route, and hopefully will be there in time for the holidays," he said. Deutschman said that assistance from Maryland congressman Kweisi Mfume helped speed the clearance process.

Deutschman credits the largesse of the major record labels for making Operation Desert Sound possible. "I placed a few calls and they jumped on it," he said. "They provided us with more than 5,000 cassette tapes, both country- and urban-oriented," in keeping with the stations' formats. Tapes were supplied by A&M Records, Atlantic, RCA, Warner Bros., Arista, EMI, Columbia, Epic, Motown, Polygram, Capital, and Island.

St. Louis talk station KMOX(AM) takes its show on the road today (Dec. 10) with a live talk show with troops stationed in the Persian Gulf. While not originally intended as a Christmas broadcast, the live broadcast "will include a lot of Christmas messages," said station spokeswoman Susan Goen.

The hour-long show will be hosted by KMOX personality Bob Hardy in Saudi Arabia, and will be rebroadcast on the Voice of America and the Armed Forces Radio Network. The station was assisted in preparations by personnel at Scott Air Force Base in Illinois, home to the Military Airlift Command. -REB

## NPR PROGRAMS HOLIDAY SCHEDULE

National Public Radio is marking the 1990 holiday season with a variety of special programming, ranging from a theatrical production of Charles Dickens' "A Christmas Carol," performed by comedian Jonathan Winters, to a broadcast of Handel's "Messiah," hosted by actor-musician Dudley Moore. The schedule includes:

■ *Western Wind: A Musical Celebration of Light* features the history and legends of contemporary religious observations woven together by music representative of the winter solstice, the Renaissance, and Channukah.

■ *The Door In The Wall*, an adaptation of the children's novel written by Marguerite de Angeli, hosted by actress Colleen Dewhurst. Dec. 12, 1 p.m., ET

■ *A Jazz Piano Christmas* features holiday music performed by keyboardists Billy Taylor, George Shearing, and Marian McPartland, and other contemporary jazz musicians. Dec. 17, 1 p.m., ET

■ *1990 St. Olaf Christmas Special: Arise and Set the Captive Free* is a 90-minute concert with the St. Olaf College

Choir and the St. Olaf Orchestra. Dec. 20, 1 p.m., ET

■ *An Acoustic Christmas: Steve Wariner and Friends* features traditional and contemporary Christmas music and stories presented by such country music artists as Chet Atkins, Emmylou Harris, Maureen O'Connell, and Wariner, whose birthday falls on Christmas Day. Dec. 21, 1 p.m., ET

■ *Winter Solstice Whole Earth Christmas Celebration*, hosted by musician Paul Winter at the precise time—10:07 p.m. (ET) Dec. 21—that the sun passes the solstice and winter begins. The performance of Winter and his acoustic ensemble will be broadcast live from the Cathedral of St. John the Divine in New York, with a "studio audience" of 2,500. Dec. 21, 9 p.m., ET

■ "He's A Rebel: A Tribute To Phil Spector" is a two-hour special that looks at Spector's contribution to, and influence on, American rock 'n' roll culture.

■ *American Jazz Radio Festival New Year's Eve Celebration*, a coast-to-coast jazz party broadcast live from New York, New Orleans and Los Angeles. -REB

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Susan Dalton  
Vice President/Sales  
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## RIDING GAIN

### SPOT SPOTLIGHT

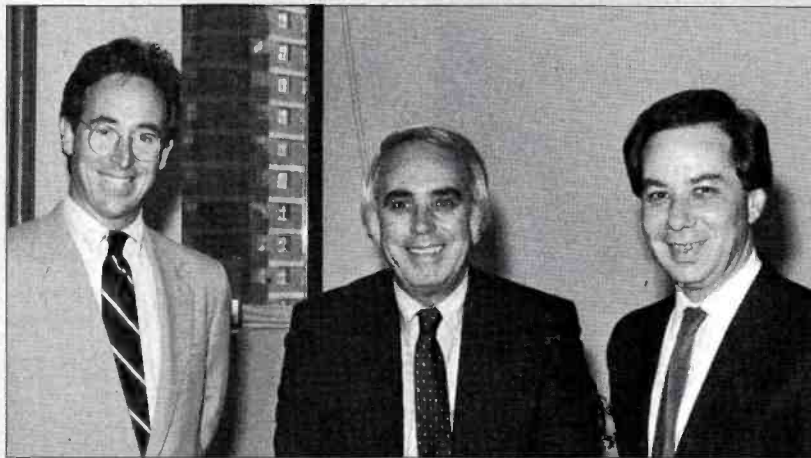
National spot radio billings were \$99,322,300 for October 1990, a decrease of 5.8% over October 1989's unadjusted \$105,452,900 figure and 17.7% over the adjusted October 1989 figure of \$84,362,300. The year-to-date figure for 1990 was \$957,320,600, a 5.4% increase over the unadjusted 1989 figure of \$908,481,100 and a 7.8% increase over the 1989 adjusted total of \$887,833,800. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

### ON THE ROAD

CBS news correspondent Charles Kurault briefly jumps to National Public Radio on New Year's Day to host the "1990 National Heritage Fellowship Awards," sponsored by the National Endowment for the Arts. The two-hour program, produced by NPR member station WETA-FM Washington, honors a wide array of American folk artists. Recipients of the award, selected from nearly 200 finalists, include an African-American string band from Detroit, a Montana cowboy poet, a Mexican mariachi player from California and a Native American flute player.

### SNYDER RE-UPS

ABC Radio Networks talk show host Tom Snyder has signed a new multi-year contract, giving him the green light to continue his weekly three-hour nighttime



L-r: Bob Callahan, president, ABC Radio Networks, Tom Snyder, and Maurice Tunick, vice president of ABC talk programming

interview/news program. As part of his new deal, Snyder also will inaugurate a 90-second short-form commentary, which will debut on ABC Jan. 14, 1991. Snyder's current talk show first aired on ABC in October 1987.

### RAB SALES CONFERENCE

The Radio Advertising bureau is gearing up for its annual Managing Sales conference, to be held next year, Jan. 24-27, at the Opryland Hotel in Nashville. On tap for the attendees are keynote speakers Al Neuharth, former Gannett chairman and founder of *USA Today*, and Tom Bodett, "the voice of Motel Six." The seminar will be separated into several areas, including study tracks, extended-length forums and a series of seminars, led by industry experts. "Track 1" will focus on "Hands-on Sales Management,"

with a series of five seminars, including: "Seminar 101—Recruiting and Hiring High-Potential Sales Talent," Patricia Davison, principal, Korn/Ferry, Dallas, on identifying and hiring motivated sales professionals; "Seminar 102—Training New Hires: The First Thirty Days," Ken Greenwood, Greenwood Performance Systems Inc.; "Seminar 103—Evaluation, Compensation and Reward Systems," Charles Warner, University of Missouri School of Journalism professor, will discuss the findings of his just-completed study on sales compensations systems; "Seminar 104—Managing Experienced Salespeople," Jim Hooker, sales consultant, and "Seminar 105—Support and Corrective Action: What to Do When It Is Not Working," Norm Goldsmith, president, Radio Marketing Concepts.

"Track 4" will center on "Developing New Radio Revenue," which will be held all day, Saturday, Jan. 26. Irwin Pollack, president, Irwin on Radio and In-station Sales Training, will monitor the session.

Panelists for "Track 4" include Gina Gallagher, consultant specializing in new business development, and Lee Carter, president, Local Marketing Corp.; Val Maki, corporate sales director, Emmis Broadcasting; Nancy Vaeth, general manager, KRBE-FM Houston, and Mark Goodrich, local sales manager, KXKL-FM Denver.

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# WASHINGTON

## FCC LIBERALIZES INTERPRETATION OF ETHICS RULES

*General counsel says new readings are 'more responsive, more consistent'*

**F**or the first time in several years, FCC commissioners attended the CBS-co-sponsored Kennedy Center Honors in Washington two weeks ago, having been assured by the general counsel's office that they could accept the high-priced tickets without violating the government's ethics policy ("Closed Circuit," Dec. 3).

And with similar assurances, a pack of agency officials is planning to attend tonight (Dec. 10) a screening of "Bonfire of the Vanities" at the Motion Picture Association of America's theater as the guests of Time Warner.

Nonetheless, FCC General Counsel Robert Pettit, the final arbiter of who may accept what invitations, maintains the ethics rules governing the food, drink and amusement FCC employees may receive from those they regulate are as sound as the day he assumed his office over a year ago. "I don't think they've been gutted at all," Pettit said in reply to a reporter's suggestion that they have. "But in some cases the rules have been made more responsive, more consistent with the ethics law."

Under FCC rules, which were tightened up in 1986 by then-Chairman Mark Fowler, officials are barred from receiving for free anything of monetary value, including food and entertainment, from any "prohibited source"—that is, any individual or company whose interests are affected by FCC decisions.

However, there are exceptions. With the approval of the general counsel, officials may accept "food and refreshments, not lavish in kind...when offered free in the course of a meeting or other group function" by trade associations, educational institutions and the like. And they may accept any sort of gift from family and friends where it is clear personal relationships, not the position of the officials, are the "motivating factors" behind the gift giving.

There is nothing in the rules preventing officials from attending functions hosted by "prohibited sources" or having lunch with executives of regulated businesses as long as the officials clear it and pay their own way.

Although the rules have not been changed, the general counsel's office has made some minor changes in the way the FCC is applying the rules that are giving FCC officials considerably more opportunity to make the rounds in Washington.

After much discussion with the staffs of the various commissioners, the general counsel's office decided to allow officials to accept \$750 tickets to the Kennedy Center Honors offered by the National Association of Broadcasters, ruling that the event was not "lavish in kind." According to Pettit, all but \$85 of the ticket price went to charity—the Kennedy Center itself.

"I think what changes, if anything, is the policy concerning charitable events," Pettit said. "If a commissioner receives a \$750 dinner with 100-year-old Bordeaux and everybody gets a dancing girl, that's a different matter,"

he said.

In the case of the Time Warner "Bonfire" party, the general counsel ruled that officials may attend under a liberalization of the "pay-your-own-way" exception.

Prior to this year, if an official wanted to go to a function hosted by a prohibited source such as Time Warner, the general counsel's office would ascertain how much the event was costing the host per invitee. To attend, the FCC would have to pay the per-person rate—be it \$5 or \$50. But under the new "cash bar" policy implemented by Pettit early this year, FCC officials can attend any event they want, paying only for what they consume. If, for instance, a commissioner attends the reception and has a Coke, he only has to pay for the Coke.

In most cases, the general counsel's office is leaving it to the officials to figure out the value of their food and

### R.I.P. FOR NETWORK REP PLAN

**T**he FCC released a four-page order last week putting to rest the two-and-a-half-year-old proposal to eliminate the prohibition against networks' engaging in the advertising rep business. The FCC had voted unanimously to do away with the so-called network rep rule last month ("Closed Circuit," Nov. 26).

The FCC, through the same order, extended permanent waivers of the rule to three minor networks—Univision, Latin International Network and Telemundo Group—to which it had already granted temporary waivers.

The ban against network repping "protects broadcast affiliates from the networks exerting influence over affiliate programming decisions, and the rule fosters competition in the local and national broadcast television markets," the FCC order says. Although the television market has changed since the rule was adopted, it says, "we do not believe the weight of the record evidence or our own experience in this area supports a conclusion that there are public interest benefits sufficient to warrant any changes in the rule."

In April 1988, then-FCC Chairman Dennis Patrick proposed doing away with the rule as part of a general deregulatory push. But the proposal quickly became an orphan, winning only half-hearted support of big three broadcast networks and drawing stiff opposition from reps and network affiliates.

Jerry Feniger, managing director of the Station Representation Association, which spearheaded the opposition to the proposal, said he expected nothing less than what he got from the FCC. "The logic was totally on our side, the comments were totally on our side," he said. "No one filed with the three networks."

Feniger characterized the proposal as "one of Dennis [Patrick's] misguided journeys."

drink and make the necessary reimbursement. For the Time Warner affair, it priced the movie at \$6 and the buffet-dinner at \$18. Those who come just for the movie can save themselves the \$18.

Until the FCC put a stop to it a few years ago, CBS used to offer free tickets to a host of FCC officials to the Kennedy Center Honors each year and they were readily accepted. According to Pettit, CBS is still barred from offering tickets to FCC officials because it, unlike the NAB, is a "prohibited source."

While the general counsel was considering the Kennedy Center invitations, questions were raised about a possible CBS role. Some were suggesting that CBS, unable to offer the tickets itself, gave NAB the tickets free or at a discount so it could pass them along to the FCC officials.

But there seems to be no evidence to support that contention. "I can assure you that we checked that to the nth degree and CBS had nothing to do with making the tickets available or underwriting the cost of the tickets," said Marjorie Reed Greene, FCC associate general counsel.

Given the green light, FCC Commissioners James Quello and Sherrie Marshall accepted the NAB tickets, went to the affair and have no qualms about it.

"I lived here for 12 years before the ethics rules were put in place and I've done pretty well," Quello said. He attended the Kennedy Center Honors several times before the FCC tightened its guidelines in 1987 to prevent CBS from handing out tickets, he said. He was the

only one to vote against the networks when the FCC tentatively voted to repeal the fin-syn rules in 1983, something CBS and the other networks desperately wanted. "I don't feel I've been had," he said. "I have friends on both sides of these issues. I can vote for them when they are right and against them when they are wrong."

Quello does not think much more of the "cash bar" rule than he did of the per-person rule. At a CBS party thrown in conjunction with the Kennedy Center Honors, he said he had a soft drink. "How much is a soda worth?" he asked. "Enough to make it ludicrous."

"It's a shame we have to jump through so many hoops to see if we can attend a charitable and public event," Marshall said, who thinks the rules are, in general "overly cumbersome and complex. It shouldn't be a big deal next year," she said. Pettit is "relaxing the rules as he deems appropriate, and I applaud that effort."

FCC Commissioners Ervin Duggan and Andrew Barrett, on the other hand, told NAB "No, thanks." Barrett's decision was based on his belief that he should not accept invitations from entities doing business at the agency since they are all aimed at influencing his decisionmaking. "I don't think it is appropriate for me to accept those kinds of invitation."

Duggan simply did not feel attending the event was worth the "suspicion" aroused by it, although he does not think anything is wrong with it. "If I get in trouble, I want it to be over something

more significant than attending a party."

FCC Chairman Alfred Sikes also attended the event as a guest of Irv Hockaday, president and CEO of Hallmark Cards Inc., which, in combination with subsidiary Univision Holdings Inc., owns nine television stations. Although Hockaday is a "prohibited source," Pettit said, Sikes could accept the invitation under the personal-friend exemption. The Sikes-Hockaday friendship goes back to 1976 when they both worked together on the campaign that put John Danforth (D-Mo.) in the Senate. "It was that relationship that motivated the invitation," Pettit said, echoing the language of the rules.

(The FCC's so-called *ex parte* rules prohibited Hockaday from broaching during the evening [or at any other time] the license renewal case that six of Hallmark's television stations are mired in. Hallmark purchased the stations for \$326 million four years ago, after the FCC approved a settlement of a license renewal battle involving the previous owners. But a three-judge panel of U.S. Court of Appeals remanded the case to the FCC last January with instructions to either complete the renewal proceeding or enunciate a new policy explaining the FCC's departure from the precedent that does not permit the sale of stations whose basic qualifications are at issue in a hearing. At the request of the commission, the entire Court of Appeals has agreed to hear the case. The en banc hearing is slated for this Wednesday, Dec. 12.)

-NAJ

## DISNEY FACING HURDLES IN EFFORT TO RELAX PTAR

*FCC is not inclined to review prime access rule; Disney's Rich Frank hopes direct appeal at fin-syn hearing this week will help cause*

**W**alt Disney Co. has its work cut out for itself in trying to persuade the FCC to relax the primetime access rules to allow it and other syndicators to sell off-network programs to network affiliates for airing in the early-evening access period.

The commission is disinclined to tamper with the rule, as it has amply demonstrated by virtually ignoring First Media Corp.'s eight-month-old petition to repeal PTAR. FCC Chairman Alfred Sikes, who has generally supported the rule, told BROADCASTING last week that a review of it "is certainly not on the front burner."

Commissioner Ervin Duggan is adamantly opposed to any change in the rule. Indeed, he has raised concerns in the FCC's review of its financial interest and syndication rules that changes in the fin-syn rules might knock out the legal underpinnings for PTAR.

But at least one commissioner apparently believes PTAR may be ripe for reexamination. The Disney petition "may cause us to take an updated look," said James Quello. "I'm not saying [the rule] merits a change," he said. "That would be a long hard putt."

Breaking ranks with other syndicators and producers, Disney asked the FCC to

relax the rules three weeks ago in two separate proceedings to permit the sale of off-network fare for access in the now-prohibited top 50 markets.

Richard Frank, president of Walt Disney Studios, is expected to make a direct plea for the changes when he appears at an en banc FCC hearing this Friday (Dec. 14). The hearing is aimed primarily at airing the issues surrounding fin-syn reform.

In its petition, Disney argues that some relief from PTAR is warranted because of the emergence of Fox has drastically reduced the number of syndication outlets. "The commission should



directly face the threat to the viability of syndicating off-network programs caused by the increased product flow from [Fox] and the commensurate decline in independent station time available for placement of these programs," Disney said. As a result, it said there is less opportunity to recoup its investment in network programming and, therefore, less incentive to invest in network programming.

Disney's syndication arm, Buena Vista Television, which currently has *Golden Girls* in off-network syndication and will have *Empty Nest* in the future, said that in markets 51-100 only 23% of all available access hours are filled with off-network programming, and it suggested that similar percentages could be expected in top 50 markets. It also said that in top 50 markets, 85% of access programming on Fox is off-network (81.5% in markets 51-100). Those slots would be lost to off-network producers if PTAR is still in effect when Fox becomes an official network, it said.

In answering questions about PTAR in the fin-syn proceeding, most parties

supported relaxation of fin-syn, especially in allowing the networks to have a "passive" interest in off-network programs, but few supported any changes in PTAR as they apply to ABC, CBS and NBC.

If the fin-syn rules are significantly relaxed as expected, said Ralph Baruch, chairman of the Program Producers and Distributors, PTAR will be more important than ever before. Without PTAR and fin-syn, he said, network syndicators will be able to dominate the access market with its off-network programs. If PTAR is preserved, on the other hand, he said, stations will be able to choose from scores of programs offered by dozens of producers. "The issue is diversity," he said.

PPDC has yet to formulate a position on Disney's petitions. But Baruch said he personally believes that Disney's motives are "pure economics....It's not the commission's responsibility if [Disney's] business has soured. It is the commission's business to do what is best in the public interest...PTAR clearly is."

At their core, both the fin-syn and PTAR rules are predicated as safeguards against the networks' ability to dominate and unduly influence the program marketplace. According to PTAR's opponents, if the commission finds that such an argument is no longer sustainable for fin-syn, then other FCC rules with a similar predicate, such as PTAR, might also be in need of change.

But not all agree. "The position that the fin-syn rules and [PTAR] are joined at the hip and that an attack on one is an attack on all...is simply false," said NBC in its fin-syn comments.

Capital Cities/ABC said "the commission should not hesitate to proceed [on eliminating fin-syn] for fear of undermining the rationale of...PTAR....A conclusion that there is little or no warrant for fin-syn restraints on the postulated exercise of market power by networks would not suggest that the need for PTAR has disappeared. Quite arguably, the growth of the Fox network...makes it more important than ever to preserve opportunities for first run syndication."

## WASHINGTON STATE EYES ALCOHOL AD RESTRICTIONS

*Despite opposition of broadcasters and advertisers, state liquor control board is expected to adopt additional ad restrictions early next year*

**F**ifth Estaters in and out of Washington state believe that 12 additional restrictions on alcohol advertising in the state that the Liquor Control Board is considering are unconstitutional and unlikely to stem alcohol abuse as the board hopes. Nonetheless, the board is likely to adopt at least some of them, perhaps as early as January, according to a board spokesman.

As proposed, the restrictions would ban ads that depict "overconsumption or a state of intoxication," are "in bad taste," imply that "liquor enhances athletic prowess, or professional or social achievement of any kind," or include "anything designed to or intended to attract persons under the legal age." According to the board, the restrictions are designed to help curb many of the problems associated with alcohol abuse.

Carter Mitchell, public affairs and legislative liaison, Liquor Control Board, said the proposals are amendments to existing rules that, for example, already prohibit ads linking athletic prowess with alcohol consumption. According to Mitchell, the board wants to

discourage advertisers from portraying alcohol consumption as a means of gaining success or social status. In essence, he said, the board is asking the questions: "Do we need more responsible advertising?"

Congressman Rod Chandler (D-Wash.) says the answer is yes. At a board hearing in Seattle two weeks ago, Chandler said "it is safe to say that advertising is one element in the decisionmaking of young people who drink." Chandler, a former anchorman at KOMO(TV) Seattle, said that Americans see 100,000 beer commercials by the time they reach 18.

But hearing witnesses for the advertising industry, including Hal Shoup, executive vice president and director, American Association of Advertising Agencies, and former FCC Commissioner Richard Wiley, who spoke on behalf of the American Advertising Federation, said advertising has little or no effect on the total demand for alcohol.

"Advertising is product advocacy...[which] involves the use of models, imagery, and words to empower the

brand with positive associations in the consumer's mind," Shoup said. "But the use of these advertising tactics is not inherently misleading."

Wiley said the proposed regulations "do nothing to alleviate any problems associated with alcohol abuse and, in fact, may cause substantial harm to consumers; to radio, television, newspapers and other media supported by advertising, and to the developing... Washington State wine and beer production industries."

Cam Devore, a lawyer with Seattle-based Davis Wright Tremaine, speaking on behalf of the Washington State Association of Broadcasters, the National Association of Broadcasters and the Pacific Northwest Newspaper Association, said, "Any advertising regulations that are not precisely defined and narrowly tailored set dangerous precedent for regulation of all advertising and place responsible media in an impossible position....The proposed new rules clearly cross the threshold of unconstitutionality."

Mitchell said the board would not

“arbitrarily propose something that was patently unconstitutional.”

The advertising industry, said Shoup, already has guidelines that promote responsible advertising of alcohol. Those

guidelines, he said, do not promote excessive or irresponsible consumption, inebriation or excessive revelry; do not target minors; do not promote alcohol use in conjunction with activities involv-

ing skill or mental alertness; require that actors and models be (and look) over 25, and insure that associated products (i.e. clothing lines) not be designed for children.

-PJS

## FUNDING FOR CHILDREN'S PROGRAMING DEBATED

**T**he debate on how to best spend available money for children's programing intensified last week, as participants of a seminar sponsored by The Washington Program and The American Children's Television Festival discussed the newly formed, \$6 million National Endowment for Children's Television.

Along with the money, the panelists agreed that the law's provision mandating that "a TV station's educational and informational service to young people should be considered a factor in license renewal" was the most important part of the legislation.

The five panelists, which represented cable, noncommercial and commercial television, were asked how they would



Bob Keeshan, Jennifer Lawson and Geoffrey Darby

disperse the funds and which segment in children's TV is underserved.

There seemed to be agreement among panelists with Jennifer Lawson, PBS executive vice president, national program and promotion services, who said that "public television is a wonderful school surrounded by an amusement park." It was important to gain and keep the attention of children, and "in my view," she said, "\$2 million doesn't go a long way."

The endowment calls for matching funds from private and public groups. International co-production was suggested by Gary Knell, vice president and director of legal affairs, Children's Television Workshop, who said: "*Sesame Street* is shown in 83 countries and is especially popular in Japan with teenage girls who are learning English as a second language."

But Phyllis Tucker Vinson, executive producer, NBC Productions, wondered if "a show like *Sesame Street* could be started in times like these."

If those kinds of programs are to be started today, said Vinson, it will only be done with help from the private sector. Gaining that support might prove difficult because of limits placed on commercials within a program, said Robert Keeshan, also known as Captain Kangaroo. He said that these limits will probably keep independent producers from seeking this money because the resulting programs might never be able to be shown on commercial television.

-JS

## FCC DIVIDED ON IMPORTANCE OF FOREIGN OWNERSHIP TO FIN-SYN DEBATE

**F**CC Chairman Alfred Sikes has made it clear that Matsushita's proposed takeover of MCA and foreign ownership of other major studios would color his thinking in the on-going proceeding to relax the financial interest and syndication rules, which effectively prohibit the networks from owning major studios and from fully competing with the majors in financing and syndicating network programing.

But Sikes's view does not prevail at the independent-minded commission. Of the other four commissioners, only Quello shares Sikes's view that foreign ownership is important to the fin-syn debate. "It will be among the factors to be considered," said Quello, noting that much of the syndication profits at stake in the fin-syn battle will now be leaving the country as a result of the foreign takeovers of the major studios. "You can't ignore it."

Oh, yes you can, say the other commissioners. "From my point of view," said Commissioner Ervin Duggan, "the MCA-Matsushita deal will, in the words of the late Everett Dirksen [Democratic senator from Illinois], have all the impact of a snowflake falling on the mighty bosom of the Potomac."

"The issue is not about foreign ownership," said Commissioner Sherrie Marshall. "It's about buying and selling in the domestic marketplace. That we are having any kind of ownership changes, I don't find that terribly dispositive."

"Who owns what will not have any impact on my decision," said Andrew Barrett. And for the networks to raise the issue of foreign ownership in the proceeding is a "bit disingenuous," he added, given CBS's and ABC's demonstrated willingness to sell businesses and property to foreigners. If there were no FCC rules barring the sale of broadcast properties to foreigners and if "the price were right," the networks themselves would sell out to foreign interests. "They'd say: 'The hell with America.'"

-HAJ



# SATELLITE

## COMSAT AND SKYPIX KILL MID-POWER DBS TALKS

*Doubts cast on satellite 'video store' startup equity and CVE's ability to invest as former rules out \$100 million investment in Ku-band proposal*

Since September they had danced closer and closer, but last week the entrepreneurial division of the mature satellite services company and the startup direct-to-home pay-per-view television service parted ways, each saying a marriage would have been torn asunder by incompatibility.

Comsat Video Enterprises, the number-two hotel satellite TV service in the nation, and SkyPix, owner of sole license to the Starscan digital video compression system, announced the end of negotiations toward CVE's investing up to \$125 million in SkyPix's mid-power direct broadcast satellite (DBS) service to be launched next summer.

Finances, rather than doubts about SkyPix's technology, broke the deal apart, CVE President Robert Wussler told BROADCASTING. CVE, he said, might have waited "a number of days or weeks" for SkyPix to complete and integrate its 8-channels-per-satellite-transponder video compression equipment, authorization center, small home dish and a consumer receiver-decoder priced under \$700. "I believe in the system; I believe in mid-power" [DBS]," he said. However, Wussler added, speculation that CVE parent Communications Satellite Corp. had blocked a deal that CVE wanted is "absolutely untrue. The deal fell apart for other reasons."

Those "other reasons," said several knowledgeable sources, were disagreements over how upfront money would be raised and secured. Allegations persisted, the sources said, that each had failed or refused to put down parts of a combined \$10 million in earnest money. SkyPix President Brian McCauley and Wussler denied that charge, the latter confirming only that CVE objected to the idea of co-signing for money that SkyPix intended to borrow.

Calling the breakup mutual, McCauley said SkyPix's "primary reason" for discontinuing talks was SkyPix suitors' concerns over CVE's financial stability. Attention had been drawn, he said, to a Nomura Equity Research report which

projected that the "horrendous" performance of current management at CVE will lead to \$27 million-\$28 million in losses in 1990, and which called "an enormously risky" CVE investment in DBS "the next fiasco." That analysis, McCauley claimed, disturbed other SkyPix suitors. Three other securities analysts that Comsat said followed it did not return phone calls by deadline.

A variety of sources suggested a clash of strong personalities between Wussler and, on the other side, McCauley and A. Frederick Greenberg, the low profile, financially powerful founder of SkyPix, explained the impasse. Of working with Wussler over the past several months, McCauley said: "We never intended to negotiate with CVE in the press. That was Bob. Bob has a history of putting personal publicity before profit."

However, said sources closest to negotiations, rising concern on both sides over the bankability of their opposites contributed most to the stalemate. In particular, the rising losses from CVE's hotel TV operations and federal enforcement actions against a bank run by SkyPix principal A. Frederick Greenberg led each side to doubt the other's ability to borrow money.

Several sources described the reputa-



CVE's Robert Wussler

tion of Greenberg—a newcomer to the TV industry but longtime successful entrepreneur in real estate, as well as in Hollywood, where his partnerships produced such films as "Terminator"—as currently dubious and clouded.

Last month Judge John Sprizzo of the U.S. District Court of New York, Southern District, dismissed a suit filed by Greenberg and other directors of the First City National Bank & Trust Co., requesting reversal of a decision by the U.S. Office of the Comptroller of the Currency to declare First City insolvent last year. The OCC closed the bank on Dec. 19, 1989.

Greenberg, his brother Richard and five other plaintiffs had asked the court to reverse the closing, which was based in part on allegations that First City had made improper loans to partnerships involving Greenberg. Calling the OCC's charges "biased," "frivolous" or voided by a 1989 consent agreement, the Greenbergs asked the court to permanently block OCC's enforcement actions. But Judge Sprizzo decided he has no jurisdiction over the case.

Up until last Monday (Dec. 3), both McCauley and Wussler—each had served as a panelist on separate Western Cable Show sessions in Anaheim the previous week—expressed optimism that the MOU between them would be-



SkyPix's Brian McCauley

come contract.

CVE appeared to substantively demonstrate its faith in SkyPix's technology and market strategy—predicated on competition with video rental and pay per view TV, rather than with basic or pay cable—when, in November, it purchased options to lease six Ku transponders aboard Hughes Communications' new SBS 6 satellite, upon which SkyPix had acquired up to a dozen transponders a month earlier. CVE's PPV and sports driven hotel TV service and SkyPix's initial 40-50 PPV movie service would fly in the same spot in the sky.

Last week, both companies issued statements bullish on their prospects to become early leaders in Ku-band DBS. "I don't think Comsat would consider doing it alone," said a Comsat corporate spokesman. "The costs are just too great." Wussler said he been in contact last week with at least one proponent he declined to identify.

Saying that the breakup does not diminish the likelihood that Comsat will still exercise its options by a March 1991

deadline, Wussler called the "thinking behind" Nomura's analysis of Comsat "shortsighted" and projected CVE cash flow will become positive next year. A partial investment in a "low-cost" \$300 million mid-power DBS project, in contrast to a \$1 billion high-power DBS service, he said, "is going to get investors back some money." Expressing "concern that high-power [DBS] could be five to six years away," he said, "I don't want to wait that long." CVE will pursue "some very simple, straightforward opportunities" in mid-power, he said, adding that he did "not preclude doing something with SkyPix."

McCauley remained unwilling to identify any of "a large handful" of potential \$100 million lead investors he is confident will "fully fund" the minimum \$200 million startup of SkyPix by the end of the first quarter next year. Asked whether SkyPix might default on its payments for the initial 10 SBS 6 transponders in the meantime, he said, "we are adequately funded for all our requirements." Declining to comment

on a rumor that SkyPix has already missed a payment, Hughes seconded McCauley's claim that relations between the two remain "excellent."

Doubts persist over SkyPix's claim that it will reach antennas as small as 24-36 inches—perhaps the most crucial indicator of SkyPix's potential reach—as a second engineering study, this one commissioned by a high-power DBS competitor, projected that at least a one-meter dish would be required (BROADCASTING, Dec. 3).

McCauley confirmed reports that motion artifacts remain in the demonstrations. By next month, when the motion compensation chips received from Compression Labs last week—"that last 1% of the compression system," he said—are integrated into the encoder, the last vestiges of blur or jump in certain kinds of video will disappear. Up until now, said McCauley, observers of SkyPix demonstrations have seen 99% live, real-time encoding and 100% live, real-time decoding; in January, encoding will also reach the 100% mark. —PDL

## FOOTPRINTS

**First DBS domino.** The FCC granted United States Satellite Broadcasting Co.'s request to move five of its eight direct broadcast satellite channel assignments from 110 degrees West Longitude to 101, where Sky Cable holds the remaining 27 channels. USSB and Hughes have held preliminary discussions toward operating on the same birds.

Saying it is taking DBS requests in order, the FCC should next grant or deny four-year construction and launch extensions to Sky Cable partner Hughes Communications, and Advanced Communications (with 24 channels at 110 degrees) on their modified construction permits. That done, orbital position assignments for all permittees, and action on a petition to deny the application of TCI-controlled Tempo Satellite, should soon follow. The industry is unanimous in the opinion that only two (101 and 110 degrees) of eight positions available are optimal, and one (119 degrees) marginal, for DBS TV delivery to very small dishes in all continental United States.

Several days before the USSB grant, the commission also denied reconsideration of Dominion Video Satellite's request for 11, rather than its assigned eight, channels. Confident that General Instrument's digital video compression system will be available by end of 1992, Dominion President Robert Johnson said his company has "all the capacity we'll ever need." Like several other players, Johnson expects the field will begin to consolidate to "two or three," following orbital assignments.

**Burden shared.** After several months of what one cable programmer called "healthy discussion," the Satellite Broadcasting & Communications Association Software-Programmer

Group agreed to more than double its members' contributions to the SBCA's antipiracy and public relations programs, with a goal of providing \$700,000 in 1991. At the same time, General Instrument, whose VideoCipher Division makes the much pirated consumer decoder, VideoCipher II, agreed to raise its funding by 25% to more than \$1.3 million in 1991.

Overall, the SBCA expects to have about \$2 million next year to continue working with the FBI and U.S. Customs to investigate and prosecute companies and individuals suspected of selling or buying altered VC-II's. As of last week, only another \$150,000 to \$200,000 would be available for public relations. But, said one source, a majority of manufacturers have agreed to fund public relations if 80% of the product is represented in a funding pool. One major manufacturer and a second smaller one remain a roadblock to such an agreement, sources said.

**Leave the driving to us.** For an estimated one-time cost of \$1,650, ESPN affiliates will be able to leave behind the days of manually switching between primary and alternate backup satellite feeds of Major League Baseball, beginning next August. ESPN said last week that it will implement a new General Instrument automated satellite switching system.

**Radio too.** K Prime Partners' mid-power Ku DBS Primestar lineup of seven superstations and three pay-per-view TV services will now also include Superradio, a 24-hour service including music, childrens and business news channels, thanks to an agreement with Superradio provider Jones International Ltd. and International Cablecasting Technologies, K Prime announced last week.



# INTERNATIONAL

## REDRAWING MEDIA BOUNDARIES IN CZECHOSLOVAKIA

*Group of Western media minds gathers in Prague to help fashion new communications law*

**A** group of Western media experts spent an unusual weekend last month at a Prague villa helping Czechoslovakians redraft their country's new media law.

The Eastern European nation's call for aid—informally made after last year's overthrow of the Communist regime—became more immediate this October, when a government representative invited to Prague members of The Trans-Atlantic Dialogue on European Broadcasting, a group comprising media industry executives, academics and policymakers from the U.S. and Europe and chaired by a former British Broadcasting Corp. director, David Webster.

According to Webster, three of seven representatives of the Dialogue, in a trip jointly cosponsored by the Annenberg Washington Program on Communications Policy, arrived in Prague Nov. 17. Four more of the group, however, found themselves without hotel rooms due to U.S. President George Bush's concurrent visit there and so were shuttled off to Budapest, Hungary, for the night. Up again at dawn the next morning for 6 a.m. flights back to Prague, the group was met at the Prague airport by the chauffeur of the deputy prime minister and taken to the city's suburbs to gather with eight or nine of their Czechoslovak counterparts from government, parliament and the country's post and telecommunications agency, said Webster.

With the existing draft of the new law bogged down in part over handling of strong ethnic divisions between the nation's Czech and Slovak populations, the two groups spent the day in a clause-by-clause debate over a new version, followed by a nighttime foray for an English-language typewriter to complete the draft.

The group's work then found its way with remarkable speed to the office of Czech Prime Minister Petr Pithart, thanks to a prearranged meeting with negotiation team member Milan Jakobec, secretary of the Federal Government Commission for Independent Broadcasting. Dialogue member and

ABC News executive Jana Petrenko—a Czech by origin who speaks both Czech and Slovak—joined the meeting and the two were able to detail the group's work the night before. Meanwhile, other members of the Dialogue, including UCLA Communications Law Program Director Dan Brenner, France's Leila Bouachera of Antenne 2 and Bernard Miyet of the Foreign Office's cultural affairs unit, British consultant John Howkins and Brussels-based advertising industry spokesman Alastair Tempest, were conducting a teach-in for about 30 Czechoslovak officials.

A new draft incorporating many of the group's proposals was being prepared late last week for a Friday, Dec. 7, meeting between federal, Czech and Slovak government representatives, Webster said. He emphasized that the group's work was meant to serve as the basis for discussion and further changes should be expected.

Central among the concepts introduced by the group is the draft law's first clause, which states that "The purpose of this law is to ensure the provision of free and editorially independent broadcasting both in the public and in the private sectors, and to guarantee freedom of information for the people, as stated in the European Declaration of Human Rights, Article 10."

The citation of the Declaration of Human Rights, as well as the draft laws' other references to the European Convention on Transfrontier Broadcasting; Czechoslovak laws on copyright, obscenity, privacy and human rights, and other international agreements on advertising and sponsorship, were intended to prevent the draft law from being weighed down by excessive detail, explained Webster.

To help maintain the freedoms sought by the draft, the document proposes the setting up of an independent council for television, radio and cable. Under a complex formula designed to sidestep Czech and Slovak sovereignty disputes, the council would be made up of three members chosen by a three-fifths major-

ity of the Czech Parliament and another three by a three-fifths majority of the Slovak Parliament. Those six would in turn select three of six nominated by the Federal Parliament and then the body's members themselves would appoint their own chairman, as well as the chief executives for public TV and radio services.

The council, Webster explained, is guaranteed independent operation under another article, a significant shift from an earlier draft's suggestion that the council's acting secretariat operate through a government agency.

According to Webster, this consult will not be the Dialogue's last. The group has already been asked for advice on four Polish media bills now under consideration in that country. —AAG

## TAKING A WORLDWIDE VIEW OF CABLE

**W**hile the process of marketing cable worldwide continues, executives gathered for a panel discussion during the Western Cable show in Anaheim, Calif., detailing the opportunities and obstacles faced by cable companies from country to country. Titled "Marketing Multichannel Television Abroad: An Operator's Perspective," the panel was moderated by Nimrod Kovacs, president, NJK International, and touched on cable's growth in Eastern Europe, the Orient, France and Israel.

"The four most active areas for cable in the Pacific Rim are Hong Kong, Taiwan, Japan and China," according to David Archer, vice president, international business development, Viacom Worldwide, who said cable is in its infancy in those four countries. Archer said one of the factors causing slow penetration in Japan is the high cost of installation, which can reach \$300, "coupled with poor post-wiring policy by the

cable companies," which has helped to keep penetration down to about 10%. Other factors affecting cable are high VCR usage and the marketing of cable which he called "very soft-sell."

A problem facing cable companies in Taiwan, said Archer, is program piracy. He said the Taiwanese system of television consisted of three national network channels in addition to "numbers of illegal channels." Some of those illegal channels, he said, consisted sometimes of just "a VCR and a stack of tapes" wired up to a small group of houses.

Cable growth in Hong Kong has been hindered by the instability of the cable companies that have been involved in the process thus far. Archer said three companies have been involved in bringing cable to Hong Kong to date and Viacom has been with all three. Another problem is the limited programming available for Hong Kong viewers. He said the fundamental issue of cable in Hong Kong is that programming cannot be imported because the predominant language spoken in the province is Cantonese, which is not used much outside of China.

China, according to Archer, is in the process of becoming a wired nation, despite its size and areas of remoteness. Although all television is government controlled, he said they are readying the launch of a satellite with a transponder for each province.

Kovacs said one of the main hurdles cable faces in establishing a system in Eastern Europe is knowing with whom to do business. "The difficulty in getting into business there is that until just recently the government owned or still owns everything so there is some question as to who to contact," he said. However, he said there are some advantages to looking toward Eastern Europe for growth. "On the positive side, many of the Eastern Europe countries are eager to westernize. And clearly, the Western European countries cannot afford to have Eastern European countries fail," he said.

Other factors to consider said Kovacs, are that although the consumer demand is high for new services such as cable, in many countries in Eastern Europe the disposable income to pay for such luxuries is not available. In addition, he said those countries have seen a surge of recently opened video stores and movie theatres since the political changes, and those activities will be competing with cable for the entertainment money.

"Although cable was just a dream to Israel four years ago, its growth has been rapid since then but not without its

troubles," said Meir Srebernik, director, Israeli Cable TV Service. He said the trouble started in 1986 when a proposal to allocate \$500 million for the development of a cable system was met with strong opposition. The proposal was passed in 1986 and brought about the formation of the Israeli Cable Television Service. The country has been divided into 31 areas with each area containing 40,000-50,000 households. He said the first bid was received in May 1988 and installation began a year ago. Srebernik predicts that Israel will achieve 80% penetration within the next two years.

One feature of the Israeli cable system is the Israeli Cable Broadcasting (ICB), a programming combine which was put together by operators. However, the formation of the entity has raised antitrust concerns and its future now rests with the courts. Srebernik predicts that when the issue is settled, the ICB will continue

to provide programming for the country's cable system.

Jeb Seder, marketing consultant, ATC, touched on cable's prospects in France and several other European countries. Seder said the French government has recently relaxed regulations to accelerate cable's growth in that country. However, he said penetration continues to be slow. Two European countries where the cable market is especially strong now are Germany and Hungary, although he warned that the political instability in Hungary made investment in that country particularly dangerous. Touching briefly on prospects for cable development in Czechoslovakia, Seder said any future cable company might find the going easy in that country because the secret police years ago built a series of underground tunnels for surveillance purposes which now could be used for holding cable.

—SC

## DISTANT SIGNALS

### EUROPEAN PLAYER

The World League of American Football has signed a two-year, agreement with European satellite channel Eurosport to carry live and tape-delayed games. Eurosport, one of five channels of the British Sky Broadcasting service formed by the merger of rival satellite programmers Sky Television and British Satellite Broadcasting, is carried in 21 countries of Europe with 52 million potential viewers, according to the league. Under the agreement, Eurosport will televise live Sunday night games during the 10-week regular season and provide two-hour edited versions of six Saturday night games. The Championship and two semi-finals will also be carried each season. A separate deal had previously been reached with Spain's TV3 Catalunya to carry weekly games.

### ASSIGNMENT: SPACE

Japan Broadcasting System news executive Toyohiro Akiyama has become the first journalist in space. Akiyama was launched Dec. 2 on a Soviet Soyuz rocket with two Soviet cosmonauts. According to wire reports, TBS will spend \$37 million on the eight-day mission and live broadcast coverage.

### INTERNATIONAL NATPE

NATPE International plans three international panels at this year's program conference in New Orleans Jan. 14-18. One general seminar on Tuesday afternoon, Jan. 15, is to be moderated by Warner Bros. International TV head Michael Solomon and will include panelists Daniele Lorenzano of Silvio Berlusconi Communications, Marc Tessier of France's Canal Plus, Helmut Thoma of Germany's RTL Plus, Patrick Dromgoole of UK broadcaster HTV and Antoine de Clermont Tonnerre of French producer Revcom. One of two concurrent sessions on Wednesday morning, Jan. 16, will focus on Canada, with Sam Wendel of Telefilm Canada as moderator and panelists Terry Botwick of the Family Channel, Robert Lantos of Toronto producer Alliance Entertainment, Arthur Weinthal of Toronto's CTV Network and Simone Harari of Paris-based producer TeleImages. The second Wednesday panel looks at Latin America and the influence there of satellite TV, with MGM/UA's Osvaldo Barzelatto as moderator and panelists Jack Petrick of Turner Program Services, Bruce Crockett of Comsat, London-based TV consultant Barrie Heads, and Carlos Montero of Buenos Aires Channel 11.



## World Cup

Continued from page 64.

Co., a subsidiary of Advanswers Media Programming. "To see Poland play Yugoslavia is not going to be a big number nationally."

Schulman added that the climate for TV sports is not exactly right for buying multi-million dollar packages. "There's no worse timing for a network to be looking at a new sports property right

now," he said, noting that with the exception of NBA basketball on NBC, the sports marketplace is exceptionally soft.

Negotiations for the U.S. TV rights to the 1994 World Cup will begin next month and should be completed by June 1991, according to Jeffrey R. Bliss, vice president and chief marketing officer of the World Cup '94 Organizing Committee. He said it is expected that about 40 of the games will air live in the U.S., with 8 to 12 of those games being delivered via a broadcast network. U.S. ne-

gotiations might be tied to those for the Canadian TV rights, he added.

All 52 games will be televised and produced for international distribution, said Bliss, adding that the EBU is a welcome host broadcaster because of its experience in producing the games.

The 1994 World Cup games will take place at a variety of venues nationally. FIFA's plans call for the selection of a maximum of 12 venues representing all geographic areas of the U.S., to be decided by late 1991.

-RB

## SYNDICATION MARKETPLACE

**Television Program Enterprises' Preview: First Look at the New** (formerly *Preview: The Best of the New*) picked up a key 7:30 p.m. (ET) prime access upgrade (previously at 3 p.m.) from WBZ-TV Boston, in addition to KDFW-TV Dallas (at 4:30 p.m. CT) and WJZ-TV Baltimore (at 12 a.m. ET). Following the November sweeps, *Preview* is at a critical crossroad with scarce access clearances and acknowledged \$25 million first-year budget, making rumored pitch for WNBC-TV New York's 7:30 p.m. (ET) slot (see story, page 59) all the more important to its future viability. The upgrades on WBZ-TV (effective Dec. 24) and KDFW-TV came as a result of vacancies on the Westinghouse-owned stations due to the cancellation of Group W-produced *Evening Magazine*. In Baltimore, *Preview* fills *Entertainment Tonight's* (from Paramount Domestic Television) midnight slot, so *ET* could be moved into *Evening Magazine's* 7 p.m. slot.

**LBS Communications** has pronounced an early 1991-92 firm go for *Family Feud*, the three-year-old syndication revival hosted by Ray Combs. During the past two months, the game show has secured upgrades or new clearances on WCAU-TV Philadelphia, WBZ-TV Boston, WXIA-TV Atlanta and WSVN-TV Miami, in addition to smaller markets where rookie first-run game shows have been failing in early fringe and access slots. LBS also said it has already received renewals from WRC-TV Washington, WFAA-TV Dallas, KOMO-TV Seattle, KGGM-TV Albuquerque and KHQ-TV Spokane. *Family Feud* currently counts 110 client stations, representing 85% coverage of the U.S.

In securing the recent addition of **Tribune Co.**-owned KTLA-TV Los Angeles, *Samuel Goldwyn Theatre*, a 14-title film package that counts 18 Oscar winners and 57 Academy Award nominees, has brought its clearance lineup to 125 stations (80% coverage) and 19 of the top 20 markets. Samuel Goldwyn Television is making the package available for fall 1991 on even six-minute national and local barter splits per each hour. Classic features include "South Pacific," "Oklahoma," "The Secret Life of Walter Mitty," "Guys and Dolls" and "Pride of the Yankees," and the colorized premieres of "The Bishop's Wife," "The Hurricane," "The Westerner" and "The Cowboy and the Lady." KTLA-TV joins sister Tribune independent WPIX-TV New York, among other major market stations WPWR-TV Chicago, WTXF-TV Philadelphia, KRON-TV San Francisco, WCVB-TV Boston, WXYZ-TV Detroit and WJLA-TV Washington.

**Twentieth (Fox) Television** announced that Vice President Joseph F. Greene, a 23-year syndication sales executive with the Los Angeles-based division, will be leaving the company at the end of the year to become an independent consultant. No replacement has been named. During his tenure, Greene was responsible for the marketing of *M\*A\*S\*H*, one of the most successful off-network series launches in syndication history. Greene also handled the off-network sales of hour drama *The Fall Guy* and the sale of many 20th Century Fox feature film releases for syndication.

**Republic Pictures Domestic Distribution's** *The Cliffhanger Serial Sepcials*, featuring B-series "Zombies of the Stratosphere" (with Leonard Nimoy of pre-*Star Trek* fame) and "The Crimson Ghost" (starring Clayton Moore of *Lone Ranger* fame), has added WNYW-TV New York, KCAL-TV Los Angeles and KTVI-TV St. Louis, to bring its station lineup to 113 markets (representing 76% of the U.S.). The pair of two-hour specials, which originally were distributed to theaters throughout the 1940's as separate short features, have been edited together and colorized for individual broadcast windows starting in January 1991. Both serials are being offered to stations on 12 minute national/ 12 minute local barter splits.

**Group W Productions** has confirmed that it will be expanding current weekly *On Scene: Emergency Response* franchise for daily stripping in fall 1991 ("Closed Circuit," Dec. 3). Weekly half-hour, which focuses on heroic actions of rescue workers, premiered last September and is currently running in 125 markets. Terms of the deal are cash plus one minute barter. Strip format will be hosted by Steve Dunlop, formerly weekend news anchor and reporter for *Newsline New York* on WNYW-TV, while weekend host and executive producer Dave Forman will be field correspondent along with Katrina Daniel, a veteran reporter from WTVJ-TV Miami.

**Blair Entertainment** has signed WWOR-TV New York, KCAL-TV Los Angeles and KRON-TV San Francisco to its new weekly reality-based action series, *Suuntmasters*. Those signings give Blair all top five markets—WPWR-TV Chicago and WGBS-TV Philadelphia are already sold—and a total of 72 markets, representing approximately 60% coverage of U.S. Weekly hour, set to launch in April 1991, is being offered on even 6½-minute local/national barter split.

# TECHNOLOGY

## NO PERFECT PLACE IN SPECTRUM FOR DIGITAL AUDIO

*Commenters say FCC's UHF and 2.4 GHz proposals are not feasible; 1.5 GHz option draws least opposition; NAB says decision should be delayed*

Since the FCC released three proposed bands for possible implementation of digital audio broadcasting, the public arguments among the current users of those three bands have made it clear that none of the proposals are ideal. But comments the commission received last week on the three options suggested that one option, 1493-1525 MHz, is the lesser of the evils.

DAB—or Broadcasting-Satellite Service-Sound (BSS-S), as it is referred to in the international forums—is broadcasting either by satellite or terrestrial transmitter of compact-disk-quality (20

kHz audio response) digital audio. The leading DAB technology was developed in Europe jointly by the Eureka 147 project and the European Broadcasting Union. Since the Eureka/EBU system first became widely publicized in the U.S., several American entrepreneurs have come to the FCC to propose DAB transmission systems and allocation schemes of their own.

The commission responded quickly to the sudden interest in DAB, first by opening an inquiry on domestic implementation of the technology. Later, the commission proposed three possible

DAB bands as a part of its second inquiry on issues to take to the 1992 World Administrative Radio Conference (WARC) in Spain, sponsored by the International Telecommunication Union (BROADCASTING, Oct. 1).

The 1493-1525 MHz, proposed because it had been one of the most widely discussed options for DAB before this fall, is currently used for aeronautical telemetry (testing of aerospace equipment). The other two widely discussed options proposed were: 728-788 MHz, currently used for channels 57-66 of the UHF-TV band; 2390-2450 MHz, cur-

## SATISFIED WITH SPECTRUM

In response to a separate section of the WARC-92, broadcasters agreed with the FCC's statement that there is no need for an additional world allocation for satellite-delivered wideband high-definition television.

One of the items on the agenda for the 1992 meeting is discussion of additional channels for satellite HDTV because "the frequency bands around 12 ghz allocated to the broadcasting-satellite service [BSS] do not, as presently planned, provide a worldwide allocation suitable for the implementation of HDTV via satellite." World broadcasters who approved the agenda last June, referred to International Radio Consultative Committee (CCIR) studies that indicated that the current world allocation would provide a very limited number of HDTV direct broadcast satellite channels.

Since the agenda's approval, HDTV planning has been changed radically by the breakthroughs in digital video compression, leading the FCC in issuing the WARC inquiry to say that more spectrum will not be needed. The new compression techniques could deliver transmissions of two HDTV signals over a conventional satellite transponder and one signal over a 6 mhz television channel.

The FCC said that further allocation will not be needed because even greater breakthroughs could be expected over the next 20 years. "The suggested time frame of two decades is extremely conservative," the National Association of Broadcasters replied. "In all likelihood, reduced transmission bandwidth may be expected to improve greatly in a much shorter time frame. As an example, consider the literal explosion of breakthrough announcements in compression technology applied to terrestrial transmissions of HDTV within the past six months."

The Advanced Television Systems Committee (ATSC), a U.S. industry group specializing in HDTV broadcast and production studies, said "that if the present CCIR studies were valid, it would not be possible to use the existing allocations for BSS at 12 ghz to realize the kind of quality HDTV requires" and had been involved in studies of the feasibility of spectrum above 20 ghz for additional spectrum space.

Now ATSC agrees that the world has changed since it began those studies. "It appears rapid progress is now being made in the areas of data compression and modulation techniques. As a consequence, bandwidth efficiencies are being achieved" that would preclude immediate action, the group said. It concluded that the 12 ghz allocation is adequate for the present, but that in the future an allocation of 22.5-23 ghz may be needed.

General Instrument Corp. (GI), one of the pioneers in digital compression with its DigiCipher system, agreed that additional HDTV BSS frequencies should be a long-term consideration. Should first-generation BSS prove to be a marketplace success, then additional spectrum may be needed in the future. If so, the existing 23 ghz allocation for BSS is probably not satisfactory for future BSS use because of the interference from fixed microwave transmitters into BSS receivers, so we support efforts to find a more suitable band," GI said.

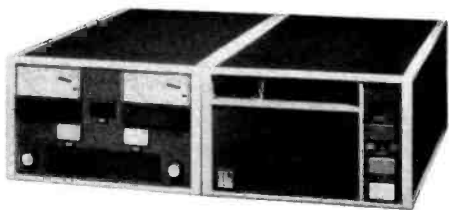
"An additional factor of substantial importance," according to NBC, "is the need for achieving BSS delivery to the public at least cost.... Further proliferation of satellite delivery bands should be avoided because it will complicate and increase the cost of home reception systems."

—RMS



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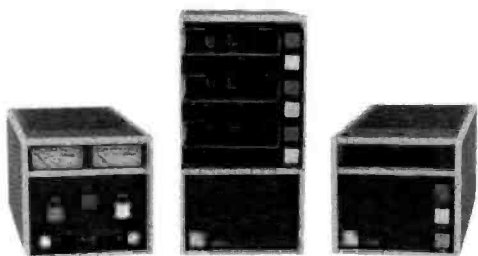
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With so much disagreement surrounding the various options, the National Association of Broadcasters asked the commission to delay any decisions on spectrum for the present. "There appear to be great pressures placed on the commission to take positive DAB spectrum allocations decisions in light of the upcoming WARC-92 and at the urging of the proponents for new DAB frequency allocations. These pressures are largely illusory," NAB said. DAB formulation "is something that cannot be rushed. Where there is the possibility that the entire radio broadcasting industry would be forever altered, the commission cannot responsibly establish a position without careful consideration."

Several details of the final DAB transmission's design, such as antenna sizes, signal coverage areas, signal susceptibility to man made and natural barriers, receiver design and other technical considerations should be the next priority

for the FCC, NAB said. "Until these elements are studied further and defined, mindful of the overall performance objectives to be achieved, NAB prefers that the commission keep open its options for preferred frequency bands."

There was almost no support at all in the WARC comments favoring DAB implementation in the UHF band. Several broadcasters echoed the criticisms to the UHF proposal raised in recent weeks by the Association of Maximum Service Television (MSTV). Along with its WARC comments, MSTV followed through on its plan to file an objection to Strother Communications Inc.'s request to test the Eureka/EBU system on UHF channels in Washington and Boston (BROADCASTING, Dec. 3). Data from DAB tests on UHF will be useless, MSTV claims, because those frequencies can never be used for anything other than high-definition television.

The commission currently has a freeze on unallocated frequencies in UHF pending the standardization of an HDTV transmission system in 1993. "Nothing has occurred that justifies any

reconsideration of the commission's commitment to conserve UHF and VHF frequencies for the time being," said CBS Inc. "Indeed, subsequent developments have borne out its wisdom and made it even more critical that this conservation continue."

CBS pointed to the great investment the broadcasting industry has put into the development of an HDTV system, which the FCC has already decided must be implemented entirely in the UHF and VHF bands. "The members of the advisory committee on advanced television service have relied on the commission's commitment to terrestrial broadcast ATV [advanced television] and have expended large amounts of manpower and financial resources in exploring the range of issues involved in its development and implementation. In addition, the Advanced Television Test Center, formed and funded by broadcast and cable interests, is expected to spend \$15 million on the testing of proposed transmission systems," CBS said.

The diversion of 60 MHz of UHF spectrum to DAB service would force the FCC to severely cut the mileage separation between TV stations, reducing each station's coverage area when HDTV channels are allotted. "Such a policy could lead to the economic failure of HDTV," said General Instrument Corp., one of the HDTV transmission system proponents.

At the same time, NBC said, international allocation of DAB on UHF could also destroy U.S. plans for high-definition. "Even if only two UHF-TV channels were allocated domestically for the BSS-S service, but use of the 728-788 MHz band by our North American neighbors had to be protected, the result would still be the likely elimination of the possibility of terrestrial broadcasting of a simulcast ATV service," NBC said.

Setting aside the HDTV conflict, broadcasters still had reason to oppose DAB incursion into UHF. There are currently 96 UHF-TV stations using channels 57-66 in the U.S. "The costs of moving even some of those stations to other frequencies could be prohibitive...and could easily exceed tens of millions of dollars" after the purchase of new transmitters, antennas and loss of service during the transition period, the National Association of Broadcasters said.

The WARC comments also provided a reminder that before HDTV or DAB, there were other spectrum users eager for UHF channels. "Reallocating UHF spectrum to BSS would foreclose further growth of broadcast television," said the Association of Independent Televi-



### OPERATIC HDTV

**R**epresentative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, presented Natalic Semenikhina, first secretary of the Soviet Embassy in Washington, a commemorative plaque to mark the world premiere of *War and Peace*, an opera shot last summer in high-definition video. The four-hour video of Sergei Prokofiev's adaptation of the Leo Tolstoy novel was shown last month at The American Film Institute Theater at Washington's Kennedy Center.

The Seattle Opera performed *War and Peace* last July coinciding with the opening of the Goodwill Games. HD Pacific Co., Los Angeles, a year-old high-definition video production company, shot the event using SMPTE 240M standard (1,125/60) equipment. The company was founded by Robin Willcourt, a physician who has pioneered the use of high-definition video for medical applications. He was executive producer of *War and Peace*, which will eventually be shown in downconverted NTSC form on public television stations.

Pictured above are (l-r): Richard Teller, associate director, AFI; Willcourt; Markey; Semenikhina; Douglas Cerrone, vice president, HD Pacific, and Speight Jenkins, general director, Seattle Opera.





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WOFL-TV,  
Orlando



Chris Andrews  
WFTX-TV,  
Cape Coral



Stephen G. Brock  
WCIV-TV,  
Charleston



Robert B. Butler  
WPTF-TV,  
Raleigh



Bill Christian  
WPDE-TV,  
Florence



Jesse C. Crawford  
Crawford Comm.,  
Atlanta



Dick De Angelis  
KPHO-TV,  
Phoenix



John Dorkin  
WDRB-TV,  
Louisville



James M. Hart  
WBIR-TV,  
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Stan Hunter  
Weather Channel,  
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WSMV-TV,  
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sion Stations. In the past 10 years, the number of independent stations has grown from 103 to 339, INTV said, and "almost invariably are UHF stations. If UHF channels are reallocated to providing BSS audio service, the growth potential of broadcast television will vanish."

One DAB proponent, AFRISPACE Inc., Washington, called the UHF proposal "both unfeasible and impractical." AFRISPACE has filed for FCC permission to build two satellites as part of an international DAB network, "AFRISTAR," originating from the U.S. and beaming to countries in Africa and the Middle East. The UHF option would be the wrong choice because "it would be very difficult for terrestrial and satellite broadcasting to share this band, except on a geographically separated basis. Geographical separation is impractical, particularly when the existing numbers of UHF terrestrial broadcasters and the anticipated need for HDTV is taken into account."

The reaction to the FCC's 2390-2450 MHz proposal received perhaps even less support than the UHF proposal.

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## ENFORCEMENT QUESTION

**M**argita White, president of the Association for Maximum Service Television (MSTV), in a letter to FCC Chairman Alfred Sikes raised a concern that the commission has not been following its own interference protection standards in recent land-mobile radio proceedings. She called attention to a case found by MSTV in which eight land-mobile stations in the geographic area of WNDU-TV South Bend, Ind. (channel 16), were licensed in violation of FCC policy. "Strict enforcement of the letter and spirit of the commission's existing interference protection rules surely must be the centerpiece of any effort to maintain high-quality television service and to protect the broadcast band for new uses, such as advanced television service," White said.

In a separate letter to Ralph A. Haller, Chief of the FCC's Private Radio Bureau, White requested an investigation of the WNDU-TV case and an internal audit of the FCC staff's frequency coordination procedures. She expressed doubt that WNDU-TV is an isolated case. "It seems unlikely that such a large number of illegal stations, and there may be others, would crop up in such a small area such as the environs of South Bend unless there was a more generalized breakdown in monitoring by the [Private Radio] Bureau," White said.

Both current users of those frequencies and DAB proponents pointed to studies showing the satellite and terrestrial propagation of DAB above 2 GHz will be costly and infeasible for delivery to mobile receivers. In addition, "the degree of interference likely from ISM, and microwave ovens in particular, is high, making operation of BSS-S receivers in the home a similar difficulty as users of some computers have experienced even after the commission's adoption of interference limits," AFRISPACE said.

The American Radio Relay League Inc., an association for amateur radio operators in the U.S., said the loss of 2400-2450 MHz to those operators, who now use it on a secondary basis for amateur satellite transmissions, "would be most serious and would have both immediate and long-term harmful effects." A minimum of 10 MHz in that band is needed for space-to-Earth links in the amateur-satellite service, the league said.

Amateur radio has long been flexible enough to share frequencies with other types of services, such as wideband radar, according to the American Amateur Satellite Corp., a 20-year company that specializes in educational and scientific applications for amateur radio operators. "If, instead of broadcasting and BSS-S, wideband, directional services such as aeronautical telemetry were moved to the 2400 MHz band [one of the options proposed in the WARC notice], amateur satellite operators could continue to operate in the band on a shared basis, using suitable procedures worked out to eliminate interference to aeronautical telemetry, should problems occur during aeronautical telemetry missions."

Aeronautical users would be moved from the spectrum they are now using around 1500 MHz, which could then be freed for DAB use. The FCC's 1493-1525 MHz proposal and proposals by several DAB proponents to use the band around 1500 MHz has been severely criticized by the Aerospace & Flight Test Radio Coordinating Council in several recent FCC filings. AFTRCC says that flight testing applications are important economically and strategically to U.S. interests.

But the WARC comments failed to uncover any other significant resistance to the 1493-1525 MHz option. International Technologies Inc. (ITI), developer and manufacturer of communications networks for spacecraft and ground terminals, contracted to build the AFRISTAR system, supported the 1500 MHz proposal because of the technical problems associated with the higher and lower bands. "Although it is safe to say that any technical problem can be overcome if enough money is spent, ITI is well aware of the economic constraints facing its customers in the high-cost, high-risk environment of satellite system development. The system construction proposal to which ITI and AFRISPACE have agreed relies upon technical choices which will maintain costs at a feasible level," ITI said.

In addition, AFRISPACE said "development of a new BSS-S will be most successful and most beneficial if there is agreement upon a worldwide allocation for the service. Already, a consensus is developing among nations interested in establishing such a service to allocate 60-120 MHz of spectrum around the 1.5 GHz band."

-RMS



# FOR THE RECORD

As compiled by BROADCASTING from Nov 29 through Dec 5 and based on filings, authorizations and other FCC actions.

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

## OWNERSHIP CHANGES

### Applications

- **KVOG(AM) Greenwood, AR (BAL901116ED: 1510 khz; 1 kw-D)**—Seeks assignment of license from Greenwood Community Broadcasting Corp. to Pharis Broadcasting for \$23,769. Seller is headed by David Morrison, Robert E. Yoes and Stephen A. Marino, and has no other broadcast interests. Buyer is headed by William L. and Karen Pharis, husband and wife. William Pharis owns 51% of Pharis Broadcasting. licensee of LPTV K46BZ Ft. Smit and K50CO Hackett, both Arkansas. Filed Nov. 16.
- **KPBA(AM) Pine Bluff, AR (BAL901114EC: 1270 khz; 5 kw)**—Seeks assignment of license from Metropolitan Media Group Inc. to Family Time Ministries Inc. for \$40,000. Seller is headed by Carl E. and Carlene Jones, husband and wife, and has no other broadcast interests. Buyer is headed by Amir M. Khan, and has no other broadcast interests. Filed Nov. 14.
- **KCRE-AM-FM Crescent City, CA (AM: BAL901114EA: 1310 khz; 1 kw-D; FM: BALH901114EB: 94.3 mhz; 3 kw; ant. -275 ft.)**—Seeks assignment of license from Ber Tec Broadcasting Inc. to Pelican Bay Broadcasting Corp. for \$442,500. Seller is headed by Robert C. Berkowitz, David E. Tecker and Sharon C. Tecker, husband and wife, and has no other broadcast interests. Buyer is headed by Laurence Goodman and Linda J. Goodman, husband and wife. Laurence Goodman is 100% shareholder of Bay Broadcasting Corp., licensee of KHSN(AM) Coos Bay and KOOS(FM) and North Bend, both Oregon; renewal applications are currently pending for both stations. Filed Nov. 14.
- **KSPE(AM) Santa Barbara, CA (BAL901115EB: 1490 khz; 1 kw-U)**—Seeks assignment of license from Pacific Broadcasting Co. to Spectacular Broadcasting Inc. for \$302,000 in transfer of stock. Seller is headed by Richard E. and Richard C. Marsh, father and son, Robertson C. Scott and Robertson C. Scott Jr. and Harvey Pool. Buyer is headed by Richard C. and Richard E. Marsh, has no other broadcast interests. Filed Nov. 15.
- **KZYR(FM) Avon, CO (BTCH901114HY: 103.1 mhz; 1.5 kw; ant. 459 ft.)**—Seeks assignment of license from Rocky Mountain Wireless Inc. to Jerrell K. Davis for no cash consideration in stock acquisition agreement. Seller is headed by Ronald J. Mellon &

Duane H. Capouch, and has interests in Roaring Fork Radio, which as application for new FM at Basalt, CO. Buyer, Jerrell K. Davis, is currently president of licensee. Filed Nov. 14.

■ **KRLN-AM-FM Canon City, CO (AM: BAL901115EC: 1400 khz; 1 kw-U; FM: BALH901115ED: 103.9 mhz; 3 kw; ant. -520 ft.)**—Seeks assignment of license from KRLN Inc. to Lowrey Communications Inc. for \$900,000. Seller is headed by Norton E. and Diana H. Warner, husband and wife. Norton has 57% interest in Warner Enterprises, which owns KRLN Inc., licensee of KRLN-AM-FM Canon City, CO; KABI Inc., licensee of KABI(AM)-KSAJ-FM Abilene, KS; KLIN Inc., licensee of KLIN-

AM-FM Lincoln, NE. Warner also has interest in First Star Corp., licensee of KSTR-AM-FM Grand Junction, CO. Buyer is headed by Paul E. Lowrey, who owns 70% interest in Windsor Communications, licensee of WHSM-AM-FM Hayward, WI. Filed Nov. 15.

■ **WLVS(AM) Lake Worth, FL (BAL901109EC: 1380 khz; 1 kw-D, 500 w-N)**—Seeks assignment of license from Gold Coast Broadcasting Co. to Gold Coast Broadcasting for \$24,450 in stock transfer between partners. Transferees are S. Knox and Jerry L. Phillips, brothers, sons of Sam C. Phillips. Sam Phillips owns 51% of Gold Coast. Sam, S. Knox and Jerry L. Phillips have interests in Big River Broadcasting Corp., licensee of WSBM(AM)-WQLT(FM) Florence,

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CPs <sup>1</sup>	TOTAL <sup>2</sup>
<b>Commercial AM</b>			
Commercial FM	4,984	240	5,224
Educational FM	4,368	908	5,276
<b>Total Radio</b>	<b>1,436</b>	<b>296</b>	<b>1,732</b>
Commercial VHF TV	10,788	1,444	12,232
Commercial UHF TV	552	18	570
Educational VHF TV	561	186	747
Educational UHF TV	125	3	128
<b>Total TV</b>	<b>228</b>	<b>17</b>	<b>245</b>
VHF LPTV	1,466	224	1,690
UHF LPTV	181	167	348
<b>Total LPTV</b>	<b>588</b>	<b>1,048</b>	<b>1,636</b>
FM translators	769	1,215	1,986
VHF translators	1,854	323	2,177
UHF translators	2,711	101	2,812
	<b>2,240</b>	<b>390</b>	<b>2,630</b>

### CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration <sup>3</sup>	58.6%
Pay cable penetration	29.2%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.



AL. Filed Nov. 9.

■ **WAJM-TV Palatka, FL** (BTCCT901108KH; ch. 63; 500 kw-V; 500 kw-A; ant. 973 ft.)—Seeks assignment of license from Palatka TV Inc. to Al J. Cone and J. A. Ginn Jr. in transfer from non-voting to voting stock. Palatka TV Inc. is headed by Abe and Agnes Alexander, husband and wife. Henry and Julia Jenkins, husband and wife. Alphonse and Vivian McRae, husband and wife. and Cone and Ginn, and has no other broadcast interests. Filed Nov. 8.

■ **WLFF(AM) St. Petersburg, FL** (BAL901119EB; 680 khz; 1 kw-D)—Seeks assignment of license from Century Broadcasting Corp. to ZGS Broadcasting of Tampa Inc. for \$200,000. Seller is headed by George A. Collias, Anthony C. Karlos, Richard J. Bonick, Paulette Williams, Ronald Jamison, Howard Grafman, Helen Soter, James E. Haviland and Michael P. Greenwald, and is licensee of KYBG(AM) Aurora and KYBG-FM Castle Rock, both Colorado. Century is general partner of Century Chicago Broadcasting Ltd., licensee of WXEZ-AM-FM Chicago, and San Francisco Century Broadcasting Ltd., licensee of KMEL(FM) San Francisco. Buyer is headed by Ronald J. Gordon, who owns 60% of voting stock. Mark W. Jorgenson and Eduardo A. Zavala. Gordon is licensee of LPTV stations W48AY Oldsmar, FL. K49CD Odessa and K51BX Woodrow, both Texas. Filed Nov. 19.

■ **KDSM Des Moines, IA** (901119KF; ch. 17; 3020 kw-V; 311 kw-A; ant. 1,516 ft.)—Seeks assignment of license from Duchossois Communications Co. of IA to River City Television Partners Ltd. for \$1.36 million. Seller is headed by Rolland Johnson and has interests in KQPT(FM) Sacramento, CA; WHFS(FM) Annapolis, MD, and KJYK(AM)-KKLD(FM) Tucson, AZ. Buyer is headed by Atlantic Broadcasting Inc. (100% general partner), Barry Baker, Larry D. Marcus, John P. Michaels Jr., L. Donald Russell and Kenneth H. Suelthaus, and is licensee of KDNL-TV St. Louis, MO, and KABB(TV) San Antonio, TX. Baker has interests in Metro Broadcasting Inc., licensee of WIBV(AM) Belleville, IL. Filed Nov. 19.

■ **KGGF(AM)-KQQF(FM) Coffeyville, KS** (AM: BAL901030EI; 690 khz; 10 kw-D, 5 kw-N; FM: BAPLH9010EJ; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from The Midwest Broadcasting Co. Inc. to KGGF-KQQF Inc. for \$750,000. Seller is headed by Richard M. Seaton; Gladys Seaton and Donald D. Seaton, her son; Monica M. Seaton and Johanna C. Epp, daughters of Gladys Seaton; Edward L. Seaton, son of Richard, and Robert L. Pratt and Robert A. Cline, Richard, Gladys, Donald and Monica Seaton have interests in Nebraska Broadcasting Co. Inc., licensee of KHAS(AM) Hastings, NE; Manhattan Broadcasting Co. Inc., licensee of KMAN(AM)-KMKF(FM) Manhattan, KS; Nebraska Television Corporation of Hastings, licensee of KHAS-TV Hastings, NE; Nebraska Television Corporation of Manhattan, which has controlling interest in South Plains Broadcasting Co. Inc., licensee of KFYO(AM)-KZII-FM Lubbock, TX. Edward Seaton has interests in Manhattan Broadcasting, Nebraska Television. Pratt has interest in South Plains Broadcasting. Buyer is headed by John B. Mahaffey, Robert B. Mahaffey, Fredna B. Mahaffey, Robert A. Cline and Catherine H. Nelson. John B. Mahaffey has interests in KRMS-KYLC Inc., licensee of KRMS(AM)-KYLC(FM) Osage Beach, MO, and is sole stockholder of Mahaffey Enterprises Inc., which has applied for new FM at Warsaw, MO. Fredna B. Mahaffey has interests in KRMS-KYLC Inc., licensee of KRMS(AM) KYLC(FM) Osage Beach, MO, and Kline has interests in Midwest Broadcasting, the assignor. Filed Oct. 30.

■ **KIUL(AM) Garden City and KWKR(FM) Leoti, both Kansas** (AM: BAL901115EF; 1240 khz; 1 kw-U; FM: BAL901115EF; 99.9 mhz; 60 kw; ant. 395 ft.)—Seeks assignment of license from KIUL Inc. to Ronald C. Isham for \$450,000. Seller is headed by Isham, Elton E. Jewell and John G. Harris. Harris has interests in Harris Enterprises, licensee of KGRI-AM-FM Grand Island, NE. Buyer, Isham, is president of KIUL Inc., the assignor. Filed Nov. 15.

■ **WYMC(AM) Mayfield, KY** (BAL901115EE; 1430 khz; 1 kw-U)—Seeks assignment of license from Purchase Sound Inc. to JDM Communications Inc. for \$277,649. Seller is headed by Ron and Judy Gentry,

and is licensee of WYMC-FM Wickliffe, KY. Buyer is headed by James Robert Moore and Deborah B. Moore, husband and wife, and has no other broadcast interests. Filed Nov. 15.

■ **WMME-AM-FM Augusta, ME** (AM: BTC901119HV; 1400 khz; 1 kw-U; FM: BTCH901119HW; 92.3 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Tri-Group Inc. to Tri-Group Inc. in stock issue and transfer between partners. Transferees are Frederick A. Hessick II and William H. Hessick III, brothers. Transferee is Michael Ferrel. Hessicks also have interests in Goldenberg Broadcasting Inc., licensee of WPKX(FM) Enfield, CT (see "Actions" below). Frederick A. Ferrel has interest in Southern Shore Radio Ltd., applicant for new FM on 102.9 in California, MD. Filed Nov. 19.

■ **WKLT(AM) Kalkaska, MI** (BAL901114ED; 1420 khz; 500 w-D)—Seeks assignment of license from Northern Radio of Michigan Inc. to Kalkaska Area Educational Foundation Inc. for no cash consideration; station is gift for business and tax reasons. Seller is headed by Langer Gokey, and has interests in WKLT-FM Kalkaska, MI, and is subsidiary of Northern Broadcasting Inc. Buyer is headed by Doyle A. Disbrow, John Franco, David Wolfe, Jerry Fitch, Linda Winter, Virginia Sore, John Cook and Linda Disbrow, and has no other broadcast interests. Filed Nov. 14.

■ **WDEX(AM) Monroe, NC** (BAL901115EA; 1430 khz; 25 kw-U)—Seeks assignment of license from Estate of Norris B. Mills to Geneva C. Mills, administratrix of the estate, for no cash consideration in transfer of estate. Mills has no other broadcast interests. Filed Nov. 15.

■ **WEEL(FM) Shadyside, OH** (BTCH901119HT; 95.7 mhz; 850 w; ant. -626 ft.)—Seeks assignment of license from Adventure Three Inc. to Michael R. Shott for \$1 in transfer of stock. Seller is headed by Arthur V. and Lydia Belendiuk, husband and wife, and Michael R. Shott. Arthur Belendiuk has interests in Calypso Communications, applicant for new FM at Charlotte Amalie, VI; Ravena Broadcast Partners, permittee of WRAV-FM Ravena, NY; 51% stockholder of Ohio Valley Broadcasting Inc., permittee of WZTX-FM Coal Grove, OH; 51% stockholder of Adventure Three Inc., permittee of WBJY(FM) Shadyside, OH; New Age Broadcasting, permittee of WRJI(FM) Crooksville, OH, and S & B Communications Co., applicant for new FM at Lenoir, SC. Shott is 88% stockholder of Adventure Communications Inc., licensee of WHI-S(AM)-WHAJ(FM) Blue Field, WKEE-AM-FM Huntington and WAXS-FM Oakhill, all West Virginia; and 67% shareholder of Adventure Four Inc., licensee of WSIC(AM)-WFMX(FM) Statesville, NC. Filed Nov. 19.

■ **KIKR(AM) Conroe, TX** (BAL901114EE; 880 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Family Group Enterprises Inc. to U.S. Radio Ltd. for \$750,000. Seller is headed by Rigby Owen and Rigby Owen Jr., and has no other broadcast interests. Buyer is headed by Ragan Henry, Michael O. Driscoll, Sheila Weiss, Patricia M. Hussey, Robert J. Hughes, Robert A. Woodward, Donald L. Kidwell, Peter Ferrara and John Broomfield, and is licensee of WBSK(AM) Portsmouth, WQOK(FM) South Boston and WOWI(FM) Norfolk, all Virginia; KJOI(FM) Conroe, KGLF-FM Freeport and KHEY-AM-FM El Paso, all Texas; WAKR(AM)-WONE-FM Akron, OH; WCOS-AM-FM Columbia, SC, and WRAW(AM)-WRFY-FM Reading, PA; and is proposed assignee of WRXJ(AM)-WCRJ-FM Jacksonville, FL, and WAYV(FM) Atlantic City. Filed Nov. 14.

■ **KWCB(FM) Floresville, TX** (BALH901119HU; 94.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Wilson County Broadcasting Co. to April Communications Group Inc. for \$710,000. Seller is headed by A. B. Gonzalez, and has no other broadcast interests. Buyer is headed by John W. Barger, Darla S. Barger, husband and wife, and John R. Furr, and has no other broadcast interests. Filed Nov. 19.

■ **WEUX(TV) Chippewa Falls, WI** (BAPCT901120KI; ch. 48; 640 kw-V; 64 kw-A; ant. 334 ft.)—Seeks assignment of license from Family Group Ltd., III to Aries Telecommunication Corp. for

\$7.6 million (price includes WLAX(TV) Lacrosse and WBG(TV) Green Bay, both Wisconsin; see "For the Record" December 3). Seller is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wolitzky and Don Clark, and is permittee of WEUX(TV) Chippewa Falls, WI. Buyer is headed by Mitchell A. Labert, Gordon F. Van Dreef, Floyd L. Meyer, James L. Schneider and Thomas M. Olejniczak, and has no other broadcast interests. Filed Nov. 20.

■ **WIZD(FM) Rudolph, WI** (BAPH901119GE; 99.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Point Rapids Broadcasting Inc. to Wizard Communications Inc. for \$115,000. Seller is headed by Michael B. and Mark J. Hackman, brothers, and James P. Schuh, and has no other broadcast interests. Buyer is headed by James P. Schuh, who has interests in seller, and Arthur W. Gaulke Jr. and Walter C. Bergman, and has no other broadcast interests. Filed Nov. 19.

### Actions

■ **WVSV-FM Stevenson, AL** (BAPLH900911GW; 101.7 mhz; 940 w; ant. 490 ft.)—Granted app. of assignment of license from Lynn Ltd. to George Guess for \$347,711. Seller is headed by Tommy J. Nelson and Jerry Nelson, and has no other broadcast interests. Action Nov. 16.

■ **KKAM(AM) Fresno and KBOS(FM) Tulare, both California** (AM: BAL900802EC; 1340 khz; 1 kw-U; FM: BALH900802ED; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Dismissed assignment of license from Radio Fresno Inc. to Express Broadcasting Co. for \$11.75 million. Purchase was to include KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California (see below). Seller is headed by James Olerich, Burke Kaplan and Alex Sheftell, and has interests Radio Santa Barbara Inc., licensee of KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California. Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA. Action Nov. 20.

■ **KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California** (AM: BAL900802EA; 1340 khz; 1 kw-U; FM: BALH900802EB; 106.3 mhz; 365 w; ant. 879 ft.)—Dismissed assignment of license from Radio Santa Barbara Inc. to Express Broadcasting Co. for \$11.75 million. Purchase was to include KKAM(AM) Fresno and KBOS(FM) Tulare, both California (see above). Seller is headed by James Olerich, Burke Kaplan and Alex Sheftell, and has interests in Radio Fresno Inc., licensee of KKAM(AM) Fresno and KBOS(FM) Tulare, both California. Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA. Action Nov. 20.

■ **WPKX(FM) Enfield, CT** (BTCH900917HT; 97.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Golden Broadcasting Inc. to Golden Broadcasting in stock issue and transfer between partners. Transferees are Frederick A. Hessick II, William A. Hessick III, brothers. Transferee is Michael Ferrel. Hessicks also have interests in WMME-AM-FM Augusta, ME (see "Applications" above). Frederick A. Ferrel has interest in Southern Shore Radio Ltd., applicant for new FM on 102.9 in California, MD. Action Nov. 19.

■ **WAJM-TV Palatka, FL** (BTCCT900824KE; ch. 63; 500 kw-V; 500 kw-A; ant. 973 ft.)—Returned app. of assignment of license from Palatka TV Inc. to Al J. Cone and J. A. Ginn Jr. for no cash consideration in transfer of stock. Palatka TV Inc. is headed by Abe and Agnes Alexander, husband and wife; Henry and Julia Jenkins, husband and wife; Alphonse and Vivian McRae, husband and wife, and Cone and Ginn, and has no other broadcast interests. Action Oct. 26.

■ **WGMG(FM) Crawford, GA** (BTCH900921GI; 102.1 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Broadcast Investment Properties Inc. to Charles Giddons and Paul C. Stone for \$100,000. Seller is J. Frank Stainback Jr. and has no other broadcast interests. Giddons and Stone have interests in assignor, licensee of WTSH(AM) Rome, GA; WZOT(AM)-WTSF-FM Rockmart, GA; Thomassville Radio Inc., licensee of WLOR-AM-FM Thomassville, GA; Lumpkin Broadcasting Partners, applicant for new FM at Lumpkin, GA, and Southern Broadcast-

ing Co. Inc., proposed assignor of WPAP(FM) Panama City, FL. Action Nov. 16.

■ **WAWK(AM)-WBTU(FM)** Kendallville, IN (AM: BAL900628EB; 1140 khz; 250 w-D; FM: BALH900628EC; 93.3 mhz; 50 kw; ant. 450 ft.)—Dismissed assignment of license from Fort Wayne Media Ltd. to Kempff Communications Co. for \$5.6 million ("Changing Hands" July 23). Seller is headed by Carl Lanci and has no other broadcast interests. Buyer is headed by Ronald L. and Paul L. Kempff, father and son, and is licensee of WKKI-FM Celina, OH and KLDZ-FM Lincoln, NE. Action Nov. 19.

■ **KPLW(FM)** Northwood, IA (BALH900830HP; 102.7 mhz; 3 kw; ant. 318 ft.)—Granted app. of assignment of license from Northwood Broadcasting Co. to Tri-Cities Broadcasting Ltd. for \$204,000. Seller is headed by Marlin R. and Haruko Hanson, husband and wife, and has no other broadcast interests. Buyer is headed by Andrew P. Mark and Ronald and Carol Gayle Voss, and has no other broadcast interests. Action Nov. 9.

■ **KAPH(FM)** Kingman, KS (BALH900927GE; 100.3 mhz; 48 kw; ant. 505 ft.)—Granted app. of assignment of license from Bliss Communications to Alpha Broadcasting Inc. for \$220,000. Seller is headed by Ronald G. Bliss, Eugene L. Ferrin, David Gordon, Michael R. Gore and Jessica A. Gore. Buyer is headed by David Brace, Fred Samuelson and Doyle Gene Boyd. Brace is President of New Life Fellowship Inc., licensee of KGAM(FM) Wichita, KS. Action Nov. 14.

■ **WRKD(AM)-WCM(FM)** Rockland, ME (AM: BAL901003HD; 1450 khz; 1 kw-U; FM: BALH901003HE; 93.5 mhz; 550 w; ant. 613 ft.)—Granted app. of assignment of license from Passamaquoddy Broadcasting Inc. to Rockland Radio Corp. for \$750,000. Seller has no other broadcast interests. Buyer is headed by Peter K. Orne and has no other broadcast interests. Action Nov. 20.

■ **KSTZ(FM)** Ste. Genevieve, MO (BALH900731GN; 105.7 mhz; 100 kw; ant. 285 ft.)—Granted app. of assignment of license from Channel One Communications Inc. to River City Television Partners Ltd. for \$3.5 million. Seller is headed by Lester N. Elias Jr., Peter H. Kingman and B. Thomas Hoyt, and has no other broadcast interests. Buyer is headed by Barry Baker and Larry D. Marcus, and has interests in KDNL-TV and KSTZ(FM), both St. Louis, and KABB-TV San Antonio, TX. Action Oct. 26.

■ **KAUB(FM)** Auburn, NE (BALH900731GM; 105.5 mhz; 3 kw; ant. 154 ft.)—Granted app. of assignment of license from PBK Communications Inc. to Coe-Coe Broadcasters for \$25,000. Seller is headed by Larry J. Patrick, Jime Kamerzell and A. James Moravck, and has no other broadcast interests. Buyer is headed by Judy J. and Ernest W. Coe and has no other broadcast interests. Jeffrey L. Meek and Arnold L. Meek, and has no other broadcast interests. Action Nov. 20.

■ **WIXE(AM)** Monroe, NC (BTC900928EC; 1190 khz; 1 kw-D)—Granted app. of assignment of license from Monroe Broadcasting, Inc. to Monroe Broadcasting Inc., for \$250,000, in stock purchase agreement. Seller is headed by Joe N. Ross, Paul J. and Janet Helms, Bruce H. Griffin Jr. and Ray Atkins. Buyer is headed by James E. Reddish, Archie W. Morgan, David and Joan Hinson, and Eleanor Gardner Randall, and has no other broadcast interests. Action Nov. 20.

■ **KBLR-TV** Paradise, NV (BTCCT900910KI; ch. 39; 1330 kw-V; ant. 1,204 ft.)—Granted app. of assignment of license from Glenn A. Rose to T.G.N. Productions Inc. for \$1.9 million. Seller is headed by Glenn A. Rose. Buyer is headed by John Locke, Donald Mustain, Clifford A. Jones, and has no other broadcast interests. Action Nov. 19.

■ **WQTR(FM)** Lake City, SC (BALH900920HO; 100.1 mhz; 1.3 kw; ant. 482 ft.)—Granted app. of assignment of license from Florence County Broadcasting Co. to Wiggins Broadcasting for \$500,000. Seller is headed by William R. Rollins and Robert R. Hilker, who also have interests in Blacksburg-Christiansburg Broadcasting Co., licensee of WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; Suburban Caribbean Communications, Inc., licensee of WSTX-AM-FM Christiansted, St. Croix, VI; Pied-

mont Crescent Communications, licensee of WABZ(FM) Albemarle and WEGO(AM) Concord, both North Carolina; Local Television Associates Inc., licensee of WFXI(TV) Morehead City, NC, and Eagle Broadcasting Inc., licensee of WPIQ(AM) and WHJX(FM) Brunswick, GA. Buyer is headed by John H. Wiggins, who also owns 100% of WULF(AM)-WKXH(FM) Alma, GA. Action Oct. 13.

■ **WHLP-AM-FM** Centerville, TN (AM: BAL901001GS; 1570 khz; 5 kw-D; FM: BALH901001GT; 96.7 mhz; 3 kw; ant. 250 ft.)—Granted app. of assignment of license from William A. Potts, receiver, to Wiggins Broadcasting for \$140,000. Seller is has no other broadcast interests. Buyer is headed by John H. Wiggins, and is 100% stockholder of Queen City Broadcasting System Inc., licensee of WULF(AM) WKXH-FM Alma, GA, and is proposed assignee of WQTR(FM) Lake City, SC. Action Nov. 16.

■ **KULM-FM** Columbus, TX (BALH901001GR; 98.3 mhz; 3 kw; ant. 270 ft.)—Granted app. of assignment of license from Hawkins Broadcasting Inc. to Wajama Productions Inc. for \$85,000. Seller is headed by Janette D. Hawkins, Diane D. Renkes, and Heidi Wills Eslicker, and has no other broadcast interests. Buyer is headed by Arthur Mark Canon and Wayne Kenneth Canon, brothers, and has no other broadcast interests. Action Nov. 19.

■ **KHLC(FM)** Bandera, TX (BALH900726GS; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Big Pine Broadcasting Inc. to ZTF Radio Inc. for \$143,000. Seller is headed by Steven S. and Robyn D. Monroe, husband and wife, and Gordon H. and Peggy S. Monroe, husband and wife, and has no other broadcast interests. Buyer is headed by Stephen B. Bunyard and Richard Fitzner. Bunyard is vice president and 90% shareholder of CSB Communications Inc., licensee of WMJW-FM Magee, MS; president of Olympia Broadcasting Networks, wholly head-

ed subsidiary of Olympia Broadcasting Corp. Action Nov. 19.

■ **KNES-FM** Fairfield, TX (BTCH900924GH; 92.1 mhz; 940 w; ant. 500 ft.)—Granted app. of assignment of license from Freestone Broadcasting Co. Inc. to J & J Communications Inc. for \$65,000 in assumption of debt. Price is exclusive of \$87,000 promissory note debt of seller held by FDIC. Seller is headed by John D. Mitchell, who owns 75% of KLLI(FM) Hooks, TX, and has interests in KSWM(AM)-KELE(FM) Aurora, MO. Buyer is headed by Jerry A. and Julia N. Moon, husband and wife, and has no other broadcast interests. Action Nov. 19.

■ **KHOC(FM)** Levelland, TX (BALH900924HN; 105.5 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Delbert L. Kirby to KLVTV Radio Inc. for \$67,500. Seller has no other broadcast interests. Buyer is owned by Clint Formby and Gene Stanley. Formby owns 100% of KTEM(AM)-KPLE(FM) Temple, TX, and has interests in KLVTV(AM) Levelland, KPAN-AM-FM Hereford and KSAM(AM)-KHUN(FM) Huntsville, all Texas. Stanley has interests in KLVTV(AM) Levelland, TX. Action Nov. 16.

■ **KNVO-TV** McAllen, TX (BAPCT900910KK; ch. 48; 5,000 kw-V; 500 kw-A; ant. 650 ft.)—Granted app. of assignment of license from Mundovison Broadcasting Co. to Valley Channel 48 Inc. for \$500,000. Seller has no other broadcast interests. Buyer is headed by Billy B. and Rosalie Goldberg, husband and wife, and Mitchel Levy and Thomas R. Matthews. Matthews has interests in 21st Century Corp. and Mundovison Broadcasting, the assignor. Billy Goldberg has interests in Southwest Multimedia Corporation, licensee of KVEO-TV Brownsville, KPEJ(TV) Odessa and KWKT(TV) Waco, all Texas, and KMSS-TV Shreveport, LA.; Balcones Broadcasting Ltd., permittee of KCFP(TV) Austin, TX, and Tri-Star Communications Inc., applicant for new AM at

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Humble, TX. Southwest Multi Media owns 80% of shares of Southwest Multi Media of Waco Corp., licensee of KWKT-TV Waco, TX. Action Nov. 10.

■ **KZSP(FM) South Padre Island, TX** (BAPH900910HA): 95.3 mhz; 2.51 kw; ant. 328 ft.—Granted app. of assignment of license from Rio Bravo Broadcasters Ltd. to Susan Lundborg for \$65,000. Lundborg owns 100% of stock of Sure Broadcasting Inc., licensee of KHXS(FM) Abilene, TX, and permittee of new FM (KZSR(FM)) Reno, NV. Action Nov. 16.

■ **WKVT-AM-FM Brattleboro, VT** (AM: BAL900803GY; 1490 khz; 1 kw-U; FM: BALH900803GZ; 92.7 mhz; 850 kw; ant. 610 ft.)—Granted assignment of license from Brattleboro Broadcasters Inc. to Brattleboro Broadcasting Ltd. for \$1.2 million. Seller is headed by David L. and Linda Underhill, James P. Miller and Mark F. Hutchins, and has no other broadcast interests. Buyer is headed by Robert F.X. Sillerman, Thomas M. Hennessey and Richard I. Heideman. Sillerman has interests in Northampton Holdings Inc., licensee of WHMP-AM-FM Northampton, MA; Group W Radio Acquisition Corp., licensee of WMMR-FM Philadelphia, PA; KTUV-FM Los Angeles; WNEW-FM New York; WLLZ-FM Detroit; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; WINS(AM) New York; KDKA(AM) Pittsburgh; KYW(AM) Philadelphia; KQZY-FM Dallas; KMEO-AM-FM Phoenix; KFWB(AM) Los Angeles; KFBK(AM)-KAER(FM) Sacramento, CA; WMAQ(AM) Chicago, and WBZ(AM) Boston. Action Nov. 19.

■ **WHBG(AM) Harrisonburg, VA** (BAL900529HW; 1360 khz; 5 kw-D)—Dismissed assignment of license from WHBG Inc. to Clark Broadcasting Co. for \$1.25 million. Seller is headed by Robert L. Dean, Kenneth W. Dean and Jimmy Garber, and has interest in WRDJ Inc., licensee of WRDJ(FM) Bainbridge, VA. Buyer is headed by A. James Clark, Lawrence C. Nussdorf, James Hammond, Florence E. Allen and Kathy S. Taub, and is licensee of WCEI-AM-FM Easton, MD, and WKDW(AM)-WSGM-FM Staunton, VA. Action Nov. 16.

■ **WNRV-AM-FM Narrows, VA** (AM: BAL901002HA; 990 khz; 5 kw-D; FM: BALH901002HB; 101.3 mhz; 1.5 kw; ant. 469 ft.)—Granted app. of assignment of license from Megan H. McWilliams to Rebecca J. Lolli, Thomas B. Crockett Jr. and Ray Lolli for \$195,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 19.

■ **WGNV(FM) Milladore, WI** (BAPED900928GZ; 88.5 mhz; 25 kw; ant. 330 ft.)—Granted app. of assignment of license from Cornerstone Community Radio Inc. to Evangel Ministries Inc. for \$165,000. Seller is headed by Richard L. Van Zandt, and Cornerstone Community broadcasting, and has interests in WJLU(FM) New Smyrna Beach, FL. Buyer is headed by Roy Jacobsen, Kenneth Ellis, Reid Ribble, John Chiatelas, Dennis Steffens, R. A. Pegram, Donald Slye, Dan Spina, Steve Vande Hey, John Ciriacks, Jim Dickson, Stan Kellenberger, Robert Knox and Bill Magoon, and is licensee of WEMI(FM) Neenah-Menasha, WI. Action Nov. 19.

## NEW STATIONS

### Actions

■ **Morro Bay, CA** (BPH880219ME)—Granted app. of Morro Bay Investment Corp. for 99.7 mhz; .45 kw H&V; ant. 850 ft. Address: P.O. Box 1150, Morro Bay, CA 93442. Principal is headed by Dino Fulvio and Larry Kelley, and is licensee of KBAI(AM) Morro Bay, CA. Action Nov. 21.

■ **Brush, CO** (BPH890123MP)—Granted app. of Douglas C. Turnbull for 106.3 mhz; 3 kw; ant. 75 ft. Address: 96 Dyer Ave., Collinsville, CT 06022. Principal has no other broadcast interests. Action Nov. 9.

■ **Christiana, DE** (BP900920AA)—Returned app. of Steven Hare for 870 khz; .21 kw-D; .25 kw-N; Address: P.O. Box 372, Wilmington, DE 19899. Principal has no other broadcast interests. Action Nov. 23.

■ **Silver Springs, FL** (BPH870630MS)—Granted app. of Silver Springs Communications for 95.5 mhz; 3 kw H&V; ant. 328 ft. Address: P.O. Box 836, Silver Springs, FL 32688. Principal is headed by Robert D. Stoehr, Thomas H. Poole and Rosetta P. Givens. Stoehr is licensee of WQBQ(AM) Leesburg, FL. Action Nov. 20.

■ **Pearson, GA** (BPH890731MM)—Granted app. of Atkinson Broadcasting Inc. for 1.9 mhz.; 3 kw; ant. 328 ft. Address: Box 485, Willacoochee, GA 31650. Principal is headed by Lace Futch, and has no other broadcast interests. Action Nov. 20.

■ **Potosi, MO** (BPH891222MF)—Granted app. of Prime Time Radio Inc. for 97.7 mhz; 6 kw H&V; ant. 328 ft. Address: 102 Elm St. Ste. 203, Washington, MO 63090. Principal is headed by Linda K. Kuenzie, Edith J. Kuenzie, Frank K. Kuenzie and Kenneth W. Kuenzie, and is licensee of KSLQ-AM-FM Washington, MO. Kenneth Kuenzie has interests in Lake Broadcasting, licensee of KBMX(FM) Eldon and KFXE(AM) Camdenton, both Missouri. Action Nov. 16.

■ **Paw Creek, NC** (BP890126AH)—Granted app. of Paw Creek Broadcasting Inc. for 820 khz. Address: 2613 Craig Ave., Concord, NC 28025. Principal is headed by York David Anthony, 100% proprietor of WKTD(AM) Wilmington, NC (not yet on air; BP860820AC). Action Nov. 20.

■ **Eugene, OR** (BPED880531MT)—Granted app. of University of Oregon Foundation for 88.1 mhz; .5 kw-V; ant. 728 ft. Address: 206 Johnson Hall, Eugene, OR 97403. Principal is headed by Donna P. Woolley, Hale G. Thompson, Ronald E. Blind, Thomas E. Wrightson, E. Charles Pressman and Clifton C. Cole, and has no other broadcast interests. Action Nov. 16.

■ **Canton, SD** (BPH890816MF)—Granted app. of Dallas M. Tarkenton for 102.5 mhz; 3 kw; ant. 243 ft. Address: 100 Wexford Pl., Athens, GA 30606. Principal is majority stockholder of Tarkenton Broadcasting Co. Inc., licensee of WJGA(FM) Jackson, GA, and majority stockholder of Carroll County Media Inc., licensee of WBTR(FM) Carrollton, GA. Action Nov. 16.

■ **Canton, SD** (BPH891211MX)—Returned app. of JW Radio Co. for 102.5 mhz; 3 kw; ant. 141 ft. Address: P.O. Box 160877, Austin, TX 78716. Principal is headed by Richard Joe Neil Werlinger, William W. Jamar Jr. and Paul Jamar. William Jamar owns 50.5% of common voting stock of Brown County Broadcasting Co., licensee of KBWD(AM) and KOX-E(FM) Brownwood, TX; 100% stockholder of KFI-T(AM) Lockhart, TX, and has interests in Snyder Broadcasting Co., licensee of KSNY-AM-FM Snyder, TX; Radio County, general partnership, licensee of KGID(FM) Giddings, TX, and KCRM Broadcasting, Action Nov. 16.

■ **Martin, SD** (BPED890920MI)—State Board of Directors for Educational TV for 102.5 mhz; 100 kw; ant. 754 ft. Address: 414 East Clark St., Vermillion, SD 57069. Principal is headed by Donald E. Forseth, and is licensee of KUSD(AM), KUSD(FM) and KUSD-TV Vermillion; KBHE-FM and KBHE-TV Rapid City; KDSF-FM Pierpont; KESD(FM) and KESD-TV Brookings; KPSD(FM) Faith; KQSD-FM and KQSD-TV Lowry; KTSD-FM Reliance; KDSF-TV Aberdeen; KPSD-TV Eagle Butte; KTSD-TV Pierre, and KZSD-TV Martin, all South Dakota. Action Nov. 20.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Santa Barbara, CA** KIST(AM) 1340 khz—Nov. 15 application for CP to change TL: 400 ft. S of junction of U.S. 101 and Montecito St., Santa Barbara, CA and reduce power to 675 watts.

■ **Hartford, CT** WCCC(AM) 1290 khz—Nov. 19 application for CP to reduce power to 490 watts; change City of license to 3114 Albany Ave., W Hartford, CT; make changes in ant. system 41 47 48N 72 47 50W.

■ **Hereford, TX** KPAN(AM) 860 khz—Nov. 13 application for CP to change coordinates to: 34 47 33N 102 25 45W.

■ **Yakima, WA** KMWX(AM) 1460 khz—Nov. 21 application for mod. of CP (BP870402AB) to correct coordinates to 46 33 29N 121 27 02W.

#### FM's

■ **Roanoke, AL** WELR-FM 95.3 mhz—Nov. 14 application for CP to change ERP: 9 kw H&V; ant.: 544 ft.; change TL: 1.1 km SW of Stroud, AL, change Channel from class 272CA to 272C3 (per docket # 89-442).

■ **Tuscaloosa, AL** WTUG(FM) 92.7 mhz—Nov. 13 application for mod. of CP (BPH900220ID) to change ERP: 328 ft.; change class from 225C2 to 225C1 (per docket # 89-322).

■ **Laurel, DE** WDNO(FM) 95.3 mhz—Nov. 19 application for CP to change ERP: 6 kw H&V; ant.: 328 ft.; change TL: approximately 2.5 km W of SR 509 along SR 505; OTHER: from 3 kw class A to 6 kw.

■ **Athens, GA** WALR(FM) 104.7 mhz—Nov. 13 application for CP to change ERP: 77.62 kw H&V; ant.: 1,092 ft.; change TL: 3.6 km to Loganville, GA.

■ **Jenkins, KY** WIFX-FM, 94.3 mhz—Nov. 16 application for CP to change ERP: 4.15 kw H&V; ant.: 1,565 ft.

■ **New Iberia, LA** (no call letters) 93.7 mhz—Nov. 13 application for mod. of CP (BPH880519NN) to change ERP: 34 kw H&V; change ant.: 591 ft.; TL: approximately .62 mi SW of the intersection of Rtes. 83 and 318 near Kemper, St. Mary Parish, LA.

■ **Marshall, MO** KNOS(FM) 91.7 mhz—Nov. 19 application for CP to change freq: 93.1 mhz; Other: correct coordinates to tktktktktk.

■ **Kingston, NY** WFGB(FM) 89.7 mhz—Nov. 14 application for CP to change ant.: 1,486 ft.; TL: Overlook Mt., Woodstock, NY: 4 km from Woodstock, bearing 11 degrees.

■ **Johnston, SC** WKSX-FM 92.7 mhz—Nov. 14 application for CP to change ERP: 1.79 kw H&V; change ant.: 577 ft.; change TL: the antenna site is on the W side of U.S. 25 .5 km N of Trenton in S Carolina.

■ **North Charleston, SC** WYFH(FM) 90.7 mhz—Nov. 19 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; change TL: Dorchester Rd., E of U.S. 17A; 4 km SW of Summerville, SC.

■ **Arlington, TX** KHYY(FM) 94.9 mhz—Nov. 19 application for CP to change ERP: 100 kw H&V; ant.: 1,699 ft.; change TL: 1455 W Beltline Rd., Cedar Hill, TX; change from channel 235C1 to 235C (per docket # 88-48).

■ **Liberty, TX** (no call letters) 99.9 mhz—Nov. 19 application for mod. of CP (BPH880127MO) to change ERP: 26 kw H&V; change ant.: 679 ft.; TL: 16 mi E of Liberty, 2 mi N of Hwy. 90.

■ **Rosenburg, TX** KMIA(FM) 104.9 mhz—Nov. 14 application for CP to change ant.: 505 ft.; TL: 4 mi N of Morton Rd. on Skinner Rd.

■ **Middlebury, VT** WRMC-FM 91.7 mhz—Nov. 19 application for CP to change ERP: 3 kw H&V; ant.: 249 ft.; change TL: at WYCM antenna tower on Chipman Hill 480 m N of the Middlebury Town Reservoir, Middlebury Township, VT.

■ **Charlotte Amalie, VI** WVGN(FM) 107.1 mhz—Nov. 13 application for CP to change freq: 105.3 mhz; change ERP: 32.3 kw H&V; change ant.: 1,679 ft.; class: B (per docket # 86-390).

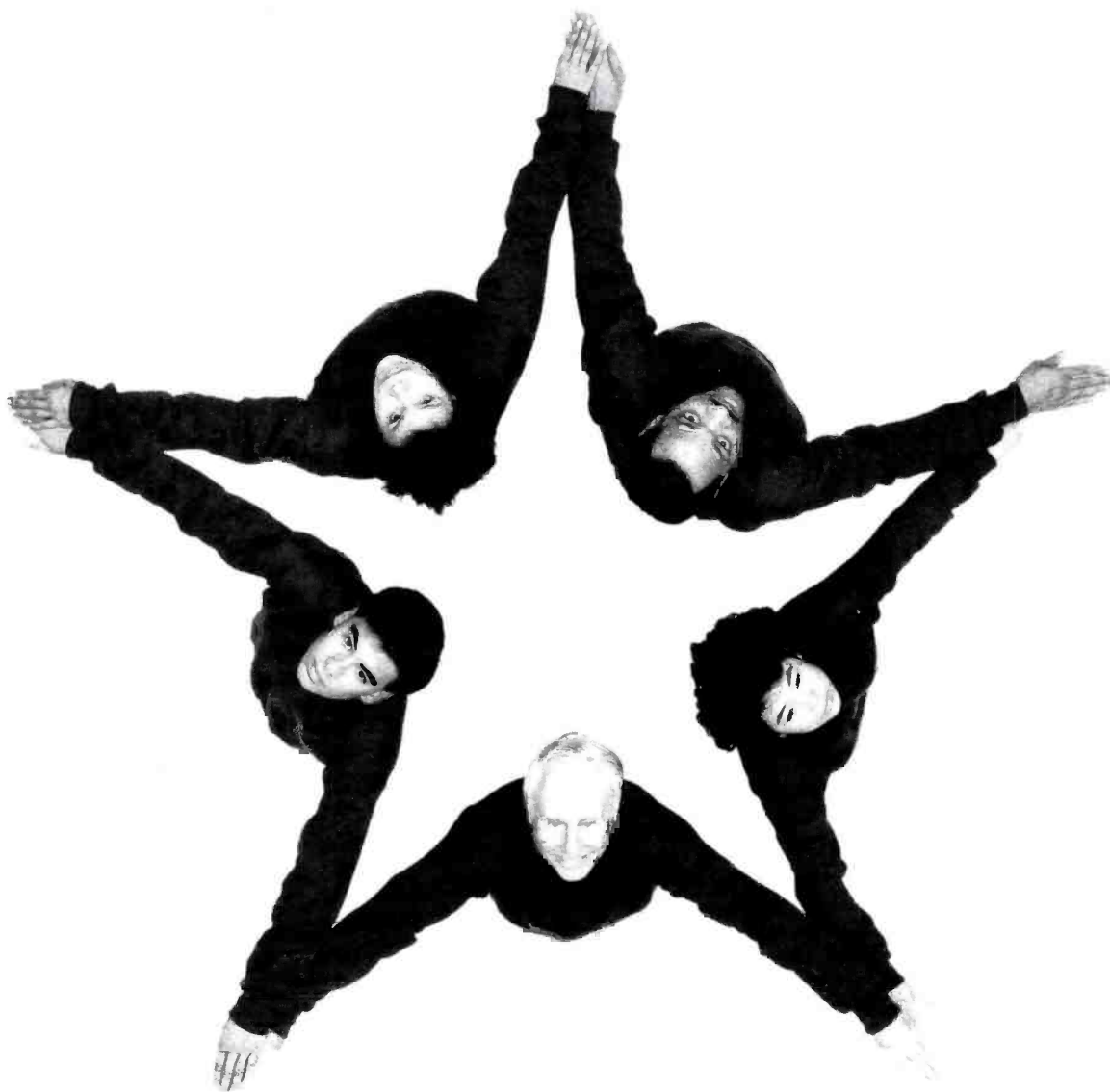
#### TV's

■ **Fort Walton Beach, FL** WFGX(TV) ch. 35—Nov. 13 application for CP to change ERP: 616.59 kw (vis); ant.: 212 ft.; TL: 105 Beach Dr., Fort Walton Beach, FL 35248; ant.: Bogner B24 UCH(ADA).

■ **Miami** WTVJ(TV) ch. 40—Nov. 15 application for CP to change ERP: 100 kw (vis); ant.: 997 ft.; TL: 1 km ESE of intersection of Turnpike & NW 215th St., Miami; ant.: DielectricTDM-7A (4BT) 25 58 07N 80 13 15W.

■ **Philadelphia** WYBE(TV) ch. 35—Nov. 16 applica-





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tion for mod. of CP (BPET830801KP) to change ERP: 1.918 (vis): change ant.: 932 ft.

■ **Lake Dallas, TX** KLDI(TV) ch. 55—Nov. 19 application for mod. of CP (BPCT840413KE) to change ERP: 3033 kw (vis) (max-DA): ant.: 466 ft.: ant.: BASC SC-30DASM (DA)(BT): 33 00 19N 96 59 00W.

■ **Fairfax, VA** WNVG(TV) ch. 56—Nov. 16 application for CP to change ERP: 1.259 kw (vis): ant.: 705 ft.: TL: 8101 Lee Hwy., Falls Church, VA: ant.: RCATFU-33J(BT).

## Actions

### AM's

■ **Little Rock, AR** KWNN(AM) 1050 khz—Nov. 14 application (BP900316AD) granted for CP to correct coordinates to: 34 45 58N 92 17 38W and change tower height.

■ **Clermont, FL** WKCF(AM) 680 khz—Oct. 31 application (BMPCT900413KI) granted for mod. of CP (BPCT850214KQ) to change from channel 68 to channel 18; ERP: 5.000 kw (vis): ant.: 1.499 ft.: change TL: 20.000 Fort Christmas Rd., Christmas, FL: ant.: DielectricTFU-38(DA) (BT) 28 34 51N 81 04 32W (per docket #89-68).

■ **Aurora, IL** WKD(AM) 1580 khz—Nov. 15 application (BMP891004AF) granted for mod. of CP (BP860416AB) to augment day and night radiation patterns.

■ **Dedham, MA** WBMA(AM) 890 khz—Nov. 23 application (BMP890518AF) returned for mod. of CP (BP850729AR) to change city of license to Sherborn, MA: increase power to 3 kw50 kw & change TL: to Hwy. 126, Sherborn, MA: 42 14 49N 1 25 30W.

■ **Farmington, NM** KRAZ(AM) 96.9 mhz—Nov. 9 application (BPH870302NO) granted for CP to change TL: on the S Peak of Knickerbocker Peaks, approximately 8.8 km from Aztec on a true bearing of 099 degrees, near Aztec, NM, change ERP: 100 kw H&V: ant.: 1.014 ft.: & make changes in ant. system 36 48 38N 107 53 50W.

■ **Eden, NC** WEDE(AM) 830 khz—Nov. 20 application (BP880926AE) granted for CP to increase day power to 50 kw and change DA-D ant. system.

■ **Homer City, PA** WCCS(AM) 1160 khz—Nov. 14 application (BMP890622AG) granted for mod. of CP (BP870629AF) to augment day & night station patterns.

### FM's

■ **Indio, CA** (no call letters) 102.3 mhz—Nov. 16 application (BMPH900824IC) granted for mod. of CP (BPH851030MV) to change TL: Indio Hills, 8 km N of Indio, CA.

■ **Lompoc, CA** KRQK(FM) 100.9 mhz—Nov. 14 application (BMPH900813IC) granted for CP to modify (BPH880822ID) to correct coordinates to 34 44 30N 120 26 45W.

■ **Monroe, CT** WMNR(FM) 88.1 mhz—Nov. 15 application (BPED900724IH) dismissed for CP to change ERP: 10 kw H&V: change ant.: 397 ft.: Req. for waiver denied.

■ **Boston, GA** WTUF(FM) 106.3 mhz—Nov. 19 application (BPH891226IF) granted for CP to change ERP: 2.4 kw H&V: to change ant.: 495 ft.: TL: 2.75 km N of Dixie, GA.]

■ **Monticello, IN** WKJM(FM) 95.3 mhz—Nov. 7 application (BMLH891215KC) granted for mod. of license to increase ERP: 2.45 kw H&V (pursuant to docket #88-375).

■ **Columbia, KY** WAIN-FM 93.5 mhz—Nov. 20 application (BMLH900117KC) granted for mod. of license to increase ERP: 4.6 kw H&V (pursuant to docket #88-375).

■ **Bay City, MI** WBYF(FM) 89.1 mhz—Nov. 13 application (BMPED880914MB) dismissed for mod. of CP (BPED840629IC) to change ERP: 11.5 kw H&V: change ant.: 143 ft.: change TL: 503 N Euclid Plaza, Bay City, MI 48707.

■ **Flint, MI** WWCK-FM 105.5 mhz—Feb. 13 application (BPH900213IC) granted for CP to change ERP: 25 kw H&V: change class: B1: install DA (per docket #89-38).

■ **Harrison, MI** WKKM(FM) 92.1 mhz—Nov. 7 application (BPH900124ID) granted for CP to change ERP: 6 kw H&V.

■ **Yazoo City, MS** WAZF-FM 93.7 mhz—Nov. 15 application (BMPH900725IA) dismissed for mod. of CP (BPH880519NZ) to change ERP: 6 kw H&V: TL: 1.9 km from Yazoo City, MS, at a bearing of 226.1 degrees.

■ **Gainesville, MO** KMAC(FM) 99.7 mhz—Nov. 16 application (BMPH900104IG) granted for mod. of CP (BPH870601MD as mod.) to change ant.: 492 ft.: TL: Hwy. 5, 1.25 km S of Hwy., 160, Gainesville, MO.

■ **York, NE** KAWL-FM, 104.9 mhz—Nov. 21 application (BPH900817IE) granted for CP to change ant.: 328 ft.

■ **Henniker, NH** WNNH(FM) 99.1 mhz—Nov. 15 application (BPH900206IB) granted for CP to change ERP: 1.41 kw H&V: install DA system.

■ **Littleton, NH** WMTK(FM) 106.3 mhz—Nov. 15 application (BPH891019IE) granted for CP to change ERP: .39 kw H&V.

■ **Buffalo, NY** WGR-FM 96.9 mhz—Nov. 8 application (BPH891031IC) granted for CP to change ERP: 24 kw H&V: change ant.: 712 ft.: TL: 2077 Elmwood Ave., Buffalo, NY.

■ **Hudson Falls, NY** WENU(FM) 101.7 mhz—Nov. 13 application (BPH900123IC) granted for CP to change ERP: 4.6 kw H&V.

■ **Edmond, OK** KOKF(FM) 90.9 mhz—Nov. 20 application (BPED890322MC) granted for CP to change ERP: 100 kw H&V: change ant.: 460 ft.: TL: 2333 E Britton Rd., Oklahoma City, OK: class: C1.

■ **Philadelphia, PA** WKDU(FM) 91.7 mhz—Nov. 19 application (BPED900103MC) returned for CP to change ERP: .8 kw H&V: change install new DA system.

■ **Smethport, PA** WQRM(FM) 106.3 mhz—Nov. 13 application (BMPH890629ID) granted for mod. of CP (BPH850712VO as mod.) to change ERP: .6 kw H&V: ant.: 731 ft.: TL: Prospect Hill 4 km E of Center of Smethport, PA.

■ **Gray Court, SC** WSSL-FM 100.5 mhz—Nov. 9 application (BPH900212IB) granted for CP to change ERP: 63 kw H&V: change ant.: 1.191 ft.: TL: approximately 4 km ESE of Woodruff, N of Rte. 146, SC: change to class C1.

■ **Greenville, SC** WTBI-FM 91.7 mhz—Nov. 8 application (BMPED900518IK) granted for mod. of CP (BPED851206MA) to change ERP: 3.65 kw H&V: ant.: 420 ft.: TL: the proposed site is at the NW end of Marcal St., NW of the intersection of US 25 bypass and Old Easley Bridge Rd.

■ **Redfield, SD** KVCU(FM) 103.7 mhz—Nov. 16 application (BMPH900730IA) granted for mod. of CP (BPH850711QL) to change ERP: 50 kw H&V: ant.: 292 ft.: TL: 2.9 km NW of Redfield, SD: downgrade from C1 to C2.

■ **College Station, TX** KTSR(FM) 92.1 mhz—Nov. 20 application (BPH900706IB) granted for CP to change freq: 107.3 mhz and class: C3: ERP: 25 kw H&V: ant.: 328 ft.: TL: 13.6 km at bearing of 153.5 degrees T from Carols, TX 30 40 04N 96 11 33W (per docket #88-48)

■ **Dumas, TX** KMRE(FM) 95.3 mhz—Nov. 20 application (BPH900809IF) granted for CP to change ERP: 25 kw H&V: change ant.: 297 ft.: change to class C3 (per docket #89-182).

■ **Price, UT** KARBI(FM) 98.3 mhz—Nov. 13 application (BPH900815IC) granted for CP to change ERP: 7 kw H&V.

■ **Churchville, VA** WJNA(FM) 106.7 mhz—Nov. 8 application (BMPH900712IC) granted for mod. of CP (BPH861126ND) to change freq: 106.3 mhz: ERP: 25 kw H&V: change to class B1 (per docket #89-95).

### TV's

■ **Green Valley, AZ** (no call letters) ch. 46—Nov. 19

application (BMPCT891229KH) granted for mod. of CP (BPCT830311KN) to change ERP: 4857 kw (vis): ant.: 2.037 ft.: TL: Tower "D", Tucson Mountain Tower Farm, 40 km NNW of Green Valley, Pima: ant.: BognerBU(B)32N(DA)(BT): 32 14 56N 111 06 59W. \*Amended 06-22-90: to change ERP: 4.898 kw (vis): ant.: 2.027 ft.: TL: Tower "D", Tucson Mountain Tower Complex, 14 km WNW of Tucson, Pima County, AZ: ant.: JamproJTS-2046(DA)(BT): 32 14 56N 111 06 59W.

■ **Palm Springs, CA** KMIR-TV ch. 36—Nov. 9 application (BPCT901012KF) granted for CP to change ERP: 490 kw (vis): ant.: 679 ft.: TL: on Edom Hill, section 35, Township 3 S, range 5, E S.B.B. & M. Palm Springs, CA., (33 52 00N 116 25 56W): ant.: Jampro JAMS-2436-PH (DA)(BT).

■ **Lansing, MI** WLAI-TV ch. 53—Nov. 26 application (BMPCT900717KG) granted for mod. of CP (BPCT800602LE) to change ERP: 1.660 kw (vis): ant.: 981 ft.: TL: on Baseline Rd., E of Arland Rd., 4 km SE of Onondaga, MI: ant.: Harris TWSC-25 P/V(DA)(BT) 42 25 11N 84 31 26W.

■ **Ithaca, NY** WACA(TV) ch. 52—Nov. 19 application (BMPCT881003KW) granted for mod. of CP to change ERP: 74.6 kw (vis): ant.: 833 ft.: ant.: Bogner-B16U(O)(BT): TL: Mt. Pleasant Rd., Dryden New York: 42 27 54N 76 22 23W.

■ **Claremore, OK** KXON-TV ch. 35—Nov. 16 application (BPET900111KE) granted for CP to change ERP: 1340 kw (vis): ant.: 1.046 ft.: 36 19 06N 95 38 18W.

■ **Austin, TX** KCFP(TV) ch. 54—Nov. 19 application (BMPCT901012KE) granted for mod. of CP to change ERP: 4345 kw (vis): ant.: 876 ft.: TL: 2724 F Trail of Madones Dr., Austin, TX: 30 19 20N 97 48 03W: ant.: Andrew ATW30H5-HSP3-54H, (DA)(BT).

■ **Katy, TX** KNWS(TV) ch. 51—Nov. 19 application (BMPCT900910KE) granted for mod. of CP (BPCT840711K1) to change ERP: 2.560 kw (vis): ant.: 964 ft.: TL: 5th St., E of Rd. 1092, Missouri City, TX: ant.: Dielectric Communications TFU-25JDAS-(DA)(BT): 29 35 20N 95 33 26W.

■ **Houston KZJL(TV)** ch. 61—Nov. 9 application (BMPCT900913KE) granted for mod. of CP (BPCT820510KR) to change ERP: 2.776 kw (vis): ant.: 1.699 ft.: TL: .8 mi S of Rte. 2234, Missouri City, TX: ant.: Andrew ATW30H2-HSC2-61S (DA): 29 34 06N 95 29 57W.

## ACTIONS

■ **Erratum** to item (FCC 90R-107) released November 16 concerning three applications for CPs for new TV station at Santa Barbara, CA. (MM docket 84-934-6 [DA 90-1694]).

■ **Erratum** to item (FCC 89-145) released May 16, 1989 concerning applications of RKO General Inc. (WFYR-FM) Chicago, et al. (MM dockets 84-1085, et al [DA 90-1757]).

■ **Erratum** to Order (DA 90-1013), released September 4 concerning three applications for new FM station at Eufaula, AL. (MM docket 90-348 [DA 90-1684]).

■ **Sacramento, CA** Commission has upheld Review Board Decision granting the application of Royce International Broadcasting to renew license of KWOD-FM, Sacramento, CA, and denying application of Wong Communications Ltd. for new station on KWOD-FM's frequency. Wong sought review of Board's decision. (MM docket 87-28 by MO&O [FCC 90-390] adopted November 13 by Commission.)

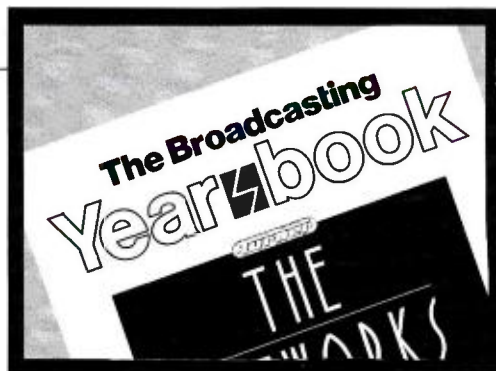
■ **Key West, FL** Upheld Review Board's decision upholding an ALJ's dismissal of application of South Star Communications Inc., for new FM station on channel 300 C1. (By MO&O [FCC 90-406] adopted by Commission November 27.)

■ **Miami** Upheld earlier decision affirming Review Board decision granting application of Miami Latino Broadcasting Corp. for new TV station on channel 35 and denying seven competing applications. (MM docket 85-27 by MO&O [FCC 90-407] adopted November 27 by Commission).

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■ **Huron, OH** Remanded proceeding for new FM station on channel 24.1A at Huron to Presiding Officer for further hearing and preparation of Supplemental Initial Decision. (MM docket 88-86 by MO&O [FCC 90R-110] adopted November 13 by Review Board)

■ **Kosciusko, MS** Admonished WJTA(FM) for violating rules regarding advertising on noncommercial, educational stations. (By Letter [DA 90-1696] adopted November 13 by Chief, Complaints and Investigations Branch, Enforcement Division, Mass Media Bureau)

■ **Grants Pass, OR** Denied application by Freedom Communications Inc., to construct a new TV station on channel 30 at Grants Pass. (By MO&O [FCC 90-362] adopted October 30 by Commission.)

■ **Llano, TX** Granted application to assign CP for unbuilt station KLNO(TV). Llano, from Horseshoe Bay Centrex Broadcasting Co., to Kingstip Communications Inc., conditioned upon the payment's not exceeding \$100,000. (By MO&O [FCC 90-395] adopted November 15 by Commission.)

### CALL LETTERS

#### Grants

##### New AM

KOJY(AM) Mount Wilson FM Broadcasters, Soledad, CA

##### New FM's

KCNE-FM Nebraska Educational Telecommunications Commission, Chadron, NE

KKLB(FM) Elgin FM Ltd., Elgin, TX

KQEX(FM) DBA North Star Communications, Rohnerville, CA

KVLI-FM KVLi Radio, Inc., Lake Isabella, CA

KVRU(FM) Minnesota Public Radio, Saint Peter, MN

KVRV(FM) Kevin M. Patricia W. Wodlinger, Cassville, MO

KVRW(FM) Arthur Patrick, Lawton, OK

KVRX(FM) Comstock Broadcasters, Inc., Sparks, NV

WECL(FM) Emalee C. Payne, Elk Mound, WI

WEKX(FM) Newburgh Broadcasting Corporation, Newburgh, IN

WTKC(FM) Kankakee Community College, Kankakee, IL

WXZB(FM) Metro Media of Kentucky, Inc., Golconda, IL

WXZC(FM) Prospect Communications, Lawrenceburg, TN

WXZD(FM) DBA Golden Triangle Radio, Columbus, MS

#### New TV's

KVPP(TV) KMTR Inc., Coos Bay, OR

KVPY(TV) G&D Communications, Inc., Flagstaff, AZ

WXZA(TV) Kentuckiana Broadcasting, Salem, IN

WXZF(TV) AW Broadcasting, Danville, VA

#### Existing AM's

KAPX(AM) KTID Marin Broadcasting Company

Inc., San Rafael, CA

KFMQ(AM) KLMS KLMSKFMQ Inc., Lincoln, NE

WMRZ(AM) WNWS Jefferson-Pilot Communications Company, Miami, FL

WNNK(AM) WHGB Keymarket Communications of PA, Harrisburg, PA

WSSH(AM) WKKU Noble Broadcast of Ballyunion, Inc., Boston, MA

#### Existing FM's

KBTR(FM) KAWV Golden State Broadcasting Corporation, Oracle, AZ

KFMQ-FM KFMQ KLMSKFMQ Inc., Lincoln, NE

KHFI-FM KQFX Red River Radio, Inc., Georgetown, TX

KIOA-FM KDWZ Midwest Communications of Iowa, Inc., Des Moines, IA

KKMR(FM) KROI Jonsson Communications Corporation, Sparks, NV

KMXL(FM) KRKG Carthage Broadcasting, Inc., Carthage, MO

KONZ(FM) KXMK Arizona City Broadcasting Corporation, Arizona City, AZ

KSQQ(FM) KSJQ Coyote Communications, Inc., Morgan Hill, CA

KULE-FM KGDN B&G Enterprises, Ephrata, WA

WDJB(FM) WBBE IRP Inc., Columbia City, IN

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## RADIO

### HELP WANTED MANAGEMENT

**GSM/SM**, immediate opening (Cal daytimer) to sell, recruit, train sales staff. Salary, benefits. Reply Box R-23. EOE.

**Full time station manager** needed at local community radio station located on the coast of Maine. WERU-FM is looking for an experienced, energetic person capable of overseeing all day to day operations of the station, including personnel, programming, budget, general administration and facilities operations. For additional info, write: Search Committee, WERU-FM, The Henhouse, Route 175, Blue Hill Falls, ME 04615 or call 207-374-2313.

**Radio station general manager:** Must be strong in sales. Class A FM satellite station. Beautiful northwestern MI area. Chance to earn equity in station. Evenings call 517-321-1763. EOE.

**General/Sales Manager** for small to midsize market in beautiful Oregon. Must be hard working with excellent organizational skills and proven track record in sales. Send resume, references and salary requirements to: Box R-35. EOE.

**General manager** for strong Arizona combo. Extensive sales background a must. Great staff in place. Need a leader. Reply Box T-6. EOE.

**General manager needed**, top station in top Northeast market. top pay and more. Send resume, references and salary history to: Box T-19. EOE.

**Need sales reps** for Ohio, Minnesota, Nebraska, Texas, Illinois, Michigan, Wisconsin and Missouri to sell sales promotions to radio station managers. If you have radio management experience, desire above average income, are willing to travel one to two state area and know how to close, give us a call at 615-320-8842 or fax us your resume at 615-383-9541. American Sales Promotions. EOE.

**Program director** for northern New England 50kw FM and daytime AM. Stations dark but to resume service in early 1991 under prospective new ownership. Must be leader attracted to start-up situation. Send resume, references and requirements to: Kaleidoscope, Inc., PO Box 308, Bath, ME 04530. EOE.

**Nashville metro** - We need a GM who understands a developmental idea and who is a solid, conservative, hands-on businessperson. Do you understand cash flow and budgets? Are you computer literate? Can you promote on a shoe string and sell with results instead of ratings? Can you get along with spartan studios that will improve. If so, our suburban 100KW country WYQC-FM that city-grade's Nashville and our local WHAL-AM Shelbyville may match your needs. In your own handwriting, please tell us about yourself and experience. Tell us why you're interested and why we should be interested in you. Please write Bayard Walters, President, Cromwell Group, PO Box 150846, Nashville, TN 37215-0846. EOE. Start in early January or February. We need a strong leader.

### HELP WANTED SALES

**New Class C FM** - Lake City, Florida needs strong sales person with management potential. Call Bill Wyatt, WQLC-FM, 904-755-1742 or 904-752-0960. EEO.

**Aggressive sales manager** for AM/FM combo in Midwestern university town. Looking for a selling sales manager who is adept at training, recruiting, and maintaining a sales staff. Excellent compensation package based on performance. Send resume and sales history to: Betty Baudler, KA-SI/KCCQ. Box 728. Ames, IA 50010. EOE.

**Account executive needed:** WTMP-AM 1150 Tampa, Florida is looking for sales person with 2 years direct sales experience. Media background preferred. Good list available. Call 813-626-4108. EOE.

**Entire sales staff** needed for New Ocala, Florida FM - on air target date January. Format fun, fun, fun. Love combo people too. Resume or T&R to Owner, WWGO, PO Box 1000 Fruiland Park, FL 34731-1000. EOE.

**Good enough to work** on straight commission? Radio's premiere producer of custom client jingles (18 years in business, 600 stations, 6,000 clients) has room for a few more self-starters. Call Andy Mark 800-368-0033. EOE.

### HELP WANTED ANNOUNCERS

**WAMU-FM, Washington DC**, seeks an experienced talk show host who can handle an extremely broad range of topics, including controversial subjects, in a manner that is non-confrontational yet lively and entertaining. Previous host moved to mornings at WRKO. Candidate should have proven ability to attract and hold an audience in an extremely competitive market. Send tape and resume to Steve Palmer, Program Director, WAMU FM, The American University, Washington, DC 20016. No phone calls. The American University is an equal opportunity/affirmative action employer.

**Afternoon D.J.** for northern New England 50kw. Stations dark but to resume service in early 1991 under prospective new ownership. Send resume, references and requirements to: Kaleidoscope, Inc., PO Box 308. Bath, ME 04530. EOE.

### HELP WANTED TECHNICAL

**Chief engineer:** Kentucky based AM and FM facility seeks hands on chief engineer. Must have analytical skills in trouble shooting and repair. This position requires leadership abilities as well as aggressive team player attitude. This is a top notch operation with quality people and equipment. Send resume and salary history to: Operations Manager, Owensboro Broadcasting Inc., 3301 Frederica Street, Owensboro, KY 42301.

**Chief engineer**, for 1 year temporary position, in desirable south-western market, with a major communications company. General FCC license required. SBE certification desirable. News/Talk-AM, Contemporary Music-FM. Numerous remotes. Company benefits. EOE. Send resume and references, reply to Box T-20.

**Radio engineer wanted** for the nation's premier all-sports station WFAN. Must have a demonstrated knowledge of studio construction, transmitter maintenance and computers. This is a Union position. Send resume to Jim Seaman, Chief Engineer, WFAN Radio, 34-12 36th St., Astoria, NY 11106. 718-706-7690. Emmis Broadcasting is an equal opportunity employer.

### HELP WANTED NEWS

**News director** for northern New England 50kw and daytime AM. Stations to resume service in early 1991 under prospective new ownership. Seeking strong leader with local news gathering ability. Start-up experience a plus. Send resume, references and requirements to: Kaleidoscope, Inc., PO Box 308, Bath, ME 04530. EOE.

**News director** (Coordinator, Broadcasting #65850) for Public Radio Station in Fort Myers, Florida. Direct and supervise a three person staff. Coordinate with co-licensed station in Tampa to provide regional coverage for the entire Florida West coast area. Conduct interviews, produce features, and announce newscasts as necessary. Perform the appropriate administrative duties of this position. Minimum qualifications: Appropriate MA, or appropriate BA and two years of directly related professional experience. Preferred experience: Public radio news experience; skill in field and studio news production; professional on-air delivery; supervisory experience. Salary: \$21,030-\$37,900 DOE, with full university benefits. To apply: Send letter and resume with non-returnable cassette audition tape containing sample newscast and two in-depth issue oriented produced features demonstrating production ability to: Ed Subkis, Station Manager, WSFP Radio, University of South Florida, 8111 College Parkway, Fort Myers, FL 33919, or call 813-489-9580 for more information. Deadline is 12/31/90. EOE/AA.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Radio research assistant**, BBC New York. The BBC's New York office deals with the research and production needs of a wide range of programs for BBC's 5 radio networks in the U.K. The office's radio production co-ordinator needs an assistant, whose major priority will be research. The assistant will be expected, under guidance, to check out stories, find contributors and carry out preliminary research over the phone. A small amount of clerical work may also be involved. The successful candidate is likely to be a recent graduate, and to have been involved in journalism in some way. The applicant must have a thorough knowledge of current affairs, a wide range of interests, an ability to work hard and quickly, and an interest in radio production. Please send application and resume to Jonathan Crane, Head of BBC-New York, Suite 2153, 630 Fifth Avenue, New York, NY 10111. EOE.

### SITUATIONS WANTED MANAGEMENT

**1990 was only practice:** GSM ready to lead charge. Motivator, trainer, producer. No shortcuts. Southeast/Mid-Atlantic. Mark Wehner. 904-347-3906.



**Bottom line crisis?** GM with ownership. Turn-around experience will lead your station(s) to profitability, prestige. Strong sales, programming, promotion, profits. Stand-alone AMs considered; combs preferred; startups and regional groups, too. Top 99 markets only. Consultant basis or long-term Equity opportunities welcome. How much money do you want to make? And how long do you want to make it? Reply in confidence: Box T-1.

**Broadcasting pro** seeks stable position as national sales manager or senior account executive in a Texas major market or general manager in medium/small Texas market. Contact Charlie Van, weekdays 512-544-4553.

**GSM ready for next step.** 13+ years sales and management experience with MBA. Same company for last 10 years. Coming from consistent #1 ratings and revenue. Good motivator and administrator. 315-768-1940.

**GM relocating to Midwest.** Over 20 years professional experience with solid business, management, sales, and programming skills. Community responsible...bottom line accountable. Superb troubleshooter. Looking for a community where full-service radio plays an important and necessary role. Respond to Box T-21.

#### SITUATIONS WANTED ANNOUNCERS

**Prime time announcer:** Exciting, energetic with over 5 years on-air experience. Earle S. Stephens 552 Parkside Avenue, Apt., E5, Brooklyn, NY 11226. Call 718-856-1075.

**Exciting, enthusiastic PBP announcer** with nine years experience, especially H.S./college football, basketball; skilled in all air work, news/copy writing, production, sales; looking for station/network committed to quality sports programming; willing to relocate anytime, anywhere. Jay 304-779-9339.

#### SITUATIONS WANTED NEWS

**Major market anchor,** excellent background in Los Angeles and San Francisco, seeks large market anchor slot. 619-325-6642.

**Former business manager and producer** wants to relocate to smaller market to gain experience in community affairs or news production. Background in television and live entertainment events. Excellent communication skills 312-477-0671.

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

**Owners/CEOs:** Need a GM? GSM? OM? PD? New daily update service for stations/owners seeking broadcast management and sales personnel. First 30 days free! Call 1-800-4 RADIO-1.

### TELEVISION

#### HELP WANTED MANAGEMENT

**TV creative services manager:** Need a dynamic self-starter who knows promotion, graphics, advertising, and all related areas. Individual should have at least five years of appropriate television station experience with solid proof of creative energies. Great opportunity with America's best broadcast group. Minority and/or women encouraged to apply. No phone calls. Resumes only to Marc Edwards, KFSN-TV, 1777 G St., Fresno, CA 93706. Capital Cities/ABC Inc. is an equal opportunity employer.

**Traffic manager/program coordinator:** Successful group owned Mid-West Fox affiliate seeks Columbine experienced individual to manage four person traffic/programming staff. Reports directly to GM. Two years independent traffic experience desirable. Send resume in confidence to: WYZZ-TV, Fox 43, 2714 E. Lincoln, Bloomington, IL 61704. Attn: Bill Beckwith. Equal opportunity employer.

**Traffic manager:** for top 30 Midwest NBC affiliate. Ideal candidate will have a minimum of three to six years of traffic experience with one to three years of supervisory experience. Experience with Enterprise Traffic System preferred. Candidates must have strong communication and leadership skills and possess a strong working knowledge of sales. Please send resume and cover letter to Box T-22. EOE M/F

#### HELP WANTED SALES

**Local sales manager:** Dominant West-South Central affiliate seeks a proven sales leader to motivate a team of 7 marketing professionals. Candidates need strong promotions background, degree preferred plus 3 to 5 years of demonstrated local leadership ability. Send detailed resume and salary requirements to: Box T-2.

**California based television syndication** and production company seeks sales representatives to cover domestic and foreign television sales. Send resume, salary requirement to: Tim Cook, TLC Communications, 16796 Olive St., Fountain Valley, CA 92708. EOE.

**General sales manager - ABC affiliate** in Northeast seeks aggressive individual with television sales track record to train and fine tune strong local sales group. Work with our national rep. agencies, and direct clients. Send resume to Box T-23. Opportunity with growing company. EOE, M/F.

**Television sales account executives:** Media General Broadcast Group is looking for aggressive television sales account executives who possess a proven track record. Our stations are affiliates and located in the warm and friendly Southeast. Send resume to R.W. Roberts, Director of Human Resources, 801 E. Jackson St., Tampa, FL 33602. No phone calls. EOE, M/F. Drug test.

**ABC affiliate in Burlington, VT** needs an experienced account executive to take an existing list and make it grow with new business. Send resume and a copy of an effective selling promotion you had to Bob Asbell: LSM: WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY is an equal opportunity employer.

**Account executive:** KCRA-TV sales department is looking toward expanding its sales staff in 1991. Applicants should have a minimum two years sales experience in advertising sales. Emphasis on retail sales, client contact and development. Send resume and salary requirement to: Dept. Sales-CPG, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F

#### HELP WANTED TECHNICAL

**Maintenance technician.** Experienced technician needed to maintain a wide range of technical equipment. Experience in trouble shooting and repair of studio video and audio equipment, digital and ENG equipment needed. RF experience desirable. Women and minorities are encouraged to apply. Send resume to Human Resources Department, KUSA-TV 1089 Bannock St. Denver, CO 80204. Equal opportunity employer.

**Operations technician needed.** Person should be experienced in studio camera operations, video tape, audio or TD. Women and minorities are encouraged to apply. Send resume to Human Resources Department, KUSA-TV 1089 Bannock St., Denver, CO 80204. Equal opportunity employer.

**Assistant chief engineer:** Applicants should have at least five years experience in all phases of television operations and equipment maintenance. A strong technical background, good administrative skills, and a valid FCC General Class license are required. Letter and resume to: Curtis Meredith, WTVD 11, PO Box 2009, Durham, NC 27702. EOE.

**Studio maintenance - Video operations** and maintenance. HL 79E's, Ampex VPR 6's, Grass Valley. Constructing new studio building 1991. Experience required. WTKK-TV, 9008 Center St., Manassas, VA 22110. Attn: Bobby Powell 1-800-332-9855. We are an equal opportunity and affirmative action employer and encourage applicants regardless of race, color, creed, religion, natural origin or sex.

**TV maintenance engineer needed for a national Christian studio post production satellite uplink facility.** Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE

**Transmitter engineer - 160KW NEC** serving Washington, DC station expanding to 24 hours and new studios. Experience required. WTKK-TV, 9008 Center St., Manassas, VA 22110. Attn: Phil DeLorme 1-800-332-9855. We are an equal opportunity and affirmative action employer and encourage applicants regardless of race, color, creed, religion, natural origin or sex.

**Chief engineer wanted** for Denver station. Looking for strong asst. engineer willing to move up. Knowledge of UHF transmitter and all equipment. Send resume and salary requirements to: General Manager, KJRD Television, 9805 E. Liff Ave., Denver, CO 80231. No phone calls. EOE.

#### HELP WANTED NEWS

**Television news reporter:** Top 15 market. Must have excellent writing skills. Must be versatile, and able to report hard news, spot news and do compelling, memorable features. College degree and at least three years market experience preferred. Please send letter and resume to: Box T-12. No phone calls. We are an equal opportunity employer.

**News producer:** KMEX-TV seeks an experienced, bi-lingual, highly motivated team player as producer for LA's top Spanish newscasts. This individual must be creative and able to communicate in both English and Spanish effectively with the KMEX news team. He or she must be detail oriented and have an ability to execute Noticentro 34 with consistency and intelligence on a daily basis. This person will work closely with the news director to format the newscast, and supervise reporters and writers in their daily assignments. He or she will also bear primary responsibility for the on-line preparation of the newscast and will supervise on-air production of the news in the control room. This position requires a minimum three years experience, with a Bachelor's degree preferred. Interested applicants should send tape/resume to: News Director, KMEX-TV34, 6255 Sunset Blvd., 16th Floor, Hollywood, CA 90028. No phone calls, please. KMEX-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

**On-air director:** KMEX-TV, LA's #1 Spanish language station, seeks an experienced, bi-lingual, highly motivated team player as on-air director for its daily newscasts. This individual should have prior experience directing news and should also have thorough knowledge of journalism. He or she must be detail oriented, be able to think on their feet, and thrive under pressure. This person will work closely with Noticentro 34's news producer and news director to enhance an already established newscast. We're looking for a creative individual who can apply their directing skills to propel our newscast to a new dimension in Spanish language news. This position requires a minimum three years experience, with a Bachelor's degree preferred. Interested applicants should send tape/resume to: News Director, KMEX-TV/34, 6255 Sunset Blvd., 16th Floor, Hollywood, CA 90028. No phone calls, please. KMEX-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

**Weekend anchor/reporter:** Must have at least one year experience as a reporter and prior anchor experience is preferred. Strong writing skills are needed along with a dynamic personality. Two year commitment required. Send non-returnable tape and resume to Richard Howard, News Director, KTPX-TV, PO Box 60150, Midland, TX 79711. EOE.

**Midwest station in 100+ market looking for 6 & 11 anchor** to compliment our highly respected male anchor. Must relate to audience and anchor team. Writing, editing and producing skills a must. Send resume and letter telling me why you're "The One." Box T-24. EOE.

**Executive news producer:** Candidate should have minimum of 10 years news experience, at least 5 years production experience in a major market & familiarity with all phases of news production. Send resumes to Henry Florsheim, News Director, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

**Reporter/anchor.** Earn valuable Overseas experience with 5-ACE (so far) Award news group with a lock of the Mariana Islands region. Computerized newsroom, multiple live shots, state-of-the-art production back-up and outstanding benefits including retirement & profit sharing programs. Tropical isle sound appealing? Non-ret. tapes/resumes/references the first time to Ken Booth, Guam Cable TV, 530 West O'Brien Dr., Agaña, Guam 96910. EOE. (Priority Mail, please.)

**Environmental reporter,** with great live presence, needed to tell the stories of the 90's. Tape and resume (no calls) to Jim Prather, Assistant News Director, WMAR TV, 6400 York Road, Baltimore, MD 21212. EOE.

**Assistant news director/executive producer:** WCNC-TV, the Emmy Award winning NBC affiliate in Charlotte, NC, is seeking an experienced journalist to join our team and assist in running our news operation. Our ideal candidate has recent management experience plus a background as an executive producer who has successfully produced newscasts, series, specials and special events. We require a minimum of ten years experience and a college degree. If this sounds like the situation you have been waiting for, please send resume, description of current duties and news philosophy, references and a non-returnable tape showing your creative capabilities to Ken Middleton, News Director, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE. M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Graphic artist,** experience required in news, commercial production, promotions. Send non-returnable tape and resume to Jerry LaVine, KTVB-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. No phone calls please. EOE.

**Shoot commercials/promotions.** Need to be able to edit 3/4" and 1" videotape, writing skills helpful. Send resume and non-returnable tape to Jerry LaVine, Production Manager, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE. No phone calls please.

**Director of TV programing and production:** WQLN TV-54, Erie, PA, seeks an individual to acquire and schedule programing, and to supervise production. This position requires a Bachelor's degree, and five years public television experience with knowledge of PBS programing and experience in production. Salary range is \$30,000-\$40,000. Send letter of application outlining your public broadcasting programing and production philosophies, and resume, to Paul Stankavich, President & General Manager, WQLN TV/FM, 8425 Peach St., Erie, PA 16509-4788. Applications must be post-marked no later than December 31, 1990. AA/EOE.

**Producer/director** for commercials and special projects. Qualified candidates must have a strong background in production from concept to execution. CMX experience preferred. Communication and follow through skills required. Send resume and non-returnable tape to Production Manager, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. An equal opportunity employer.

**Creative producer** w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Graphic artist needed** for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Television producer, WUSI-TV:** Southern Illinois University at Carbondale invites applications for the position of television producer for its public television station (Channel 16) in Olney. The television producer is responsible for creating local programing, and coordinating the day-to-day control-room operations of the television station. Qualifications include a Bachelor's degree (Master's preferred), three years experience in studio and location television production including: staging and lighting, single and multiple camera direction and operation of a variety of production and editing equipment. The successful candidate must also be able to demonstrate leadership and management capabilities, and be able to work well in a team situation. Send letter of application, resume, videotape of work samples, and three professional references to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University at Carbondale, 1048 Communications Bldg., Carbondale, IL 62901. Southern Illinois University at Carbondale is an equal opportunity/affirmative action employer.

**Promotion manager** for public broadcasting station. Promote viewer awareness of programing and special events. Edit monthly periodical, newsletters, and press releases. Executive media buys. Operate Macintosh Apple desk-top publishing system. Two years promotion experience; two years periodical editing experience; solid writing and creative skills; degree in English, journalism, or related field or equivalent experience required. Previous supervision experience required. Experience with graphics, printing and photography desired. Resume to: Personnel, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817. EOE. Minorities are encouraged to apply.

**Graphic designer:** KSDK the top rated NBC affiliate in St. Louis, has a full-time position available for an artist with strong design skills. Work with three other talented artists and operate an Ampex AVA-3 paint system for daily news graphics. Send resume including current earnings to: David Giesemann, KSDK-TV, 1000 Market St., St. Louis, MO 63101. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Experienced, committed photographer/editor:** Versatile and creative with good eye and unique perspective on features, long-form, and documentary. For resume, tape, awards and references call or write Doug Nemanic, 620 Oliver Ave. South, Minneapolis, MN 55405. 612-374-4929.

#### SITUATIONS WANTED TECHNICAL

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

#### SITUATIONS WANTED NEWS

**Experienced news reporter** seeking general assignment reporter position. Strong writer, self starter. Has nose for news. Ilene 914-245-7602.

**When I win, you win:** 12 years news editor of a #1 rated network program. Plus, as a magazine editor circulation rose from 9,000 to 500,000. Let me show you how solid journalism and the world's best features add up. Write: News Director, PO Box 920, New York, NY 10185.

**Excellent, experienced sportscaster** looking for a fine station in which to work, also knowledgeable newspaperman. 216-929-0131.

**Experienced top 25 market** PBS producer/researcher. Seeking break as news reporter. Short on news experience long on drive. Will relocate. Nathan Alwood 503-234-9316.

**Assistant news director,** 15 years news experience, medium market. Good communicator, energetic. Reply to Box T-26.

**Experienced newscast director** (top 25) with additional sports/special projects background looking for a new challenge. More than just a button puncher. I get involved and take pride in a sharp show. Reply to Box T-27.

**Blk female reporter/anchor.** Award winning print journalist seeks entry level TV position. Can handle hard/soft news. 312-731-8682.

**Rusty, but excellent** and versatile award winning newsman wants back in. Ten years experience as a writer, reporter and producer. Southern boy with yankee degree in Broadcast Journalism. Resume request: 6130 Coronado Dr., Mobile, AL 36609 or 205-661-6870.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**I could live** in a TV studio 24-hours a day! Creative, energetic producer, writer, host cable informational programing, P/T, marketing experience, seeks position with small/medium station/production company offering challenging assignments; career advancement. Relocatable. 4470-107 Sunset #221, L.A., CA 90027. 213-664-3132.



**Hispanic media manager:** Cost efficient broadcaster experienced in station start-up, automated systems production, programming news and administration of resources. Imaginus Communications, 1317 North San Fernando Blvd., Suite 244, Burbank, CA 91504. 818-503-3804/767-5890 fax.

**Young single male** seeks possible relocation and another position in television. Master control, production, some administrative and engineering experience. If you would like to receive a resume call 801-565-1726.

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#### MISCELLANEOUS

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**Primo People** has the answers! News directors and talent...we can help you. Call Steve Porricelli or Fred Landau at 203-637-3653. or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

**Bill Slater and Associates** gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347.

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#### ALLIED FIELDS

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#### HELP WANTED INSTRUCTION

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**Mass communications:** Tenure track position (contingent on funding). Rank open, dependent on qualifications. Salary competitive. Duties include teaching courses in one of the professional areas we offer: advertising, public relations, journalism (broadcast or print), or broadcast production, and courses in an area such as communications theory and research, ethics, history, or management; conducting research; and performing other obligations of a faculty member. Qualifications: PhD, or near completion; professional experience; potential as teacher and researcher. Review of applications begins December 15, 1990, and will continue until an acceptable candidate is identified. Appointment date: August 1991. Send letter of application, curriculum vitae, and three references to: Dr. Mary Blue, Chair, Search Committee, Department of Communications, Box 104, Loyola University, 6363 St. Charles Ave., New Orleans, LA 70118. Loyola is an affirmative action, equal opportunity employer. Women and members of minority groups are especially encouraged to apply.

**The American University** School of Communication in Washington, DC, seeks graduate fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016-8017.

**Faculty position available Fall 1991** with background in broadcast production, news and/or promotion. Earned doctorate or equivalent and at least two years teaching at college or university level and/or media experience required. Industry experience desired. Will teach sections of Developmental History of Telecommunications, radio and/or TV production, broadcast promotion, sales, news. Demonstrated teaching ability, publications and/or evidence of other scholarly contributions are desired. Send resume, names and phone numbers of three (3) references and transcripts of highest degree to Dave Smith, Chairperson, Search and Selection Committee, Department of Telecommunications, Ball State University, Muncie, IN 47306. Selection process will begin January 7, 1991; position open until filled. Ball State University practices equal opportunity in education and employment.

**La Salle University** seeks a tenure-track faculty member at the assistant professor level, beginning Fall 1991. Requirements: Ph.D. or near, teaching experience, ability to develop new coursework, service, research/publication. Application deadline: January 15, 1991. Position: Mass Communication Generalist. Candidate should be able to teach a broad range of courses in the communication emphasis which include: Production (audio/video), writing for the media, and history and criticism. Opportunities also exist to develop specialty courses for seminars. Send cover letter, resume, graduate transcripts, and 3 recent letters of recommendation to Dr. Richard Goedkoop, Dept. of Communication, La Salle University, Philadelphia, PA 19141. La Salle University welcomes applications from women and minorities.

**Computer systems engineer.** Advanced audio/video/computer engineer. Function of position: Systems/maintenance engineer for computer graphics post-production and field production facility. Main equipment: Abekas, BTS, Sony and Callaway Editing. Formats: D1, Betacam SP, 3/4" SP, S-vhs, Hi-8mm, 8mm and vhs. Digital and analog audio. Will work with computer staff to integrate media and computer environments, work on Apple Macintosh computers for documentation, educate operators, design new systems, and provide all maintenance including camcorders and av presentation equipment. Requirements: \* Bachelors degree in Electrical Engineering, Broadcast Engineering or related area. \* Minimum 5 years video engineering experience in a broadcast quality video facility, including 2 years component analog and 1 year digital. \* One year audio engineering experience in a professional audio or video facility. \* Working knowledge of rs232 and rs422 computer control formats. \* Working knowledge of CMX format video editing equipment. \* Experience using text or draw programs on personal computers preferred. This is a 12-month 100%-time appointment with regular university benefits. Salary commensurate with experience. Starting date as soon as possible. To ensure full consideration, please send letter of application, resume and the names of three references by February 1, 1991 to: Vincent Jurgens, National Center for Supercomputing Applications, Search #2829, 605 E. Springfield Ave., Champaign, IL 61820. 217-244-0072. The University of Illinois is an affirmative action/equal opportunity employer.

**Graduate assistantships** available beginning Fall 1991 for students enrolled in MA/MS program in radio/TV/film. Assignments include teaching basic production courses, assisting in large-enrollment introductory courses, assisting in radio/cable tv operations, etc. Write to: Dr. Edwin Glick, Graduate Coordinator, Division of Radio/TV/Film, University of North Texas, PO Box 13108, Denton, TX, 76203-3108.

**Broadcast journalism.** Assistant/Associate Professor, tenure-track, to teach skills courses -- writing, reporting, producing, and shooting and editing -- beginning August 19, 1991. Minimum qualifications: bachelor's degree; eight years professional news experience in medium or larger broadcast markets or an equivalent combination of such experience and graduate study with evidence of high educational and professional achievement. Desirable qualifications include graduate degree(s) and/or evidence of significant and successful teaching experience; ability to teach in non-skills areas and, if qualified by experience, to teach courses in print. Please send letter, resume, names, addresses and phone numbers of three references by February 15, 1991 to Chair, Journalism Search, Department of Journalism, University of New Mexico, Albuquerque, NM 87131. Applications from members of traditionally underrepresented groups are encouraged. EEO/AA.

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#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

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**Broadcast audio sales consoles:** Expanding sales team looking for self motivated individual. Engineer/technician experience in operation/architecture of audio consoles a must. Sales ability, computer operation, and knowledge of manufacturing helpful. Broadcast knowledge required. Send resume to: Wheatstone Corporation, 6720 VIP Parkway, Dept. E, Syracuse, NY 13211. (No calls, please). EOE.

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#### EMPLOYMENT SERVICES

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**Government jobs** \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

**Home typists,** PC users needed. \$35,000 potential. Details. 1-805-687-6000 Ext. B-7833.

**Professional resume services.** Serving the broadcasting industry since 1976. Resume preparation. Cover letter development. Updates, etc. Effective. Confidential. Successful! 1-800-933-7598 (24 hours).

**Intelligence jobs.** All branches. US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext K-7833.

**Reporters:** Are you looking for your first or 2nd position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$150.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

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#### EDUCATIONAL SERVICES

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**On-camera coaching:** For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

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#### WANTED TO BUY EQUIPMENT

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**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1" VHS videotape.** Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

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

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#### FOR SALE EQUIPMENT

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**50Kw AM:** CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

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

**1Kw AM transmitters:** Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.



**FM transmitters:** Wilkenson 25,000E (1983), Harris/Gates FM20H3 (1972), RCA BTF 20E1 (1973), CCA 20,000DS (1972), Harris FM10K (1980), Wilkenson 10,000E (1983), Harris FM5H3 (1975), CCA 2500R (1978), 800-441-8454, 215-884-0888, Fax 215-884-0738.

**AM transmitters:** RCA BTA 10U (1972), Harris MW5A (1979), CCA 5000D (1974), McMartin BA5K (1980), Cont. 315B (1966), Gates BC5P2 (1967), McMartin BA2.5K (1981), 800-441-8454, 215-884-0888. Fax 215-884-0738.

**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.

**Transmitters, radio & television:** TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

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

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

**Blank videotape:** Betacam. 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info. Call Carpel Video toll free, 1-800-238-4300.

**Betacam tape riot!** 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

**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.

**Save on videotape stock.** We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC. 800-726-0241.

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson. Exchange National Funding. 1-800-275-0185.

**Stroke parts:** We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service. 305-989-8703.

**Batwing antenna repair parts.** We stock feedlines. Tower Network Services 305-989-8703.

**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.

**Used television production equipment** - Call Media Concepts, Inc. to list your equipment or to purchase quality used equipment. (918) 252-3600.

**Automatic transmitter identification system.** Required by FCC for satellite video transmissions. Available now. 702-386-2844.

**Used/new TV transmitter,** full power-LPTV antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems 602-582-6550.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

**Anixter Marx** 5 meter transmit/receive C-band satellite dishes, power amps, etc 702-386-2844.

## RADIO

### Situations Wanted Management

Successful Director of Sales in top market ready for General Management opportunity in top 25. Aggressive, creative, bottom-line oriented. Expert in News, Talk, Sports formats and the 25+ sell. Let's talk.

Reply Box T-28

## TELEVISION

### Help Wanted Management

#### GENERAL MANAGER

One of the country's premier public broadcasting stations is looking for a professional, experienced, leader to manage its television and FM stations. Need strong background in programming, operations, fiscal and cash management, and fundraising. Requires corporate and community involvement.

Successful experience at senior management level in telecommunications field required; degree in mass communications or related field helpful; some experience as general manager or assistant general manager desirable.

Deadline December 17, 1990 for resumes to:

**Dr. Adam Herbert**  
c/o WJCT  
Attention Mattie Fraser  
100 Festival Park Avenue  
Jacksonville, FL 32202

**WJCT IS AN EQUAL  
OPPORTUNITY EMPLOYER**

#### UNIQUE OPPORTUNITY

We are looking for an experienced Television Station Manager/General Manager willing to work abroad for a minimum of one year as general manager and consultant for a new UHF television station in Southeast Asia. The station is modeled on a US independent type commercial operation. Most programming is US English programs. This opportunity offers excellent salary and tax benefits, as well as housing, travel, and expenses. If you are interested, please send a resume to:

**Paul Roston,**  
Roscor Corporation,  
1061 Feehanville Drive,  
Mt. Prospect, IL 60056  
Fax 708-299-4206.

EOE.

## Help Wanted Management Continued



**SPORTS ACCESS,** a newly created division of Prime Network, bringing sporting event highlights to the TV broadcast industry and Sports News Feed Services, has immediate openings in our Dallas (Las Colinas), Texas office.

#### CUSTOMER SERVICE

Position is responsible to monitor and service our client base, resolve customer issues, assist in the preparation of contracts and support the marketing activities. Position REQUIRES previous TV broadcast station experience in operations and familiarity with sports department procedures. Some travel and occasional evening work involved.

#### ASSISTANT TO THE GM

In addition to normal administrative duties, position will participate in market surveys, traffic commercials to TV stations; TV station experience strongly desired; sports background a definite plus. Strong WordPerfect, Easy Link and Lotus 1-2-3 skills a must. Qualified, interested candidates should send their resume (including salary history) to:

**Paul Lenau**  
Prime Network  
600 E. Las Colinas Blvd., Ste 2200  
Irving, TX 75039

**An Equal Opportunity Employer  
M/F/V/H**

#### Business Opportunity

**NEW NASHVILLE, TN FM**  
Seeks \$400,000 venture capital  
for 86% guaranteed return  
over 3 years.

Call 615-242-3645

## EARLY DEADLINE NOTICE

**Deadlines for the  
holiday season are  
Friday, December 21,  
1990 for the December  
31, 1990 issue and  
Friday, December  
28, 1990 for the January  
7, 1991 issue.**

## Help Wanted Technical

### **3** KBTX-TV BRYAN COLLEGE STATION *We're Here For You!* **CHIEF ENGINEER**

Top 100 ADI commercial television station is seeking a Chief Engineer to head a four person department responsible for the technical installation and maintenance of all facilities. Applicant must have a wide range of broadcast engineering and management experience. Must have good interpersonal skills and be able to work well with other departments. Experience with VHF transmitters, ENG microwave systems, production switchers, Sony 1-inch and Betacam systems required. SBE certification and/or FCC General Class License is recommended. KBTX-TV is an equal opportunity employer. Qualified applicants apply in writing to:

**Jim Baronet, FM  
KBTX-TV  
P.O. Drawer 3730  
Bryan, TX 77805**

## Help Wanted Programing Promotion & Others

### **SENIOR PRODUCER**

We're still looking for that one individual who offers a "killer reel" and management skill to boot. If you're the person ready to take the reins at America's greatest television station, send along your best radio and on-air promos to:

**Rich Brase  
Director of Broadcast  
Operations  
KSDK  
1000 Market Street  
St. Louis, MO 63101  
EOE**



## CABLE

### Help Wanted Programing Promotion & Others

#### **Manager of Programing and Pay Per View**

One of the nation's fastest growing cable television companies seeks a media professional to supervise the programing activities for systems totaling over 500,000 subscribers nationwide. This new position, created by company growth, reports directly to the Corporate Vice President of Marketing and Programing. Key responsibilities will be programing supplier contact, contract negotiations, contract administration, and service evaluation. Three years of television programing experience, combined with top administrative and negotiating skills plus a college degree, are required. An outstanding career opportunity for a high potential individual in a growth environment. Please send a resume and salary requirements in complete confidence to:

**Human Resources Department  
Cencom Cable Television  
14522 South Outer Forty Road  
Suite 300  
Chesterfield, MO 63017  
An Equal Opportunity Employer**

### **ALLIED FIELDS Help Wanted Sales**

#### **Software System Sales**

Salesperson wanted to join expanding broadcast software company with installations and marketing worldwide. Must be able to sell and close new business in very competitive situations. Unlimited commissions.

Ideal candidate would have strong documented sales record in a technology industry, knowledge of computer systems, and background in broadcasting. Previous experience selling computerized newsroom and/or sales/traffic systems highly desirable.

**Send resume and supporting  
documentation immediately  
to: Box T-29**

#### **For Sale Software**

#### **Weathercasters**

Weather Wire Monitor software captures NOAA Weather Wire to disk, displays on screen. For info contact:

**WNW 5918 SW Canby  
Portland, OR 97219  
503-244-8992**

## Help Wanted Instruction

### **PUBLIC COMMUNICATIONS FACULTY**

The S.I Newhouse School of Public Communications at Syracuse University seeks applicants for the following expected full-time, tenure-track positions. MA required (exceptions may be made in unusual circumstances). PhD may be preferred, depending on research agenda. Candidates must demonstrate potential for outstanding classroom teaching.

**WRITING / PRODUCTION BROADCAST JOURNALISM:** Assistant, Associate or Full Professor to teach writing and production courses in Broadcast Journalism and the documentary. Strong professional experience required; preferably in a major market or with a network. Scholarly activity is expected in such fields as the future of local broadcast news, or the impact of new technologies on news. Respond attn: Professor Don Edwards.

**TELEVISION/RADIO/FILM:** Assistant or Associate Professor to teach writing, production and professional courses in television, radio and film. Strong professional experience required in writing for television, radio and film, and/or audio and film production. Scholarly activity expected in any of the following areas: media aesthetics, critical media studies, electronic media content analysis, impact of new communications technologies, mass media and society. Respond attn: Professor Vernone Sparks.

**GRAPHIC ARTS:** Assistant or Associate Professor to teach graphic arts and assume a leadership role in integrating visual literacy into the curriculum. Strong professional experience required in either print or broadcast graphic design. Some knowledge of computerized graphics helpful. Scholarly activity expected on the impact of graphics on comprehension. Respond Attn: Professor Peter Moller.

Rank and salary negotiable. Review begins December 1990. Positions start August 1991. Please send vitae, supporting material and the names of four references to:

**S.I. Newhouse School of Public  
Communications,  
215 University Place,  
Syracuse, NY 13244-2100.  
AA/EOE;  
We encourage women and  
members of minority groups to  
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20, 1990 at 2pm in Courtroom 601, The  
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President

November 20, 1990

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one word each.

**Rates:** Classified display (minimum 1 inch, upward in half  
inch increments). Per issue: Help Wanted: \$90 per inch.  
Situations Wanted: \$50 per inch. All other classifications:  
\$120 per inch. For Sale Stations, Wanted To Buy Stations,  
Public Notice & Business Opportunities advertising require  
display space. Agency commission only on display space.



# FATES & FORTUNES

## MEDIA

**Kathryn N. Strachan**, consultant, Affiliate Services, Olympics Pay-Per-View, Northeast region, NBC and Cablevision, New York, named VP.



Strachan



Allegro

Appointments at ESPN, Bristol, Conn.: **James J. Allegro**, senior VP, Network Group, ABC Television Network Group, named executive VP, operations and chief financial officer; **John Wildhack**, director, event production, named VP, remote productions; **John A. Walsh**, managing editor, named executive editor, and **Steve Anderson**, director of production, named managing editor.

**Jay Meyers**, general manager, WEZO(AM)-WRMM(FM) Rochester, N.Y., joins Sherman Broadcasting, New York, as VP.

**Walter Naar**, production manager, KTXH-TV Houston, named operations manager.

Appointments at WJXT(TV) Jacksonville, Fla.: **Ann Pace**, VP, programing and promotion, named VP and station manager; **Tammie McMillan**, systems manager, WYFF-TV Greenville, S.C., named operations manager; **Phyllis Jackson**, local traffic coordinator, named assistant operations manager.

**Richard Green**, VP and general manager, KRCR-TV Redding, Calif., retired.

**Helen Marie Boesche**, managing director, finance and administration, Central Educational Network, Chicago, named VP, finance and administration.

**Vickie Street**, president and general manager, WMTV(TV) Madison, Wis., adds duties as executive VP, parent company Adams Communications.

**Jim Brandenburg**, director of broadcast operations, KPLC-TV Lake Charles, La., joins co-owned WAVE(TV) Louisville, Ky., as production and operations manager.

**Gregory H. Graber**, from WDJT-TV Milwaukee, joins WQRF-TV Rockford, Ill., as VP and general manager.

**Ellis R. Bromberg**, director of television broadcasting, WMHT(TV) Schenectady, N.Y., joins WILL-TV Urbana, Ill., as station manager.

**Ken MacQueen**, VP, television, WHO-TV Des Moines, Iowa, adds duties as VP of broadcasting, Palmer Communications Inc.

**Fred Barber**, general manager, WTTV(TV) Bloomington, Ind. (Indianapolis), joins co-owned WRAL-TV Raleigh, N.C., as general manager, and named VP, parent company Capitol Broadcasting, succeeding **John Greene**, retired.

**Dennis Lyle**, general sales manager and air personality, WCIL-AM-FM Carbondale, Ill., named station manager.

## SALES AND MARKETING

**Phil Press**, VP, sales, CBS Television Stations, New York, named VP, sales and marketing. **Sam Stallworth**, manager of sales, WBBM-TV Chicago, joins CBS Television Stations division, New York, as VP, national sales.



Stallworth



Townsend

**Steve Townsend**, senior account executive, WCBS-FM New York, named national sales manager.

**Herb Saltzman**, former owner, WVNJ-AM-FM Newark, N.J., joins WINS(AM)-WNEW-FM New York, as marketing consultant.

**Richard A. Greenhut**, regional direc-

tor, affiliate relations, NBC Radio Network and Talknet, joins Group W Productions, New York, as manager, marketing and sales, *The Entertainment Report*.

**Kate Burton**, account director, Sovereign Pictures account, Dennis Davidson Associates, joins Sovereign Pictures, London, as VP, marketing.

**William Stanton**, national sales manager, WPTT-TV Pittsburgh, named general sales manager.

**Susan Rutkowsky**, account executive, WPGH-TV Pittsburgh, joins WPXI(TV) there in same capacity.

**Jan Evans**, account executive, WTTG(TV) Washington, named national sales manager.

**Robert Ross**, director of Western regional advertising sales, E! Entertainment Television, joins Comspan Enter-

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tainment Corp., Santa Monica, Calif., as VP, sales and marketing.

**Joseph D. Eisberg**, sales executive, Katz Television's Continental sales division, named manager, Katz Television, Philadelphia office.

**Erica Farber Viola**, executive VP, radio development director, McGavren Guild Radio, joins newest company of The Interep Radio Store, as executive VP, marketing, Schubert Radio Sales, New York.

**Marvin Gottlieb**, account executive, KDKA-TV Pittsburgh, joins WKJG-TV Fort Wayne, Ind., as national sales manager.

**David Brandeburg**, regional sales manager, WUBE-AM-FM Cincinnati, named local sales manager.

**Henry Alston**, account executive, WFXC(FM) Durham, N.C., and **Patty Dill**, media buyer, Advanced Media Services, join WPTF(AM) Raleigh, N.C., as account executives.

**John Leifheit**, general manager, KTTC(TV) Rochester, Minn., joins KBJR-TV Superior, Wis. (Duluth), as general sales manager.

**Vincent B. Lang**, account executive, WLIS(AM) Old Saybrook, Conn., named sales manager.

**Sue Goldsen**, marketing consultant, WIVY-FM Jacksonville, Fla., joins WABJ (AM)-WQTE(FM) Adrian, Mich., as VP, general sales manager.

Senior VP's, creative directors, named at W.B. Doner and Co., Baltimore: **John Parlato**, associate creative director; **Walt Hampton Jr.**, from Chiat/Day/Mojo, and **Sande Riesett**, VP.

**Marykate Underwood**, director of sales catering, Holiday Inn, Panama City, Fla., joins WPCF-AM-FM there as general sales manager.

**Mark Rodman**, from WLNE(TV) New Bedford, Mass., joins TeleRep, New York, as account executive, lions team.

**Mary Horgan**, from Katz American Television, New York, joins TeleRep, there as account executive, leopards team.

**Charles G. Levy**, executive VP, director of new business development, Venet Advertising, joins Vitt Media International, New York, as executive VP, director of client services.

**Doreen Cappelli Sofia**, network manager, Katz Radio Group, joins HNNW, San Francisco, as regional manager, succeeding **Bev Shelby**, resigned.

**Michael J. Brunette**, general sales manager, WWMT(TV) Kalamazoo, Mich. (Grand Rapids), joins WSET-TV Lynchburg, Va., in same capacity.

**Mark O. Kopelman**, formerly from

KNIX-AM-FM Phoenix, joins WCKW-AM-FM Garyville, La. (New Orleans-Baton Rouge), as general sales manager.

**Mardi Moffitt**, sales manager, Cable Ad Sales, Altoona, Pa., joins WTAJ-TV there as account executive.

## PROGRAMING

**Regina DiMartino**, director, daytime program publicity, ABC Daytime Programs, New York, named director, marketing services, ABC Daytime Programs. **Joel Del Hierro**, associate, ABC Entertainment, joins Leonard Hill Films, Los Angeles, as manager of development.

**Andrea Hein**, VP, licensing, Paramount Pictures, Hollywood, named senior VP, licensing, Motion Picture Group.

**Timothy J. Newman**, VP, Midwestern sales, Fries Entertainment Inc., joins Pandora International Entertainment Group Inc., New York, as VP, domestic sales.

**Emma J. Carrasco**, VP, marketing services, Univision, joins DIC Enterprises Inc., Burbank, Calif., as VP, international marketing.

Appointments at Children's Television Workshop, New York: **Liz Nelson**, senior VP, international programing, MTV, named executive producer, literary series; **Franklin Getchell**, VP, production, named senior VP, programing and production, and **Marjorie Kalins**, VP, production, East Coast, Home Box Office Inc., named group VP, production.

**Kathy Zeisel**, Southwest division sales manager, Cannell Distribution Co., Los Angeles, joins Hearst Entertainment Distribution, there as Western division sales manager.

**Alan Mehl**, formerly from 20th Century Fox Television, joins Republic Pictures Productions, Los Angeles, as director of long-form development.

**Mike McCarthy**, producer, live events programing, Madison Square Garden Network, New York, named coordinating producer.

**Bob Majors**, assistant program director, music director and air personality, KATM-TV Pueblo, Colo. (Colorado Springs), joins WHKO(FM) Dayton, Ohio, as air personality.

**Paul Guagliardo**, regional promotion and public service manager, *St. Petersburg Times*, joins Consumer News & Business Channel, Fort Lee, N.J., as affiliate marketing manager.

**Tom Hunter**, former VP, music programing, MTV Networks, Los Angeles, named VP, international programing, MTV: Music Television. **Vinnie Longobardo**, senior production consultant, MTV Brasil, named executive producer, MTV Production, Los Angeles.

**Paul Dietrich**, former planned giving coordinator, WEDU(TV) Tampa, Fla., named director of development.

**Kevin Maguire**, director of affiliate sales and marketing, Sports Channel LA, joins Cencom Cable Television, Alhambra, Calif., as director of marketing and programing.

**Taylor Adams**, market development coordinator, Showtime Satellite Networks, New York, named East Coast sales manager.

**Richard A. Karten**, former production assistant, WPSX-TV Clearfield, Pa., named supervising producer and director, *Weather World* and producer of on-air promotion.

**Jim Sharpe**, from KKFR(FM) Glendale, Ariz. (Phoenix), and **Melissa Sharpe**, from KAMJ-FM Phoenix, join KRSR(FM) Dallas, as air personalities.

**Scott Shultz**, manager of sales, Prime-Time 24, New York, named director of sales.

**Brad Abelle**, voice-over actor, Atlanta, Nashville, Chicago and New York, joins Turner Network Television, Atlanta, as premiere announcer.

**Jack Riccardi**, from WVBF(FM) Framingham, Mass. (Boston), joins WLYT(FM) Haverhill, Mass., as air personality.

**Bill Menner**, political reporter, host and producer, WOSU(AM) Columbus, Ohio, joins KUNY(FM) Mason City, Iowa, KUNI(FM)-KHKE(FM) Cedar Falls, Iowa, as producer and announcer.

**Bill Gray**, director of operations, Telefilm, Vancouver, joins Atlantis Films Ltd., there as VP, Western operations.

Appointments at Bravo: **Karen Jarmon**, regional director, Eastern region, named VP, Eastern region, Farmington, Conn.; **Katherine Ledwith**, regional sales manager, named regional director, Eastern region, Farmington, Conn.; **Sheryl Schroeder**, regional sales manager, named regional director, Central region, Des Plaines, Ill.; **Dawn Frisby**, affiliate marketing manager, named regional marketing manager, Central region, Chicago; **Charlotte Sonnenblick**, manager, program acquisitions, named assistant director, acquisitions, Woodbury, N.Y., and **Debbie Kiriluk**, marketing coordinator, named supervisor, affiliate marketing, Woodbury, N.Y.

## NEWS AND PUBLIC AFFAIRS

**Greg Gumbel**, sportscaster, CBS Radio, New York, named host, *Sportstime*.

**Henry S. Florsheim**, assistant news director, WABC-TV New York, named news director.

Appointments at WLVI-TV Boston: **Deborah Fountain**, from WGGB-TV Springfield, Mass., named assignment manager; **Eleanor Conlon**, assignment editor, named nighttime assignment editor; **Aubrey Hazner**, from WLNE(TV) New Bedford, Conn., named weekend assignment editor, and **Linda Olson**, freelance assignment desk editor, named assignment editor.

Appointments at Cable News Network, Washington; **David Vesey**, former reporter, UPI, named Washington producer, *Moneyline*; **Duncan Campbell**, associate producer, *Crossfire*, named producer, *Larry King Live*, and **Susan Jacobson**, associate producer, Financial News Network, named field producer, business unit.

Appointments at WJXT(TV) Jacksonville, Fla.: **Tracy Gaffney**, assistant director, community affairs, named community services manager; **Sharon Siegel**, producer, WTVT(TV) Tampa, Fla., named executive producer; **Skip Valet**, assignment manager, named managing editor; **Lynda Kraxberger**, writer and producer, KCNC-TV Denver, named 6 p.m. producer; **Virginia Jewell-MacDonald**, producer, WJKS(TV) Jacksonville, Fla., named to same capacity; **Debra Morgam** reporter, WNWO-TV Toledo, Ohio, named reporter; **Pamela Rittenhouse**, former anchor, WTLV(TV) Jacksonville, Fla., named contributing reporter; **Grant Ewing**, from KVOA-TV Tucson, Ariz., named weekend weather anchor and reporter; **Mark Haarmann**, sports anchor, KTSM-TV El Paso, named weekend sports anchor and reporter; **Linnea Carlsen**, reporter, named morning anchor; **Toni Yates**, reporter, named weekend anchor and reporter; **Manuel Aragon**, photographer, WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), **Glen Vandermolten**, photographer, WIS-TV Columbia, S.C., **Eugene Lindsay**, production assistant, **Hal McClure**, photographer, KOB-TV Albuquerque, N.M., named photographers and editors; **Kerry Donovan**, editor, KOB-TV named editor, and **Kevin Talley**, photographer, WCSC-TV Charleston, S.C., named sports photographer, editor and producer.

**Henry Ackerman**, chief of bureau, Associated Press, Detroit, named to same capacity, Georgia and Alabama, Atlanta, succeeding **Charles Bell**, retired.

**Charles Hill**, chief of AP's Minneapolis bureau, succeeds **Ackerman**.

**Linda Breshears**, morning anchor and reporter, KEYT-TV Santa Barbara, Calif., joins WMAR-TV Baltimore, as general assignment reporter.

**Bill Harris**, acting news director, WTVG(TV) Toledo, Ohio, named assistant news director. **Larry Whatley**, public affairs director, WTVG, named noon anchor.

**Ken Selvaggi**, producer, KDKA-TV Pittsburgh, joins WOWK-TV Huntington, W. Va. (Charleston), as news director.

**Dan Parker**, meteorologist, WPF(TV) Tequesta, Fla. (West Palm Beach), joins WSBT-TV South Bend, Ind., in same capacity.

**Cheryl Schubert**, anchor, reporter and producer, WRGB(TV) Schenectady, N.Y. (Albany), joins WMTV(TV) Madison, Wis., as weekend anchor and reporter.

## TECHNOLOGY

**Thomas Powers**, director, technical services, WKYC-TV Cleveland, joins WMAQ-TV Chicago, as director, broadcast operations and engineering.

**Scott Roth**, operations manager, All American Television, New York, named director of technical operations.

**Rob McLaughlin**, from Integrity Life, joins General Instrument, Chicago, as account representative.

**Robert Friedrich**, controller, Microwave Radio Corp., Lowell, Mass., named VP, finance.

## PROMOTION AND PR

**Lisa D. Klausner**, manager, broadcast publicity, ABC Television Network, New York, named director, daytime program publicity, public relations.



Tepper

named director of customer service.

**Neil Tepper**, creative director, communications, Coca-Cola USA, joins MCA TV, Universal City, Calif., as director, creative services.

**Beverly DeCaires**, manager of customer service, PrimeTime 24, New York,

## ALLIED FIELDS

**Victor Franzusoff**, senior writer, Russian language division, Voice of America, Washington, retired.

**Barry P. Cook**, VP, research, USA Network, joins Nielsen Media Research, New York, as senior VP, chief research officer.

**Mary Ellen Woolley**, director, education services, American Advertiser Federation, Washington, named VP, education services.

Lawyers from Bishop, Cook, Purcell & Reynolds join Sutherland, Asbill & Brennan communications law firm, Washington: **Randolph May**, partner; **Timothy Cooney**, counsel, and **Richard Whitt**, associate.

**Russell Six**, account executive, KIEM-TV Eureka, Calif., joins Arbitron Co., Los Angeles, as client service representative, television station services. **Christine Balcius**, client service representative, advertiser agency radio division, Arbitron Co., New York, named account executive.

**Thom Watson**, editorial associate, corporate information office, PBS, joins Association of America's Public Television Stations, Washington, as station information coordinator.

**Mariann Babnis**, consultant, National Cable Television Association, Washington, named director of membership services.

**Charles Sergis**, reporter, KFVB(AM) Los Angeles, named Broadcast Journalist of the Year for Southern California by Los Angeles Chapter of The Society of Professional Journalists.

**Ellen Schned**, staff attorney, enforcement division, Mass Media Bureau, FCC, Washington, appointed attorney advisor, office of legislative affairs, FCC.

## DEATHS



Brissett

legislative representative and later was

**Belva Lee Brown Brissett**, 49, senior VP, regulatory affairs, legal department, National Association of Broadcasters, died of breast cancer in Washington Dec. 2. Brissett was 14-year veteran of NAB, joining in 1976 as legislative representative and later was



## WASHINGTON BROADCAST PIONEERS HONORED



Basham



Beaty



Cohen



Doyle



Poole



Snyder



Zeidenberg

The Washington Area Chapter of Broadcast Pioneers held its 11th annual Broadcast Pioneer Awards Nov. 30, an event presided over by Pioneer chairman Vincent J. Curtis Jr., managing partner of Fletcher, Heald & Hildreth. Award recipients: Christie Basham, senior producer of NBC-TV's *Meet the Press*; Layne R. Beaty, retired chief of the Department of Agriculture's TV-radio service; Jules Cohen, consulting engineer; Robert C. Doyle, one-time producer-director of NBC-TV's *Huntley-Brinkley Report* and TV network pool chief for

political conventions from 1952 to 1960; a station award to WFLS-AM-FM Fredericksburg, Va., represented by J. William Poole, general manager; an award to the Post-Newsweek Stations program production arm, represented by Jim Snyder, vice president, and a posthumous award to Leonard Zeidenberg, chief correspondent for BROADCASTING magazine. The master of ceremonies was Bill Mayhugh, veteran air personality for WMAL(AM) Washington, who commented that "I loved it when broadcasters owned radio stations."

named director, congressional liaison. Said NAB President Eddie Fritts: "Belva is a true American success story. She started at an entry level position and worked her way up to senior VP and is now one of the most effective lobbyists at the FCC" ("Fifth Estater," Oct. 2, 1989). She is survived by two daughters, Monica and Melanie; her mother; three sisters, and four brothers. Trust is being set up in her name for her daughters' education; contributions can be

made to Belva Brissett Family Trust Fund, c/o Richard Zaragoza, Trustee, Fisher Wayland Cooper & Leader, 1255 23rd Street, N.W., Suite 800, Washington, D.C. 20037.

**Julia Anderson King**, 74, freelance photographer, died Dec. 3 of brain tumor in Annapolis, Md. After moving to Washington from Harrisburg, Pa., in 1946, her photographs appeared frequently in BROADCASTING magazine,

and she later married Arthur E. King, who was managing editor from 1945 to 1971. In addition to her husband, King is survived by a brother, Bynum W. Anderson.

**Mary Tricoli**, 60, senior media buyer, Ogilvy & Mather, New York, died of cancer Nov. 21 at hospital there. Beginning her advertising career in 1968, she joined Ogilvy & Mather in 1976 and was responsible for spot TV buying for New York market. She is survived by three daughters, Linda, Patricia and Mary, and mother, Olga.

**Robert Cummings**, 82, TV actor, died of kidney failure and pneumonia Dec. 2 at Motion Picture and Television Hospital, Woodland Hills, Calif. Cummings starred in 1950's comedy *The Bob Cummings Show*, as well as *My Living Doll* and *My Hero*. Survivors include his wife, Janie; four daughters, Melinda, Patricia, Laurel and Michelle; three sons, Robert, Bob Jr., and Anthony, and nine grandchildren.

**Mathilde Ferro**, 84, TV writer, died Nov. 26 at Thousand Oaks (Calif.) Health Center of pneumonia and congestive heart failure after stroke. Among shows Ferro wrote for were *The Guiding Light*, *Leave It to Beaver*, *Dr. Kildare* and *General Hospital*. She and husband, Theodore, also created radio serial *Lorenzo Jones*. She is survived by her sister, Joan, and niece, Jessica.

**David White**, 74, TV actor, died Nov. 27 of heart attack at hospital in Los Angeles. Known for his role as Larry Tate on ABC's *Bewitched*, White also appeared on *Cagney & Lacey*, *Remington Steele*, *Quincy* and *The Mary Tyler Moore Show*.

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# FIFTH ESTATE

## FOX AND LORBER: DOING IT THEIR WAY

**W**hen David Fox and Richard Lorber set up their company, Fox Lorber Associates, almost 10 years ago, it was along the lines of companies many times its size, with multiple divisions for various product lines targeting different markets. "The only thing lacking was the capital and the product," recalls Lorber.

In the past decade, the partners, with a staff now totalling 28, have built a \$10 million company with interests in domestic syndication, international broadcast programming and domestic and foreign home video, cable and theatrical film programming. Lorber is the home video and foreign broadcast specialist, while Fox concentrates on cable and domestic syndication.

The two, who share a New York office, take pride in what they have accomplished pursuing and developing niche segments in various media. For example, the company's lead package of programming at NATPE in January is a series of off-Showtime comedy specials. The company is also developing a series for cable, *Unseen Oscars*, a 13-hour history of Oscar winners and nominees in such lower profile categories as documentaries and film shorts.

The partners refer to such programs as their "bread and butter" projects, enabling them to pursue more futuristic endeavors, like trying to dominate the home video sell-through market in foreign language, art and classic films. They also see a time when book stores will become, as Fox puts it, "information stores," with Fox Lorber supplying the information.

Fox Lorber may be small—certainly they don't have the clout of a King World or Paramount—but, "We are process-oriented here, not goal-oriented," says Fox, who before teaming with Lorber sold *Three's Company* and *Benny Hill* in syndication for D.L. Taffner. "We are not trying to build a company with a certain level of sales so we can sell out and do something else."

Adds partner Lorber: "We love the convergence of art and commerce and we both come from both areas. We haven't got a big hit in any area yet; but, more importantly, we have been able to survive as independents. To a certain extent we have been able to



play by our own rules and build a moderately profitable business [estimated \$500,000 pre-tax profits for fiscal 1991] that is stable with strong growth potential."

Before entering the media business, Lorber was a New York-based art critic and assistant professor of art history at New York University. (As a graduate student, he co-authored a national best seller, *The Gap*, about the generation gap in the 1960's, for which he appeared on the cover of *Life*).

As an art critic in the late 70's, Lorber had a particular interest in video art. It was at this point that he met Fox, who had been a salesman at Telerep before joining Harrington Righter & Parsons in 1975. Before that, while pursuing an MBA at Harvard, Fox had started and run an art gallery in Cambridge, Mass.

The first attempt Fox and Lorber made at forming a company—in 1978—was stillborn when it became evident the videodisc business did not hold wide consumer appeal. "There's a saying that when you're going to be on the cutting edge of technology, you better stay behind the blade," said Fox. "We were in

front of the blade."

Lorber decided he needed some hands-on media experience. He joined the National Video Clearinghouse, a home video company, in 1979, when VCR penetration was about 3% of U.S. homes (it is now 69.8%). Meanwhile, Fox left HRP for Taffner. In 1981 they formed Fox Lorber. "We really enhance each other's learning curves," said Lorber. "David learned about home video from me and I learned about TV and syndication from him."

In 1986, the company merged with Prism Entertainment, then one of the largest home video companies. The move was made to secure funding for Fox Lorber's future growth.

In 1989, Prism agreed to a buyout by GaGa Communications, a Tokyo-based film and video distributor that Lorber knew from his international activities. For \$2.68 million, GaGa acquired

58.5% of the company. Fox and Lorber retain 31.5% and Prism retains 10%.

The GaGa connection has enabled the company to expand into financing and distribution of original theatrical films. It also has its eye on the first-run strip business. It almost got into game shows this year with *Get the Picture*, but the project fell through in a tangle of lawsuits. "We are not looking at first-run as a necessary link in our future growth," said Fox. "But when the right deal comes along, we are there."

Meanwhile, the company will continue to explore new avenues, acquiring and developing properties for distribution in as many media

as possible. "That strategy has allowed us to survive and prosper without a significant capital base," said Lorber, and has kept the company on the edge, behind the blade.

### Richard Jan Lorber

(Above, left) President, Fox Lorber Associates; b. Dec. 9, 1946, New York; BA, comparative literature (1967), MA, Art History (1970), EED, education (1977), Columbia University; art critic, Art Forum, 1974-77, assistant professor, New York University, 1977-79; director of marketing, National Video Clearinghouse, 1979-81; m. Dovie Wingard, Feb. 25, 1984.

### David Martin Fox

Chief executive officer, Fox Lorber Associates; b. Aug. 31, 1948, New York; BA, International relations, Brown University, 1970; MBA, Harvard, 1974; account executive, Telerep, 1974-75; account executive, HRP, 1975-79; sales manager, D.L. Taffner, 1979-81; m. Annette Benda, June 20, 1982; children—Andrew, 6; David, 3; Andrew, 6 months.



# IN BRIEF

Metered market reports from **Arbitron and Nielsen put Warner Bros. Domestic Television's *Tiny Toon Adventures* as top-rated cartoon strip** in hotly contested children's programming sector during November sweeps. Top five in ARB household measure (Oct. 31-Nov. 27): *Tiny Toon* (5.3 rating/13 share); Group W Productions' *Teenage Mutant Ninja Turtles* (4.6/11) and Buena Vista's *Talespin* (4.6/11); *DuckTales* (3.9/12), and *Chip 'n Dale's Rescue Rangers* (3.5/9). NSI (Nov. 1-28) had *Tiny Toon*, *Ninja Turtles* and *Tale Spin* in three-way first-place tie at 4.8/12, while BVT's *Chip 'n Dale* and *DuckTales* followed at 3.8/10 and 3.7/11, respectively.

Paramount Domestic Television has confirmed that ***The Maury Povich Show*, new hour talk show set for fall 1991 premiere, has cleared 70% of U.S. and 23 of top 25 markets**, with just over one month remaining until NATPE convention in New Orleans. Latest major market clearances include WBZ-TV Boston and WSB-TV Atlanta.

**FCC Chairman Alfred Sikes**, speaking last week to Practicing Law Institute, Washington, **said FCC will look for bands to be placed in "a new spectrum reserve for emerging technologies."** Sikes said that current available spectrum will not support new communications breakthroughs and that U.S. must follow suit

with European and Japanese governments, which are planning similar reserves on bands 1-3 ghz. Current proposal by Representative John Dingell (D-Mich.), chairman of House Commerce Committee, to transfer 200 mhz of government-controlled spectrum below 5 ghz to FCC for commercial reallocation, "complements and reinforces the actions which the FCC plans to take," Sikes said. However, with or without Congressional help, FCC independently plans to investigate bands now under its control for placement in reserve, FCC Chief Engineer Thomas P. Stanley said following Sikes' speech.

According to certain key House and Senate staffers, **telephone industry may not have much luck in convincing 102nd Congress to let them become video services provider.** Lawmakers may want to focus more attention on "back home issues" rather than inter-industry "squabbles" said David Leach, aide to House Commerce Committee Chairman John Dingell (D-Mich.). And Kevin Curtin, chief counsel and staff director for Senate Commerce Committee told group he did not think Senate would go beyond video-dial tone approach to issue. However, Terry Haines, Republican counsel for House Telecommunications Subcommittee, said telco entry has attracted "a lot of interest" among his members.

NAB announced last week that **Japan Broadcasting Corp. (NHK) has reserved 6,000 square feet for its display at NAB's HDTV World '91 Conference and Exhibition.** "NHK 1991 Technology Open House" will be centerpiece of HDTV World which will be held April 15-18 at Las Vegas Hilton, concurrent with annual NAB convention. NHK's open houses are held on regular basis in Tokyo to display some of Japan's most advanced new radio and TV technologies. HDTV World display will mark first time open house will be held outside Japan. Along with HDTV technologies, items expected to be on display include three-dimensional stereoscopic TV set and 33-inch flat-panel video screen.

**First meeting of executive planning committee of NAB/Montreux International Radio Symposium and Exhibition is slated for this week (Dec. 10-11) in Montreux, Switzerland.** U.S. delegation includes NAB Joint Board Chairman Lowry Mays of Clear Channel Broadcasting and Dick Harris, chairman, Group W Radio. David Hicks, NAB's radio chairman is ex officio member. NAB President Eddie Fritts and John Abel, executive VP for operations, also will attend meeting. Inaugural symposium is June 10-13, 1992, in Montreux.

**House Republicans Wednesday named two new members to fill vacancies on Energy and Commerce Committee** when 102nd Congress convenes in January. Commerce has oversight of telecommunications issues. Representatives Dennis Hastert (Ill.) and Clyde C. Holloway (La.) will take two of three committee slots left vacant by departure of Howard Nielsen (Utah), Bob Whittaker (Kan.) and Tom Tauke (Iowa). Tauke gave up his House seat in ill-fated shot at Senate. Republicans lost one of 17 seats on committee because of new ratio as result of their overall reduction of seats in House following November election. Reorganization of Commerce's Telecommunications Subcommittee is not likely to occur until next February.

**Graff-Per-View has bought Reiss Media's Guest Cinema and is selling its PPV service Drive-In Cinema.** Primary reason for purchase of Guest Cinema, which is in 100,000 hotel rooms, is its transpon-

## YOU HAD TO BE THERE

**F**CC Chairman Alfred Sikes, ordinarily sober of mien, sought to leave 'em laughing last week with a nighttime appearance in Washington before a dinner of the Federal Communications Bar Association. But he was immediately upstaged by the introduction of FCBA President Sally Katzen, who got the evening's biggest laugh by malaproping that "pertinent biological facts" (she said she meant "biographical") about the chairman were listed on the program.

Sikes awarded several "neo-neoism" prizes: to the cable industry for "enhanced basic," to the TV networks for saying there was something new in their fall schedules, to Commissioner Ervin Duggan for his "new collegiality" and to broadcasters for coming up with "must carry-must pay." The chairman cited National Association of Broadcasters President Eddie Fritts for his speech criticizing NTIA Director Janice Obuchowski and for giving an interview to the *Washington Post* that portrayed him as a conspicuous spender.

Sikes also participated in a routine with the Capitol Steps, a local comedy group, in which he sang "immense expense is mainly in defense" to the tune of "The Rain in Spain Falls Mainly in the Plain."



der space on Satcom IV, according to President Mark Graff. When Graff PPV bought General Instruments' Cable Video Store ("In Brief," Sept. 24), it didn't get CVS's transponder space on G1. Graff will move CVS and its adult PPV service Spice to Satcom IV, and will sell Drive-In Cinema and its transponder space on G2. Graff said purchases of CVS and Guest Cinema means company cannot give attention it needs to Drive-In. There are three interested buyers in service, none of whom are operators of current PPV services, Graff said.

**Appellate Division of New York Supreme Court** last Thursday (Dec. 6) dismissed NBC and Group W motion for summary judgment on complaint filed by Petry Television against Premiere Announcement Network (PAN). Petry claimed that PAN, unwired station consortium organized by Group W—and in which NBC has 35% profit participation—illegally induced Petry client Post Newsweek to violate rep contract by joining PAN. Appeals court decision said that even though Post-Newsweek had told Westinghouse that membership in PAN would not violate Petry contract, "the limited facts available demonstrate that Westinghouse was well aware that plaintiff [Petry] had an exclusive arrangement with Post-Newsweek," and thus Westinghouse cannot not rely on Post-Newsweek's assertion as a defense.

**U.S. Court of Appeals has denied FCC petition for full court hearing of court's decision to remand GTE Cerritos case back to commission.** Court also amended its Sept. 18 opinion, saying FCC has failed to explain why advantages of good-cause waiver required Apollo Cablevision's participation as general contractor. Case is now remanded to commission for further proceedings.

**Amicus briefs were filed last week in support of Video 44,** licensee of WSNS-TV Chicago's petition for reconsideration filed Nov. 30. FCC denied license renewal after comparative hearing challenger Monroe Communications Corp. won two decisions in U.S. Court of Appeals. Monroe was awarded CP (BROADCASTING Sept. 24). Briefs were filed by Telemundo Group Inc., City of Chicago and Chicago Educational Television Association. Along with briefs, letters of support were sent to FCC Chairman Al Sikes from Alejandro Carrillo Castro, consul general of Mexico to Chicago; Representative Peter J. Visclosky (D-Ind.); United Steelworkers of America, local 1011, and from Archdiocese of Chicago.

## OLYMPICS LINEUP



NBC and Cablevision's Pay-Per-View Olympics, now dubbed the "Olympics Triplecast," have announced both on-air talent and cable affiliation agreements. Ten of the top 100 MSO's, serving 14.3 million basic subscribers and 41% of the addressable universe, have signed letters of intent to carry the games, including Adelphia, Columbia International, Media General of Fairfax County, Multivision and Prime Cable. HBO and the Olympic organizers also revealed they will do co-promotions, possibly including offering discounts of one another. The Olympics will also have access to the 40 million homes to which HBO sends direct mail marketing pieces.

Don Criqui, a veteran NBC Sports broadcaster, will host the Olympics Triplecast. Other on-air commentators include Bruce Jenner, Tracy Austin and runner Frank Shorter. Pictured above, top (l-r): Austin, Criqui, Tracy Ruiz, track and field, and Kathy Johnson, gymnast. Bottom, l-r: Jenner; Jeff Blatnick, wrestler, and Shorter.

## CANADIAN CUTBACKS

Massive staff and budget cuts have hit the Canadian Broadcasting Corp. The public broadcaster, struggling under a combination of federal funding cuts and declining TV ad revenues will lay off approximately 1,100 of its 10,000 permanent employees beginning in April and slash \$108 million from its \$1 billion fiscal year 1991 budget, CBC President Gerard Veilleux said at a briefing last Wednesday.

Three local TV stations will be closed, eight others downsized to news bureaus, hundreds of hours annually of local and regional TV programs canceled, and responsibility for the international shortwave Service Radio Canada International handed over to government. The move follows 1990 cuts already totalling 500 jobs and \$35 million, and, according to the company, it expects another \$50 million shortfall in fiscal year 1992.

CBC blamed the shortfall on \$32 million in budget cuts from federal sources, \$30 million in declining TV ad revenue "due to poor market conditions," and several other factors. Veilleux said following the decision "The CBC of the future will be smaller than the CBC of the past. I hope it will also be the best possible CBC under the circumstances."

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## RIPE FOR REPEAL

**T**he Keystone Cops comedy that is the FCC's ethics rule played out another episode in Washington last week, occasioned primarily by \$750 tickets to the Kennedy Center honors. That used to be an event hosted by CBS, but was put off limits to commissioners after Chairman Mark Fowler clamped down on entertainment between his agency and the Washington lobbying corps. The Al Sikes FCC, however, ruled it would be OK to accept the favor if it was proffered by the National Association of Broadcasters instead of CBS. It's all explained elsewhere in this issue, so we'll try not to repeat all the permutations here.

The point is that the ethics rules have been from the beginning and remain a joke. They complicate normal discourse, hamper the learning process for commissioners and staff and do nothing to prevent real evil from transpiring. Much like the sunshine regulations, which are meant to insure government in the open, they so complicate life as to slow down the conduct of FCC business and handicap the kind of internal discussion that results in the very best laws and regulations.

If we can trust the FCC with our telecommunications future we ought to be able to trust its members at lunch.

## NO LARGER THAN A MAN'S HAND

**R**ich Frank and Disney have struck added terror into the heart of broadcasters, not to mention official Washington. They have petitioned the FCC to do away with part of the prime time access rule, the companion piece to financial interest that keeps 7:30-8 p.m. out of the clutches of the networks—and of network affiliates in the top 50 markets. An even more stringent petition for PTAR repeal from First Media was already on a back burner at the FCC.

If anything remains sacrosanct in this day and age, it is that no one in his right mind will suggest laying a glove on PTAR. It is that most peculiar of regulations: one that apparently benefits everyone. Creation of PTAR cut back network inventories and made ABC a competitive third network. It almost singlehandedly created a viable syndication industry and put NATPE on the map. And it improved the position of top 50 independents remarkably.

The only real damage done by PTAR was to the First Amendment and the free enterprise system, considering that the government became the program director over what broadcasters could or could not do in 12.5% of their prime time.

The same FCC that has taken six or seven years to approach a change in fin-syn could ordinarily be expected to take a coon's age in acting on the Disney and First Media petitions. On the other hand, at least one commissioner (Jim Quello) appears willing to think about it. If this issue ever breaks into the open, they'll be holding their en banc hearings in RFK stadium.

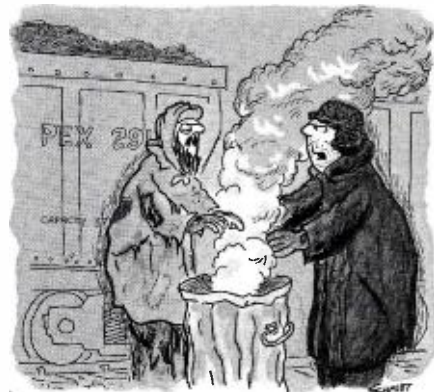
## LET THE GAMES BEGIN

**W**e don't know the details of the agreement—part of the deal was that the details would not be made public—but we were glad to see that the Treasury Department has agreed to lift the ban on ABC's coverage of the 1991 Pan American games (see story, "Top of the Week"). The dotted line had yet to be signed by press time, but it was expected to have been so by the end of this week.

Treasury had refused to license the broadcasts because it believed that the several million dollars ABC was paying to the Pan American Sports Organization was a violation of the Trading with the Enemy Act. Treasury had been wrong, however, because a 1988 congressional amendment to the act—the so-called Berman Amendment—had exempted the import or export of "publications, films or other informational materials," under which the broadcasts clearly fell. (The Treasury Department had come up with its own counter exemption to that exemption, however, arguing that the amendment did not cover "the importation of intangible items such as telecommunications transmissions," an arbitrary and discriminatory distinction but the kind of illogic the Fifth Estate has come to expect—and dread—from some government quarters.)

ABC filed suit asking that the ban be lifted, only to have a federal court uphold Treasury in June of this year saying it had to give "controlling weight" to "an agency's interpretation of its own regulations" (even, apparently, a ludicrous interpretation). ABC refused to take no for an answer, appealing that decision, which appeal was pulled from the court calendar in late October (ABC had already filed briefs in the appeal) when the two sides decided to work out the deal announced last week.

We hope the ban's lifting represents the government's tacit concession of the obvious: that broadcast transmissions, as "intangible" as they may be, do indeed carry the weight of "informational material." We wouldn't bet on it, though.




Drawn for BROADCASTING by Jack Schmidt

"...So then I said: "Shares? ratings? Who cares, this show has cultural values."

# Gavel to gavel. to gavel to gavel.



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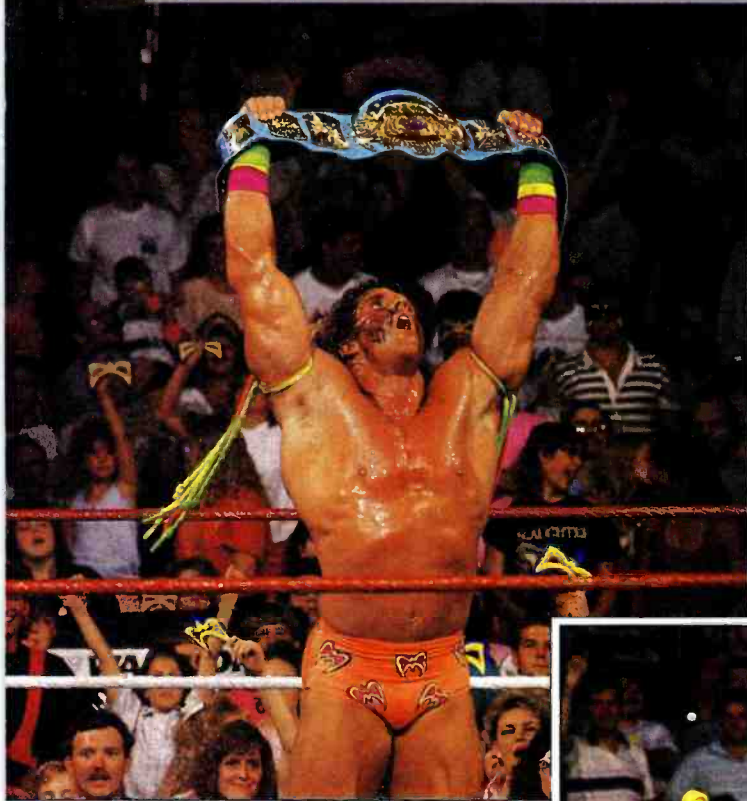




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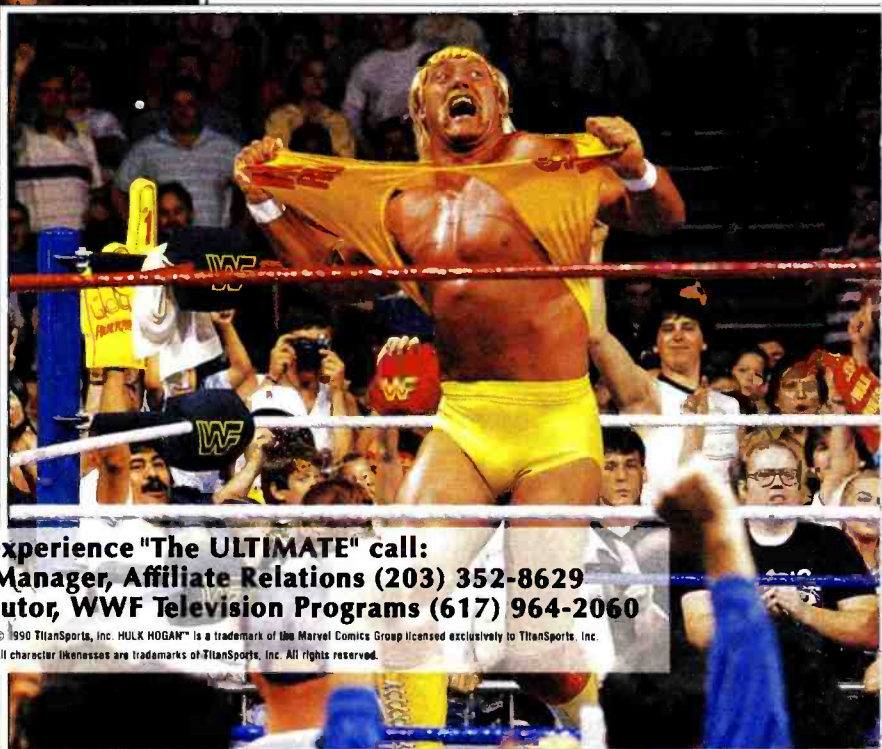


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