

Broadcasting Jan 28

Reaching over 117,000 readers every week

60th Year 1991

TELEVISION / 27

Programing for kids...bill; 'Economic reality' programing is on rise in tough times

RADIO/ 32

CBS drops newscasts, reduces staff of Spectrum Radio Network

BUSINESS / 42

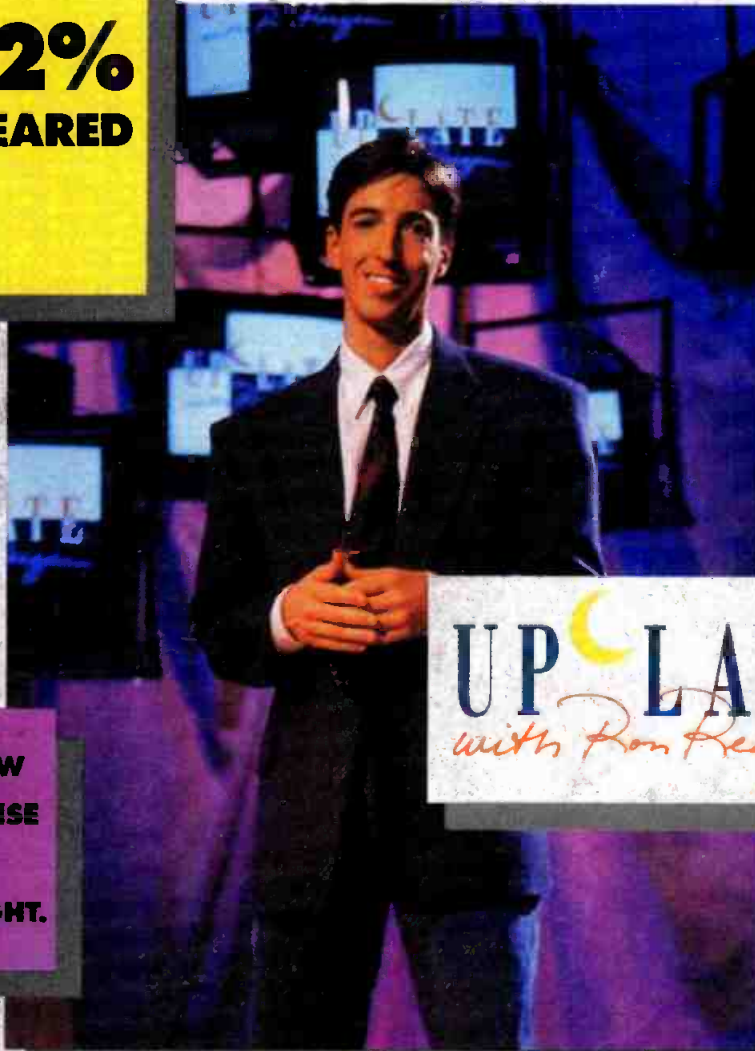
Fox adds affiliates and clearances

SATELLITE / 54

Satellite convention focuses on programing, piracy and compression

© 1991 MCA TV. All rights reserved.

**62%
CLEARED**



**THE NEW
FRANCHISE
IN
LATE NIGHT.**



A co-venture of  and MCA TV

*****3-DIGIT 704
70402SIMS D1538 VEK DEC/96
SIMS MEM LBRY
S EASTERN LA CLG
PD DRAWER 896
LA 70402 HAMMOND

Vol. 120 No. 4

WEEK TWO AT WAR
Around the world with
broadcasting and cable
Paying the piper
for TV football

A FIRM



TELE PICTURES
PRODUCTIONS INC.

in association with

MILLENNIUM
PRODUCTIONS

'GO!'

**NATPE's Hottest
Selling Show!**

**Jimmy
James**

**SOLD IN 89 MARKETS
COVERING 74% OF
THE COUNTRY!**



**WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION**
A Time Warner Company

© 1990 Warner Bros. Inc. All Rights Reserved.

THIS WEEK

19 / BUSINESS NOT QUITE AS USUAL

Leading broadcasting industry figures say the Persian Gulf war is beginning to have its affect on day-to-day business life. Advertising sales have dropped, and the networks may soon reanalyze plans for capital spending for 1991. Air travel plans are being reconsidered by some companies. The impact, so far, has not been dramatic, but that could change if it is a long war.

22 / THE WAR THROUGH KHAKI-COLORED GLASSES

There was friction between the Pentagon and reporters last week over the military's pool coverage rules in Saudi Arabia. No reports have been censored, but some have been delayed for several hours for a "security review."

23 / RATINGS BOOST

CNN has enjoyed its highest ratings and praise for its coverage of the war, while at the same time stirring up controversy for its apparent compliance with Iraqi censorship. The attention is likely to pay off in increased long-term viewership for CNN, although the network will have to work at maintaining that momentum.

25 / NETWORK STRUGGLE

Most of the TV networks



The week's images: Among the most striking war pictures seen on TV screens last week were the bombing of Baghdad (upper left); a captured U.S. airman, believed to have been tortured (upper right); an Israeli survivor of a Scud missile attack (lower left), and President Bush speaking to the nation on Wednesday night.

lost money televising NFL games in the first year of their four-year contracts. However, the bottom line was better than the weak ad market might have suggested.

27 / REGULATOR FRIENDLY

Syndicators are pitching new live-action children's shows for their prosocial as well as entertainment value. The new shows have been introduced in reaction to new federal laws calling for closer FCC scrutiny of children's programming.

28 / ECONOMICAL PROGRAMING

Cost-cutting, including limiting the number of pilots for fall development and focusing on half-hour shows,

seems to be the guiding force behind program development for the 1990's.

32 / SPECTRUM SPACES

Effective March 4, the CBS Radio Networks will implement some programming and news changes at its Spectrum Radio Network. Among them: the elimination of formal newscasts from the on-air product and a reduction of Spectrum's and CBS Radio's newsroom staff.

33 / LOCALIZED WAR COVERAGE

News and talk radio stations are covering the war in the Middle East with a focus on events in the Persian Gulf as well as the

concerns of their audiences back home. According to one radio executive: "This story was made for radio.... Despite TV's satellite or microwave link-ups, radio can place a call to anywhere in the world and put a reporter on live." Another factor to consider: the "permeating issues of the war" have drawn new listeners to AM.

37 / CNN SHADOW

CNN's coverage of events in the Persian Gulf over the past couple of weeks has produced more than just praise. Some operators are also reporting a sharp increase in requests to subscribe to cable.

38 / CABLE TOUR

CNN and its war reporting coup was the main attraction at the cable portion of the Television Critics Association press tour. Other highlights: executives showed which bid or bid accepted for the financial news channel today (Jan. 28); L unveiled two new HBO said that Rick Dreyfuss will star in produce *Prisoner of Honor*, an HBO Pictures Presentation. Additionally, Showtime has signed 11 comedians to exclusive one-year contracts for new specials.

42 / FOX REACH

The success of Fox Broadcasting can be traced to its programming breakthroughs. However,

much of the company's expected profitability in the current and subsequent fiscal years could also be attributed to increased station clearances and cable carriage of existing affiliates.

43 / FRIES LOOKS FOR EQUITY

Fries Entertainment has joined the list of companies looking for more equity to combat rising production costs and growing debt. The medium-sized production company of made-for-TV movies, mini-series and theatrical/home video productions has retained investment bank Furman Selz to help secure equity. Possibilities include a merger or sale of Fries or joint production ventures with other companies.

48 / CHALLENGING THE CHILDREN'S ACT

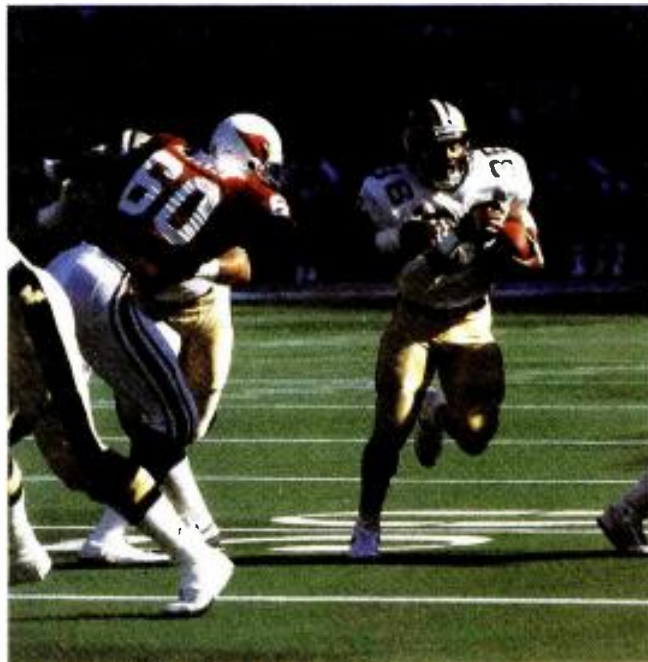
Declaring the Children's Television Act of 1990 a violation of the First Amendment, the Radio- and TV-Broadcasters Directors of America and other media groups have called on the FCC to implement the act in a more liberal manner and to ease the spectrum scarcity and public trustee rationales no longer justify program-content regulation.

49 / LICENSE REVOKED

An FCC administrative law judge has pulled the license of WKSP(AM) Kingstree, S.C., citing the 1987 drug trafficking conviction of the station's principal owner, Gregory Knop. The latter says the ex post facto ruling is unfair.

52 / INDUSTRY NORM?

Ampex Corp. has revealed



Most of TV networks lost money televising NFL games (page 25).

new products tied to its long-term sales strategy to promote construction of component digital TV production studios in the next three to five years. In the meantime, Ampex will introduce a series of devices designed to fit easily and inexpensively into current composite analog plants.

53 / OPPOSITE SIDES

The cable television industry and local telephone companies have emerged as adversaries in comments to the FCC on proposed new personal communications services (PCS). While the local exchange carriers (LEC) are seeking spectrum allotments to implement PCS in their separate exchange areas, cable groups are seeking to exclude the LEC from the new service completely.

54 / EPITAPH FOR PIRACY?

Will 'smart card' and/or digital video technology end satellite signal theft and bring law and order to home dish subscription TV by the end of 1991? As

proponents of new services and technologies—including video compression systems by DigiCipher and SkyPix—displayed their wares during last week's SBCA trade show in Las Vegas, nearly 3,000 attendees heard their first programmer

chairman say that piracy unchecked could "wipe out" their long term role in the entertainment industry.

58 / EXPERT OPINION

The practice of using experts to describe events in the Middle East to network audiences came under fire at a Gannett Foundation Media Center conference in New York, where at least one veteran network correspondent said such analysis should be left to reporters.

60 / RENEWED MISSION

More than 3,000 Christian broadcasters, many of them from abroad, are gathering in Washington this week under the banner "Declaring His Glory to All Nations." Hoping to hear President George Bush address the gathering Jan. 28, the National Religious Broadcasters Association expects to re-emphasize its "reason for being."

INDEX

Advertisers Index.....	78
Business.....	42
Cable.....	37
Changing Hands.....	44
Classified Advertising.....	67
Closed Circuit.....	6
Datebook.....	12
Editorials.....	82
Fates & Fortunes.....	75
Fifth Estater.....	59
Focus on Finance.....	46
For the Record.....	61
In Brief.....	80
Journalism.....	57
Masthead.....	16
Media.....	59
Monday Memo.....	17
Programing.....	27
Radio.....	32
Ratings Roundup.....	31
Riding Gain.....	36
Satellite.....	54
Technology.....	52
Top of the Week.....	19
Washington.....	48

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Reg U.S. Patent Office. Copyright 1991 by Broadcasting Publications Inc. Incorporating

The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$85, two years \$160, three years \$225. Canadian and other international subscribers add \$40 per year. U.S. and possessions \$400 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Yearbook* \$115. *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

CLOSED CIRCUIT

WASHINGTON

At ease

Sing no sad songs for FCC Chairman Al Sikes, whose administration has been notable for diversity of policy approaches advanced by other commissioners, and particularly by Sherrie Marshall and Ervin Duggan. Chairman has told intimates he's at peace with situation on eighth floor, and is comfortable that he has majority for almost all issues with which FCC must deal.



Sikes

One matter for which there is no evident majority is financial interest/syndication, now on its way to March 14 resolution. Chairman, although never advocate of total repeal, is known to favor marked relief, position in which he's joined by Jim Quello. Marshall and Duggan are more regulatory, direction in which Andrew Barrett seems to lean. Hope is for 5-0 conclusion, and Sikes will join majority if final result is within reasonable range of his deregulatory intention. But he will not have peace at any price, and will dissent if he perceives new rules are too restrictive.

Good timing

FCC appears to have strategically timed release of indecency action for sake of argument General Counsel Robert Pettit intends to make today (Jan. 28) in defense of 24-hour ban on indecent broadcast at U.S. Court of Appeals in Washington. According to FCC sources, agency rushed out last Friday order affirming by 4-1 vote (Ervin Duggan dissenting) dismissal of complaint against National Public Radio for airing, in context of newscast, taped phone conversations of alleged mobster John Gotti played at his trial. Sources say Pettit will use order to demonstrate FCC "reasonableness" in enforcing indecency. At same time, sources say, FCC has held up taking action against KQED-TV San Francisco

FRIENDLY ADVICE

In an effort to head off negative public reaction and better deal with press coverage, the National Cable Television Association's public relations department has put together a kit to help cable system managers explain rate increases to subscribers, public officials, the press and the general public. Among the advice included in the kit: Send "Dear subscriber" letters explaining fully why a rate hike is necessary and emphasizing the value of cable. "It is imperative that your customers hear the news from you first, rather than in the press," the NCTA memo says. Local officials and members of congress should be kept well informed, the memo continues. "Be sure to emphasize community affairs programs, like Cable in the Classroom, that you support," it adds. In a sample press release, NCTA suggests that operators point out that the programming fees they pay add to a system's costs. "As the quality and originality of programming increases, so too do the rates charged to us by the networks," the memo offers as an appropriate explanation. The kit also includes a sample "Q & A" for answering such popular questions as "Why are you raising your rates again?" and "Why are the rates charged by other systems different?"

for its daytime airing last year of BBC's award-winning *The Singing Detective* mini-series for fear it would cast doubts about agency's restraint.

On precipice

Sale or shut down of UPI has been imminent for last two months and is likely to remain imminent at least through February. Wire Service Guild has been told that UPI cannot afford to restore full pay to guild employes, which voted for 90 day, 35% pay cut in November. That agreement expires Feb. 14. Meeting is expected Jan. 29

to discuss plans and prospects of sale. Non-Guild employes will continue with pay cut indefinitely. Internal UPI wire from Pieter VanBennekom to staff said that "potential deals are no longer relatively dormant, rather we are getting down to brass tacks." Kevin Keane, president of Guild, said UPI told him it has "three or four potential purchasers."

LOS ANGELES

Generations past

NBC soap opera *Generations* had its final broadcast last Friday (Jan. 25), and it appears efforts to continue original production of show in syndication or cable have failed. Last episode, featuring cameo with NBC Entertainment chairman Brandon Tartikoff (shot before his car accident), was preempted in some East Coast markets, including New York, for news coverage of Persian Gulf war. The show's executive producer, Sally Sussman, described as "very remote" chances that first-run version of show would continue. (Off-network episodes may be sold to cable however.)

Doing demos

NBC, faced with same economic realities that are causing cutbacks in development process at ABC and at studios throughout Hollywood (see story, page 28), may commission more demo pilots than full pilots for fall according to Perry Simon, executive VP, prime time programs, NBC Entertainment. Demo pilots are usually one or two scenes of pilot, running an average 10 minutes.

NEW YORK

And then there were...

Number of companies looking to scoop up FNN has slipped from six to four or five. Final bids were due last Wednesday, and it appears King World and possibly Disney have dropped out. One source said Time Warner and Group W asked for extensions, and word is Disney may have been waiting for all bids to come in before making its own. Other remaining bidders are

CNBC owners NBC and Cablevision, Group W, Dow Jones/Paramount (latter 50% owner of USA Network) and Time Warner. Speculation is that Time Warner might have partner who may or may not be among current bidders. Decision on who buyer will be is not expected for another two weeks, but it looks like "prepackaged" bankruptcy could be filed sometime after buyer is decided. FNN said it is currently losing \$600,000 monthly, not weekly, as was earlier reported.

Half hour enough?

Spokeswoman for CBS Broadcast Group dismissed report that group president Howard Stringer was talking up idea of permanent expansion of *CBS Evening News with Dan Rather* to one hour. "Someone obviously has an agenda," she said. "It is not ours." Network expanded *Rather* newscast to one hour last Thursday and Friday (Jan. 24-25). At deadline, no decision on how CBS would proceed after that. ABC and NBC expanded their news to one hour during first week of Persian Gulf War. Policy was in effect

(with second half-hour optional) for both networks through last week. Spokespeople for both networks said decision on whether to continue with expanded newscast would be made over weekend. Affiliates have resisted attempts to expand evening newscasts because they make far more money selling syndicated shows in prime time access period.

Together talk

Reports are surfacing that Prime Network and SportsChannel are again engaged in discussions on possible combination. Decline in economy has put dent in profitability plans of both operations, causing many to speculate that regional sports battle will mirror resolution of comedy and courtroom wars—merger of participants. One source indicated discussion was happening at local levels, such as San Francisco and Los Angeles, where both have sports operations. But those situations provide example of hurdles to merger. In both cities, SportsChannel has Major League Baseball teams that want to stay as pay services. Prime

operations, which have distribution, are basic and want to stay that way.

CHICAGO

Back to future

NBC-owned WMAQ-TV Chicago took two big steps last week toward reviving its rich history as production base for entertainment shows. Late last week, station executives signed deal for new half-hour late night and access strip, *Johnny B... On the Loose*. Show, hosted by Chicago D.J. Johnathon Brandmeier, has already been sold by Viacom in close to half of country (including Chris-Craft, United and Act III television groups) for June 1990 debut. Locally, show will air on WMAQ-TV after *Late Night with David Letterman* (Bob Costas interview show will be delayed half-hour). Earlier in week, station signed deal with Warner Bros. to produce new daytime talk strip *Jenny Jones*. Station's new facility, Chicago's NBC Tower, has two large studios for program production, in addition to separate news production facilities.

FCC STAFF SERVES UP OPTIONS PAPER ON FIN-SYN

If it were up to the staff in the FCC's Mass Media Bureau and Office of Plans and Policy, the fin-syn rules would be their way to the regulatory graveyard.

It appears to be the message of a 21-page fin-syn options paper sent to five commissioners last week to start internal debate on the rules.

What jumps out at you is that it's a result-driven document and the result is to come as close to repeal as possible," said one commissioner with an alternative result in mind. "But bare in mind this is nothing more than a staff options paper, and the commissioners haven't really begun to discuss the issue among themselves."

For each of the various options, including total repeal, the staff lists advantages and disadvantages.

The paper devotes four times as much space to the advantages of total repeal than to the disadvantages. "Elimination of the prohibition on network acquisition of financial interests would permit significant new investment in the program marketplace," it says. Repeal would also increase efficiency in the program-supply market, facilitate risk sharing that could lead to more diverse and innovative programming and provide an incentive for the networks to maximize program value, it says.

On the other hand, the paper says, repeal would have "adverse consequences" on program suppliers and independent television stations "to the extent the claims [of suppliers and independents] are valid." And in the long run, it says, repeal could adversely affect "the quality and diversity" of television programming.

The paper also rejects the two-step approach to acquiring financial interest, which is being advocated primarily by FCC Commissioner Sherrie Marshall (see "Countdown to Fin-Syn," page 24). Other substitute regulatory schemes "should be rejected as unworkable," it said. "In particular, those that involve complex accounting issues should be avoided, including attempting to limit networks to partial ownership in individual programs or those that relate rules to the size of program deficits."

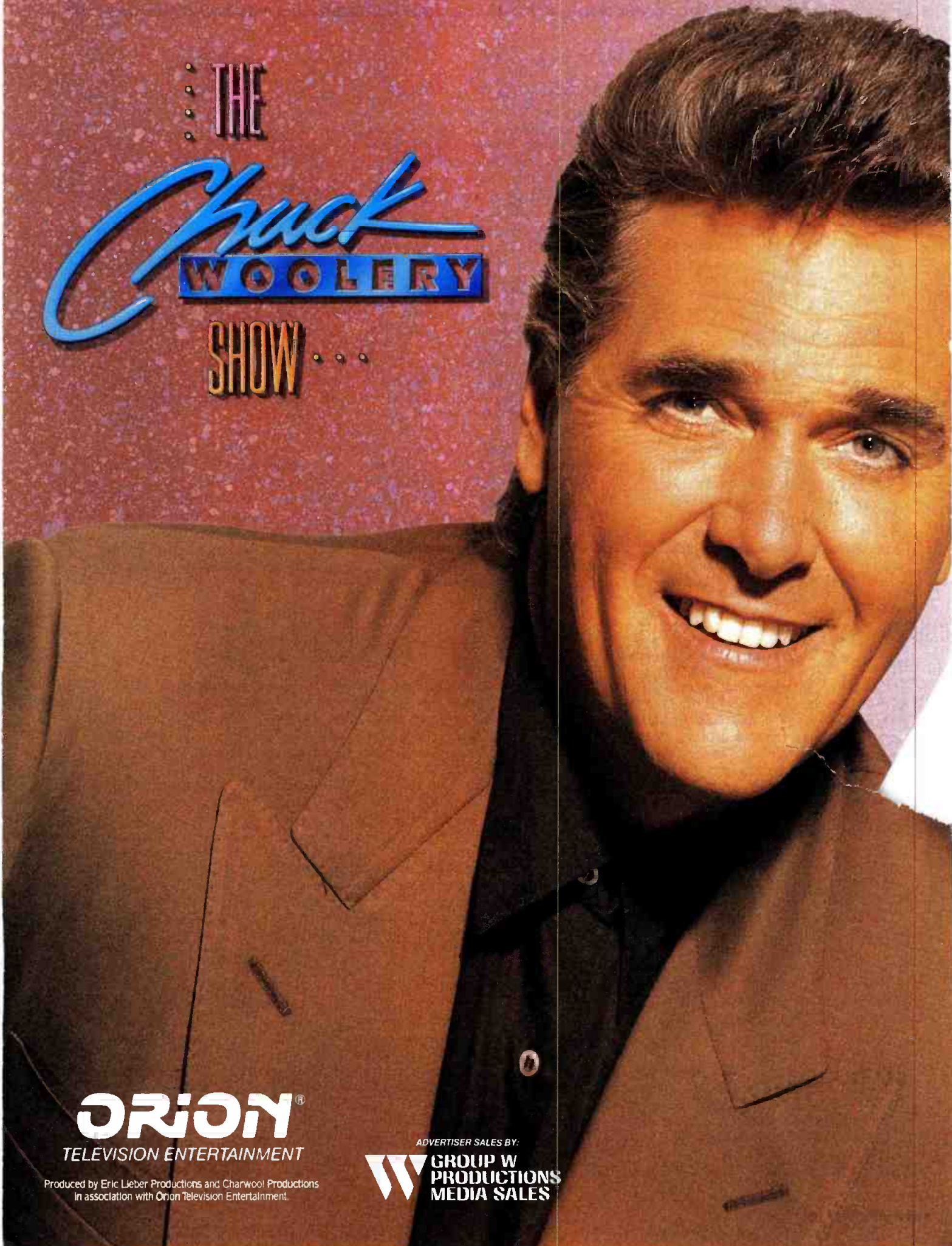
The staff seems prepared to accept some residual rules governing the networks in the syndication business. Rules to safeguard against "steering" and "warehousing" appear useful to permit the [FCC] a basis for continued oversight."

The paper should hearten Fox, which wants an exemption from any lingering fin-syn rules. "We believe a high priority should be placed on permitting new networks to grow and prosper without regulatory obstacles," it says. "Unless the substantive rules adopted allow networks to participate in syndication, we believe they would severely retard new networks...[A] revision in the definition [of network] appears a better means of addressing Fox, especially if it is believed that more stringent rules are desirable for the major existing networks."

Of the seven options discussed for dealing with Fox, the staff gives the most attention to a proposal to define networks in terms of a "market power index" based on national coverage and advertising revenues. Such an approach, it says, "might best describe" the competitive balance among the networks.

-HAJ

THE
Chuck
WOOLERY
SHOW



ORION[®]
TELEVISION ENTERTAINMENT

Produced by Eric Lieber Productions and Charwood Productions
In association with Orion Television Entertainment.

ADVERTISER SALES BY:

W GROUP W
PRODUCTIONS
MEDIA SALES

FIRM GO! FALL '91.

AMERICA'S OVER 70% PURE WOOLERY.

INCLUDING

WCBS	NEW YORK	WTEN	ALBANY, N.Y.
KCAL	LOS ANGELES	WTLV	JACKSONVILLE
WMAQ	CHICAGO	KOTV	TULSA
KYW	PHILADELPHIA	WOWT	OMAHA
KPIX	SAN FRANCISCO	WNEM	FLINT, SAGINAW
WBZ	BOSTON	WEAR	MOBILE
KXAS	DALLAS	KTAL	SHREVEPORT
WDIV	DETROIT	KAKE	WICHITA-HUTCHINSON
KHTV	HOUSTON	WIXT	SYRACUSE
WKYC	CLEVELAND	KITV	HONOLULU
WFLA	TAMPA	WHEC	ROCHESTER
KSTW	SEATTLE	KVUE	AUSTIN, TEXAS
KARE	MINNEAPOLIS	KGUN	TUCSON
WSVN	MIAMI	KVBC	LAS VEGAS
KMOV	ST. LOUIS	WMTV	MADISON
KPHO	PHOENIX	WBBH	FORT MYERS
KFMB	SAN DIEGO	WKJG	FT. WAYNE
WJZ	BALTIMORE	WVLA	BATON ROUGE
WVIT	HARTFORD	WLNS	LANSING
WOFL	ORLANDO	WWLP	SPRINGFIELD, MA
WTHR	INDIANAPOLIS	WHOI	PEORIA
WTMJ	MILWAUKEE	KSBY	SANTA BARBARA
WKRC	CINCINNATI	KRNV	RENO
WDAF	KANSAS CITY	KMTR	EUGENE
WCMH	COLUMBUS	KVII	AMARILLO
WOTV	GRAND RAPIDS	WGXA	MACON
KFOR	OKLAHOMA CITY	KBAK	BAKERSFIELD
KSAT	SAN ANTONIO	WWAY	WILMINGTON
WAVY	NORFOLK	WKBT	LA CROSSE
WPBF	WEST PALM BEACH	WTVO	ROCKFORD
KOB	ALBUQUERQUE	KTVH	HELENA, MONTANA

THE NEW TALK SHOW WHERE THE ONLY ISSUE IS ENTERTAINMENT.

FEW PEOPLE HAVE MORE LAYERS OF PROTECTION THAN OUR CUSTOMERS.

While prevention is always the first—and best—line of defense, it also pays to be prepared. That's why we've always provided our customers not only with highly reliable satellites, but with a comprehensive service protection plan to back them up, just in case.

Even though it's protection that you'll probably never need, we've invested in excess of \$200 million to make the service you provide to your customers highly dependable. Our Telemetry, Tracking and Command station in New Jersey (and its complete duplicate back-up facility in California) monitor and control the performance of the satellites carrying your transmissions 24 hours a day, 365 days a year.

What's more, the GE Americom fleet of SATCOM satellites offers our customers three levels of protection:

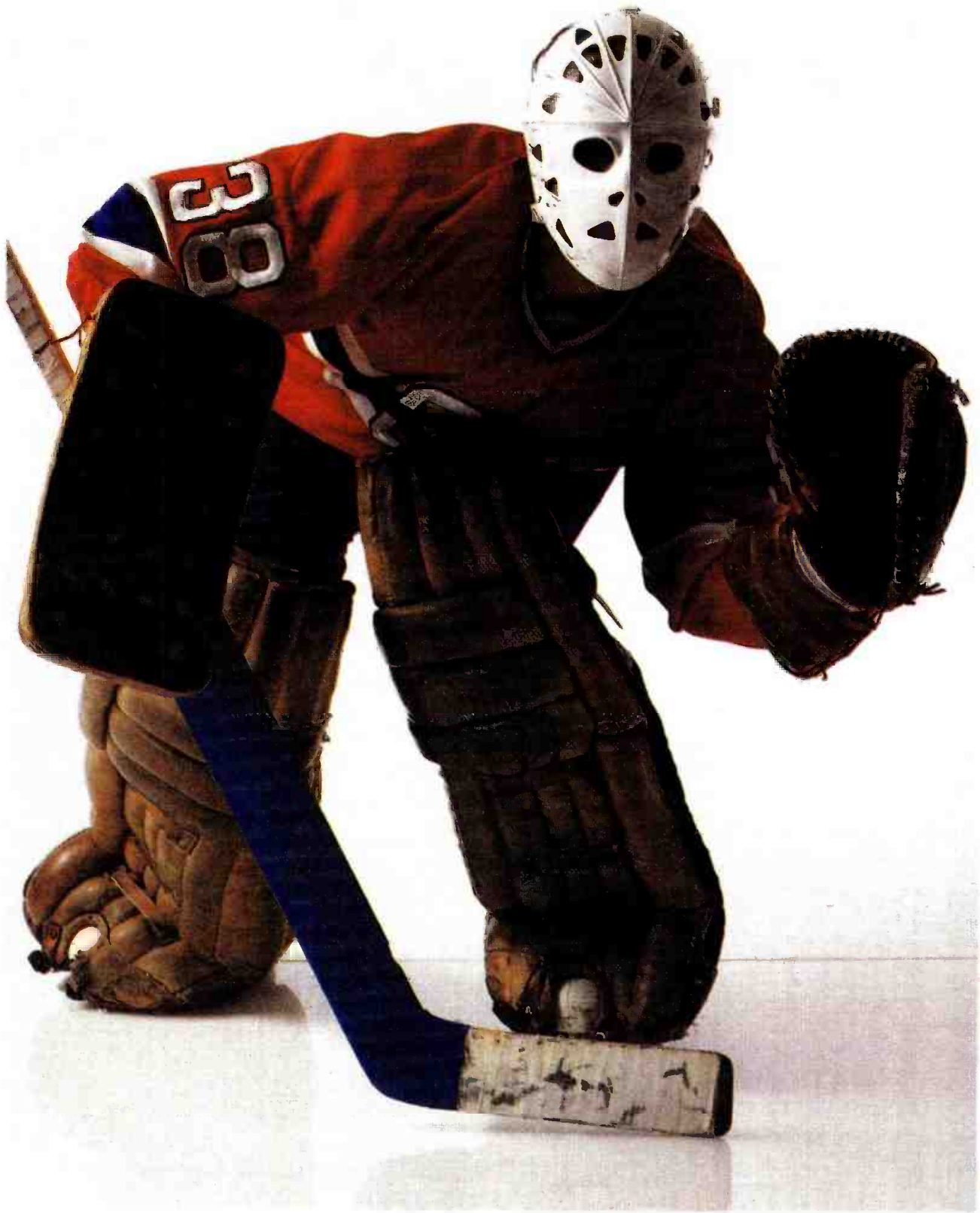
- On-board spare transponders that can be switched on to replace a failed transponder.
- Preemptible transponders designated to serve as additional on-board restoration facilities.
- An in-orbit protection satellite that can be used to replace multiple failed transponders—or even an entire satellite.

This triple protection, the satellite industry's equivalent of the hat trick, may seem excessive to some. But we view it as a matter of responsibility—and added value to our customers.

Year-in and year-out, GE Americom has set the standards for satellite protection, placing the reliability of our customers' programming services among our highest priorities.



GE American Communications



DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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. 28-Feb. 5—Fourth annual *International Teleproduction Society* President's Retreat. Ritz Carlton Mauna Lani, Kohala, Hawaii. Information: (212) 877-5560.

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—*Federal Communications Bar Association*

Continuing Legal Education Committee, seminar, "FTC and FCC Oversight and Industry Self Regulation of Television Advertising Practices." Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 29-30—*Alfred I. duPont Forum*: "TV as Superpower," featuring keynote speaker Dan Rather of CBS and panelists Rev. Jesse Jackson, Shadow Senator and National Rainbow Coalition; John Laurence, ABC News; David Gergen, *U.S. News & World Report*; Peter Vesey and Pamela Hill, CNN; Janos Horvat, Hungarian TV, and Bill Leonard, Alfred I. duPont-Columbia University Awards. Also, on Jan. 30: "Winning Broadcasts," featuring winners of Alfred I. duPont-Columbia University Awards. Kellogg Conference Center, Columbia University, New York. Information: (212) 854-5047.

Jan. 29-30—"The 1990 Census: Drawing a New Portrait of America," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Jan. 29-31—*Cable Television Administration and*

Marketing Society service management master course. Jacksonville, Fla. Information: (703) 549-4200.

Jan. 30—"Is Television Destroying American Culture?" drop-in luncheon of *National Academy of National Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, PBS. Copacabana, New York. Information: (212) 768-7050.

Jan. 30—"OK! Cable's Here! Now Whatta We Do?" cable day luncheon sponsored by *Washington/Baltimore chapter of Cable Television Administration and Marketing Society*. Westin Hotel, Washington. Information: (202) 408-5480.

Jan. 30—Advertising management seminar sponsored by *Advertising Club of Metropolitan Washington*. Washington Hilton, Washington. Information: (301) 656-2582.

Jan. 30—*Caucus for Producers, Writers and Directors* first membership meeting. Speakers: Sarah Kemp Brady and her husband, Jim Brady, former press secretary to President Reagan. Chasen's Restaurant, Los Angeles. Information: (818) 792-0441.

MAJOR MEETINGS

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.

Feb. 1-2—*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. 10-15—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

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

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

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

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

April 15-18—*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—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24—*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—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

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

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

May 22-23—*NBC-TV* annual affiliates meeting. Marriott Marquis, New York.

May 29-31—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

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

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

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

June 13-18—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland.

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

June 18-21—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

July 24-27—*Cable Television Administration*

and Marketing Society annual conference. Opryland, Nashville.

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

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

Sept. 25-28—*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—*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—*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—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

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

Nov. 20-22—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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

Jan. 30-Feb. 10—"The Glaring Light: The American Civil Rights Movement," screenings honoring Black History Month, at *Museum of Broadcast Communications*, MBC, Chicago. Information: (312) 987-1500.

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) 429-7251.

■ **Jan. 31**—Deadline for entries in *American Women in Radio and Television* Star Awards, to be presented to three individuals in radio, television and cable and three stations or companies in radio, television and cable that have demonstrated a commitment to the issues and concerns of women. Information: (202) 429-5102.

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—Deadline for entries in Program Awards, sponsored by *Central Educational Network*. Information: (708) 390-8700.

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

Jan. 31—*National Association of Broadcasters'* "Best of the Best Promotion Contest" deadline, for outstanding promotional efforts in sales, station enhancement and community service. Information: William Peak, NAB, (202) 429-5422.

Jan. 31—Deadline for entries in Third Annual Spectrum Awards for Excellence in Broadcasting, sponsored by *Indiana Broadcasters Association*. Information: Julie Schoenenberger, (317) 638-1332.

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. 1-3—*West Virginia Broadcasters Association* winter meeting. Oglebay Park, Wheeling, W. Va. Information: (304) 344-3798.

Feb. 2—"Minorities and the Press," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Hsi Lai Buddhist Temple, Hacienda Heights, Calif. Information: Rachel Ambrose, (213) 746-1200.

Feb. 3—"African-American Media Ownership," seminar sponsored by *Museum of Broadcast Communications*. MBC, Washington. Information: (312) 987-1500.

ALSO IN FEBRUARY

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 Rather, CBS News, Smithsonian, Washington. Information: (202) 357-3030.

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Sheraton Hotel, Phoenix. Information: (602) 257-9338.

Feb. 5-6—Third annual *Advertising Research Foundation* "Advertising and Promotion: Key Issues Workshop." Topics: "Brand Equity: The Research Contribution to Valuing Brands," Feb. 5, and "Advertising and Promotion: Up to Date Information on Effectiveness." Feb. 6. New York Hilton, New York. Information: (212) 840-1661.

Feb. 6—Drop-in luncheon of *National Academy of National Arts and Sciences*, New York chapter. Speaker: Robert Wussler, president and chief executive officer, Comsat Video Enterprises, Copacabana, New York. Information: (212) 768-7050.

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. 7—"Congress/FCC 1991," luncheon seminar sponsored by *Federal Communications Bar Association*, *Legislation Committee*. Grand Hyatt, Washington. Information: (202) 833-2684.

Feb. 8—*International Radio and Television Society* newsmaker luncheon featuring Peter Chernin, 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. 8—Deadline for regional entries in Mark of Excellence Awards, recognizing the best in student broadcast and print journalism on national and regional levels, sponsored by *Society of Professional Journalists*. Information: (317) 653-3333.

Feb. 8-9—*Radio-Television News Directors Association* student conference. Arizona State University, Tempe, Ariz. Information: (213) 462-6053.

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

Feb. 10-13—*Broadcast Cable Credit Association* 25th credit and collection seminar. Loews Summit Hotel, New York. Information: (708) 827-9330.

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. 10-15—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

■ **Feb. 11**—"Winning New Business," seminar sponsored by *American Association of Advertising Agencies*. Beverly Hilton Hotel, Los Angeles. Information: (212) 682-2500.

Feb. 11-12—*National Association of Broadcasters'* Radio Group Head Fly-In for executives of radio groups. NAB headquarters, Washington. Information: Aimee Jennings, (202) 429-5402.

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 Advertisers*, 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: (212) 697-5950.

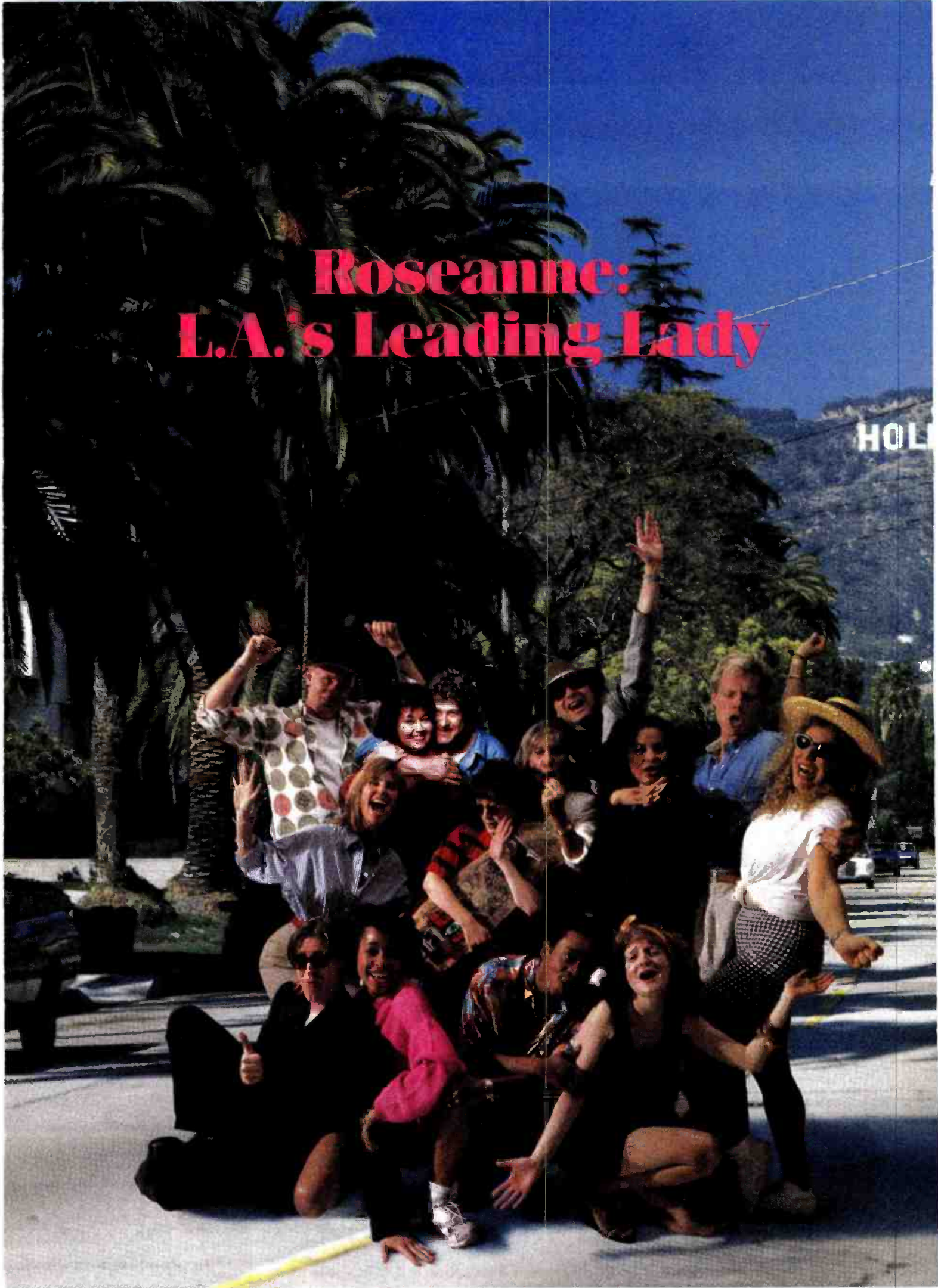
Feb. 12-13—"The New Federal Budget: Presidential Priorities and Democratic Alternatives," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 337-3603.

Feb. 13—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Topic: "A Look Inside the Music Business—Foreign Ownership, Censorship, Intellectual Property Protection, Record Labeling." Speaker: Michael Greene, president, National Academy of Recording Arts and Sciences, Copacabana, New York. Information: (202) 768-7050.

Feb. 13—"DAB Broadcast Systems: The System Proponents—Strother Communications, CD Radio," seminar sponsored by *Society of Broadcast Engineers*, chapter 15, New York Times Building, New York. Information: David Bialik, (914) 634-6595.

■ **Feb. 13**—"High Performance Account Management," seminar sponsored by *American Association of Advertising Agencies*, Century Plaza, Los Angeles. Information: (212) 682-2500.

Roseanne: L.A.'s Leading Lady



OOD

Los Angeles Just Got Real. KCOP Got Roseanne.

VIACOM.

VIACOM is a registered trademark of Viacom International Inc. ©1991 Viacom International Inc. All rights reserved.

Feb. 13-15—Cable Television Public Affairs Association forum '91. Keynote speech: Ted Turner, Turner Broadcasting System; other speakers: FCC Commissioner Ervin Duggan, NCTA Chairman Jerry Lindauer, Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 13-15—"Satellite X: Global Pathways to Profit," 10th annual international conference and exhibition. Ramada Renaissance, Washington. Information: (301) 340-2100.

Feb. 15—Deadline for entries in *Guillermo Mar-*

tinez-Marquez Journalism Award, open to Hispanic journalists. Information: (202) 783-6228.

■ **Feb. 15**—Deadline for entries in *National Academy of Television Arts and Sciences's Sports Emmy Awards*. Information: Ira Zimmerman, (212) 586-8424.

■ **Feb. 17-20**—Advertising Agency General Management Program, sponsored by *American Association of Advertising Agencies*. The Lodge, Ponte Vedra Beach, Fla. Information: (212) 682-2500.

ERRATA

In "Paid Programing" panel at NATPE (BROADCASTING, Jan. 21), contact number for obtaining **National Infomercial Marketing Association** guidelines should have been **202-962-8342**.

□

In Jan. 21 "**Monday Memo**" by **Michael Drayer** on First Amendment and obscenity controversy, some text was edited out that affected meaning. Following is missing material:

"Obscenity is one of very few categories of expression not entitled to First Amendment protection. A specific work is obscene if: (1) the average person, applying contemporary *community* standards, would find that the work, taken as a whole, appeals to the prurient interest; (2) as measured by contemporary *community* standards, the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by the applicable state law, and (3) the work, taken as a whole, lacks serious literary, artistic, political or scientific value. Thus, whether a specific work is obscene is judged by reference to the specific community in which it is exhibited or performed.

"The FCC has been aware of the HSDN controversy. However, according to published reports, one FCC official said that he did not view HDSN's satellite carriers' termination of services to be a violation of their common carrier obligations because the filing of the indictments constituted an *adjudication* by a local prosecutor and grand jury that the program material at issue is obscene and unlawful.

"Apparently the official is relying on earlier agency precedent, also discussed in the MDS order, which provides that a common carrier with reason to believe its facilities are being used illegally may seek an interpretive ruling from the appropriate local, state or federal authority on the lawfulness of the use. While the notion that a grand jury indictment constitutes an adjudication is absurd on its face, the local prosecutor's decision simply to seek the indictments can be treated as an interpretive ruling from an appropriate local authority.

"In a recent speech to the Federal Communications Bar Association, FCC General Counsel Robert Pettit forcefully declared that the agency believes that an integral part of its deregulatory philosophy is to ensure that those regulations that remain on the books are vigorously enforced. This commitment should extend to clarifying incompatible agency policies so compliance can be achieved and the policies enforced. The existence of two standards (the interpretive ruling and adjudication) for determining whether video common carriers must terminate carriage of programing services is such a policy. The FCC does not need to rule on the obscenity issue per se, but simply upon a common carrier's obligations with respect to any potentially unlawful programing.

"The FCC should extend its MDS order to all common carriers transmitting video programing and require them to transmit customers' programing until it has been adjudicated unlawful to remove individual public officials' unbridled power to determine what programing is available through interpretive rulings. Moreover, the agency also should bar common carriers from unilaterally making such determinations because the result may be irreversible—as the HDSN case has shown—even if the carriers are ultimately found liable."

Broadcasting

Founder and Editor
Sol Talshoff (1904-1982)

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

Lawrence B. Talshoff, publisher.

Editorial

Donald V. West, editor.

Mark K. Miller, managing editor.

Harry A. Jessell, senior editor.

Kira Greene, John S. Eggerton,

assistant managing editors.

Susan J. Dillon, associate editor.

Washington

Matt Stump, Kim McAvoy, A. Adam Glenn (international),
associate editors.

Randall M. Sukow (technology), Peter D. Lambert,
assistant editors.

Patrick J. Sheridan, Janet Sullivan, staff writers.

Marsha L. Bell, editorial assistant

David R. Borucki, art director.

Todd F. Bowle, editorial production supervisor.

Denise P. Smith, production.

New York

630 Third Ave., 10017; 212-599-2830; Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming)

Lucia Cobo, radio editor (East Coast).

Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers

Hollywood

1680 N. Vine St. 90028; 213-463-3148; Fax: 213-463-3159

Steve Coe, Mike Freeman, staff writers.

Reed E. Bunzel, radio editor (West Coast). 408-625-3076.

Business

Kenneth W. Talshoff, general manager.

Phillippe E. Boucher, controller.

John M. Arena, assistant controller.

Tracy Henry, systems manager.

Albert Anderson, office manager.

Poll F. Noyes, personnel administrator.

Rhonda Moore, accounting assistant.

Advertising

Washington

202-659-2340

Robert (Skip) Tash, advertising sales director.

Doris Kelly, sales service manager.

Mitzi Miller, classified advertising manager.

New York

212-599-2830

Joseph E. Ondrick, East Coast regional sales manager

Randi B. Teitelbaum, sales manager.

Lewis Edge & Associates, (East Coast equipment and

engineering); 609-683-7900; fax: 609-497-0412

Dave Bertyn & Associates; 914-631-6468.

Mattilyn Calloway, receptionist

Hollywood

213-463-3148

John R. Russel, West Coast regional sales manager.

Sandra Kleusener, editorial-advertising assistant.

Schliff & Associates (Western equipment

and engineering); 213-393-9285; fax: 213-393-2381.

Circulation

Kwentin K. Keenan, circulation manager.

Patricia Waldron, data entry manager.

Aretha L. Williams, Maureen Sharp, Thomas Simms,

Wayne Byers, circulation assistants.

Production

Harry Stevens, production manager.

Julle Gunderson, production assistant.

David N. Whitcombe, publishing consultant

Corporate Relations

Patricia A. Vance, director.

Catherine F. Friday, secretary to the publisher

The Broadcasting Yearbook

David Seyler, manager.

Joseph A. Esser, associate editor.

Francesca Tedesco, Amy Thewes, Angela Callahan,

editorial assistants.

Advertising Representative

Japan (06) 925-4452; fax: (06) 925-5005.

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Talshoff, president.

Kenneth W. Talshoff, senior vice president.

Donald V. West, senior vice president.

Phillippe E. Boucher, vice president.

MONDAY MEMO

An effective competition commentary from Robert St. John Roper, Cohn & Marks, Washington

The FCC has determined that its three local broadcast signal "effective competition" standard must be changed and it appears very likely that the commission will adopt the new structural and behavioral standards it released on New Year's Eve, after "fine tuning" them in response to the comments and replies to be filed in the next several weeks by various parties. Putting to one side, for the moment, the question of the political desirability of that outcome, the FCC's proposals are arguably irrational, probably unlawful and may be unconstitutional.

The FCC proposes to prohibit basic cable rate regulation only where there is either (A) six or more local signals in a community and cable penetration is below 50% or (B) there is a competing multichannel video system. Additionally, a cable system that does not meet either of these two tests could still avoid rate regulation if its rates were deemed to be comparable to the rates charges for similar services by cable systems that do satisfy either test.

The FCC concludes that its three-signal standard is inadequate and should be replaced with these alternate tests because basic service is now composed of a broad array of channels that include significant amounts of nonbroadcast programming. The commission correctly notes that the principal reason for this expansion of basic since 1985 is that rate deregulation allowed cable systems to melt down tiers into basic. Prior to the adoption of the three-signal standard, basic rates were typically subject to local regulation, while tiers were not. "Thus," said the FCC, "cable operators had an incentive to shift programming to higher, unregulated tiers of pay programming service to maximize their pricing freedom and net revenue. With rate deregulation, however, cable operators have an incentive to shift programming to the basic tier(s) to make that service more attractive to consumers in order to increase their level of subscribers."

Having recognized the "cause and effect" relationship between basic rate deregulation and tier meltdown, the FCC has failed to recognize that there is a complimentary cause and effect relationship between basic rate reregulation and retreating that demolishes its rationale for



looking beyond local broadcast signals as the test for effective competition. Most cable operators are already considering removing channels from basic in the face of a return to basic rate regulation. If this occurs, then basic cable will again comprise little more than broadcast signals, and the FCC's "broad variety of nonbroadcast services in basic" rationale evaporates. This is a quintessential example of the kind of arbitrary and capricious agency reasoning that federal courts have held unlawful.

Equally problematic is the FCC's authority to reverse the Cable Act's deregulatory policy by adopting standards that, everyone acknowledges, will return most cable systems to the pre-Cable Act days of local rate regulation. When the FCC adopted its three-signal standard, it understood that the result would be the deregulation of most cable systems' basic subscriber rates. Indeed, in affirming the FCC's decision, the U.S. Court of Appeals noted that it "will effectively prohibit the regulation of cable rates in the overwhelming majority of local communities...." This was "clearly intended" by Congress, the FCC said. "It was the intent of the Cable Act to significantly deregulate the provision of cable service."

Now, however, the FCC proposes to reregulate most cable systems even though the Cable Act remains unamended by Congress. The FCC proposes to

support this "about face" in policy on the basis of changed market conditions. But, whether or not this rationale is sustainable, the FCC does not have the power to amend the Cable Act and overrule a policy established by Congress.

Finally, nowhere in its current rule-making has the commission acknowledged the questionable constitutionality of its undertaking. In its 1985 effective competition proceeding, the FCC declined to require specific broadcast programming as part of basic service because of its "significant First Amendment concerns with any requirement based on the programming content of broadcasters." Yet, without even a hint of similar constitutional reservations, the FCC is considering regulation of "low cost or revenue producing channels (e.g. home shopping)" on basic and reviving "must carry."

It is far too late in the evolution of the cable industry to pretend that rate regulation raises no difficult First Amendment issues. Rate regulation has an inevitably direct impact on a cable operator's programming decisions, the very effect the First Amendment's free speech/free press

"It is far too late in the evolution of cable to pretend that rate regulation raises no difficult First Amendment issues."

clause is designed to protect against. The FCC's failure to address this important constitutional question may be explained by a desire to avoid an unwanted answer, but it is hardly justifiable.

It could be that more pervasive rate regulation engineered by the FCC will, for the time being, get Congress off the cable industry's back. But, focusing on goals while ignoring the means can produce dangerous results, especially when government regulation of the media is involved. That danger is further exacerbated by the commissions' rush to quickly adopt new effective competition standards. What may appear reasonable on its face may prove to be indefensible under further scrutiny. The FCC must slow down long enough to take a real hard look at the lawfulness of where it wants to end up and the wisdom of how it intends to get there. ■



MULTIMEDIA ENTERTAINMENT

©1994 Multimedia Entertainment Inc. All rights Reserved.

**For program
directors who
could use a few
more women in
their lives.**

BIG BREAK % INCREASES IN WOMEN RATINGS

	18-34	18-49	25-54		18-34	18-49	25-54
NEW YORK WCBS SAT 11:30PM	+76	+90	+100	CHARLOTTE WJZY SAT 10PM	+170	+143	+84
CHICAGO WFLD SAT 11PM	400	150	175	NASHVILLE WZTV SAT 11PM	500	450	67
DETROIT WDIV SAT 1AM	*	100	100	COLUMBUS, OH WCMH SAT 12N	100	56	11
PITTSBURGH KDKA SAT 12:30AM	55	89	67	GREENVILLE-SPART-ASHEVILLE WSPA SAT 11:30PM	26	81	93
PORTLAND, OR KATU SUN 1PM	*	233	300				



HOSTED BY NATALIE COLE

If you've been searching for women viewers, look no further.

Women all over the country have tuned in to Big Break in increasing numbers. No matter how large or small your market, in all dayparts, Big Break is your answer.

*1989 program delivered no measurable audience. Source: NSI VIP Nov. 89, Nov. 90

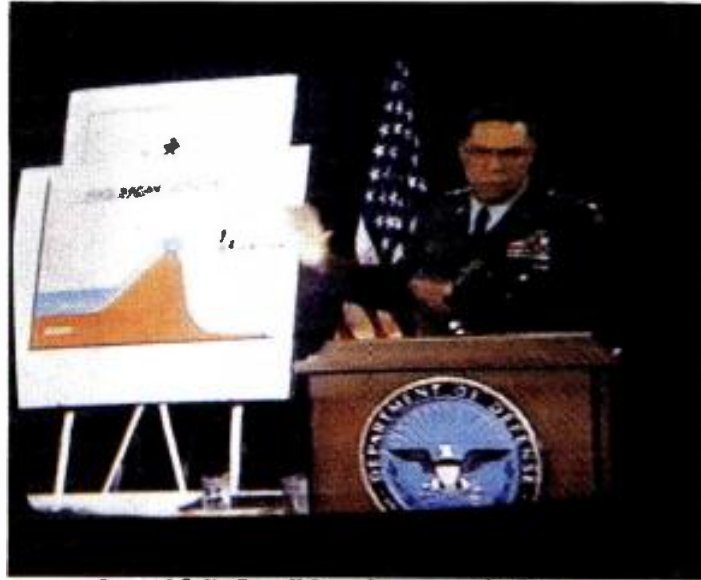


TOP OF THE WEEK

During the second week of war, many Americans found it hard to concentrate on their normal daily activities.

A TV or radio was often near. Life also began to change for those who provided the sights and sounds from the Persian Gulf.

Below, a number of broadcasting/cable leaders describe how the war is affecting business and what to expect if it's protracted. At the



General Colin Powell faces the press at the Pentagon

front, journalists dealt with the frustrations of strict military review of stories and a lack of official information on the bombing of Iraq (page 22). Barter syndicated program providers reported losing millions over the first days of the conflict due to preemptions (page 23). And BROADCASTING documents how CNN has gained worldwide prestige and higher ratings (page 23).

TAKING THE PULSE ON THE WAR

Eddie Fritts, president, NAB

Since the outbreak of the war, the broadcasting business has slowed "dramatically." However, Fritts emphasized that broadcasters feel the effect of the war will only be "short-term," and the industry will experience a "strong bounce back." As for any other immediate effect, Fritts said NAB's joint board meeting in Naples, Fla., was still scheduled to begin today, Jan. 28. (A patriotic salute with a singing group from Disney World was planned for Saturday night.) And he said the legislative forum slated for Saturday and Sunday was still on. As of last Thursday, Fritts reported that none of the congressional members scheduled to attend the forum had canceled. Fritts also said it was too early to assess the effect the war might have on NAB's annual convention. "We'll monitor it closely," he

Kay Koplovitz, president-CEO, USA Network

Starting into the second week of war it is "pretty much business as usual," said Koplovitz. The only change in terms of programming is that USA has added occasional news briefs to keep viewers up to date on war news. On the business front, Koplovitz does not foresee a defection of advertisers. "There were a few national adver-

tisers during the first couple of days of the war who debated holding back advertising, but they decided not to withdraw any inventory," she said. Even if advertising starts to weaken in the broadcast market, "cable will be judged separately in terms of what the networks offer and what the programming environment is." Many cable networks' all-entertainment environment could prove to be a boon, she added, since they do not preempt for news and provide programming "that is a relief in stressful times." USA has already made its programming commitments for 1991, including more original movies and series, and even if the war continues for quite some time, it will not put a damper on the network's programming expansion plans, she said.

Brian Lamb, chairman, C-SPAN

C-SPAN, maybe more than any television entity, is attuned to the nation's mood, as it has turned over large blocks of time to call-in programs where the Gulf War dominates discussions. "What we've had is one national outpouring for a week of a kind of stream of consciousness on the part of the American body politic," said Lamb. "The phones are lighted all the time." (C-SPAN logged 1,650 Gulf-related calls in the first week.) The callers reflect the polls in their support for the war, Lamb said, and

there is debate on the media's and the Pentagon's handling of information. "Families [of servicemen and women] who call up are afraid and they say: 'Please support our troops over there, they are listening.'" Lamb said the "audience is a lot younger than it has been in the past." For some, C-SPAN is the facilitator of a national group therapy session. "For those who need it, it is a national catharsis," Lamb agreed. "We have tried to set up a place that no matter what's going on, you come and there is a certain calm about it. We're not feeding [the media frenzy]. We're trying to do what we were put here to do."

Andrew Heyward, executive producer, 48 Hours

At CBS News, the prime time news magazine show *48 Hours* is prepared to continue its weekly coverage of the crisis as long as developments in the region dictate, said Andrew Heyward. But he added that the show will return this week to shooting non-war stories for its first possible break from all war coverage in four weeks. In the event that *48 Hours* returns to nonwar stories, said Heyward, the show will probably be anchored live from the studio to allow for any war updates. "We're dealing with an enormous story and that remains our

top priority," said Heyward. Along with his work on *48 Hours*, Heyward, by the middle of last week, had worked with special events director and executive producer Lane Venardos on four prime time CBS News specials within a six-day span. On the development side, Heyward has delayed a production start for *The Verdict* (working title), a *48 Hours* courtroom spinoff which just received an eight-episode order from CBS Entertainment for a spring start. Heyward added that just hours before the war started, he completed shooting a pilot for another series, *Who's Side Are You On?* He hopes to find the time to put that together in the next few weeks.

**Ward White, chief lobbyist
United States Telephone Association**

"There is a general preoccupation" with the war. White said he believes USTA's members' lobbying schedules will be influenced by the situation in the Gulf. Nevertheless, he thinks congressional business will go on.

for re-election in 1992. Hill insiders say he is bracing for a tough race. Although a challenger has not emerged, Hollings, an aide said, is "prepared to run hard."

**Betty Alewine, GM, Comsat
International Satellite Services**

In terms of getting video back from the Gulf, "the difference between now and five years ago is the response time. People are getting the news quicker and probably more accurately," thanks in the main to a new automated scheduling system, additional international birds around the globe and development of increasingly portable uplinks as small as 1.5 meters. The war has more than doubled international satellite traffic since the first air attacks on Iraq, Jan. 15. Intelsat, with 15 birds, has seen its worldwide occasional-use bookings leap from about 125 to about 350 per day, with a Jan. 17 peak of 437. Currently 17 "short-term" leases include five three-month bookings by U.S. TV networks.

that you do it at your peril. But we're all doing it, so no one is at a competitive disadvantage. But we have to plan as if there is no war. We have to maintain a business as usual posture. The only decision we've put on hold is the premiere of our late-night lineup in favor of keeping *America Tonight* at 11:30 p.m.," he said.

**Mel Karmazin, president,
Infinity Broadcasting**

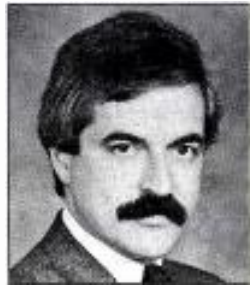
The onset of war has had no immediate impact on Infinity Broadcasting. "The war has had no real impact on our revenue. My sense from our general managers is that our revenue is up—but I don't really have accurate figures yet." The most noticeable change, said Karmazin, could be seen in television spending. "We are seeing a deferral [by advertisers]. Most of [the networks] are preempting programing for news coverage anyway, so they see no real reason to be advertising at the moment." On



Fritts



Lamb



Heyward



Swift



Sherlock

Representative Al Swift (D-Wash)

Will the Gulf war overshadow all other congressional activity to the point that consideration of communications legislation is put on hold? "No," said Al Swift. A long-time member of the House Telecommunications Subcommittee, Swift said it was "crazy" to think that everything that isn't directly related to the war will be put on "the shelf. The fact is," said Swift, while Congress as a whole is spending a lot of time on the Gulf War, it does not mean every member will be preoccupied with it.

Senate staffers

"Clearly there is no issue more important to the members," said one staffer, adding that senators will spend more time with daily briefings on the war. Commerce Committee Chairman Ernest Hollings (D-S.C.) and the committee's ranking Republican, John Danforth of Missouri, sit on the Select Committee on Intelligence. And Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) chairs the Defense Appropriations Subcommittee (Hollings also sits on that subcommittee). But despite the war, committee sources said members' interest in cable reregulation remains strong. An even greater distraction for Hollings may be his upcoming race

**Michael Sherlock, president, NBC
operations, technical services**

The networks are spending more than \$1 million a week covering the war, a figure that could eventually affect capital spending on new equipment and install or upgrade facilities. "Our capital budgets had, prior to the war, been significantly cut back from prior years because of the general situation in the industry. We were planning on spending a lot less before the war. I'm sure all the networks are suffering losses and that will have an impact. You always plan in a year to have some of what we call 'unscheduled news contingencies' used up," but if it becomes a long war, decisions on further cuts will have to be made. "From the point of view of capital spending, I am more concerned with the fundamental problems with the broadcast industry and the affect the recession is having on the first and second quarter of this year's sales."

**Peter Tortorici, senior VP, program
planning, CBS Entertainment**

"Obviously we realize our place in the priority of things. One of the difficulties from an entertainment standpoint is that we have no control over what's going to happen and when. Successful series television is built on repetition. So anytime you interrupt

the other side of the coin, Infinity stations have put plans to advertise on television on hold, he said. "It is not the right programing environment. How can you advertise an upbeat music station in the midst of people wearing gas masks?"

**Doug McCorkindale, vice
chairman, CFO, Gannett Co.**

"We have seen advertisers cut back in print as well as TV. In television, a lot of shows have been preempted by the war coverage and a number of advertisers are also wondering if it is appropriate to advertise in this environment." Business before the war, as McCorkindale points out, was not exactly going like gangbusters. "Business was tough even before the war, and we have not seen any pickup. Without war we still would not be seeing any pickup. Times clearly are tough." For the long-term, McCorkindale hopes advertisers who are concerned about their message during a war would change that message. "I would imagine that advertisers who did not think their message was correctly structured would restructure them. Lots of advertisers also feel that they should not run ads because their competitor is not. It's less money to spend."

**Warren Littlefield, president,
NBC Entertainment**

"While we continue to schedule our entertainment programming as usual, relevant breaking news regarding the war in the Persian Gulf will take precedence over entertainment programming. Clearly it is our first priority as broadcasters to serve the interest of the public."

Littlefield also said the NBC prime time schedule may be completely preempted for news coverage at any time as it was when the fighting started. "War coverage has already had an impact on our programming. On Wednesday and Thursday, Jan. 16 and 17, we put aside our entire schedule of programming to cover the new events as war broke out and we will do so again if situations dictate.

He said NBC won't know what affect the war has had on the network until the conflict has been resolved, and he can't predict what a protracted engagement will mean to the schedule. "It is too early to

economy," said O'Brien, which would help the cable industry. "A war that gets protracted has the potential of having an adverse impact by extending the current recession," he said.

**Pete Goulazian, president,
Katz Television**

"We have not seen a disruption in our business or operating plans, and the effects on spot have not been considerable. From the station point of view, there are headaches to deal with. Many advertisers [who were preempted] will require make-goods." However, Goulazian added, "in terms of commitments, we have seen no disruption or only the slightest disruption in terms of bookings and anticipated sales. I don't know that I will be as comfortable with this very difficult situation next." He hopes the war will not drag past a few months. "If it drags on it will have real impact

by Faith Daniels, debuts today (Jan. 28) on the network's daytime schedule. The latter, designed to provide information on topical stories and social issues, will devote its first week to examining the impact of the Gulf War on Americans at home.

**John Cooke, president,
Disney Channel**

The war has caused top media executives to reconsider travel plans. Cooke postponed his appearance last Thursday at the Washington Cable Club, a reflection of company directives concerning travel. "With the new FAA policies—which we support—there are inefficiencies in air travel," he said. He added that Disney decided "it does them no good to have executives stranded at airports for four hours," for instance, so all unnecessary travel has been curbed. The logistics of foreign travel, said Cooke, have become even more complex, bringing it to a standstill. A sec-



Tortorici



Karmazin



Huey



Littlefield



Cooke

determine what effect the war coverage will have on programming and the entertainment division. I compare this situation to being in the middle of a hurricane—we can't assess the damage until the storm is over."

**James O'Brien, president,
Jones Intercable**

"We've had systems across the country report generally positive feedback for the coverage that the cable industry has been able to provide, most specifically CNN. I don't know that I can measure that in terms of, say, reduced churn by half a point, or installations of nonsubscribers going up. It's really too soon."

Philosophically, O'Brien concurs that CNN's coverage has been, in some ways, a great image campaign for the industry. "This is the type of information that the cable industry can provide and do it, I think, much better than the networks have done. Just looking at the job Bernard Shaw and his folks did...that was incredible." Some nonsubscribers, he said, "may say there is real value in cable, and cable is more than just movies and sports.

"If the war is concluded in the near term, I think that would bode well for the

on the economy besides the general market conditions, and there could be a major reassessment of marketing and advertising strategies. However, spot is a strategic medium and a flexible medium that lends itself to strategic decisions as they occur."

**Jeff Gaspin, director of program
development, planning, NBC News**

As with executives at the other network news divisions, Jeff Gaspin has found himself jumping in to help in various areas of the news department as the Persian Gulf war unfolds. For example, Gaspin has been helping to plan when to go on-air with news specials related to the war. There is no set formula that clearly indicates when to go on-air with Persian Gulf specials, he said. "Events will dictate what happens." Persian Gulf coverage has not had any immediate impact on NBC News development, said Gaspin. Money that had been set aside earlier for development is still there, he said, and the division is proceeding as planned in developing projects for daytime and elsewhere. Another Maria Shriver-hosted *First Person* special is being targeted for February, and NBC News's latest addition, *A Closer Look*, hosted

ondary concern, at least in the early days of the war, is the threat of terrorism on airlines. Cooke said Disney is looking to reschedule his appearances in the coming months, which may give an indication of when companies believe air travel will make more sense.

**Ward L. Huey Jr., president,
A.H. Belo Broadcasting**

"We certainly have contingency plans should the war be elongated, but have not yet implemented them, preferring to get a better sense of how long the fighting will continue. We entered 1991 with a conservative spending plan anyway just because of concerns about the national recession rolling into the Southwest. I think business conditions are particularly soft in Norfolk, Va., where we have wVEC-TV, both because of the huge military installation and because of weak advertising on the eastern seaboard. The television group has a team of four people in the Persian Gulf. We are mostly concerned about programming our stations effectively and have not focused on the costs. It is hard to say now what the costs are because we also have measured increases in viewership which enhances our inventory. It will take some analysis."

JOURNALISTS IN A WAR OF STRICT PRESS RULES

Reporters in Gulf area try to cope with restrictions imposed by U.S. military as well as Saudi Arabian, Israeli and Iraqi governments

Censorship is not yet a major barrier to coverage of the Persian Gulf war, but journalists last week were worried that press restrictions were diluting the quality of reporting. Almost every story or picture gathered in the region is reviewed by a Pentagon board or is at the risk of being blocked by a Saudi Arabian, Israeli or Iraqi censor.

"It's a policy of prior review and restraint, but it's not censorship in the sense of a guy with a green eyeshade and a blue pencil saying, 'You can't say this.' That's it. It's the law," said George Watson, ABC News Washington bureau chief.

"If it appears that playing by the [Pentagon] rules, strictly by the rules, we are simply not doing our jobs, then we'll have to look at the options and go about it in another way," said Malcolm Browne of *The New York Times*, covering the war from Dhahran, Saudi Arabia. "I kind of believe that's what's going to happen, but just for the moment we're letting the Pentagon call the shots, I think," Browne said on ABC's *Nightline* last Wednesday night (Jan. 23).

Reporters had a long list of complaints for military officials in Saudi Arabia and at the Pentagon last week. Sketchy estimates of bomb damage in the air war against Iraq were released by the military. Pool reporters claimed escorts led them to unnewsworthy locations, and some picked the soldiers to be interviewed. Reviews of pool reports sometimes took several hours, more than a day on a couple of occasions.

Apparently out of frustration over the rules, a four-man CBS crew—correspondent Bob Simon, producer Peter Bluff, cameraman Robert Alvarez and soundman Juan Caldera—drove to the Saudi-Kuwaiti border on their own early last week. "A Saudi patrol reported finding their vehicle and following the tracks of four men up to the Kuwaiti border. They said they did not see the crew," Dan Rather said during last Thursday's CBS newscast. There was no word of the crew's whereabouts at press time last Friday.

Defense Secretary Richard Cheney and General Colin Powell, chairman of the Joint Chiefs of Staff, held a long Wednesday afternoon briefing at the Pentagon, in part to answer media demand for details of bomb damage in



Appearing on ABC's 'Nightline' (l-r): the Pentagon's Pete Williams; Malcom Browne, 'New York Times,' and ABC's Forrest Sawyer

Iraq. "This morning I noticed that the Style section of *The Washington Post* had three separate stories about the press covering the war in the gulf. As an old Washington hand, I know that having the press reporting on the press reporting on a story is usually a sign that they've run out of things to say," Cheney said.

Cheney opened the briefing saying the Pentagon did not yet have full knowledge of the bombing damage, and some of the information he did have would still have to be withheld from the press. "Some of you have been critical of us for not putting out information more quickly. I understand your point. But we want to be certain that we don't rush down here with premature words of success," he said.

Reporters generally reacted favorably to the briefing but were far from satisfied. "When you boiled it down, it was a little bit like a Chinese meal—despite all the graphs, charts and so forth, there was an illusion of information more than a reality," ABC's Watson said. "At the same time it was a hell of a lot better than what we had been getting from the other briefers that we'd seen for the past week."

Pete Williams, the Pentagon's chief spokesman, was the person doing the briefing at several of those earlier, contentious briefings. Pool limitations are not as bad as the press claims, he said during last Wednesday's *Nightline* on ABC. Satellites give broadcast journalists an edge not available in earlier wars. "There is no security review [of] what reporters on hotel roofs say live," Williams said.

Forrest Sawyer, ABC's correspondent in Dhahran, panned the military's policy

of choosing sites for pool coverage. "We'd be delighted if military escorts actually were facilitators who took us to the places that we requested and then dropped us off and let us do our jobs." Sometimes the military does take pools to specifically requested sites, Williams replied, but the press's call for unilateral coverage is "just not possible to do with all the reporters that are over there right now."

"I understand his frustration," Williams said of Sawyer's general criticism of the pools. "He's in Saudi Arabia and all you can basically see—all there is to see—is planes taking off from Air Force bases and aircraft carriers and missiles being launched. And the other part of it, of course, is what's going on in Iraq and there are no reporters there—well, very few."

In fact, one reporter, CNN's Peter Arnett, and one cameraman/producer, Michel Haj of Worldwide Television News, were still in Baghdad last week. All other Western journalists were ordered out of Iraq a few days after the war started. Arnett's reports have been tightly reviewed and censored.

The Iraqi government took Arnett to a building bombed by the coalition air forces which the Pentagon claimed was a biological weapons factory. The Iraqis told Arnett it was a factory producing powdered milk for baby formula. Arnett's report of the Iraqi claims early Wednesday morning were met with criticism from the Bush Administration. "We must point out once again that any reports coming out of Baghdad are, in effect, coming from the Iraqi government.... I think it's fair to the American people to know that when they hear these reports" exactly what it is they're seeing, the president's spokesman, Martin Fitzwater, said.

CNN's Rick Moore, during a Thursday phone report from Arnett, asked if the milk factory information was reliable. "I can't confirm too much of what's going on. I can confirm only what my eyes see. And I can't always say I see exactly what I think I'm seeing," Arnett said.

Some broadcasters questioned the value of keeping a reporter in Baghdad. "It's my belief that the time comes when U.S. reporters can't be on both sides of a war in which the United States

is a combatant," ABC's Watson said.

Bernard Shaw and John Holliman, who were with Arnett reporting the first night of the Baghdad bombing (BROADCASTING, Jan. 21), defended Arnett's continued presence in the city. "There is no better war correspondent in the world right now," Shaw said. "I trust the man implicitly. I am resigned to accepting whatever he reports for now. Certainly when he gets out of there, once this war is over, once they lift the veil of censorship, he will be able to fill in the blanks for us. I look forward to that."

Broadcasters occasionally had to deal with censorship from friendly governments in the region last week. Saudi officials had a pool camera shooting the aftermath of a Scud missile attack removed from a Dhahran hotel roof out of fear the Iraqis could improve their aim by knowing where one of their errant missiles landed.

Israeli censors interrupted a report by NBC's Martin Fletcher following last Tuesday's Scud attack on Tel Aviv that resulted in three deaths and nearly 100 injuries. Fletcher's live report was cut when he began to give unauthorized casualty figures. Israel blocked NBC's satellite reports for over two hours. The link was restored after Fletcher apologized to the Israeli government in writing and anchor Tom Brokaw read an on-air apology during Tuesday's 6:30 p.m. newscast. -RMS

WAR BOOSTS CNN RATINGS

Cable News Network has enjoyed its highest ratings and scores of praise for its around-the-clock coverage of the Persian Gulf crisis, while at the same time stirring up controversy for its apparent compliance with Iraqi censorship. The attention is likely to pay off in increased long-term viewership for CNN, although the network will have to work at maintaining that momentum.

"The war in the Gulf has probably been the single most important factor in building CNN's credibility than anything it has ever done," said Connecticut news consultant Albert Primo. "They're really teaching the world a lesson in how to do live news coverage."

"This is their center stage, and they're in a real position to carve out a permanent niche," said Steve Ridge, a news consultant with Marion, Iowa-based Frank N. Magid Associates.

The network was also receiving praise from Capitol Hill. Democrat Al Swift (Wash.), longtime House Telecommunications Subcommittee member, said of its coverage: "CNN kicked butt. It really managed to move up to the front ranks" of the networks.

By last week, when CNN's Peter Arnett became the only American corre-

spondent permitted to stay in Baghdad, the network was receiving not only praise but also taking its share of criticism for allowing its reporter to remain there subject to Iraqi censorship. CNN's Stuart Loory, editor-in-chief of *CNN World Report*, said one critic went so far as to introduce him at a party last week as "Iraq's Hill & Knowlton man."

"I'm not sure that we should be the focus of attention nor am I sure that the media should be the focus of attention," added Loory. "The focus should be the issues that led us to the war."

Like it or not, CNN's role in covering the war has become a focus among many in the industry. Several predict that the network's performance over the last two weeks is likely to result in additional viewers for the channel on a long-term basis.

"CNN has really gained parity with the networks and it will continue to last," said Primo. The key for CNN now will be to maintain a strategy that will continue the momentum, he said. "They can't just go back to the news wheel."

CNN had drawn many viewers to the network during the 1986 space shuttle disaster, but that number quickly dropped off following the coverage, said

SYNDICATORS SEEK WAR REPARATIONS

The barter syndication business, like the networks, has lost untold millions in preempted advertising in the first days of the Persian Gulf coverage. However, it appeared stations would be bearing a good deal of that burden as most barter syndicators required them to make good the barter time owed for preempting programs. But stations contacted last week also said that distributors appeared willing to negotiate more flexible make-good terms.

The hardest hit of the first-run shows were access strips, which many ABC and NBC affiliates preempted to carry expanded hour-long evening newscasts. CBS began its own one-hour expanded newscast last Thursday (Jan. 24).

First-run program contracts universally call for stations to "make good" on barter time if they preempt an episode. Most such contracts have a clause waiving the station's make-good obligation under certain circumstances. Acts of war are covered under a "force majeure" make-good waiver, but station executives said last week that would only apply in the present conflict if a Scud missile took out their TV towers, and they were unable to broadcast the shows.

Syndicators contracted last week, including majors King World, Warner Bros., Paramount and MCA, did not have a formal make-good policy in place for the long term. And the sense from many stations was that negotiations would take place on a case-by-case basis.

Judy Girard, director of program operations, WNBC-TV New York, indicated, for example, that the station's contract for *Family Feud*, now in access on the station, has specific language exempting it from make goods for coverage of "news events." But other program contracts, she said, do not contain such language.

At NATPE two weeks ago, Paramount and MCA indicated they were waiving all rights to make-goods related to war coverage through Monday Jan. 21, but that make-good obligations would be in force after that. MCA TV president Shelly Schwab said: "Our policy is one of cooperation. We are prepared to work with stations and come up with [an arrangement] that is in their best interests."

Some stations avoided the make good issue by airing normally scheduled access shows in prime time and preempting network programming. That was what WKRN-TV Nashville, the ABC affiliate, did with *Family Feud*, according to station general manager Deborah McDermott. ABC did not object strongly, she said. "They really couldn't because they were forcing me to do it," with the expansion of the *World News Tonight* to an hour.

According to Jim Coppersmith, general manager, WCVB-TV Boston, distributors he's had to deal with, including King World, Multimedia and Tribune, are not waiving make-goods, but have been "very reasonable" as to terms. -SM

Magid's Ridge, citing an earlier study conducted by his company.

And despite success in its Gulf crisis coverage, CNN's long-term audience growth will be limited to a certain degree by its somewhat unvaried format, said Everett Dennis, executive director of the Gannett Foundation Media Center. "It could have an impact, but I don't see the kind of variation in programming that would give it an edge over the other networks," he said.

On a 24-hour basis, CNN's Persian Gulf coverage has frequently outdistanced the broadcast networks in America's 57 million cable households (61% of all TV homes) since the outbreak. The cable network showed an average 7.5 rating/19.4 share for Jan. 15-21, meaning 4.3 million homes were watching the network during any given minute. In that same period, ABC showed a 5.7/14.7; CBS garnered a 5.5/14.3 and NBC had a 5.5/14.1.

Although the margin is smaller, CNN during the crisis has also outpaced the broadcast networks in all U.S. cable households in prime time. For Jan. 15-21, CNN's continuous coverage showed an 11.7/16.9 during prime time. The mix of war coverage and entertainment programming by the broadcast networks during the same period had ABC averaging an 11.5/16.7 among cable households, followed by CBS with an 11.2/16.2 and NBC with an 11.1/16.0.

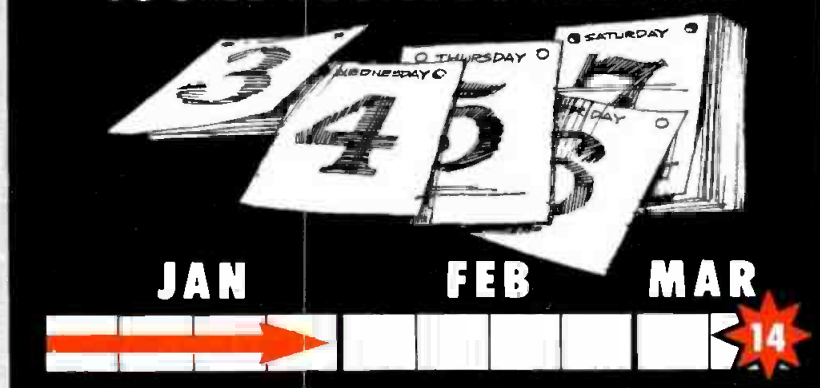
Punctuating the dramatic increase in the cable network's numbers, Primo said: "Prior to this, CNN would be dancing in the streets if they had a 1.2 rating."

The broadcast networks have each consistently outpaced CNN in prime time when counted into the total 93.1 million U.S. television households. Among all TV households, CNN peaked with an 11.7/16 on Jan. 16, versus a 16.1/22 for ABC; 15.7/22 for NBC and 13.4/19 for CBS. But it is also important to remember that the total television household numbers do not take into account the widespread use of CNN-fed material by local broadcasters during the crisis (see page 57).

CNN in prime time also performed well in the Arbitron ratings for the top 14 markets, getting as much as 11.4% of the total 34.2 million TV households in those markets during prime time (ET) on Jan. 16. The cable network had dropped to a 4.5 rating in prime time by last Tuesday (Jan. 22), but the numbers were still uncharacteristically high for the all-news channel. Again, the numbers did not include viewing of CNN-fed material on TV stations.

-RB

COUNTDOWN TO FIN-SYN



The so-called two-step solution to the fin-syn issue is headed for rough sledding at the FCC.

Advanced by Hollywood and endorsed by the National Telecommunications and Information Administration, the two-step rule would allow networks to negotiate for financial interest and syndication rights in a program, but only after they have agreed to license the show for network air.

FCC Commissioner Sherrie Marshall has been the chief advocate for two-step at the agency. She believes it gives the networks the opportunities they seek, while putting a check on the undue negotiating leverage they derive from their access to the entire prime time audience.

FCC Chairman Alfred Sikes and Commissioner James Quello are simply not interested, seeing two-step as far too regulatory and an intrusion into the contractual relationships of businesses. "It's like what they say about communism: It's a beautiful system, but it doesn't work," said one eighth-floor two-step skeptic.

So if Marshall and the two-step are to prevail, she will have to win over FCC Ervin Duggan and Andrew Barrett. Both are considering it, but both are said to have serious reservations about it.

The two-step proposal did not fare well in the FCC staff's 21-page fin-syn options paper sent to each of the commissioners last Wednesday (see "Closed Circuit," page 7, for more details). The document devotes two short paragraphs laying out the advantages of two-step; a full page to its disadvantages.

"[I]t appears that the...two-stage negotiation process would not be workable at all in many types of situations," the options paper said in its wrap-up analysis.

"The two-step process would also make difficult revised contractual relationships leading to increased program investment or different kinds of programs," it says.

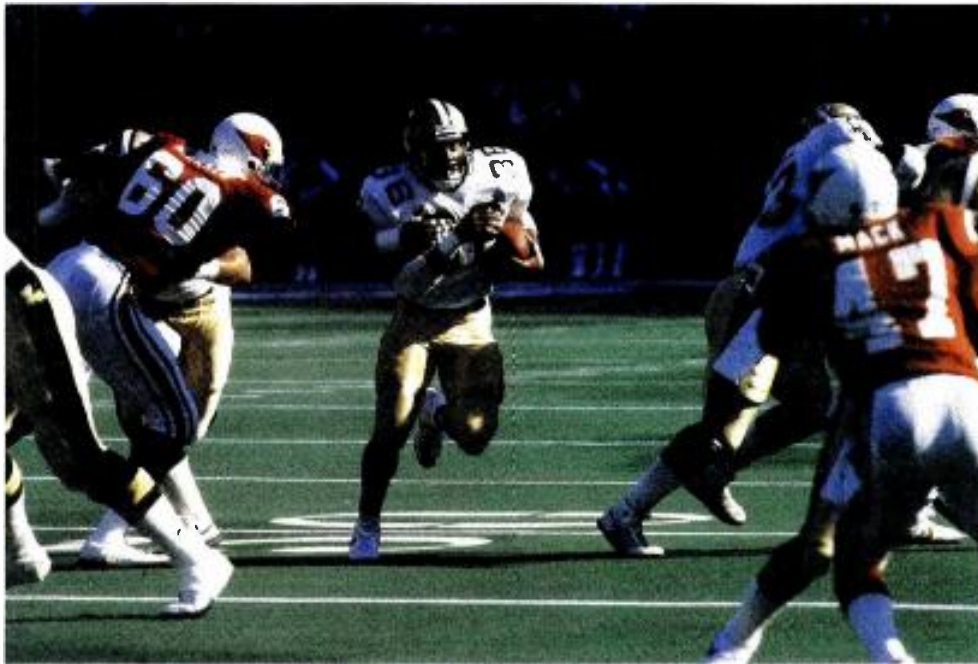
Among the specific objections cited in the paper:

- "The rights that networks could negotiate for would frequently already have been sold prior to the time the network could make an offer. Many desirable writer/producers have on-going relations with major studios that commit backend interests prior to pilots being produced."

- "The negotiating sequence required by this option would make negotiations for multi-project deals impossible. In addition, "one-time productions (e.g. movies of the week, mini-series or specials) with respect to which there is no pilot...would not appear to lend themselves to this approach."

- Because the networks are in a "state of continuous negotiation" with producers, "adherence to formal separate negotiation processes might not be realistic in such an environment."

-HAJ



NETWORKS STRUGGLE IN FIRST YEAR OF NFL PACT

Battling weakness in both ad market and ratings, NBC, CBS and TNT show losses while ABC and ESPN manage small profits

The rules of the game for televising football were changed for the 1990-91 season. More weeks were added to the regular and playoff seasons, cable coverage expanded to a full season and the networks added inventory. The result was a collapse this past fall of ad prices and, along with them, of potential network profits.

What saved the broadcast networks was the sale "upfront" at higher prices of most of their inventory. What saved the cable networks were guaranteed subscriber surcharges covering three-quarters of their revenue stream. These safety nets kept the first year of the multi-year NFL contracts—often the worst—from being the disaster that baseball's first year was for CBS.

Still, the television networks had to scramble to stay in the game. The five participating networks shared revenue from three beer advertisers (Budweiser, Miller and Coors) over the 1990-91 season compared to not long ago when three networks vied for five major beer advertisers before Schlitz and Strohs dropped out.

According to advertisers, in the early and historically weak part of the season, the networks would sell only 51 spots instead of 54. The "banked" spots would then be sold later in the season

when the demand was higher.

The networks, said some media buyers, were throwing in "roll-up units" for free to make deals more inviting. (A roll-up unit is the last unit of the post-game show before the stations go back to local programming.) NBC was said to have been encouraging would-be NBA advertisers to buy the NFL while CBS, according to media buyers, packaged the NFL with the World Series.

As they scrambled to fill the weekend's inventory, "Friday afternoons were the busiest time for network advertising departments during the football season," said one network executive.

What follows is a network-by-network analysis of the networks' "P&L" from the NFL:

■ There is reason to think that CBS lost money on the just-completed football season, but CBS executives say not as much as indicated in a report two weeks ago from New York-based securities firm McDonald Grippo Riely that suggests a \$50 million calendar-year loss "and perhaps more in 1991."

Internally, the network is said to have allocated the costs of its four-year, \$1.06 billion contract roughly evenly, except for inflation. Allowing for a 5% increase each year would put CBS's first-year cost at \$240 million, almost

two-thirds again more than last year's \$150 million—with roughly an additional \$20 million for production.

One reason to expect a CBS loss was that the network, according to many observers, sold relatively less in the upfront market, thereby subjecting CBS to weak pricing in the scatter market.

"There is no question that the marketplace had a hard time absorbing the inventory, and pricing could have been better than it had been," said Jay Rosenstein, vice president, programming, CBS Sports. The network particularly "suffered" during its three lackluster Saturday games, he said. "But we've had a very strong postseason" where advertiser interest was stronger, and half of the teams came from markets where CBS has owned stations.

■ Similarly ABC was probably losing money on *Monday Night Football* heading into the playoffs. Thirty-second spots were said to have dropped by almost half in the scatter market from the \$205,000 (net of agency commission) they commanded during upfront. CBS was said to be getting \$140,000 per :30 in upfront, while NBC was said to be averaging \$105,000.

If ABC sold roughly 70% of its inventory at the higher price it may have pulled in about \$190 million for its 17

STILL A SUPER BOWL FOR THE NETWORKS

Last year's disappointing 39.0/63 rating/share for the Super Bowl (third lowest in the game's 25-year history) didn't keep advertisers away from this year's game. ABC expected to have a complete sell-out for its Jan. 27 broadcast of Super Bowl XXV. The price tag on a 30-second spot for the big event came to \$800,000. After deducting the 15% agency commission, ABC will get \$680,000. That's a \$50,000 increase over last year's game. With roughly 54 spots in a game, that amounts to about \$36.7 million in ad revenue for ABC. The two-hour pregame show should bring the network roughly \$13.6 million with its unit costs per 30-second spot at \$213,000 after deducting agency commissions.

At deadline, the NFL had given no indication that it was planning to cancel the game because of the war in the Persian Gulf. ABC was hoping it would not have to break away from the game for any substantial length of time for news bulletins. Guarantees and make-goods are not given for the Super Bowl, but the network has said that if any ads are lost because of news coverage the network will try to offer comparable replacement programming or take credits.

So far, according to ABC, no advertiser pulled out of the game because of the Middle East situation. However, several said that they do not want their ads shown during any sort of news coverage that may crop up. For now, ABC is only planning one news update, and that will be during the two-hour pregame show.

PEPSI PROMOTION FIZZLES OUT

There will be three fewer millionaires in America on Monday. Pepsi-Cola Co. pulled the plug on a much-hyped \$3 million giveaway during Sunday's Super Bowl after concluding—following FCC and congressional pressure—that the promotion could overwhelm the nation's telephone systems. During the game's first three quarters, Pepsi planned to invite viewers to call a toll-free number. Those that did would get a Diet Pepsi coupon and a chance to win one of three \$1 million prizes. Concerned that the promotion would generate millions of calls, the telcos complained to Capitol Hill and the FCC. And after a meeting of telco and Pepsico representatives in FCC Chairman Alfred Sikes' office last Thursday, Pepsico decided it was in the best interest of all to drop the promotion.

Considering the "world events," said Pepsico's David Novak, vice president, marketing and sales, "we did not want to do anything that would have even the slightest chance of disrupting our nation's ability to communicate."

regular season broadcasts. With pre-season ad revenue, revenue from the owned and operated stations, two playoff games and the Super Bowl (see box), ABC's total revenue for the 1990 season could easily have covered both the roughly \$15 million in production costs and \$230 million rights costs that might have been allocated for the 1990 season.

■ It is believed NBC lost at least \$5 million on its contract, of which \$170 million might have been allocated to the first year. A loss was confirmed by NBC Sports President Dick Ebersol who, at the Los Angeles press tour, said he was hopeful that NFL TV Chairman Arthur Modell would work with the five networks to recoup their losses. "I'm sure that at some point over the next couple of years, something will be worked out," said Ebersol. "But do I expect to get cash back in the mail? No, I don't. But maybe something will be worked

out that doesn't involve cash."

For the first time, NFL games were seen on two cable networks, with the first half of the season going to TNT and the second half to ESPN, both for a price of \$445 million for four years.

■ ESPN showed about a \$5 million profit on the NFL, estimated Jay Nelson, analyst, Brown Brothers Harriman, down from a \$15 million profit in the 1989-90 season despite raising its football surcharge from 9-10 cents to 14 per subscriber last July. The cable network will take in \$95 million from cable operators in its first year and expects the surcharge, which increases by a penny each year, to have covered 90% of the rights fee when the four years are up. ESPN sold 96% of its advertising inventory. With 30-second spots bringing an average of \$68,000-\$72,000 (net agency commission), plus lesser prices for pre-season and Pro Bowl games, ESPN

probably billed more than \$30 million in advertising, for a total of \$125 million, thus slightly exceeding total costs.

■ On the other hand, TNT seems to have lost upwards of \$15 million on the NFL. As with ESPN, roughly three-quarters of its revenue came from football subscriber surcharges. TNT's 12 cent-per-subscriber rate increase brought in an additional \$73 million from 51 million subscribers for the first year.

Spots on TNT brought it an average of \$36,500 each for a total of roughly \$20 million. Revenue might have been more except the games undelivered their audience by about 10%. With a stepped payment of about \$105 million in rights fees for the first year (the same as ESPN's), and costs of about \$4 million in promotion and \$2.5 million in production, the network is in the red.

But the accounting of TNT's loss is tricky. The network picked up about seven million additional homes since it announced the NFL last April. Observers point out that without the NFL, TNT would have taken a couple of years to reach its current level of 51 million homes, so the 20-cent fee per subscriber it gets from those seven million homes (not including a 12-cent NFL surcharge) could theoretically be added as NFL revenue. That would mean \$16.8 million in additional revenue, and put the network at breakeven for its first year of NFL coverage.

For other reasons the assessments above are, if accurate, also simplistic. A complete analysis requires inclusion of additional revenue from owned stations, pre-and-post game shows and the packaging of NFL sales with other sporting events. Also, there are assumed intangible benefits from promoting the entertainment schedule during the football games.

Additional costs would include promotion of the telecasts and the allocation of overhead. Make-goods also have to be considered since long-term contracts signed with the networks have ratings guarantees. This year, the household ratings for all three networks were off slightly compared to 1989. ABC showed the greatest decline, going from an 18 rating in 1989 to a 16.7 in 1990. CBS fell from 13.9 in 1989 to 13.4 while NBC was flat at 11. Among cable homes, TNT averaged an 8.2, compared to a 10.4 guarantee, while ESPN averaged a 9.7 among its cable subscribers, down from a 10.2 the prior year. If the under-delivery happened early in the season, the networks may have been able to accommodate advertisers with spots later on.

—RB, JF, GF, SDM

PROGRAMMING

NEW KIDS SHOWS MARKETED TO PASS FCC MUSTER

FCC friendly" is the siren call of several syndicators in the program market with new live-action children's programs for 1991. The new shows have been introduced in reaction to new federal laws calling for closer scrutiny of children's programming by the FCC.

The law puts a cap of 12 minutes of ads per hour in weekday children's fare and 10½ minutes per hour for weekend kid's shows. It also mandates a balance of educational and entertainment programs to serve the needs of children (BROADCASTING, Oct. 22, 1990, et seq.).

It is the second year in a row in which shows have been pitched for their prosocial as well as entertainment value. Last year's batch included two new animated programs, Zodiac's *Widget* and Turner's *Captain Planet*, which sought to make children aware of environmental issues and concerns through cartoon storylines. Both programs proved appealing enough to get renewed for a second year, with *Widget* going from weekly to strip.

This year, however, the focus of kid's infotainment is live-action. The new programs include *Wide World of Kids*, from Goodman Entertainment, New York; *Way Cool*, produced by Scholastic Productions and distributed by Group W Television; a repackaged version of *Romper Room*, the long-standing franchise from Claster Television; and, possibly, *Bill Nye the Science Guy*, produced by KOIN-TV Portland, Ore.

Science Guy will be distributed by All American Television. But as of last week, the company had not yet determined whether it would sell the show in syndication, to a cable network or possibly both.

Goodman's *Wide World of Kids*, a weekly magazine for kids and teens, is now cleared in 50% of the country, including 16 of the top 20 markets, according to company president David Goodman. "The new bill has certainly helped our momentum," said Goodman of the program, which is hosted by Wonder Years' Jason Hervey and Scott Grimes.

But Goodman stressed that the prima-



'Way Cool'



'Bucky O'Hare'



'Science Guy'



'Wide World of Kids'

ry reason for taking the show out was the company believed "stations felt a need for good quality children's programming that was also entertaining. It was really in response to the marketplace." Goodman also acknowledged that the barter terms for the program were reduced recently to conform with the weekend advertising caps, to a 2½/3 minute local-national split. The program, geared to kids and teens, is being placed primarily in late morning and afternoon time periods.

Way Cool, from Scholastic Productions and Group W, also seeks to inform while entertaining children. The show was launched at the INTV convention earlier this month. Group W Productions President Derk Zimmerman said the show is "FCC friendly" and conforms to the spirit of the children's bill. "But

that is something each station has to decide for itself. Our intention is to make an entertaining program that will be watched."

Zimmerman reported that *Way Cool* has cleared about 30% of the country, including the Group W station group, WRC-TV Washington and WPWR(TV) Chicago. The show uses comedy bits to enhance the self-esteem and broaden the perspectives of its 6 to 12-year-old target audience.

Bill Nye the Science Guy, scheduled to debut on KOIN-TV the first week of February, also uses comedy to get its message across. The show was created by KOIN-TV producer Dan Merchant, with Bill Nye and Ed Wyatt. Nye is a featured cast member on *Almost Live*, a home-grown version of *Saturday Night Live*, seen on KING-TV Seattle. Merchant

and Wyatt are contributing writers to that show. Nye developed the *Science Guy* character, which is seen occasionally on *Almost Live*, as well as on Disney's *New Mickey Mouse Club*.

"We describe it as Pee-Wee meets Mr. Wizard," said Merchant of the new *Science Guy* show. "It's kind of a sitcom with science demonstrations woven into the story lines." The core audience for the show, he said, would probably be older kids and teens. "We think it's a perfect time to do a show like this."

Claster is offering up to 85 episodes of *Romper Room* as both a strip and a weekly over a two-year license period.

The episodes, targeted to the newest generation of 2-to-6-year-olds, are hosted by Molly McCloskey and date back about five years.

According to Claster Television President John Claster, the show has cleared over 50% of the country in just four weeks of selling. Most stations have opted for the weekly version.

"The [children's] bill afforded an opportunity" to relaunch the show, said Claster. "It really fits with what the commission is talking about. They want stations to do programming, not just vignettes or telethons."

Some stations may be tied into program commitments, but need to reduce

their commercial load as a result of the new caps.

Fox/Lorber, New York, launched a daily wraparound package, dubbed the *D.J. Kat Club*, at the NATPE convention two weeks ago to meet that need. According to Fox/Lorber chief executive officer David Fox, many stations are carrying a 16-minute per hour program inventory, when agencies are factored in.

The *Kat Club* wraparound, created by WNYW-TV New York, offers 12 minutes of daily (four minutes per hour) informational and public service-oriented segments that could be substituted for commercial spots. -SM

'WIDGET' CLEARED IN NINE OF TOP 10 MARKETS

Zodiac Entertainment has cleared *Widget*, which is going to strip next year, in 50% of the country by stations who have committed to carrying it two more seasons. *Widget* debuted as a weekly program this season, ranking sixth among children's shows, ages 2-11. Nine of the top 10 markets have cleared the strip version, including WWOR-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago, which currently carry the show as a weekly.

Zodiac partners Peter Keefe and Brian Lacey said last week that *Widget*, and a new weekly show, *Mr. Bogus*, are definite goes for the 1991-92 season. *Mr. Bogus*, about the misadventures of a gremlin-type character and the goofy family in whose home he lives, has been picked up in many cases by stations that signed on for *Widget* this season.

At this point, *Bogus* is also cleared in 50% of the country, according to Zodiac. In the top three markets, the show will slip into time periods held by *Widget* this season.

Widget (the strip) will air at 7 a.m. next season on WWOR-TV New York. In Los Angeles and Chicago, stations will probably pair the show in the morning with *Teenage Mutant Ninja Turtles*, the top-ranked children's show in November, according to the Nielsen Cassandra Report.

Bogus is one of two new weekly animated programs that will be hitting the airwaves next fall. The other is Claster's *Bucky O'Hare and the Toad Wars*. Last week, Claster reported the *O'Hare* is now cleared in 67% of the country.

Claster also said last week that it has signed a deal with MTV Networks to sell the barter time in *O'Hare*. Claster's

parent company, Hasbro Inc., has sold merchandising licenses for more than 20 product categories for the new show.

The barter time in Zodiac's *Bogus* and *Widget* are sold by Television Program Enterprises Inc. The merchandising is being handled by Columbia Pictures Merchandising, which, so far, has sold licenses for *Widget* and *Bogus* in about a dozen product categories.

Bogus and *Widget* each have two-and-a-half minutes of national barter time per episode. *O'Hare* has two min-

utes of national barter per episode.

A third new weekly cartoon may be launched next fall—*Toxic Crusader*, from Sachs-Finley Advertising. The show was tested as a five-part special last week around most of the country. After three days, in about half of the overnight markets, the show did not hold its lead-in.

The *Toxic* special will be repeated in March, after which Sachs-Finley will decide whether to go forward with the show, said Shelly Hirsch, president, Sachs-Finley. -SM

ECONOMIC REALITY PROGRAMING KEYS 1990'S DEVELOPMENT

Cost-cutting, including limiting number of pilots and focusing on half hours, is "cold, hard fact" of programing

Three weeks ago, Bob Iger, president, ABC Entertainment, said his network would commission 25% fewer pilots for fall development than last year to cut costs. And two weeks ago at the NATPE International convention, Frank Mancuso, chairman, Paramount, said his company will develop fewer projects for the upcoming season as part of a belt-tightening strategy for the 1990's. While not all the studios are cutting back in the number of projects they will develop for fall, many are either becoming more discriminate in the type of scripts they will pilot or are looking for alternative ways to increase

the narrowing margins of cost versus profit. "The capriciousness of the 1980's has to give way to the cold hard facts of the 1990's," said John Pike, president, Paramount Television.

One of the more recent examples of a major studio changing its operation because of the economy is that of Disney, which decided to limit itself solely to the production of half-hour projects, eschewing hour series, the most difficult to produce for a profit. "Chances are we'll be doing fewer pilots this year than we did last year, but that's because we've gone out of the hour business," said Dean Valentine, vice president,

television development, Walt Disney Television. He said Disney will produce between five and 10 pilots this year, as opposed to the 15 it produced last year.

Bill Allen, executive vice president, MTM Television, has seen his company go from its position as one of the major producers of network television, five years ago, to being what he calls a boutique outfit (see story below). Allen said MTM's philosophy is to target "three to four primary projects to the networks," rather than the scatter approach of the past. "We go about the process much differently than we did five years ago when we had maybe 30 development people under contract. Now we're just trying to target several classy producers and put our efforts behind them," he said, using MTM's *Evening Shade* by Linda Bloodworth-Thomason as an example.

Although MTM is producing the hour-long *The Trials of Rosie O'Neill* for CBS, Allen says MTM will, for the most part, concentrate on half hours. "We have not made a public declaration of getting out of hours, but most of our projects are half hours because that's where most of our writers are. However, if we come across a great hour possibility like *Rosie O'Neill*, we'll take it.

At Orion, however, more is better. "I can understand a network cutting back in development, but I don't understand a studio saying the same thing," said Gary Randall, president, production, Orion Television. "My philosophy upon hearing of the networks cutting back means that in order to increase hour odds, you have to increase the number of projects you develop," he said. His philosophy is borne out in the number of projects Orion is producing for the networks. This year, Randall has 16 drama projects and nine comedy projects for the networks versus the 10 drama and five comedy projects of last year.

However, Randall said cost-saving measures may be found at studios and production companies in areas other than in the number of pilots they produce. "Economically, we're not looking to develop exorbitant projects. And I think you'll see a trend away from the big science-fiction projects or the huge ensemble cast shows that were more prevalent in the past," he said.

One change at Orion dictated by the economics of the industry is the inclusion of Orion's head of international sales in its discussions of projects before they are brought to the network. "The head of our international syndication unit is brought in to determine whether he feels the proposed project has any

MTM FACE LIFT

MTM, the company born from such 1970's comedies as *The Mary Tyler Moore Show* and *Rhoda*, which dominated much of the 1980's with such dramas as *Hill St. Blues* and *St. Elsewhere*, is looking to change its face again. Although the company has not sworn off the production of hour dramas, its focus for at least the near future will be on comedies, which makes up the company's network development slate for next fall.

Currently producing *Evening Shade* and *The Trials of Rosie O'Neill* (both for CBS), the company is developing three half-hour projects, one with Mark Egan and Mark Solomon, another with Saban Entertainment with Dan Wilcox at the helm and the third with writer-producer Paul Haggis.

Ruth Harper by Egan and Solomon, is part of a series commitment the producers have with CBS. The half-hour serialized comedy is about the coming of age of a woman who discovers that her recently deceased husband led a secret life. No one has been cast in the lead role, but Bill Allen, executive vice president, MTM Television, said he views the role as a major casting opportunity "much like *Murphy Brown* and Candace Bergen. Terry Hughes, former director of *Golden Girls*, has been signed to direct the pilot.

Scorch, to be produced in association with Saban Entertainment for CBS, looks to be "a great 8 p.m. show."

The untitled project for Fox by Paul Haggis, who most recently worked on the on-hiatus *You Take the Kids* for CBS, has received a pilot order.

after-market appeal, especially with dramas. We've been doing it for some time. The only change today is that the overseas market has more of an effect than it used to," he said.

MGM/UA Television's development slate will not be down from last year, but according to Lynn Loring, president, MGM/UA Television Production Group, that is a result of the company's on-going philosophy. "This studio is unlike most studios that take all the development orders they get. At MGM, David Gerber and I have always been more exclusive, more boutique. We've not only done development projects but those that we feel have five-year potential," she said. "There's no change here [in the amount of development this year versus last year] but maybe that's because we've been more cautious in years past. Just to get a show on the air has not been a priority here," said Loring.

Disney's Valentine said casting and keeping an eye on their writing deals are two ways studios will look to trim costs in addition to the number of projects they develop. "In casting for instance, you may have had a situation where one day someone's manning a lunch counter and the next day they come in and demand \$22,000 an episode. Now they won't get it," he said.

As for the writing deals with spiraling multi-million dollar price tags fixed to them, he said the market will take care of the cost of these deals. "The networks will determine how the costs rise. It depends on how desperate the networks are to compete and how desperate

they are to work with certain writers," he said, noting the networks create a limited pool of writing talent by demanding to work with only a select few. "That causes an artificially produced shortage and the writers' cost goes through the roof," he said. The result he said is "a vicious cycle where the more you're willing to pay for talent, the more expensive it becomes to make television."

In addition to the costs of production, studios will be battling for fewer time slots overall. In addition to Iger's declaration, Jeff Sagansky, president, CBS Entertainment, said his network would not be commissioning as many pilots this year as last year but only because they had fewer holes to fill. "When you strip out the news shows which are produced by the news divisions of the networks, and when you strip out the reality-based shows which are produced by the boutique producers like Vin Da Bona (*America's Funniest Home Videos* and *America's Funniest People*) or are produced in association with the networks (*Rescue: 911* produced by Arnold Shapiro Productions in association with CBS Entertainment), and you strip away the movie nights, there's less opportunities for the studios to program," said John Pike.

However studios are making the numbers balance in increasingly more difficult times, "everyone in their right minds has to be more aware of how they run their development. Be more realistic in your approach to what you're doing and why," said Paramount's Pike. -SC

PBS ALLOCATES PROGRAM CHALLENGE FUND

Both national and local productions receive money from \$10 million pool

Bill Moyers' Public Affairs Television Inc. has been allocated \$2 million from the 1991 budget of the Program Challenge Fund, which is jointly managed by PBS and the Corporation for Public Broadcasting. The financing announcement was made on Sunday, Jan. 13 at the Television Critics Association press tour in Marina del Rey, Calif.

Other funding from the \$10 million fund budget includes \$2.5 million to Henry Hampton (*Eyes on the Prize I & II*) for the production of two limited series. The first, *Depression*, looks at the Great Depression, and the other is a six-hour documentary examining Lyndon Johnson's fight against poverty titled *America's War On Poverty*.

Another \$3 million will be allocated to Al Perlmutter for the production of PBS's 1992 election initiative. In addition to the larger projects, the Television Program Fund has earmarked \$2 million

to finance 15 local public television station projects. Don Marbury, director, CPB Program Fund, made the announcements and said the level of "collaboration, respect and embracing of similar goals" between the CPB and PBS "has never been higher."

An optimistic Jennifer Lawson, PBS executive vice president, national programming and promotion services, buoyed by the performances this season of *The Civil War* and *Ring Cycle*, said her scheduling strategy of stripping projects over a few nights rather than once a week for several weeks will remain for future projects. She also said the success of *The Civil War*—which she said drew 38 million viewers—taught her that "an important national issue, or important national subject in the hands of a creative, artistic filmmaker, makes good music." Similar future projects in addition to the aforementioned series on the depression, include series dealing with

Native American history, Asian American history and Irish American history. She also said the next project from *The Civil War* producer Ken Burns, a documentary looking at the history of baseball, will air in the fall of 1993, running near but not against, the World Series.

Calling it "the most important year for PBS in my 20 years in public broadcasting," Bruce Christensen, PBS president and chief executive officer, said PBS was in the process of building a \$150 million satellite service to replace its current system, and "we're engaged with CPB and the nation's business and education leaders to expand public television's already impressive contributions in the education reform of this country."

He said the new satellite equipment would give the network "HDTV capability," and he expects to conduct an HDTV experiment in the next six to eight months. -SC

MORE VALUE-ADDED PROMOTIONS ON TAP?

Stations and networks faced with an increasingly cluttered marketplace need more than ever to develop well-executed, value-added promotions, according to a panel session, "Selling Time, 90's Style," at the NATPE convention in New Orleans.

"The networks have to realize that networks are not as powerful as they once were," said panelist Jerry Solomon, vice president and general manager of Busch Media Group. "When your commercials are running, there's a chance they won't be seen."

As outlined by moderator Stephanie Campbell of KDVR(TV) Denver, value-added television can be identified in three ways: any project that neither the station nor the advertiser could do on its own; advertising that delivers more than the cash value of the advertising itself and; simply, synergistic marketing.

Campbell said her station's relationship with Taco Bell on a number of local cross-promotions has prompted other advertisers to seek such opportunities at the station. In one recent on-air Taco Bell contest, she said, KDVR drew 10,000 viewer entries in three weeks.

Taco Bell's Jim Badum, director of strategic planning, said the key to negotiating promotion deals—such as those

his company has done with KDVR—is that the station makes the effort to establish a close relationship with the advertiser and the agency. "[The advertiser and the agency] are looking for those things," he said.

Sports programming is an ideal way for stations to use promotion, said Badum, but local causes and local charities also provide many promotion opportunities.

"The sports thing is a trap," said Jim Boaz of KTXH(TV) Houston. "The possibilities are wherever your imagination can bring you."

Boaz, who predicted broadcast stations will all be selling the same three or four rating within 10 years, said advertisers will increasingly demand promotions in such an environment. "All broadcast stations must allocate dollars to the marketing process that have not been there before," he said.

In other predictions, Busch's Solomon said he soon expected to see promotion dollars pumped into pay-per-view and cable.

"Getting out of the commodity business is something we all have to consider," said John Miller, NBC executive vice president of marketing, adding that now is especially the right time as promotion budgets exceed advertising bud-

gets.

Several panelists emphasized the need to maintain quality control on any promotional efforts, and some shots were taken at the use of 900-number telephone lines. "We are really concerned about going overboard with the 900-number stuff," said KTXH's Boaz. "I think you can kill an audience and a program about as fast as you can [with 900-number lines]."

Taco Bell's Badum also warned stations about not maintaining quality on local promotions, particularly with any on-air efforts. "The image of the station and the advertiser are at risk if you have inadequate production quality," he said.

Developing the right value-added promotion requires careful thought and discussion, according to Los Angeles-based consultant Steve Sohmer, who has just created an elaborate promotional campaign for Columbia Pictures Television's 227. As part of the campaign, a Promotion Advisory Council has been formed which will bring station executives from around the country to Los Angeles in February to discuss ideas.

"If we sell on price and give it away, they're going to eat us alive," said Sohmer. "What we have to do is sell on ideas." -RB

RATINGS ROUNDUP

CBS won the prime time ratings race for the week ended Jan. 20. To say the least, it was an extraordinary television week, filled with regular program preemptions and news specials to cover events surrounding the breakout of war in the Middle East. Contributing greatly to CBS's victory was its coverage of the National Football Conference's championship game, which was

decided by a field goal on the final play of the game to give the New York Giants a 15-13 victory over the San Francisco 49ers on Sunday, Jan. 20. The game was the top rated program of the week, averaging a 36.9/56 in prime time. For the week, the network prime time averages were: CBS: 13.5/21; ABC, 13.2/20; NBC, 12.1/19.

Week 18

Jan. 14, 1990-Jan. 20

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 ▲	27.2/40	C	60 Minutes
2	26.2/41	C	NFC Champ. Postgame
3 ▲	19.6/28	A	Roseanne
4	18.8/27	C	Murder, She Wrote
5	18.1/27	A	News Special
6 ▼	18.0/27	C	Designing Women
6 ▼	18.0/27	C	Murphy Brown
8 ▲	17.2/26	N	Matlock
9	16.1/22	A	Special Report-8:00
10 ▲	16.0/24	N	Heat of the Night
11 ▼	15.8/27	N	Golden Girls
12 ▲	15.5/24	A	Who's the Boss?
13 ▲	15.4/24	A	Movie: Jenny
14 ▼	15.3/25	A	Family Matters
15 ▼	15.2/25	A	Full House
15	15.2/22	N	Amer. At War
17	15.1/24	C	Lonesome Dove, Pt.1
17	15.1/25	N	Empty Nest
19 ▲	14.9/22	A	Coach
20 ▲	14.8/22	A	Movie: Raiders/Lost Ark
21 ▼	14.5/21	A	Amer. Funniest Videos
22 ▼	14.2/21	C	Major Dad
23	14.1/21	A	Gulf War Day 2
24 ▲	13.8/21	N	Fresh Prince of Bel Air
24 ▲	13.8/20	A	Head of the Class
26 ▼	13.4/20	C	Rescue: 911

27	13.3/19	N	America At War
28 ▲	13.1/21	N	Dark Shadows,Pt.2
29 ▲	12.9/22	N	Law and Order
30	12.6/19	C	War In The Gulf
31 ▲	12.4/18	N	Blossom
31 ▼	12.4/20	A	Perfect Strangers
33 ▼	12.3/18	C	Evening Shade
33 ▼	12.3/19	N	Marked For Murder
35	11.9/20	N	Carol & Company
36	11.7/18	N	T. Brokow Spec.
37	11.6/17	C	War In The Gulf-Thurs.
38 ▲	11.5/18	C	Movie: The Presidio
38 ▼	11.5/21	A	20/20
40	11.4/18	N	Cheers Spec.
40	11.4/20	N	Dear John
42	11.0/18	C	War In The Gulf-Fri.
43 ▲	10.8/15	N	Exposé
44 ▲	10.6/18	N	Amen
44 ▼	10.6/17	A	Going Places
44 ▼	10.6/15	F	Married...With Children
47 ▼	10.5/17	C	Trials Of Rosie O'Neill
48 ▼	10.3/17	C	Dallas
49	10.2/15	N	News Spec. Report
50 ▲	9.7/16	N	Fanelli Boys
51	9.4/16	C	Grand Ole Opry Anniv.
52	9.2/15	N	Cosby Show Special

53 ▼	9.0/13	F	The Simpsons
53	9.0/16	C	War In The Gulf-Sat.
53	9.0/15	N	Wings Special
56 ▼	8.9/13	F	In Living Color
57	8.5/14	A	thirtysomething
58 ■	8.2/14	N	Dark Shadows
59 ▼	7.9/14	A	Young Riders
60 ▲	7.8/11	F	Get A Life
61	7.7/12	N	A Different World Spec.
62	7.4/13	C	Sons & Daughters
63 ▲	6.9/10	N	Real Life/J. Pauley
64	6.8/11	A	MacGyver Spec.
65 ▲	6.6/12	A	Twin Peaks
66 ▲	6.3/9	F	Good Grief
66 ▲	6.3/9	F	Parker Lewis
68 ▲	6.1/10	F	Cops 2
69 ▲	5.9/8	F	Babes
70	5.8/9	A	World Of Discovery
70 ▲	5.8/8	F	Beverly Hills, 90210
72 ▲	5.2/8	F	America's Most Wanted
72 ▲	5.2/9	F	Cops
74 ▲	4.9/9	F	Totally Hidden Video
75 ▲	4.5/7	F	True Colors
76 ▲	4.2/7	F	Comic Strip Live
77 ▲	4.1/7	F	Haywire
78 ▲	2.8/5	F	Against The Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Jan. 13

Rank	Program (Syndicator)	Rtg	Sms	Covg					
1	Wheel of Fortune, syn. (King World)	15.8	221	98	8	Wheel of Fortune, wknd. (King World)	8.3	180	84
2	Jeopardy! (King World)	14.1	214	97	9	Donahue (Multimedia)	7.4	228	98
3	Star Trek: Next Generation (Paramount)	12.2	234	98	10	Inside Edition (King World)	6.6	127	79
4	Oprah Winfrey (King World)	11.1	217	96	11	Star Search (TPE)	5.6	174	96
5	Entertainment Tonight (Paramount)	9.7	184	96	12	Hard Copy (Paramount)	5.4	167	91
6	Cosby Show (Viacom)	9.5	204	98	12	21 Jump Street-syn. (Cannell)	5.4	127	92
7	Current Affair (20th Century Fox TV)	8.5	190	95	14	Entertainment Tonight-Wknd (Paramount)	5.1	185	95
					14	Tale Spin (Buena Vista)	5.1	171	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

CBS DROPS NEWSCASTS ON SPECTRUM

Decision results in staff reduction; new programing elements introduced

Effective March 4, the CBS Radio Networks will implement a series of programing and news changes at its Spectrum Radio Network. The changes have resulted in the elimination of formal newscasts from the on-air product and a reduction of Spectrum's and CBS Radio's newsroom staff.

In a memo dated Jan. 16, Larry Cooper, CBS Radio vice president, informed the radio news staff that Spectrum and CBS Radio networks would undergo a series of programing changes. According to sources, the move resulted in the firing of two anchors—one from Spectrum, one from CBS Radio—and two newswriters/editors. Cooper confirmed the personnel dismissals and reorganization of the newsroom.

Cooper's memo said: "While completely replacing all regular Spectrum newscasts with this new cut service was

a difficult decision, it was felt our resources should be focused on delivering a comprehensive and flexible news service that best serves the needs of most Spectrum affiliates. This new Spectrum service will impact the overall staffing in the newsroom. No doubt, most of you are aware I had to begin these changes Tuesday [Jan. 15] with notification of personnel who will be laid off."

After discussions with the Spectrum Program Advisory Council and the affiliates, the network has decided to eliminate the current two-minute news broadcasts, and replace them with 15-20-second news wraps and material geared specifically to different formats. "At one time, we [CBS] thought our newscast could go across different formats, and it worked for a while," Cooper said.

A survey was conducted of the top 50 market Spectrum affiliates regarding

clearances of the produced hourly newscasts. In the memo: "Only two of these affiliates were clearing *any* hourly broadcasts (and this clearance was minimal)."

Programs disappearing from the lineup are: *Correspondents's Notebook*, *Dateline: America*, *Newsnotes*, *Today in Business*, and *Spectrum Commentary*. Replacing the outgoing features will be: *Down to Earth*, an environmentally targeted program anchored by Harry Smith, *The Parent Factor*, anchored by Paula Zahn, and *In the Marketplace*, anchored by Mike Pulsipher.

Along with the CBS Newsfeed service, actuality material fed 19 times a day to affiliates, stations will be receiving "Custom News Cuts." Six times a day, stations will receive packages of hard news actualities and wraps, as well as news items focusing on the entertainment and music fields. **—C**

INTEREP REVEALS RADIO 2000 STRATEGY

Plan calls for increase in national ad dollars through use of brand-specific networks

Last Saturday (Jan. 27) at the Radio Advertising Bureau's Managing Sales Conference in Nashville, the Interop Radio Store was to review the strategy for its Radio 2000/An Alliance For Growth marketing plan.

First announced last fall at the National Association of Broadcaster's Radio '90 convention in Boston, Radio 2000 is designed to market the medium as a brand-specific consumer vehicle for national advertisers, with the primary objective of increasing radio's share of overall advertising revenue from 7% to 9%. The plan seeks to achieve this increase primarily by targeting those national advertisers who are potential, high-probability users of radio, according to Interop Chairman Ralph Guild. He said this strategy is based on accepted marketing theories that "it's always easier to get more money out of satisfied customers than it is to go to a noncus-



Goldberg, Lodish, Ralph Guild

tomers and convince them to spend money with you."

While increasing radio's share of total ad dollars by 2% might seem insignifi-

cant, such an increase actually amounts to more than 28% of radio's annual revenue, according to BROADCASTING's analysis. According to figures compiled by Robert Coen, senior vice president, director of forecasting at McCann Erickson in New York, radio accounts for \$8.8 billion in ad revenue annually. Of this, \$2.1 billion (24%) is attributed to national sales, while 6.7 billion (76%) is considered local. Thus, for Radio 2000 to meet its objective, radio's national ad revenue will have to virtually double.

To this end, Guild said Radio 2000 requires the full support of local broadcasters. "A lot of what we are recommending here, local salespersons have been doing for years. In this case, we're attempting to apply local techniques to national business." He also indicated that the national-local percentages are somewhat misleading, since some national ad dollars are earmarked for local

spending by regional distributors, such as independent local bottlers or automobile dealers.

According to the Radio 2000 text, the plan's strategy is to "create brand-specific consumer networks that can be customized to meet the needs of any advertiser among any geo-demographic or psychographic group in any number of markets."

By determining an advertiser's exact target, Guild said, "we can deliver stations that appeal to the heavy consumer, which will result in greater product sales than if we try to reach everybody who might possibly want to use the product." In this sense, he said, advertisers are much like radio stations, because both target people who are most likely to be heavy users of their product.

Guild said that 80% of a radio station's listening comes from its core listeners, or 20% of the total. "This parallels the sales figures of advertisers, so if we can overlap the heavy listener with the heavy consumer, advertising will be that much more effective," he said. Theoretically, this would allow both advertisers and radio to focus on results—"cost per customer"—rather than cost per thousand or cost per point, Guild said. "No longer are advertisers happy with a bunch of theories about media; they are finding ways to measure results, so we're trying to think the way they think," he said.

Radio 2000's overall strategy calls for all facets of the radio industry—groups, rep forms, networks and syndicators and local broadcasters—to form an alliance to market radio against other media, rather than against radio. Guild said that "it's not out of the realm of possibility" that this could happen, although at least one competing rep firm has indicated they would be happier with "separate but equal" marketing strategies.

The timetable established by Radio 2000's proponents, which include Ralph Guild, Interep President Les Goldberg, Interep President/Marketing Marc Guild, and the Wharton School's Leonard Lodish, calls for immediate implementation of the marketing plan. It involves a broad survey of the radio industry, test marketing of the brand-specific network concept for a few "charter advertisers" and the introduction of advertising and public relations campaigns to support Radio 2000.

Additional marketing campaigns targeted to "high-probability" radio advertisers and an awards campaign for result-oriented advertising, are also part of the overall strategy. -REB

NEWS, TALK RADIO: MIXING WAR WITH LOCAL ISSUES

Information stations cover international crisis while providing listeners outlet for their concerns; war coverage increases AM audience

Considerable media commentary has focused on which television news service broke the Persian Gulf war story, but consensus among many radio news directors is that the Persian Gulf story is tailor-made for radio reporting.

When the TV networks first reported the prime time Baghdad air strike, East Coast viewers for the most part had settled in for the evening network news. But much of the rest of the country was still in drive time or at work. Within minutes of the first reports of war, many U.S. radio stations—led by radio network reports—informed the American public of the air strike on Baghdad. As Chris Berry, director of news and programming at all-news WBBM(AM) Chicago, said: "This story was made for radio. In the past few days we've seen television rediscover that the telephone is the world's longest microphone cord."

Berry observed that while TV and cable news have been taking credit and accepting kudos for reportorial coups, "this type of coverage is our bread and butter. We work day in, day out to break stories such as this. Despite TV's satellite or microwave link-ups, radio can place a call to anywhere in the world and put a reporter on live." In fact, he reminds his television colleagues that much of TV's initial war coverage actually was by radio—with a still shot of the reporter perhaps superimposed over a map of the region while he or she provided audio commentary. "This is the very real strength that radio has in covering this big story," said Berry.

Andy Ludlum, vice president, news and programming, KIRO(AM) Seattle, agrees, citing radio's immediacy as one of its greatest strengths. "Radio is still the medium people turn to when they sense a time of crisis; and, we'll find as we dissect this in the future that there was a great deal of radio usage."

Ludlum said newspapers were the "big losers," because the public's thirst for war information precludes reading a recap of yesterday's events. "Only radio and TV can stay current, and a lot of people know that radio has the capability of being the

quicker of the two," he said, adding that many listeners turn to radio for the latest news, then turn to TV for whatever war video the networks might show.

At KABC(AM) Los Angeles, George Green, president and general manager, claims radio is playing to a mobile, yet captive, audience. "You can't watch TV or read a newspaper in your car, and in L.A.—where we have wall-to-wall traffic every day—a lot of people are tuning to radio. If they were listening to music cassettes before, they're not now."

Green said the "permeating issues of the war" have drawn numbers of new listeners to AM. "Whereas AM has been hurting in the past, largely because of FM music stations, [listeners are] learning it is the place to go for news and information. Young people are discovering AM for the first time because the favorite FM rocker is still playing music, and these folks aren't getting the news they want."

From the outset, most stations—news and music-oriented alike—relied almost entirely on their networks for breaking news. "No one can handle this sort of breaking development better than the network," said WBBM's Berry. "If there's a missile attack on Dhahran or Tel Aviv, we rely on the network for the initial reports. Then, when they get the all-clear, we can put our people on the air."

In addition to network coverage, some stations took advantage of the five-plus month military stalemate to cover the situation as it developed. KIRO, for example, sent reporters to the Persian Gulf shortly after Iraq's Aug. 2 invasion of Kuwait, while KMOX(AM) St. Louis dispatched correspondent Bob Hardy to broadcast live from Saudi Arabia (BROADCASTING, Jan. 14). Not only did these actions bring radio closer to the "front"; they also helped local news teams develop their own sources.

"When Bob Hardy went to Dhahran for his live broadcasts, we established contacts with the military and other reporters stationed over there," said Kevin Young, director of program operations at KMOX. "Add to that our reserve of people from [locally based] McDon-

nell-Douglas who actually built the F-15's and Tomahawk cruise missiles and the presence of Scott Air Force base, and we're getting a lot of good information above and beyond what we get from the network."

KIRO's Ludlum said his station has the luxury of being a radio affiliate of CBS as well as a TV affiliate because of co-owned KIRO-TV. Because of Seattle's economic dependence on national defense and the aeronautical industry, the Bonneville outlet employs two full time military experts.

Because of the lapse between Iraq's invasion and the U.N. Security Council's Jan. 15 deadline, radio stations were able to plan for extensive broadcast coverage and enacted those plans almost immediately following first reports of the Baghdad attack. For news and talk stations, the foremost priority was to

broadcast commercial-free during the first stages of the war, then fall back into a reduced spot load through the first weekend.

WOR(AM) New York, for example, was in the middle of a general interest talk program when the station broke for a special report. "As soon as that happened we immediately shifted into war coverage and stayed on the air with it," said Ed Walsh, director of news and programming. "We eliminated all commercials until at least 10 Saturday morning." Walsh noted that "given the gravity of the situation, it would be inappropriate to conduct normal business operations."

Some broadcasters concede that a minority of listeners are critical that stations are running any commercials at all during war coverage, but KIRO's Ludlum insists that "no one is profiting from

this." He reminds those listeners that, by going commercial-free for any length of time, "a number of stations have made significant financial sacrifices to provide the kind of coverage that people expect. That's what the public interest is all about."

The three TV networks' almost-simultaneous return to regularly scheduled programming by early Friday morning (Jan. 18) also has aided radio's coverage, according to WBBM's Berry. "Ever since [television] dropped their wall-to-wall coverage, more and more people have been tuning to radio to get as much news as they can. Because of this, we feel we've been able to give our listeners the latest information."

The international focus of the war has deemphasized radio's traditional strength—localism. Said Berry: "As a news station we normally provide a lot



RADIO NETWORKS IN THICK OF WAR

CBS Radio and ABC Radio Networks were in the midst of the action Jan. 16 when war broke out in Baghdad. As did their television counterparts, the two radio news organizations had reporters on the scene and around the area reporting what little information could be pieced together.

At the time the bombing of Iraq began, ABC Radio was airing a scheduled *Special Report* with Gary Shepard reporting from Baghdad and Bob Hart in New York, when Shepard first reported anti-aircraft fire. ABC then went to continuous coverage with Bob Walker anchoring in New York with Bob Schmidt. ABC Radio also has John Lyons, Linda Albin and Jon Bascom reporting from Saudi Arabia and Sue Masterman in Amman, Jordan.

ABC Radio also has hired P.J. O'Rourke, *Rolling Stone* magazine correspondent, to cover the war for ABC Radio's three youth networks: Contemporary, FM and Rock. O'Rourke, who went to Saudi Arabia with producer Jack Taylor, is reporting from Dhahran, Saudi Arabia, focusing on the troops stationed in the Gulf.

ABC was planning to provide continuous coverage on a separate channel to affiliates until Friday, Jan. 18, 12:05 a.m., unless events warranted further coverage. The network will continue to feature six status reports an hour and regularly scheduled newscasts.

CBS Radio also has a full lineup of journalists covering

the war. The network cancelled all regularly scheduled programs and commercials for at least the first 24 hours of the crisis, maintaining nonstop coverage of events in the Gulf on a separate satellite channel for use by affiliates. That channel was discontinued Jan. 18 at 5 p.m. ET, but is being reactivated as events unfold. On regular network channels, updates continue to be fed at 20, 31 and 50 minutes past the hour, in addition to hourly newscasts.

CBS News correspondents Bill Lynch and Betsy Aaron anchored a two-hour *National Telephone Forum on the Persian Gulf War* Jan. 18 on the CBS Radio Network. The special broadcast featured military consultant Benjamin Works and news correspondents John Holland, Rob Armstrong, Robert Berger and Jesse Schulman. Toll-free lines were made available for listeners to call with questions. CBS said 87% of their affiliates cleared the program. CBS Radio also has correspondents in Jerusalem, Tel Aviv, Beirut, Cairo, London, Tunis and Paris.

Shown above (left picture) in the CBS News Radio studio are Benjamin Works (l) and Bill Lynch. Present for ABC's coverage of Operation Desert Storm (above, right, l-r): Anchor Bob Schmidt, vice president of ABC Radio News Bob Benson, vice president of ABC Adult Networks Derek Berghuis, ABC Radio Networks President Bob Callahan and, seated, anchor Bob Walker.

—LC

of local information, and while we have seen some local angles to this story, we really have been focusing on what's been happening over in the Gulf."

Radio stations, primarily those committed to full time news, have to recognize that an international crisis is more important than some local issues, said KIRO's Ludlum. At the risk of sounding "jaded," he said journalists have to make decisions concerning what is appropriate and what is "superfluous." He said that "some local-oriented stations have lost sight of the importance of this story by going in pursuit of local issues simply because they're local. Events are happening now that merit live coverage and they're just not local events." He acknowledged that the Gulf War does involve some local ties, which is a "valid part of coverage."

Talk stations offer an easier venue for addressing local issues, said WOR's Walsh. While the lead story has an international perspective, "our reporters have been localizing ancillary stories," he said. The bulk of the station's news has involved war coverage on an "interrupt-basis." Regular general interest programs have assumed a war-oriented slant, Walsh said, adding that the size and demographic composition of the New York market have allowed WOR to look at such local issues as terrorism in the streets and at JFK Airport, U.N. protests, support for and opposition to the war effort, and the concerns of "a significant Jewish population regarding the involvement of Israel" in the conflict. "The launching of Scud missiles at Tel Aviv was an important international story, but it also was of compelling local interest," he said.

In Los Angeles, KABC's Green insists that, despite the war's international scope, "this is a local story. This is involving people whose husbands and sons and wives and daughters are over there, and they want to talk about it." He said that the flurry of calls to the station's two-hour psychology show indicates just how local the war is becoming.

Green added that "most people oppose flag burning and tipping over police cars, and they know that the servicemen over in the Gulf are aware that people are protesting over here. But they also know that this is our constitutional right and that's what they're fighting for." He said that by allowing listeners to voice their opinions they also become involved in the issue. "And that's the strength of radio, a strength that television can't touch," he said. —REB

COUNTRY RADIO SEMINAR: FOCUS ON RADIO AND MUSIC

On the Road Again" is the theme for the 22nd Annual Country Radio Seminar in Nashville, March 6-9, at the Opryland Hotel and Convention Center. This year's agenda includes workshops, educational panels and roundtable discussions on topics dealing with both the radio and music industries. Among the headliners for the event: Roy Blount Jr., writer and humorist; James Gregory, comedian and Epic recording artist; Dick Orkin, president, Dick Orkin's Radio Ranch and Home for Wayward Cowboys, and country musician George Strait.

Panels on the agenda include: *Music Video: See It Now—New Artists*. *New Hits, New Listeners*, an analysis of the role of music videos in introducing artists, selling product and building image, and the effect on the radio listening audience; *Breaking the Country Bias: Qualitative and Quantitative Sales Tools You Can Use*, featuring representatives of the advertising community discussing breaking down the "no country" dictate from advertisers; *Format Fragmentation: Finding Your Niche Can Be a Bitch* will examine hybrid formats and their competitors; *Account Development: Get-*

ting the Most from Your Clients," suggestions on how to turn \$500 accounts into \$25,000 accounts; *The Artist Explosion: Too Many Faces and Not Enough Places on the Playlist* looks at differing priorities of radio stations and record companies; *Promotions for All Markets: One Size Fits All*, an outline of successful promotions tailored to different market sizes and station demographics; *Formatics: The Nuts and Bolts of Daily Programming*; *Database Marketing for Less Than You Think*, and *Caught in the Crossfire: How the Music Industry Copes with Radio Range Wars*, which will discuss competitive tactics between radio stations and how that affects record companies with regards to promotions, interviews and new releases.

There will be two longform sessions this year. The first will feature Charles Garfield speaking about having a management plan for the 1990's. Dick Orkin and Cristine Coyle will talk about overcoming the worst creative obstacles.

The Country Radio Seminar organizers have extended the early registration, at a reduced rate, until Feb. 1. Last year's Country Radio Seminar drew 1,400 participants. —LC

NPR: STRETCHING ITS BUDGET TO COVER THE WAR

National Public Radio is being hailed by some observers as the "CNN of radio" for its extensive, round-the clock coverage of the Gulf Crisis. But unlike CNN, which earns money from cable subscribers and advertisers, NPR is supported by dues-paying affiliates and contributions from the public. The coverage, said Bill Buzenberg, vice president news and information, is stretching NPR's fixed resources.

What's more, those resources have shrunk this past year as the network has increased its commitment to entertainment programs and dues have not increased as the network had originally budgeted (BROADCASTING, May 21, 1990). Buzenberg said "if the war goes on much longer, we'll need about \$1.5 million more." As it is, the coverage is costing NPR about \$300,000 above its roughly \$1.2 million monthly budget. Last year, the news department underspent by about \$100,000, and that money was added to the \$200,000 unscheduled news coverage fund. By late January or early February, Buzenberg said, that money will be gone. NPR is "expecting and seeking to get some outside funding," he said. At least one station, KCRW(FM) Santa Monica, Calif., has committed \$100,000 to help offset the costs, and KPLU-FM Tacoma, Wash., has pledged what Buzenberg called a "significant" amount.

Since the war broke out, NPR has gone from 18 hours of programming to 24 hours. *Morning Edition* has expanded its feeds and now begins at 5 a.m. Buzenberg said 79% of the stations in the top 50 markets are carrying all 24 hours of NPR. He said 76% of all affiliates are taking the extra early feed of *Morning Edition* at 5 a.m., and 85% are taking the rollover 12 to 2 p.m. feed. Previously, *Morning Edition* ran from 6 a.m. to noon. The additional feeds of *All Things Considered* are being picked up by 84% on the early 4 p.m. feed and 95% who are taking the late feed that ends at 11:30 p.m. —PJS

RIDING GAIN

RADIO REVENUE

Network radio revenue for December 1990, as compiled by Ernst & Young, was \$32.6 million, a 9.2% decrease over December 1989's figure of \$35.9 million. The total figure for 1990 is estimated to be \$432,530,600, a 1.3% increase over 1989's \$427,187,728.

SPOT SLIDE

National spot billing for December 1990 was \$949,926,400, a decrease of 7.1% over December 1989's total of \$1,022,139,100. The year-to-date figure for 1990 was \$1,148,298,300, a 3.7% increase over the unadjusted 1989 figure of \$1,107,501,000, and a 5.7% increase over the adjusted number of \$1,086,604,800. All figures are based on information collected from the top 15 rep agencies and provided by Radio Expenditure Reports Inc.

VOA EXPANSION

The Voice of America has expanded its Arabic-language radio broadcasts to 15½ hours per day and expanded its English-language broadcasts to the Middle East from 11 to 18 hours per day in an all-news format. Arabic broadcasts previously had been increased from seven-and-a-half to 13 hours per day. Farsi-language broadcasts to Iran were also expanded from three-and-a-half to four hours per day. USIA's Worldnet TV delivered live coverage of President George Bush's Jan. 15 address in English, Arabic, French and Spanish.

KM WINS AFRTS PACT

Westwood One's KM Records division has been awarded a record pressing contract by the Armed Forces Radio and Television Service to master, matrix, press, collate and ship radio programs to the 400-plus Armed Forces radio outlets worldwide. Under the one-year contract, which carries four one-year renewal options, KM will create albums with a variety of musical selections for the AFRTS radio library. According to a Westwood One spokesman, this new arrangement will make KM "the

largest vinyl record producer for the government agency." Westwood One purchased KM records in 1987.

GREENWOOD IN GULF CONCERT

ABC Radio Entertainment Network will broadcast a salute to American service personnel in the Persian Gulf, featuring country recording artist Lee Greenwood. The show, which is being taped at Walt Disney World in Orlando on Feb. 3 at 8 p.m., ET, for re-broadcast over Armed Forces Radio and Television Services, will include the debut of Greenwood's latest single, "The Great Defenders," which he is dedicating to troops on active duty in the Gulf. The special broadcast is a one-hour tribute intended to "lighten the hearts and brighten the days for all of America's sons and daughters...particularly [those] of Operation Desert Storm," according to Greenwood.

AD REVENUE

Radio advertising revenue for the month of November 1990 was up 4.0% over November 1989, according to revenue pool results compiled by the Radio Advertising Bureau. Year-to-date revenue growth through the end of November 1990 grew 5.6% over the same period in 1989.

Overall, the RAB said, local ad revenue outperformed national ad sales, which were almost flat in comparison with 1989. The western region of the country posted the highest growth rate for both national and local ad revenue, the RAB said.

Numbers are based on figures

provided by the accounting firms of Miller Kaplan Arase & Co., and Hungerford Aldrin Nichols & Carter.

PROGRAMING PACT

Rio Bravo Broadcasting, licensee of KLTO(FM) El Paso, has entered into a programming affiliation agreement with Pinnacle Broadcasting Co., licensee of co-located KAMA(AM)-KAMZ(FM). KLTO will broadcast the all-Spanish language format carried on KAMA in an arrangement similar to that of network affiliates. KLTO is on 94.7 mhz with 61 kw and KAMA is on 750 khz with 10 kw-D and 1 kw-N.

NAB RADIO AGENDA

Best-selling business author and sports agent, Mark McCormack, will be the keynote speaker for the radio program at the National Association of Broadcasters convention in April. McCormack will speak at a radio leadership lunch Tuesday, April 16, at the Las Vegas gathering (April 15-18).

McCormack, author of *What They Don't Teach You at Harvard Business School*, *Success Secrets* and *The Terrible Truth About Lawyers*, is the founder, chief executive officer and chairman of the International Management Group (IMG), a multi-national network of 14 companies that manage and market sports personalities.

The NAB radio luncheon also will feature two award ceremonies. The late Douglas Edwards, long-time CBS news anchor, will be inducted into the Broadcasting Hall of Fame, and the winners of "Best of Best" promotion contest will receive awards.

GRAMMY WEEK LINEUP

New York-based MJI Broadcasting is producing and distributing special programming in conjunction with the presentation of the 1991 Grammy Awards on Feb. 20 in New York. The weeklong Grammy Awards coverage begins Feb. 15, with a two-hour *Countdown to the Grammys* simulcast on VH-1, which will include video clips and information on Grammy nominees. MJI is also producing format specific pre-Grammy programs for AOR, CHR, country, AC, urban, classical and jazz stations, as well as a post-show program to be broadcast from backstage at Radio City Music Hall. Additionally, during the week leading up to Grammy night, MJI is arranging interviews with past winners and present nominees, to be conducted in specially designed audio booths by a station's announcers for broadcast in their specific markets.

CABLE

OPERATORS BASK IN THE GLOW OF CNN

As public hunger for war news grows, cable operators benefit from increased demand for all-news network from both subscribers and businesses

Parts of the cable industry were reaping substantial rewards for all the events in the Persian Gulf over the past 10 days. The industry's shining star has been the coverage of CNN and the prominent place it held in viewers' minds early in the war.

There have been spill-over benefits for cable operators, some of whom report a sharp increase in requests to subscribe to cable. And other cable networks have been altering or carrying special programming on the war and its fallout, including C-SPAN, CNBC and FNN.

In addition to reports that operators were receiving a heavier than normal call volume, some marketing councils took advantage of the newfound interest in cable. The Washington area council quickly produced a radio spot offering free or reduced installation for cable, which ran on eight area radio stations the first weekend after the war erupted. Don Mathison, senior vice president, marketing and programming, for Media General in Fairfax, Va., and a member of the co-op, said the \$10,000 radio buy helped produce several hundred phone calls and "a little under 200 orders" for his system.

But Mathison said the idea for the campaign came from subscribers, who began calling and asking to receive CNN. Interest came from nonsubscribers as well as those with a broadcast tier who couldn't receive CNN. The free or \$15 installation price was an attractive offer, said Mathison, given that operators have moved away from deep discounted offerings over the past year.

"The word of mouth is enormous," said Mathison, who also reports interest from commercial businesses that want to display CNN in their establishments.

Brian Gruber, director of marketing for Heritage's San Jose, Calif., 162,000 subscriber system, said that with the increase in

orders, cable installation lag time has increased from one to two days to one week. The system is in the midst of a six-week free installation campaign, but Gruber said he's "very hesitant to exploit this situation" by emphasizing CNN now in the campaign's marketing materials, although he admitted the situation "is a unique marketing opportunity."

Steve Reimer, district vice president for Continental Cablevision, estimated that acquisition call volume increased 5%-10% at the MSO's Chicago area system. Reimer, who also chairs the Chicago Marketing Co-op, said its February awareness campaign will showcase cable news services, a decision made last week and affected by events in the Gulf. The three-week campaign will cost about \$225,000 and is one of three the co-op is planning this year.

The Southern California Marketing Council has an 800 phone number in the marketplace throughout the year, which typically logs 150 to 160 calls a day. During the first five days of the Gulf war, the call volume rose to between 250 and 270 a day.

□

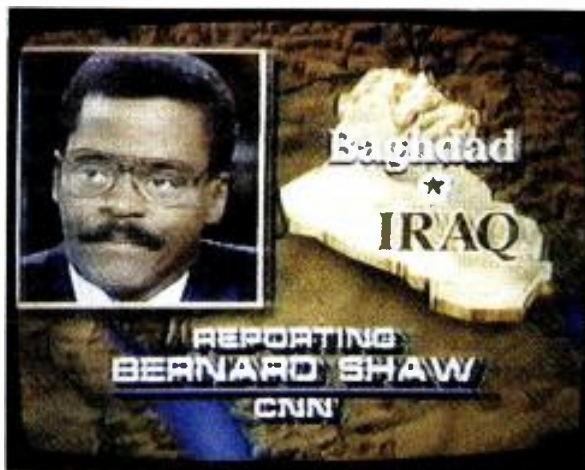
Cablevision Industries serves four military bases with a total of 10,000 sub-

scribers and reports it has lost about 10% of its subscriber base as soldiers are sent abroad and families return home. And although security is tight at those bases, Cablevision said it has had no trouble getting on bases at night to fix problems, since CNN has become key viewing there. On a positive note, Cablevision reports it has seen a decrease in the number of people not paying their bills, which it interprets as a reevaluation of the value of cable service.

ATC's Fayetteville, N.C., system, which is adjacent to Fort Bragg, also reported a drop in subscriptions associated with families leaving. At the same time, it reports brisk business in subscribers wanting to upgrade to the tier with CNN. The system never melted down its broadcast tier years ago, so it has 20,000 subscribers taking a 14-channel basic tier for \$16.95 and another 27,000 subscribers who take the full 33-channel, \$20.95 service. Whenever there has been a recent military action—the Panama invasion and Iraq's invasion of Kuwait last August—the system reports an increase in upgrades as subscribers want to get CNN. The system said normally it receives about 20 upgrade requests in a several day period, but after the war started, that jumped to 100.

On March 1, the system will be providing all broadcast tier subscribers CNN for free as part of a two-month promotion of cable service as the system alters its offering. On May 1, the system will start charging those subscribers \$20.95 for the full 33-channel cable service, unless they choose to downgrade to a new 11-channel basic service for \$13.95.

Scripps-Howard's Sacramento, Calif., cable system unscrambled CNN during the first week of the war, allowing its broadcast tier subscribers to receive CNN, and continued the free service until today. The system has 18,000 limited basic subscribers (25 channels



Man of the hour: Bernard Shaw from Baghdad on NBC

for \$5) and 197,000 subs overall.

The system, which normally receives 300 calls per hour, escalated to 500 calls during the first hours of the war. Overall call volume was up 20% and the system expects that much of an increase in limited subscribers taking full basic in order to receive CNN and the other services. There has been an even bigger jump in

requests from commercial establishments. The system has seen orders go from an average of two per day to 15.

Steve Smith, a consultant with Tailford, Cooper Inc., San Francisco, which is handling marketing activities for the Palm Beach, Fla., co-op, said it has shifted the emphasis of an acquisition campaign that begins Feb. 11 to focus

on cable's information services, in light of the Gulf war. That co-op serves 310,000 subscribers north of Miami among 525,000 area homes.

The St. Louis co-op is in the midst of a six-week acquisition drive, but an official said it was too early to tell if the war had sparked more nonsubscriber interest than would have occurred otherwise.

CNN IS MAIN ATTRACTION AT CABLE TOUR

Cable displays its wares in Marina del Rey

Calling it "CNN's finest hour," Tom Johnson, president, CNN, said the 24-hour news network was ready for the Persian Gulf crisis. He also said CNN broke previous viewing records by attracting 5.4 million households during a 24-hour period last Thursday. Johnson was joined via satellite hookup by Eason Jordan, vice president and managing editor, international desk, CNN, and Ed Turner, executive vice president, newsgathering, CNN, with the group speaking to television newspaper critics in Marina del Rey, Calif., during the cable portion of the Television Critics Association press tour, which concluded on Sunday, Jan. 20.

Johnson bristled at suggestions made in the media that CNN has been given preferential treatment by the Iraqi government, especially in reference to CNN's phone link with the outside world during the first day of bombing of Iraqi cities. "We were prepared for this crisis. The four-line link was installed in November, and we knew that if it came to war it would give us a special link to Atlanta." Referring to complaints from the other networks, Johnson said: "The other ones didn't get it because they didn't work as hard at it as we did. There was no mystery and no secret to it. Eason and Robert Weiner [senior producer, Europe] began nagging those people in September when we went into

Baghdad, and didn't let up day after day several times a day, with telexes and phone calls and knocking on doors at the various ministries. Finally, they yielded and let us install it, and we made pretty good use of it. And that's competition and I sure don't apologize for that."

Turner said CNN's coverage is likely to grow "when conditions permit." "We have a number of other parts of the world which we think should include CNN coverage," he said, naming Mexico City as one of the next cities that will have a CNN bureau.

Below are the highlights from the three-day Television Critics Association National Cable Forum.

Bob Regan, senior vice president, programming, news and operations, FNN, said bids for the sale of the financial news channel were to be received last week, and executives would know which bid or bids would be accepted by today (Jan. 28). He said the impending sale had not changed the network's coverage and that "whoever it is going to be is going to bring the kind of resources that I need to continue to have... so that the kind of programming I speculate we'll be doing will even be greater."

Ron Inzana, West Coast managing editor, FNN, said the channel's coverage of the war was expanded to an unprecedented level for the 10-year old service, which had 24-hour coverage Thursday and Friday (Jan. 17 and 18) from Chicago, Washington and New York. "There was no holding back on covering the information, despite what the current status of the firm was," he said.

Lifetime announced two new series, *America's Diet Club* and *Great American TV Poll*, and Melinda Fishman, vice president of original programming, West Coast, said approximately 15 projects are in development for the channel's first night of original programming. She said that first night will launch later this year.

CABLE RATINGS DURING THE WAR

With all eyes riveted to CNN and broadcast coverage of the war in the Gulf, the rest of the cable universe took a ratings beating during the first two days of the attack. By the start of the first weekend, however, most cable networks had rebounded.

Many cable networks had rating drops of as much as 50% on the first two nights of the war. And with HUT levels (households using television) for the cable universe soaring from an average of 66% or 67% to as much as 80%, the networks saw their share of viewing plummet. Although ratings have gone back up as the war continues, HUT's remain more than 70%, according to Daniel Fisher, vice president, research, The Discovery Channel, so cable networks still have a smaller share of viewing than before the war began.

Some networks have fared better than others, according to research taken from the A.C. Nielsen N.H.I. Micronode that compares viewing from the two weeks prior to the outbreak of war (Dec. 31, 1990-Jan. 15) to the period to date since (Jan. 16-21). Nickelodeon is actually up 5% during the total day, and Nick at Nite is up 16% in prime time. MTV, which also reaches young viewers, is down only 1% in prime time, although it is down 11% in total day. USA Network has suffered only a 2% loss in prime time and a 3% loss in total day, whereas most of the other networks, including Family Channel, WTBS(TV) Atlanta, TNT, Discovery and Lifetime have seen decreases ranging from 10% to more than 20% in both prime time and full day.

Entertainment-based cable networks are also trying to keep their viewers informed about the war. ESPN, for example, carried President George Bush's speech on the night war began; Lifetime is planning public-service type programming, involving the families of military personnel, and both The Nashville Network and MTV have shown videos with war (and peace) subject matter.



Lynn Whitfield in HBO's 'The Josephine Baker Story'



Dennis Hopper in Showtime's 'Paris Trout'

Set to debut on April 15 at 11 a.m., *America's Diet Club* will focus on diet and fitness needs. According to Donna Harris, vice president, original programming, Lifetime, a host for the one-hour daily show will be announced shortly.

Great American TV Poll will premiere on March 4 at 6:30 p.m. and will conduct polls on questions that reflect on the news, culture, and society. The half-hour strip will be hosted by David Birney and Eleanor Mondale.

The Family Channel announced that *Big Brother Jake*, starring Jake Steinfield, has been given a renewal for a second season. The 22-episode order brings the total number of episodes to 44, and company officials said they intend to take the show into syndication. However, executives said a syndicator has not been chosen to distribute the show, which The Family Channel owns.

The Girl From Mars, an original movie from The Family Channel, will premiere on March 16 at 8 p.m. The movie, about a young girl taunted by townspeople who say she is from another planet, stars Sarah Sawatsky and Eddie Albert.

Paris Trout, based on the 1988 National Book award winner of the same name, will debut on Showtime in April, the channel announced. The Viacom Pictures film, starring Dennis Hopper ("Easy Rider," "The River's Edge," and "Hoosiers"), Barbara Hershey ("Hannah and Her Sisters") and Ed Harris ("The Right Stuff") takes place in Georgia in the 1940's and has Hopper as Paris Trout, a wealthy citizen whose life falls apart after he murders a young black girl.

In addition, Showtime announced a new 10-part music series titled *Orchestra* hosted by Dudley Moore and Maestro Sir Georg Solti. Scheduled to pre-

miere in April, the half-hour shows "have been created to illustrate the excitement of the orchestra through performance, humor, and glimpses of the artists who create its music."

Showtime also announced it has signed 11 comedians to exclusive one-year contracts for new half-hour or one-hour specials. The list of comedians, announced by Steve Hewitt, senior vice president, original programming and production, Showtime Networks, Inc., include Jeff Foxworthy, Dana Gould, Stephanie Hodge, Tommy Davidson, Tim Allen, Jeff Cesario and Louise DuArt.

Hewitt also said in terms of series projects for Showtime, the network has "made a major commitment to *Super Dave*," but that in terms of future series, "we've found other program forms have worked better for us. It's not a form we've found is user-friendly for pay television," he said.

HBO announced that Richard Dreyfuss will star in and produce *Prisoner of Honor*, an HBO Pictures Presentation to air on the channel in 1992. Oscar nominee Ken Russell has been signed to direct the project, which will begin production in London next month.

According to HBO, *The Josephine Baker Story*, set to debut on March 16, will cost the channel approximately \$9 million, making it the most expensive movie HBO has produced. He also said the project has taken longer than any other because of the difficulty in getting accurate, dramatic screenplays.

Other HBO projects include *One Man's War*, starring Anthony Hopkins, Norma Aleandro and Ruben Blades, based on a true story about a Paraguayan doctor who wages a one-man war against his government after his son is kidnapped and murdered by secret police.

The James Brady Story, starring Beau

Bridges, recounts the former Reagan press secretary's battle to recover from a near-fatal gunshot wound to the head during the 1981 assassination attempt on the President.

The Disney Channel's *Perfect Harmony* starring Peter Scolari, Darren McGavin and *Married...With Children*'s David Faustino debuts on Sunday, March 31 at 7 p.m. Taking place in South Carolina in the 1950's, the story centers on two young boys—one white, one black—from very different backgrounds, whose love of music is the basis for a friendship despite the racist views of those around them.

The latest in the *Going Home* concert series features the Bee Gees, whose special will premiere on the channel at 9 p.m. on Feb. 17. The group will perform hits from the 60's, 70's and 80's as well as speak about their careers in candid interviews.

Bravo's art profile series, *The South Bank Show*, hosted by Melvyn Bragg will present installments on Salman Rushdie, Spike Lee, Stan Laurel and Roy Lichtenstein, among others. The first of the new profiles will be the filmmaker Spike Lee, set to air on Feb. 7 at 8 p.m. The series will also profile Irish rock and roll artists for a St. Patrick's Day special. The *Shamrock and Roll* episode will look at U2, Van Morrison, Sinead O'Connor, The Pogues and Bob Geldof.

The Arts & Entertainment Network announced that the second season of *General Motors Playwrights Theater* will debut Tuesday, Feb. 5, at 9 p.m. with the presentation of Arthur Miller's "Clara" starring Darren McGavin and William Daniels. Other plays in the series include "It's Called the Sugar Plum" by Israel Horowitz (March 5), "The Last Act is a Solo" by Robert Anderson (April 2), and "Unpublished Letters" by Jonathan C. Levine (May 7). -SC

CABLECASTINGS

BIG DEALS

Mind Extension University has landed the biggest affiliation in its history, signing a corporatewide agreement with Tele-Communications Inc. for carriage of the educational service. MEU said TCI will launch the service to 500,000 subscribers in Illinois, Florida, Georgia, Wisconsin, Minnesota and Montana, and other TCI operators could launch the service at their discretion.

The announcement comes weeks after TCI revealed that it could cancel its carriage agreements with the Learning Channel on 30 days notice and expressed some displeasure with some of its programming. Industry sources said TCI sent memos to system managers clearing the way for them to drop TLC. But sources said TCI pulled back, and a spokesman at TCI said systems were never ordered to drop TLC.

Still, it's no secret that MEU's stock has risen while TLC's has fallen in the eyes of TCI. Hearst officials decided to pull out of a planned buy of TLC after meeting with TCI officials and failing to get a renewed carriage commitment for the channel.

There has been much conjecture as to what was behind TCI's moves concerning The Learning Channel. An executive at MEU said he knew of no plans for MEU to become a bidder for the Learning Channel, whose sale is being eclipsed at the moment by FNN's.

MEU said it serves 11 million homes. Hearst had counted TLC's subscriber base at 16.2 million.

□

SportsChannel America has landed its biggest MSO affiliation to date, signing a five-year deal with Newhouse Broadcasting, which serves 1.2 million subscribers. Newhouse will launch SCA full time in systems serving 82,275 subscribers, including 60,000 in the Detroit area.

Other recent SCA deals include ATC in St. Louis, Cox in New Orleans and Rifkin and Intermedia Cable, in Atlanta. SCA's total MSO deals amount to 800,000 subscribers and have been spurred by discounts associated with the carriage of other Rainbow services: AMC, Bravo and CNBC.

WWF TO ENTER LOW-PRICED PPV ARENA

The World Wrestling Federation, trying to tighten its stronghold in the pay-per-view programming arena, is planning to add two lower-priced PPV productions to its schedule later this year.

Unlike the four annual live PPV megaevents currently distributed by Stamford, Conn.-based parent company Titan Sports Inc., the new WWF productions would be anthology clip shows containing no live events. The shows, priced substantially lower than the megaevents, would carry a suggested retail price more in line with movies on PPV, in the \$4.95-\$5.95 range. WWF megaevents generally sell for \$20-\$30.

One of the planned lower-priced PPV shows is a history of *Wrestlemania*, the annual spring event that has set PPV records with its high buy rates. The two lower-priced specials would run several times over a month-long period, tentatively scheduled for June and October.

Titan will use the added programming to expand its success in PPV without diluting the impact of the existing four megaevents, according to a spokesman.

Wrestlemania and the other three WWF PPV events were among the top-grossing PPV events in 1990, outdistanced only by the Buster Douglas-Evander Holyfield fight. The quarterly WWF megaevents include the *Royal Rumble* (January); *Wrestlemania* (March); *Summerslam* (August) and *Survivor Series* (November).

As of early last week Titan did not have numbers for its Jan. 20 *Royal Rumble*, but industry sources were anticipating a buy rate of 3-4 based on past performance. *Wrestlemania VII* will take place March 24 at the 100,000-seat Los Angeles Coliseum with a suggested retail of \$29.95.

BARKER PITCH

NuStar will launch a PPV barker channel later this year. Peter Mondics, executive vice president of NuStar, said the channel will be updated daily, delivered by Galaxy II and will allow for local system graphics.

NuStar will be targeting cable

systems that produce their own barker channel but that may want to replace or supplement their existing service. Mondics said those systems serve between 10 million and 11 million subscribers. The new channel will run 20 hours per day.

TAILOR MADE

WMAQ-TV Chicago plans to begin offering five-minute inserts in its news programming that will be localized for three different area cable systems beginning Feb. 4. Four times a day—at 12:15 p.m., 4:15 p.m., 4:45 p.m. and 6:15 p.m.—the station will preempt its broadcast signal and send out three different pre-recorded news inserts—one for the northern suburbs, one for the northwest suburbs and one for the south side—to area cable systems via the Centel Video microwave path, said Robert Morse, WMAQ-TV vice president and general manager. The station will transmit the reports from a production facility near Northwestern University, which is adjacent to Centel Video. A total of 700,000 cable subscribers will be able to see localized reports. The NBC affiliate has joined with Pioneer Press, which is owned by the *Chicago Sun-Times* and which operates suburban newspapers, to provide the service. For the first three months, Pioneer is picking up the costs in exchange for selling the ad time, two 30-second spots in each five-minute pod.

The service, called Suburban News Source, will have a staff of 14 and will also draw on communications students from Northwestern. Ed Planner, former NBC news executive and news director at the station, is president.

Morse hopes eventually to have as many as 20 localized feeds and also expects to expand the service.

Tom Wolzien, senior vice president, NBC Cable, who assisted in the development of the project, said it's a low-cost, win-win situation for WMAQ-TV and area cable operators. Operators receive community programming without having to dedicate a new channel and without paying a fee. WMAQ-TV can provide its viewers with a new level of localized coverage, and it helps the station soften the impact of cable's ratings growth.

C-SPAN'S PERSIAN GULF COVERAGE.

**“TOUCHING
THE HEART OF
AMERICA...”**

Rick Du Brow
Los Angeles Times

In the first week of Operation Desert Storm, over 1600 Americans were able to react to the events in the Persian Gulf during continuous live viewer call-in programs.

C-SPAN will continue to keep its phone lines open so that people all across America and throughout the world can make their voices heard.

C-SPAN A Public Service of the Cable Television Industry

To add C-SPAN or C-SPAN II to your channel line up, call affiliate marketing at (202) 737-3220.

BUSINESS

THE REACH OF FOX: ALMOST A NETWORK

FBC adds six new stations, increases cable carriage of existing affiliates; it approaches TV household coverage of ABC, CBS and NBC

The success of Fox Broadcasting is usually attributed to Bart Simpson, *In Living Color* and other prime time ratings winners. But much of Fox's expected profitability in the current and subsequent fiscal years could also be attributed to the less glamorous work of improving clearances. Fox's increased availability to TV homes could soon bring coverage of the quasi-network to within a few percentage points of ABC, CBS and NBC.

Among the methods Fox has used to improve coverage are the addition of full-power TV affiliates in a half-dozen markets; additional carriage by secondary affiliates, and getting existing affiliates carried by more cable systems in their respective markets.

The increased coverage translates into higher ratings. For example, the ratings gains of *Married...with Children* this season could theoretically be attributed to better distribution of Fox, rather than increased viewing among existing stations. Household ratings went from a 12.0 for the season, through Dec. 31 of 1989, to a 12.3 for the same period in 1990. According to an A.C. Nielsen study during the same period, the number of affiliates carrying the show increased from 147 stations covering 89% of the country to 156 covering 92%. The Fox affiliate relations department is headed by Preston Padden, senior vice president.

If a rating point across the prime time daypart is worth almost \$100 million, then the coverage gains Fox will have made since the beginning last year of

NBC REPORTS REVENUE DECLINE AND EARNINGS DROP FOR 1990

General Electric, the parent company of NBC, said last week that its broadcasting division had "much lower" operating profit on lower revenue. The full-year results—which were expected since lower profit and revenue had already been reported in each of the first three quarters—were attributed to "continuing market softness and viewer erosion." In addition to NBC's television network and owned station operations, the broadcasting division also includes the CNBC cable channel and equity interests in Cablevision's programming operations. The company did not specifically break out fourth quarter results, although observers expected comparisons were off then as well.

General Electric also cited earnings growth at "most of" the businesses at GE Capital, a significant lender to the cable, entertainment and broadcasting industries. However, those industries presumably fall within GE Capital's "highly leveraged transactions" operations, which, said GE, reported "higher write-offs and increased nonearning assets."

through the near future could be translated in to at least \$20 million in additional advertising revenue, or a significant portion of the operation's projected profit for fiscal 1991.

David Ferrara, vice president, national affiliate relations, said Fox's two most recent affiliates are KCY-TV Yakima, Wash., originally a satellite station, and KLJB Davenport, Iowa. In addition, there are four other markets that will have Fox affiliates in the near future: Baton Rouge; Martinsburg, W. Va.; Dathan, Ala., and Tyler, Tex.

Ferrara also said increased coverage has come from secondary affiliates—stations already contracted with an existing network but which also have options on Fox shows—who are in markets such as Monroe, La.; Duluth, Minn.; Columbia, Mo.; Billings, Mont., and Yuma, Ariz..

Existing affiliates have seen gains in their household coverage from addition-

al carriage by cable systems. According to Bill Schereck, hired four months ago as vice president, cable affiliate relations, cable systems serving several hundred thousand subscribers have been persuaded to add their markets' Fox affiliate to their lineup.

Schereck recently hired a director of cable affiliate relations, Kelly Porter, from Seltel, a New York-based rep firm, where he was director of strategic planning. Their additional responsibilities will be to oversee an agreement with Tele-Communications Inc., whose systems will become Fox affiliates in "white areas" where no over-the-air signal is available (BROADCASTING, Sept. 10, 1990). The TCI agreement also calls for all the MSO's systems to begin carrying existing Fox affiliates and be given VHF positions, a benefit Schereck said is important, if not easily quantifiable. —CF



Preston Padden



David Ferrara



Bill Schereck

FRIES LOOKS TO RESTRUCTURE

Faced with rising production fees and a growing debt load, Fries Entertainment retained investment banking firm Furman Selz to "pursue all reasonable opportunities to enhance shareholder value" (BROADCASTING, Jan. 14). That, Fries says, could include a possible sale or merger of the company.

If Fries is unable to secure more equity, it may have to cut short its theatrical and home video purchases and its theatrical productions, which would also impact on its other businesses. In a previous cost-cutting measure, Fries cut back on its in-house theatrical distribution group and marketing division, opting instead for outside distributors. Besides home video and theatrical productions, Fries produces and distributes made-for-TV movies, series and mini-series.

The company is also talking with its chief creditor, Credit Lyonnais Bank. Fries chairman and chief executive officer, Charles Fries, told BROADCASTING the company would possibly renegotiate or extend its \$26.5 million credit line, of which it had only \$1.4 million left, as of Aug. 27, 1990.

The bank debt is roughly half the company's total debt, which increased to \$53.7 million, as of May 30, 1990, compared to \$41.9 million in 1989 and \$30 million in 1988. The company attributed the increases in debt to rising production and acquisition costs.

Of that debt, only about \$1.6 million is due to be repaid in 1991, but Fries may be looking down the road to 1992-94 when a total of \$27.2 million of debt comes due.

Fries is also talking to holders of \$24.9 million in 7½% convertible subordinated debentures. In May, 1989, Fries repurchased about \$5.1 million of the principal amount of the bonds for about \$2.3 million. The Fries chairman has not ruled out another bond repurchase.

Fries attributed the company's \$5.6 million net loss for fiscal 1990, on revenues of \$43.9 million, in part to a weakness in the syndication market. Of total revenue, the company's chairman estimated 30% comes from its international business; 25% to 30% comes from home video and another 30% comes from made-for-TV movies. The remainder is from the syndication market. Both the home video and international markets have been growth areas for the company while syndication has been hurt by the slowdown in program acquisitions, the growth of Fox, and the soft advertising environment. Also, the production com-



Fries 'Queen of Mean'

pany has been hurt by several stations that are in Chapter 11 reorganization and unable to pay their debt to Fries.

In addition to producing for the networks, Fries also has produced two

films last year as part of a \$15 million financing agreement for its theatrical production and home video business with Spectrum—an investment group. The terms of the agreement call for Spectrum to finance production or acquisition costs of up to 10 films. Fries would then buy the films in installments. According to the agreement, films financed by Spectrum cannot exceed \$7.5 million in production costs.

Fries would not elaborate on how the Furman Selz search for equity is going except to say there has been interest. Industry analysts were unsure how much interest there would be in today's market. "The question is: Do I get a jump start from buying Fries or do I start from scratch?" Entertainment stocks on the whole were down much of last year and Fries was no exception. It closed Jan. 23 at 7/16.

However, some syndication executives say there is still an appetite for medium-sized companies like Fries that specialize in products such as made-for-TV movies. And with no substantial debt payments due until 1992, the company is hoping the overseas market continues to grow. The company also has 230 films in its library and controls 180 titles for home video. -JF

CLOSED NOVEMBER 1990

This Announcement Appears as a Matter of Record Only.

ACI BROADCASTING OF POPLAR BLUFF, INC.

Has Acquired

RADIO STATION KJEZ-FM

Poplar Bluff, Missouri

From

K-W BROADCASTING, INC.

The Undersigned Represented the Seller



Thoben-VanHuss & Associates, Inc.

107 N. Pennsylvania Street, Suite 503, Indianapolis, IN 46204

(317) 636-1016 • FAX: (317) 637-2209

CHANGING HANDS

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

■ **WPGH-TV Pittsburgh, Pa.** □ Sold by Renaissance Communications Corp. to Sinclair Broadcasting for approximately \$55 million (BROADCASTING, Jan. 21, 1991). Station was purchased in 1989 for \$32 million. Seller is headed by Michael Finkelstein, and owns KTXL(TV) Sacramento, Calif. (Fox); WTXN(TV) Hartford, Conn.; WDZL(TV) Miami, and WPMT(TV) Harrisburg, Pa. (Fox). Buyer is headed by David D. Smith, and has agreement to sell co-located WPTT-TV. Sinclair Broadcasting also owns Fox stations WBFF(TV) Baltimore and WTTE(TV) Columbus, Ohio. WPGH is Fox affiliate on ch. 53 with 2338 kw vis. and 233.8 kw aur. with antenna 995 feet above average terrain. Broker: Communications Equity Associates.

■ **WCFT-TV Tuscaloosa, Ala.** □ Sold by Beacon Broadcasters Ltd., debtor in possession, to Federal Broadcasting Co. for \$7.5 million cash at closing. Seller is headed by Robert L. Gilbertson and Duncan Fraser, and is licensee of WDAM-TV Laurel/Hattiesburg, Miss., and KYEL-TV

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$300,000 □ 1
 FM's □ \$3,741,712 □ 6
 AM-FM's □ \$2,673,000 □ 5
 TV's □ \$62,500,000 □ 2
 Total □ \$69,214,712 □ 14

Year to Date:

AM's □ \$3,250,000 □ 12
 FM's □ \$30,318,362 □ 24
 AM-FM's □ \$10,273,000 □ 13
 TV's □ \$63,785,000 □ 6
 Total □ \$107,626,362 □ 55

For 1989 total see Feb. 5, 1990 BROADCASTING.

Yuma, Ariz. Gilbertson and Duncan also have interests in Beacon Communications Corp., which owns WPBN-TV-WTOM-TV Inc., licensee of WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. Buyer is headed by Dale G. Rands, Peter A. Kizer, Lawrence S. Jackier, Edward O. Ruffley, James A. Colman, James Kizer and Gregory A. Whitland. Federal Broadcasting has interests in WLUC-TV Marquette, WPBN-TV Traverse City and WTOM-TV Cheboygan, all Michigan; WDAM-TV Laurel-Hattiesburg, Miss., and KTVO(TV) Kirksville, Mo. WCFT is CBS affiliate on ch. 33 with 1,225 kw visual and 203 kw aural with antenna 540 feet above average terrain.

■ **KZBB-FM Ft. Smith, Ark.** □ Sold by Arrow Communications to Tate Broadcasting for \$1.5 million. Price includes \$1.3 million cash at closing and \$200,000 in seller note. Seller is headed by Paul Rothfuss, also owns WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., KMJC-FM Clinton, Iowa; WHDL(AM)-WPIG(FM) Olean and WFRG-AM-FM Rome, both New York, and WZOQ(FM) Wapakoneta, Ohio. Buyer, headed by Harvey Tate and George Hochman, is licensee of KMCK-FM Siloam Springs, Ark. KZBB has contemporary oldies and CHR format on 97.9 mhz with 100 kw and antenna 1,810 feet above average terrain. Broker: Dick Chapin.

■ **KMHT-AM-FM Marshall, Tex.** □ Sold by Bayou Broadcasting Inc. to Marshall Media Inc. for \$1.016 million. Price is assumption of seller's liabilities. Seller is headed by A.T. Burke and S. Randy Rose and has no other broadcast interests. Buyer is owned by Clint Formby (50%) and George A. Franz (50%). Formby is president and 60% owner of KLVT Radio Inc., licensee of KLVT(AM) and KLVT(FM) Leveland, Tex.; president and owner of KTEM Radio Inc., licensee of KTEM(AM)-KPLE(FM) Temple, Tex.; 70% general partner in KPAN Broadcasters, licensee of KPAN-AM-FM Hereford, Tex., and 40% owner of Hereford Cablevision Co., operator of cable system serving Hereford, Tex. Formby and Franz are 50% owners of Walker County Communications Inc., licensee of KSAM(AM)-KHUN(FM) Huntsville, Tex. KMHT(AM) is fulltimer with oldies format on 1450 khz with 1 kw. KMHT-FM has heart and soul format on 103.9 mhz; with 3 kw and antenna 300 feet above average terrain.

■ **KELD(AM)-KAYZ(FM) El Dorado, Ark.** □ Sold by Noalmark Broadcasting Corp. to Noalmark Broadcasting Corp. for \$1,007,000, which includes \$260,000

Closed:

December 17, 1990

KKWM-FM

Dallas, TX

from **AnchorMedia Group**

to **WSB Inc.**

QUESTCOM

Radio Station Brokerage & Financing Services

Don Bussell
 Gaithersburg, MD / (301) 963-3000

Marc Hand
 Denver, CO / (303) 534-3939

cash for stock; sale is transfer of control within corporation. Sixty six percent of total outstanding stock is to be transferred to Noalmark Broadcasting and reissued to William C. Nolan Jr. and Edwin B. Alderson Jr., who will then own 65% and 35% of stock, respectively; it includes KKIX(FM) Fayetteville, Ark.; KYKK(AM)-KZOR(FM) Hobbs, N.M., and KKTJ-AM-FM Kilgore, Tex. **Transferers** are William C. Nolan, Theodosia M. Nolan, Charles M. Nolan, Robert C. Nolan, Theodosia N. Roddy and Russell Marks. **Transferees** are William C. Nolan Jr. and Edwin B. Alderson Jr. KELD is fulltimer with urban contemporary format on 1400 khz with 1 kw. KAYZ has country format on 103.1 mhz with 3 kw and antenna 450 feet above average terrain.

■ **KTQQ(FM) Lake Charles, La.** □ Sold by KSIG Broadcasting Co. Inc. to 21st Century Communications Inc. for \$808,760. Price includes \$379,260 noncompete and consulting agreements. **Seller** is headed by Louis M. Basso Jr. and has no other broadcast interests. **Buyer** is headed by Keith Baine Martin and has no other broadcast interests. KTQQ has C&W format on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Randy Jeffery Jr. of Media Venture Partners.**

■ **KZIQ-AM-FM Ridgecrest, Calif.** □ Sold by Bel Air Broadcasting Corp. to Michaels Media for \$650,000. Price includes assets only, no land is involved. Station was purchased in 1986 for \$335,000 ("Changing Hands" June 30, 1986). **Seller** is headed by Robert M. Rosenthal, and has no other broadcast interests. **Buyer** is headed by Pat Michaels, and the purchase marks his return to broadcasting since selling KFRG(FM) San Bernadino to Key Market Communications for approximately \$7.7 million. KZIQ(AM) is fulltimer with classic hits format on 1360 khz with 1 kw. KZIQ-FM has lite rock format on 92.7 mhz with 3 kw and antenna 134 feet below average terrain. **Broker: Jorgenson, Chapin & Co.**

■ **KGMS(FM) Green Valley, Ariz.** □ Sold by Abundant Life Ministries to Good Music Inc. for \$637,756; price is for assump-

tion of seller's liabilities. **Seller's** general partner is Grace Broadcasting System Inc., headed by Douglas E. Martin, Robert Gentala and Joe Engineri. **Buyer** is headed by Martin, George Mehl and Thomas L. Regina, who each own 33.3% of Good News Broadcasting Inc., licensee of KVOI(AM) Tucson, Ariz. KGMS has contemporary Christian format on 97.1 mhz with 1.64 kw and antenna 118 feet above average terrain.

■ **KSQI(FM) Greeley, Colo.** □ Sold by Radio Ingstad Inc. to Duchossois Communications Co. for \$525,000 cash at closing. **Seller** is headed by Tom, James and Robert Instad, brothers, and Randy Holland. Ingstads and Holland own separately and collectively, through various licensees, radio stations throughout the West. **Buyer** is headed by Rolland Johnson and also owns KGYK(AM)-KKLD(FM) Tucson, Ariz.; KQPT(FM) Sacramento, Calif., and WHFS(FM) Annapolis, Md. Sale of WASK-AM-FM Lafayette, Ind., has been granted (see "For the Record"), and sale of KDSM-TV Des Moines is currently pending ("For the Record," Dec. 10, 1990). KSQI has adult contemporary format on 96.1 mhz with 100 kw and antenna 660 feet above average terrain. **Broker: Dick Chapin of Jorgenson, Chapin & Co.**

■ **WEW(AM) St. Louis** □ Sold by Radio WEW Inc., debtor in possession, to Alliance Broadcasting Co. for \$300,000 cash at closing. **Seller** is headed by Doug Huber, who has interests in WDXR(AM) Paducah, Ky. **Buyer** is headed by Richard R. Frame and has no other broadcast interests. WEW has big band format on 770 khz with 1 kw day.

■ **KKND(FM) Stillwater, Okla.** □ Sold by Stillwater Radio Group to Shipp Enterprises Inc. for \$270,196. Price includes \$40,000 cash at closing and \$230,196 in assumption of seller's debts. **Seller** is headed by Larry Smalley and has no other broadcast interests. **Buyer** is headed by Jackie V. Ship and has no other broadcast interests. KKND has AOR format on 105.5 mhz with 463 w and antenna 27 feet above average terrain.

TVB ADDS KTLA TO ROSTER

The Television Bureau of Advertising has landed Tribune Broadcasting Co.'s KTLA(TV) Los Angeles as a new member. TVB wrapped up the deal with Tribune for KTLA at the Association of Independent Television Stations convention two weeks ago. "We are delighted to add KTLA to our membership," said TVB president Jim Joyella, adding that it is "particularly gratifying when a highly regarded independent operation in a major market recognizes the value of TVB membership and supporting TVB's sales development efforts."

KTLA senior vice president and general manager Steven Bell said: "Especially in hard times, TVB's work in the developmental sales area is crucial to the well-being of the broadcast marketplace."

TVB represents all six Tribune stations. The others are: WPIX-TV New York, WGN-TV Chicago, KWGN-TV Denver, WGNX(TV) Atlanta and WGNO-TV New Orleans.

-JF

CLOSED!

The sale of KFMF-FM, Chico, California from Fuller-Jeffrey Broadcasting Companies, Inc., Bob Fuller, President and J.J. Jeffrey, Senior Vice President to Nova Broadcasting, Gregg Peterson, General Partner for \$2,100,000.

Elliot B. Evers
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

FOCUS ON FINANCE

Most media stocks were up for the week ending last Wednesday, helped along by the overall market, which was up 4%-5%. CBS said more than 91% of its shares were tendered under a proposed share repurchase plan (BROADCASTING, Dec. 17, 1990). After the announcement, the stock fell from \$166 to \$153, indicating investors' assessment of the company's post-repurchase value. At least one recent report, by Richard McDonald of McDonald, Grippio Riely Inc., suggested the stock could fall even further, possi-

bly below \$100 per share. McDonald cited concern over the network's profitability this year. Among the group owner/publisher stocks that gained were Meredith, up 8.5%, and Times Mirror, up 7.3%. The latter company was the subject of a favorable report from Lisa Donneson of County NatWest, who cited ad rate increases at the company's *Newsday*. Most MSO stocks gained, among them Comcast, up 8.7%, and Telecommunications Inc., up 9.4%. The latter company detailed its proposed spin-off of its programming interests (see page 59).

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 Jan 23	Closing Wed Jan 16	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
--	--------------------------	--------------------------	---------------	-------------------	--------------	--

BROADCASTING

A (BHC) BHC Comm.	46	1/8 45	3/8	3/4	01.65	11	1,351
N (CCB) Cap. Cities/ABC	423	1/4 414	1/2	8 3/4	02.11	14	7,335
N (CBS) CBS Inc.	153	166	-13	-07.83	12	3,622	
A (CCU) Clear Channel	10	5/8 10	5/8		00.00	-118	60
O (JCOR) Jacor Commun.	2	5/16 2	1/8	3/16	08.82	-1	23
O (OSBN) Osborn Commun.	6	1/4 5	1/2	3/4	13.63	-9	43
O (OCOMA) Outlet Comm.	10	1/2 10		1/2	05.00	12	68
N (PL) Pinelands	17	1/2 17	3/8	1/8	00.71		295
A (PR) Price Commun.		3/8 5/16	1/16		20.00		3
O (SAGB) Sage Bsg.	1	1			00.00	-1	3
O (SCRIP) Scripps Howard	46	1/2 44		2 1/2	05.68	17	480
O (SUNNC) SunGroup Inc.		3/4 3/4			00.00	-1	5
O (TLMD) Telemundo	5	5			00.00	-2	114
O (TVXGC) TVX Group	9	5/16 9	5/16		00.00		68
O (UTVI) United Television	28	1/4 28		1/4	00.89	3	306

PROGRAMING

O (IATV) ACTV Inc.	2	1/8 2		1/8	06.25		1	
O (ALLT) All American TV	2	5/8 2	5/8		00.00		5	
N (CRC) Carolco Pictures	7	1/2 6	3/4	3/4	11.11	11	226	
O (DCPI) dick clark prod.	3	3 1/4	-	1/4	-07.69	18	24	
N (DIS) Disney	101	1/8 96	1/8	5	05.20	17	13,448	
O (FNNIC) FNN	2	1/4 2	1/8	1/8	05.88	6	40	
A (FE) Fries Entertain.		7/16 1/2	-	1/16	-12.50		2	
A (HHH) Heritage Ent.		9/16 9/16			00.00		4	
N (HSN) Home Shop. Net.	4	1/8 4		1/8	03.12	11	372	
O (IBTVA) IBS	1	3/8 1	3/8		00.00	17	4	
N (KWP) King World	25	24		1	04.16	11	950	
O (KREN) Kings Road Ent.		3/16 3/32	-	3/32	-100.0		-1	
N (MC) Matsushita	122	116 1/8	5 7/8		05.05	16	253,788	
A (NNH) Nelson Holdings	2	2			00.00	-1	8	
O (NNET) Nostalgia Net.		9/16 9/16			00.00		3	
N (OPC) Orion Pictures	11	3/8 11		3/8	03.40	28	255	
N (PCI) Paramount Comm.	39	1/2 40	1/8	-	5/8	-01.55	26	4,657
N (PLA) Playboy Ent.	4	1/4 4	3/8	-	1/8	-02.85	22	79
O (QNTXQ) Qintex Ent.		1/8 1/8			00.00		26	
O (QVCN) QVC Network	5	3 3/8	1 5/8		48.14	-13	86	
O (RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-16	85	
O (RPICA) Republic Pic.'A'	6	3/4 6	1/4	1/2	08.00	37	28	
A (SP) Spelling Ent.	3	3/4 3	1/2	1/4	07.14	25	124	
O (JUKE) Video Jukebox	4	1/2 4	3/8	1/8	02.85	-34	42	
O (WONE) Westwood One	2	1/16 1	3/4	5/16	17.85	-1	30	

	Closing Wed Jan 23	Closing Wed Jan 16	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
--	--------------------------	--------------------------	---------------	-------------------	--------------	--

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	26 3/4	2 1/4		08.41	22	541	
A (AK) Ackerly Comm.	2	5/8 2	3/8	1/4	10.52	-3	40	
N (AFL) American Family	19	3/4 18	5/8	1 1/8	06.04	14	1,607	
O (ACOMA) Assoc. Comm.	26	24		2	08.33	66	485	
N (CCN) Chris-Craft	24	3/4 23		1 3/4	07.60	2	630	
O (DUCO) Durham Corp.	26	7/8 27	1/4	-	3/8	-01.37	13	227
N (GCI) Gannett Co.	38	3/4 38		3/4	01.97	16	6,123	
N (GEI) General Electric	57	1/4 54	3/4	2 1/2	04.56	12	50,873	
O (GACC) Great American	1	3/4 1	1/2	1/4	16.66		61	
A (HTG) Heritage Media	3	3/8 3	1/4	1/8	03.84	-5	152	
N (JP) Jefferson-Pilot	38	3/4 35		3 3/4	10.71	9	1,384	
N (LEE) Lee Enterprises	25	3/8 23	1/2	1 7/8	07.97	14	592	
N (L.C) Liberty	42	39 1/8	2 7/8		07.34	9	328	
O (LINB) LIN	63	1/4 56	5/8	6 5/8	11.69	-17	3,249	
N (MHP) McGraw-Hill	53	51 3/8	1 5/8		03.16	112	2,580	
A (MEGA) Media General	18	1/8 17	3/4	3/8	02.11	22	458	
N (MDP) Meredith Corp.	24	22 1/8	1 7/8		08.47	-19	432	
O (MMEDC) Multimedia	60	58 1/2	1 1/2	1 1/2	02.56	15	679	
A (NYTA) New York Times	20	7/8 20	3/8	1/2	02.45	46	1,590	
N (NWS) News Corp. Ltd.	7	5 5/8	1 3/8		24.44	4	1,879	
O (PARC) Park Commun.	15	1/2 15		1/2	03.33	17	320	
O (PLTZ) Pulitzer Pub.	19	1/4 19		1/4	01.31	8	201	
O (STAUF) Stauffer Comm.	118	120	-	2	-01.70	48	144	
N (TMC) Times Mirror	29	1/2 27	1/2	2	07.27	18	3,791	
N (TRB) Tribune Co.	40	37 1/4	2 3/4		07.38	15	2,634	
A (TBSA) Turner Bestg.'A'	14	3/8 13		1 3/8	10.57	-95	2,144	
N (WFO) Washington Post	206	3/4 196	1/4	10 1/2	05.35	13	2,488	
N (WX) Westinghouse	26	1/2 25	1/8	1 3/8	05.47	7	7,713	

CABLE

A (ATN) Acton Corp.	4	5/8 4	3/4	-	1/8	-02.63	-3	7
O (ATCMA) ATC	33	1/2 31	5/8	1 7/8	05.92	32	3,653	
A (CVC) Cablevision Sys.'A'	13	1/4 12	7/8	3/8	02.91	-1	294	
A (CTY) Century Comm.	6	5/8 6	3/8	1/4	03.92	6	432	
O (CMCSA) Comcast	14	12 7/8	1 1/8		08.73	-9	1,580	
A (FAL) Falcon Cable	6	5/8 6	3/4	-	1/8	-01.85	-5	42
O (JOIN) Jones Intercable	6	1/4 6		1/4	04.16	-4	78	
N (KRI) Knight-Ridder	47	5/8 45	3/4	1 7/8	04.09	14	2,389	
T (RCI.A) Rogers'A'	8	1/2 8	1/2		00.00	-17	349	
O (TCAT) TCA Cable TV	15	14 7/8	1/8		00.84	65	363	
O (TCOMA) TCI	14	1/2 13	1/4	1 1/4	09.43	-21	5,161	
N (TWX) Time Warner	87	1/4 81	3/4	5 1/2	06.72	-6	5,014	
O (UAECA) United Art.'A'	11	3/4 10	7/8	7/8	08.04	-17	1,650	
A (VIA) Viacom	25	1/8 25	3/4	-	5/8	-02.42	-83	2,681

STOCK INDEX (CONT.)

Closing Wed Jan 23 Closing Wed Jan 16 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

EQUIPMENT & MANUFACTURING

N	(MMM) 3M	80	3/4	81	1/8	-	3/8	-00.46	13	17,924
N	(ARV) Arvin Industries	18	1/8	16	5/8	1	1/2	09.02	16	340
O	(CCBL) C-Cor Electronics	3	7/8	3	5/8	1/4		06.89	4	16
●	(CTEX) C-Tec Corp.	13	3/4	13		3/4		05.76	-26	226
N	(CHY) Chyron		1/2		9/16	-	1/16	-11.11	-1	5
A	(COI) CoHu	10	3/8	9	5/8		3/4	07.79	8	20
N	(EK) Eastman Kodak	40		37	7/8	2	1/8	05.61	41	12,977
N	(HRS) Harris Corp.	20		19	7/8		1/8	00.62	6	802
N	(IV) Mark IV Indus.	8	3/4	8	1/4	1/2		06.06	2	118
O	(MATT) Matthews Equip.	111	1/16	1	9/16	1/8		08.00	84	10
O	(MCDY) Microdyne	3	5/8	3	1/8	1/2		16.00	51	15
O	(MCOM) Midwest Comm.	1	1/16	1	1/8	-	1/16	-05.55	3	3
N	(MOT) Motorola	49	3/8	49	5/8	-	1/4	-00.50	12	6,494
A	(PPI) Pico Products		3/8		5/16		1/16	20.00		1
N	(SFA) Sci-Atlanta	12	1/8	11	3/4		3/8	03.19	6	272
N	(SNE) Sony Corp.	45	1/4	43		2	1/4	05.23	24	15,019
N	(TEK) Tektronix	18	1/2	18	3/8	1/8		00.68	-6	537
N	(VAR) Varian Assoc.	35	3/4	30	3/8	5	3/8	17.69	-170	684
O	(WGNR) Wegener		7/16		5/16	1/8		40.00	-2	3
N	(ZE) Zenith	7		6	1/8	7/8		14.28	-2	187

Closing Wed Jan 23 Closing Wed Jan 16 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

SERVICE

O	(AFTI) Am. Film Tech.	2	1/2	2	5/8	-	1/8	-04.76	8	24
O	(BSIM) Burnup & Sims	7	3/4	7	3/4			00.00	86	97
A	(CLR) Color Systems	3	1/8	2	1/2		5/8	25.00	-3	28
N	(CQ) Comsat	23		23	1/2	-	1/2	-02.12	7	430
N	(CDA) Control Data	9		8	3/8		5/8	07.46	-2	382
N	(DNB) Dun & Bradstreet	43	1/2	41	5/8	1	7/8	04.50	15	7,937
N	(FCB) Foote Cone & B.	19	3/8	19	1/8		1/4	01.30	10	209
O	(GREY) Grey Adv.	129		130		-	1	-00.76	11	145
O	(IDBX) IDB Commun.	8	1/4	6		2	1/4	37.50	91	52
N	(IPG) Interpublic Group	36	3/8	34	1/2	1	7/8	05.43	16	1,244
N	(OMC) Omnicon	22	3/4	21	3/8	1	3/8	06.43	11	596
O	(RTRSY) Reuters	42	3/8	40	1/8	2	1/4	05.60	20	18,267
N	(SAA) Saatchi & Saatchi	1	3/8	1	3/8			00.00	-1	217
O	(TLMT) Telemation		1/4		1/4			00.00		1
O	(TMCI) TM Commun.		1/4		1/4			00.00	-1	5
A	(UNV) Unitel Video	7		6	1/2	1/2		07.69	-12	10
O	(WPPGY) WPP Group	3		2	7/8	1/8		04.34	1	123

Standard & Poor's 400 389.67 372.30 +17.37 +4.6%

NEED INFORMATION ABOUT INSURANCE?



If your question is about insurance for space shuttles, oil refineries, ships or planes, we can't help.

But if it's about personal insurance, we can. When it comes to insuring automobiles, homes, and small boats, we're the largest in the business. We're also among the biggest writers of individual life and health insurance.

Next time you have a question about personal insurance, call one of these numbers.

State Farm Insurance
Home Office: Bloomington, Ill.



WASHINGTON

FCC COMMENTS CALL FOR CONSTITUTIONAL CHALLENGE TO CHILDREN'S ACT

RTNDA, others call on commission to follow thinking of fairness doctrine repeal and to implement children's law in 'least restrictive' manner

Declaring the Children's Television Act of 1990 a violation of the First Amendment, the Radio-Television News Directors Association and other media organizations called on the FCC last week to implement the law in the "least restrictive" manner and to assert—as it did in repealing the fairness doctrine in August 1987—that spectrum scarcity and public trustee rationales no longer justify program-content regulation.

In comments about the FCC implementing a rulemaking, the groups said the agency should follow the lead of President George Bush, who, in declining to sign the bill into law, encouraged a "constitutional challenge" of the law's content-based restrictions on programming." (Bills that the President declines to sign become law after 10 days on his desk.)

Also commenting were the Media Institute, the Reporters Committee for Freedom of the Press and the Society of Professional Journalists. Other affected parties to the proceedings are not expected to file comments until just before the Jan. 30th deadline.

Laurent Scharff of Reed, Smith, Shaw & McClay, one of the attorneys

who drafted the comments, said the group is not committed to mounting a legal challenge of the rules itself. "The broadcast licensees would be better candidates for going to court," he said. "They are directly impacted."

The law, and eventually the implementing rules, would limit the amount of advertising during children's shows on both broadcast and cable television to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. What's more, broadcasters' license renewal would be conditioned on their having served the "educational and informational needs" of children.

As required by the law, the FCC is also looking anew at the question of whether children's programs based on toys, or toys based on programs, are program-length commercials. Because of the commercial limits, a finding that a show of more than 10.5 or 12 minutes was a program-length commercial would effectively ban it.

According to the groups, "the coercive programming requirements and advertising restrictions mandated by Congress in the...Act are not narrowly tailored to achieve a substantial governmental interest that is not already satis-

fied by existing programming and advertising practices of broadcasters and cablecasters."

Advertising in children's programming is constrained by the marketplace and educational needs of children are met by noncommercial television, the groups said. "In this way, the special television needs of children and others...can be met without violating the First Amendment by coercing information media to disseminate information in a government-approved manner."

"If children's educational and informational programming can be lawfully coerced, why not coerce the same special attention by television for the benefit of other societal groups (e.g., the elderly) that are viewed to be too weak economically to have their special program needs met," the groups said. "Indeed, if this kind of program dictation is constitutional, why could not the government, in the name of promoting an informed electorate and other national policies, include news and other informational and educational programs for adults?"

In its repeal of the fairness doctrine, the groups said, the FCC sent a "signal" to the Supreme Court, saying the "constitutional principles applicable to the printed press should be equally applicable to the electronic press." The FCC should "again send the signal that recognizes the correct First Amendment position."

Aside from the constitutional arguments, the groups offered some specific recommendations:

- The FCC should announce its intention to act promptly after Jan. 1, 1993, to "accord flexibility to media parties to finance programs through advertising."

- The definition of educational and informational programs for children "should be left to the broad discretion of broadcasters."

- Record keeping for children's programs should be "minimized." And the definition of program-length commercial should be "strictly limited."

—NAJ, KM

AUXILIARY ACTION

The FCC is considering banning the use of vacant UHF-TV channels for auxiliary use. The National Association of Broadcasters filed a request for a rule change last June in response to a request (eventually denied for unrelated reasons) by low-power TV station WO6BE Tampa, Fla., to use ch. 25 as a studio-to-transmitter link frequency. NAB claims that use of UHF channels as auxiliary spectrum could lead to interference with established full-power TV service.

The commission is also considering a petition by Airtrax, a Burbank, Calif.-based limited partnership, for the use of active line 22 in the broadcast TV signal as part of an advertisement tracking system. Airtrax has been involved in a dispute with the A.C. Nielsen Co. over the proposal. Nielsen has proposed use of line 22 to expand its Automated Measurement of Lineups system, which currently operates on line 18 of the vertical blanking interval (BROADCASTING, Aug. 28, 1989).

Comments on both proceedings are due Feb. 13.

LICENSE PULLED FOR DRUG CONVICTION

FCC revokes license of Kingstree, S.C., AM for majority owner's drug conviction; owner says ex post facto ruling is unfair

FCC Administrative Law Judge Joseph Chachkin has revoked the license of WKSP(AM) Kingstree, S.C., citing the 1987 drug-trafficking conviction of the station's principal owner, Gregory Knop.

Knop, who along with other family members acquired the now dark AM daytimer in 1979 for \$200,000, was arrested on federal trafficking charges in August 1987. Three months later, he pleaded guilty to one count of conspiracy to distribute cocaine and was sentenced to five years in prison.

Now unemployed and living in Myrtle Beach, S.C., the 45-year-old Knop told BROADCASTING he intends to appeal the judge's revocation order at the FCC. Having little money, he added, he will act as his own attorney.

In finding Knop unfit to hold a broadcast license, Chachkin also cited Knop for "lack of candor" and violation of full disclosure rules in failing to report the drug conviction in a 1987 application for a new FM station in Kingstree.

The FCC, by a 5-0 vote, began a revocation hearing against Knop in September 1989. At the same time, it stated convictions for drug trafficking would be potentially disqualifying. The agency maintained it was "clarifying," not modifying, its so-called character policy.

Knop admits (and is contrite for) his involvement in drug trafficking—"I did what I did"—but believes the FCC treated him "unfairly." More than two years after he was arrested, he said, the FCC expanded the scope of misconduct that could result in revocation or non-renewal of a license to include drug convictions.

In deciding to go after his license due to the drug conviction, Knop said, the FCC was responding to mounting political pressure to take a hard line against drug users and traffickers. "For [the FCC] not to take a stand would have been politically dangerous," he said. "For it to take a stand after the fact was unfair to me."

All broadcasters should be alarmed by the FCC willingness to take away licenses, he said. His case "sets a dangerous precedent," he said. Broadcasters convicted of drunk driving or income tax evasion could find their licenses in jeopardy.

Knop also complained the loss of the

license would unjustly hurt the owners of the stations—his wife, mother and sister-in-law—who were not involved in his drug activity. "I don't think it's fair they put everybody else's head in the same noose with me," he said.

If anything, Knop said, the FCC should have ordered him to divest his interest, which amounted to 51% at the time of his arrest. "Why hurt the other stockholders who had nothing to do with it?"

And contrary to the judge's finding, Knop said, he was "very open and candid" in his FM application. According to Knop and the FCC record, he noted in the application that he had been convicted of a nonbroadcast-related felony and was willing to supply details upon request.

Lending some credence to Knop's charge that the FCC changed the rules of the game is the fact that the FCC renewed the license for WKSP in 1988, even though Knop listed on the renewal application the unspecified felony conviction.

Knop has acknowledged he was arrested a second time on drug charges in Myrtle Beach by Horry county police on Oct. 17, 1989, just two days after being released from a halfway house in Wilmington, S.C. Knop entered the halfway house August 1989 after serving 17 months of his five-year sentence at a minimum security prison at Maxwell Air Force Base in Montgomery, Ala.

Following his arrest, he said, he was jailed in Horry county until officials dismissed the charges on Jan. 23, 1990. "The charges were baseless," he said,

declining elaboration.

However, because he was still on probation, upon his release from the Horry county jail he was incarcerated at a federal prison in Atlanta while federal officials investigated the new charges. He was finally freed, again on probation, on May 30, 1990.

After his release, he got a job selling ads for WSYN(FM) Georgetown, S.C., but left the station in November. When the station went into bankruptcy, the receiver brought in a new management team, and Knop said he no longer felt welcome. "They wanted to do their own thing."

Barry Brown, the current manager of the station, confirmed that Knop had worked there until November, but would not comment on the circumstances of his departure.

While he was in jail, Knop said, his brother Allyn took over management of the station and, in November 1989, was forced to shut it down due to the same financial troubles that Knop has said led him to become involved in drug trafficking.

Knop said he hopes to pay off back county taxes on the station facilities and sell them to repay creditors. In addition to \$75,000 for the original note, he said, he owes "less than \$20,000."

Knop, who said he worked in Chicago in the 1970's as an engineer at CBS's WBBM-AM-FM-TV Chicago and as a helicopter traffic reporter-pilot before setting out on his own in Kingstree, is eager to resume work in broadcasting as either a reporter or salesman. "I have a tremendous amount of experience," he said. -HAJ

NCTA PR COMMITTEE UPDATE

The National Cable Television Association's blue ribbon public relations committee met Jan. 14 after NCTA's full board meeting and discussed reports from three subcommittees charged with looking at different aspects of cable's public image. The subcommittees, headed by Jack Clifford, chairman Colony Communications; Fred Vierra, president and chief executive officer, United Artists Entertainment, and Michael Fuchs, chairman and chief executive officer of HBO, presented interim reports, and there was a full discussion of the issues, one participant said. The full committee, chaired by Newhouse Broadcasting President Robert Miron, hopes to meet in February to discuss the recommendations in the subcommittees' final report. (The subcommittees are charged with looking at relations with the local media, a possible image campaign and national press relations, respectively.) That would give it enough time to develop recommendations for the next NCTA board meeting in late March in New Orleans during the association's annual convention.

MARSHALL: FCC STANDARD MAY BE CABLE'S BEST BET

She says proposed 'effective competition' could preempt tougher cable legislation

With cable operators in the final throes of preparing comments on the FCC's proposed new "effective competition" standard due Thursday (Jan. 31), FCC Commissioner Sherrie Marshall reiterated last week her belief that the standard could head off "more onerous" legislation regulating cable.

"Prompt commission invocation of an effective competition regime...should remove the primary pressure point for more onerous rate regulation," Marshall said at a Federal Communications Bar Association luncheon in New York. "If so, and if the commission adopts its proposed standards for local rate regulation where effective competition does not exist, cable programmers should be able to continue investing in new programs without fear that cable operators will be unable to handle their increased programming costs."

"At the same time, by year's end there will be more checks—either from competition or minimally intrusive regulation—on basic cable rate increases than those that exist today," Marshall said.

Congress came close last year to passing what most cable operators would agree was "onerous" legislation. New legislation, equally onerous in the minds of operators, was introduced in the new Congress two weeks ago (BROADCASTING, Jan. 14), and similar legislation is expected in the House.

Under the Cable Act of 1984, cable systems facing "effective competition" as defined by the FCC cannot be subjected to municipal rate regulation. Under the FCC's original 1985 standard—three broadcast signals—all but a handful of cable systems eluded local regulators.

But last December, the FCC proposed a tough new three-part standard that could deliver most systems back to the regulators. To avoid under the proposed standard, the system would: 1) have to be in markets with at least six broadcast signals and would have to have penetration rates under 50%, 2) have to face competition from another multichannel video provider with at least 10% penetration and 50% of the homes passed, or 3) have to pass muster as a "good actor."

As described by Marshall, under the "good actor" test, "effective competition would be presumed to exist wherever a cable operator offers a minimum

CATA WANTS EFFECTIVE COMPETITION EXEMPTION

The Community Antenna Television Association will ask the FCC this week to exempt cable systems with fewer than 3,500 subscribers from having to meet the agency's new "effective competition" standard until the FCC has set permanent price and service benchmarks for meeting the standard's "good actor" test, CATA President Steve Effros told reporters last week.

At its December meeting, the FCC proposed a new multifaceted "effective competition" standard, comprising two structural tests and the so-called "good actor" test. Cable systems that meet any one of the standard's three tests would not be subject to municipal rate regulation.

The FCC is expected to adopt this April or May the new standard, including transitional "good actor" benchmarks, which it will employ until it establishes permanent ones in two years through a separate rulemaking.

Although the 3,500-and-under cable systems serve just 10% of all cable subscribers, Effros said, they hold 70% of all cable franchises. Because of the high cost involved, he said, such systems should not be made to demonstrate to franchising authorities they are "good actors" until the benchmarks are permanently settled.

Effros also said CATA would attack the penetration elements of its structural test, arguing for elimination of the 50%-penetration element of the broadcast signal test and the 10%-penetration test of the multichannel video competitor test.

package of basic cable services at an aggregate or per channel price no greater than that of established competitive levels and, perhaps, meets minimum customer service standards as well."

At Marshall's insistence, the FCC also proposed standards to which municipalities would have to adhere in regulating systems that meet none of the effective competition tests.

The "good actor" tests are intended to "insure that local regulation does not ensnare those cable operators whose behavior reflects the existences of competitive forces not recognized by either our

broadcast signal or multichannel competitor tests," Marshall said. "But it could also have the unintended consequence of creating a de facto nationwide ceiling for basic cable rates."

Given the uncertainties about the impact of the proposed standard, Marshall said, the FCC is flexible. "I expect we will carefully consider—and possibly fine-tune—several of the details of our proposals, including the penetration thresholds (are they too high or too low?) and the effects of our behavioral test on smaller and rural cable operators." —HJ

BATTLING OVER FIN-SYN, CABLE

Panel disagrees over a variety of regulatory issues

The fate of the financial interest and syndication rules and the prospects for cable legislation in the near future generated some heat, and even a few sparks, at a regulatory panel at the NATPE convention in New Orleans, moderated by Paramount talk show host Maury Povich. The principal issues framing the debate, and dividing the panel, were diversity, foreign competi-

tion and the decline in network dominance, and whether those were persuasive arguments for the fin-syn rules changes most agreed were forthcoming from the FCC.

Capcities/ABC VP Mark MacCarthy said the two most "salient facts" were declining network shares and the wave of foreign ownership in the Hollywood production community, which he said

production community, which he said has "awakened concerns about whether fin-syn 'shackles' " U.S. firms in the international environment.

Independent producer Leonard Hill countered that the foreign ownership fear was a "great rhetorical issue" that was actually a nonissue (in that, he echoed the sentiments of FCC commissioner Sherrie Marshall expressed in an earlier panel). He said he found it "a little hypocritical" for CBS Chairman Larry Tisch to profit by selling CBS Records to Sony "and then complain when Sony uses the profits from running CBS Records to buy Columbia." He also said that the network share drop had been overestimated, that the networks were still quite profitable in the overall business climate, and that part of the share drop was not loss, but reapportionment to Fox. Behind the "smokescreen" of foreign ownership and other "nonissues," he suggested, was the real issue of diversity, "which is the commission's charter," and which he believes the present rules promote. "Three or four networks control access. Federal policy has always been to keep access to the network

open, and that's why regulation is needed," Hill concluded.

Richard Wiley, of Wiley, Rein & Fielding, and a former FCC chairman, defended as real both the network share drop and the threat of foreign buyers. He called it "politically unacceptable" that U.S. companies had to compete on different terms than foreign-owned entities.

MacCarthy said program producers have bargaining leverage due to the proliferation of alternative outlets, and that while he sometimes wishes they didn't have that leverage, it doesn't mean he would seek "government control over their behavior." On the other hand, he said, "it appears they would very much like to restrain our negotiating ability in terms of being able to talk to them about paying a little bit extra for a show" in exchange for back end participation.

"You know that's false," countered Hill, who said independent producers were willing to concede a modification to financial interest that would allow the networks for "value given, in an arms-length transaction," to purchase a financial interest. He gave no quarter on the

syndication side of the equation, however. "The issue," said Hill, "is that the networks have stubbornly demanded the right to gain control over domestic and foreign syndication."

Hill countered that if the networks were permitted to enter into foreign co-productions, they would trade access to the network for foreign syndication rights, and that in close programing calls, networks would favor shows in which they had an interest over shows of other producers.

The panelists disagreed on the timetable for a decision on modification of the rules. "There are so many incentives for so many people to keep this going, I think it will be going for quite a while," said Hill. "Congress's concern is about excessive market power on either side," said Larry Irving, senior counsel, mass media, House Telecommunications subcommittee. "I think it will be resolved this year one way or the other," he said. Irving pointed out that he was a hill staffer when fin-syn was on the table in 1983. "I had a head of hair, then," said the slightly balding Irving, "I have one head of hair to give to fin-syn. I don't want to do this again in 1995." -JSE

You can slow down the effects of aging

If you help protect the public's health.

James D. Davy
"The Virginian"

Yes, nowadays society overall is more health conscious, *except* health is treated as a fad rather than as a way of life. Too many people "try" to be physically fit for a short while, resorting to all kinds of diet formulas and exercise gimmicks only to fall back into a life of health negligence.

Now, there is a series of television and radio public service spots available that talks sensibly about health—for the young person and the successful ager.

FREE 60-SECOND AND 30-SECOND SPOTS FOR TV AND RADIO



TO: American Chiropractic Association 90-4
1701 Clarendon Boulevard
Arlington, VA 22209-9840

Please send me copies of "If You Take Care Of Your Health, Your Health Will Take Care Of You" public service spots for:

- Television (One 60-sec. & one 30-sec. spot on 3/4" videocassette)
 Radio (Six 60-sec. & six 30-sec. taped spots)
I understand the spots will be sent without cost or obligation.

Public Service Director _____

Station _____

Street Address _____

City _____ State _____ Zip _____

Please Send Me Additional Health Campaigns That Are Available

TECHNOLOGY

AMPEX PROPOSES EVOLUTIONARY PATH TO ALL-DIGITAL PRODUCTION

Company expects component digital production to be industry norm in three to five years; interim composite digital layering device to be introduced at NAB

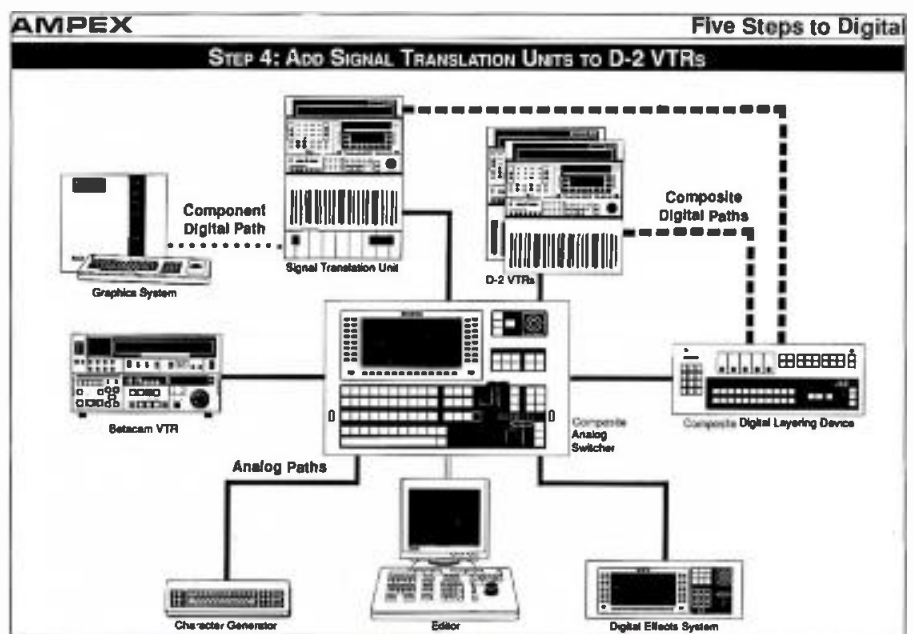
Ampex Corp., Redwood City, Calif., last week revealed new products tied to its long-term sales strategy to promote construction of component digital TV production studios in the next three to five years. Beginning with the next National Association of Broadcasters convention in Las Vegas (April 15-18), Ampex will introduce a series of devices designed to fit easily and inexpensively into current composite analog plants. Broadcasters and post-production companies will be producing component digital products by the mid-1990's after an evolutionary and comparatively inexpensive process, Ampex executives said.

The new product announcements came one week after Ampex announced the resignation of Ronald J. Ritchie, its president and chief executive officer, and completion of a round of 350 layoffs begun last November (BROADCASTING, Jan. 21). The company's commitment to new product development, Ampex executives claimed last week, is evidence that it is stronger than outward appearances might suggest.

Studio equipment manufacturers and clients generally agree most video production and post production will soon be done in the digital domain, said Robert W. Corrigan, Ampex vice president, marketing, but "there's a lot of debate now about what form the digital future will be." Ampex believes it will be digital with component color.

Most video production islands today operate with composite analog equipment, and a significant number have begun their digital transitions by adding composite digital (D-2) videotape recorders. Many now contemplating replacing their current composite analog production switchers "are in a dilemma. They don't want to pay for equipment that will be obsolete," Corrigan said.

Ampex is advising producers to keep their composite analog switchers for a three-to-five year transition phase until



affordable, industry-standard, component, digital, serial-interface switchers are available. Ampex is introducing ADAPT, a digital layering device, capable of multi-generational complex effects traditionally done with more expensive component digital equipment.

ADAPT is designed to work in tandem with D-2 VTR's and current composite analog switchers to create digital effects, composite matting and optional digital chromakeying. The basic ADAPT unit, to be introduced at NAB 1991, will sell for \$16,000. The price may range up to \$30,000 with options such as digital chromakey, control panel or serial digital input-output modules. Deliveries are to begin next summer.

In the next step after ADAPT, video producers can begin to work in the component digital domain and still use composite analog switchers (see diagram). Already available D-1/D-2 signal translators (such as the Ampex DST-300),

allow D-2 recorders to function in either composite or component suite, Ampex said. Other studio systems sold today (editors, character generators, digital effects systems) typically include component digital outputs. Many of the systems already in the field will blend into future all-digital facilities.

Signal translators will also be used after the all-digital production begins with the addition of the component digital switcher. Ampex is advising the continuation of composite D-2 machines in the component suite.

The multi-step process will eventually require a number of years to complete, but "makes financial sense" because it allows video producers to produce high-quality digital effects with current analog equipment and without the expensive interim step of a composite digital production switcher, Corrigan said, adding: "Doing it in pieces allows you to be in business and making money as you go." -RMS

IT'S CABLE VS. TELCOS, AGAIN, ON PCS

Two industries take opposite sides in comments to commission on FCC's proposals for new personal communications services

The cable television industry and local telephone companies have emerged as adversaries in comments to the FCC on proposed new personal communications services (PCS). While the local exchange carriers (LEC) are seeking spectrum allotments to implement PCS in their separate exchange areas, cable groups are seeking to exclude the LEC from the new service completely.

The commission received reply comments in an inquiry into PCS, a digital, low-power mobile telephone service, that would operate with transmit and receive microcells installed in neighborhoods and business districts linked by fiber optics, copper or microwave to the public switched telecommunications network. The microcells and hand-held consumer receivers are expected to be smaller and less expensive to build than current cellular telephone equipment (BROADCASTING, Dec. 17, 1990).

"In view of the telephone industry's demonstrated hostility toward rival local telecommunications networks, it would be inadvisable to reserve a portion of the frequency allocated to PCS for local exchange carriers," said the National Cable Television Association in its comments (BROADCASTING, Jan. 21).

LEC's claim a technical head start on PCS. "The LEC's are uniquely positioned with their existing network infrastructures and industry experience to develop the network intelligence and interoperable networking features that will be critical to the long-term success and expeditious availability of PCS across all networks and product lines," said Southwestern Bell.

The South Carolina Telephone Association said LEC's also "have unique technical expertise in high-capacity, digital switching networks and local exchange interconnection. Their common carrier obligations will assure that PCS is brought to urban and rural areas alike."

The cable industry claims that the LEC's infrastructure and expertise are anything but unique. "Cable television operators who have installed fiber optic cables to upgrade their systems will be well positioned to provide low-cost interconnection between PCN microcells," said TeleCable Corp., Norfolk, Va., which plans to have fiber backbones installed at five of its 21 systems

by the end of 1992 and is planning additional installations through 1995.

"A set-aside for the telephone companies would provide them with an unwarranted head start. There is simply no justification for establishing the telephone company as 'more equal' than any other provider of PCS," NCTA said.

Not all sectors of the telephone industry agreed with a spectrum set-aside for LEC's. Long-distance provider AT&T echoed the cable companies: "LEC's arguments that they must be afforded a preferential place as PCS providers in order to assure compatibility with the existing wireline network is wrong. There is no reason why non-LEC providers cannot provide compatibility with the published interfaces and tariffed basic services of the LEC's."

AT&T called for "a marketplace approach" to PCS implementation with no severe regulatory restrictions or exclusions of specific companies, such as

LEC's or long-distance companies. "There is simply no good reason for the commission to distort the marketplace by arbitrarily excluding AT&T," the telephone company said.

Broadcasters responding to the inquiry expressed concern over implementation of PCS in the frequencies near 2 GHz, the area most commonly discussed for the service. The Association for Maximum Service Television (MSTV) said that the 1990-2210 MHz band is used by broadcasters and some cable systems for microwave studio-to-transmitter links, intercity relays and electronic newsgathering. The area is already so congested in many markets that it requires close coordination and has raised questions about auxiliary spectrum for eventual HDTV broadcasting. "The notion of allocating some or all of this spectrum to other services or sharing it with other services, totally ignores the extent and intensity of current use of this spectrum," MSTV said. -RMS

DAB STRATEGY

The National Association of Broadcasters Digital Audio Broadcasting Task Force, created by the NAB Radio Board last June (BROADCASTING, July 2, 1990), was to give a detailed report of the group's first six months of activity during the board's meeting in Naples, Fla., on Saturday (Jan. 26).

"Very simply, we're in a race to establish our version of the digital future of broadcasting before someone else establishes their vision. Trying to manage the implementation of DAB for U.S. radio broadcasters is the best strategy—and the strategy most likely to be of maximum benefit to the AM and FM radio station members of NAB," the task force said in its advanced written report to the board.

The task force was to outline the strategy it intends to use to "manage" DAB implementation. NAB will endorse a specific DAB transmission technology (most likely the European-developed Eureka 147 system) and push for FCC approval of a technical standard based on that system as soon as possible. At the same time, NAB will attempt to rally the radio industry's support around the NAB plan.

A key part of the NAB plan will be the formulation of a solid spectrum allocation and assignment policy to submit to the FCC. A \$40,000 study commissioned by the task force to examine how much spectrum is needed and which radio frequencies are best suited for DAB was to be released at the board meeting.

Another key to the plan is convincing the FCC and the radio industry that satellite delivery of digital audio should be blocked to maintain the current system of local radio delivery. "Our opposition primarily comes from satellite DAB entrepreneurs," the task force said.

At the center of NAB's reasoning is the premise that digital audio is already entering many consumers' homes in the form of compact disks, digital audio tape and digital cable radio. "Proposals to keep the industry unchanged are simply not realistic," the task force concluded. "Like a giant ocean liner, the DAB ship is underway in the United States. The question is who is steering and where are we going." -RMS

SATELLITE



Bally's Casino Resort, site of the 1991 SBCA winter convention

SBCA: PROGRAMERS, PIRACY, COMPRESSION

Move toward VC-II shutdown, SkyPix and DigiCipher demonstrations, increased association power for programers highlight three-day show

With advanced 'smart card' and digital video encryption technologies due to begin replacing the satellite industry standard scrambling system within the next year, last week's Satellite Broadcasting and Communications Association Las Vegas trade show saw the subject of signal theft steal some fire from demonstrations of new video compression systems that promise to vastly increase, as well as lower the cost of, satellite channel capacity. And satellite programers—the SBCA constituency with most cause for concern over piracy—showed new muscle in determining the direction of association efforts in the decade to come.

Midpower Ku service proponent SkyPix and its newly announced exclusive distributor to home satellite, EchoSphere, provided invitation-only showings of the SkyPix eight-channels-per-transponder video compression system. And General Instrument provided the first live demonstrations of its 10 to 1 DigiCipher video compression system.

But from the opening session, it was

the push toward shutting down the VC-II data stream that took center stage at Bally's Casino Resort.

Of the SBCA's intention "to eradicate piracy from the industry," SBCA President Chuck Hewitt told the approximately 2,772 attendees in the first moments of the Jan. 21-23 show, "We believe that '91 is the year we can finally turn to the legal [satellite equipment] dealer and say: 'We've done it for you.'" Of nearly three million satellite systems sold in the United States, little more than 300,000 dish owners currently pay for programing; undetermined numbers of other owners receive services with receiver-decoders altered to thwart billing. And programers appear on the verge of adopting a more secure scrambling standard.

Programers and piracy: Clean 'poisoned atmosphere'

Incoming SBCA Chairman and HBO Satellite Services President Robert Caird

echoed Hewitt's warning, telling an opening session audience that all elements of the industry are working toward the VC-II shut-down, "the first step in cleaning the environment." And in apparent reference to General Instrument's December 1990 announcement that it will begin manufacturing a VC-II-Plus decoder that will accept a replaceable "smart card," Caird said that the second step toward making signal theft too expensive to undertake is also in the works: "to provide recoverable security if VC-II-Plus is compromised"—an indication that HBO supports the continued use of VideoCipher technology into the next generation of encrypted C-band satellite TV.

Caird—joined at the opening session by another programer, his boss and the show's keynote speaker HBO President E. Thayer Bigelow—acknowledged that "just five years ago, it would have been absurd to think that an HBO executive would be making an address to the home satellite industry convention." Viewer's Choice and HBO were first in 1986 to

scramble their signals and attempt to end free access for home dish owners.

But in his first address as SBCA chairman, he praised equipment retailers for their successful adaptation to scrambling and the sale of subscription programming after they had simply sold equipment to receive signals for free. That "professionalization" of the industry, he said, can make home satellite "even more serious players in the home entertainment business." However, he warned, the "pollution" of signal theft "left unchecked...can wipe out any potential role we can play in the telecommunications industry.

"Billions of dollars will be spent bringing DBS and HDTV to market," he said. "Do you really believe anyone making that kind of investment would choose to work in a poisoned atmosphere? We are all at risk."

TVN Entertainment abandoned a competing encryption system, D-Code, developed by Leitch and Uniden (each said to hold equity in the proposed 10-channel C-band pay-per-view service aboard AT&T's Telstar 303), saying it will be encrypted instead via VC-II-Plus, the VC-II replacement that has, so far, been purchased by 180,000 consumers. TVN Chief Executive Officer Stuart Levin described the move as a response "to consumer and industry demand to avoid multiple encryption technologies."

Many of the Plus sales have been swapouts with legal VC-II owners, and Hewitt further warned those assembled last week that, based on early SBCA research into the traded-in VC-II's being recycled into the pirate market, "our preliminary opinion is that, under certain circumstances, all parties to this activity may face potential criminal liability. We're looking into this...serious issue."

The SBCA's Anti-Piracy Task Force (APTF), he said, has 824 cases under investigation, 38 raids on suspected pirates, 12 arrests and five regionalized sweeps by a network of former FBI agents working with the FBI and Customs agents. The second stage of a program to help illegal dealers to become "born again," he said, will be expanded to areas targeted for continued sweeps this winter and spring.

New scrambling technology: Confusion or competition?

The time for government intervention to set a scrambling standard has not come, agreed Jonathan Levy of the FCC's Of-

fice of Plans and Policy; Stan Moote, executive vice president for manufacturer Leitch Systems; Brian McCauley, president of SkyPix, which proposes to launch an 80-channel, 41-watt, Ku-band pay-per-view system next summer, and J. Lawrence Dunham, president of the VideoCipher Division of General Instrument—all panelists for a Monday workshop, "Multiple Encryption Systems: Confusion or Competition?"

Those officials appeared also to agree with Dunham's argument that programmers—the real arbiters of any voluntary standard—will spend money and effort toward assuring compatibility because it is in their interest "to make things easy for the consumer."

So long as virtually all satellite TV services continue to be available via VC-II, said Levy, no compelling standards issues will exist. However, he said, the introduction of significant new services, such as SkyPix's, could force the issue.

But given such competition, Levy said, scenarios in the 1990's could boil down to four: (1) the FCC could set a mandated system standard (which panelists uniformly agreed would block advances in encryption technology); (2) the industry could, over several years, move to a new voluntary standard and, during intervening years, use video compression to provide multiple feeds of the same programming each via a different encryption system; (3) the industry or the FCC could set a multiple system interface standard (an idea supported by Moote) or (4) the marketplace could accept a field programable system, such as that proposed by Canada-based DecTec—an "adjustable decoder," he said, apparently designed to emulate any system. (In its early stages of marketing in the U.S., DecTec concedes most programmers are wary that its Secure Universal Norm decoder would be used to compromise VideoCipher and other systems and circumvent programmer billing.)

So far, no pay or basic cable programmers have committed to VC-II-Plus as the C-band system of choice for the decade. But Caird's intimation that it would be a break in Plus that the industry would need to "recover" was seconded by McCauley, who said: "I think the market is evolving now to where VideoCipher will continue, and the Plus will be used widely." On the Ku side, he said, although Primestar has already adopted B-MAC (all but one of its services remain available on VC-II), the high cost of DBS entry will limit the number of new players, "so there won't be a lot of different encryption systems there."



SCBA President Chuck Hewitt

McCauley and others suggested that digital video transmission will solve the piracy problem and eventually provide compatibility. According to McCauley, "digital compressed video is inherently encrypted," and the scrambling data within it can be constantly reconfigured to "stay ahead of people" trying to break the system.

During a session on Video Compression Technology and Applications in the 1990's, panelists agreed that mid- and high-power Ku DBS services will likely each use a proprietary system.

However, several panelists predicted that silicon research will lead within five years to a programable digital video decoder-decompressor able to read data streams from a variety of systems—an idea advanced by Hughes Space and Communications Chief Scientist Donald Mead and Michael Stauffer, director of new business for Compression Labs Inc., designer of SkyPix's system.

And, in any case, warned Dunham, Moote and others, encryption standards must remain fluid enough to adapt to the coming of high-definition TV in the mid-1990's. In fact, said Dunham, HDTV and digital video "give us the opportunity to work toward a universal interface."

Compression, Ku and PPV

Video compression demonstrations and presentations by two proponents of satellite services predicated on near-on-demand pay-per-view—SkyPix and TVN—drew considerable attention at Bally's. Although most observers praised General Instrument and SkyPix for their rapid development of working compression hardware, several found flaws in the picture quality demonstrated there. And skepticism over the launches of SkyPix and TVN remained in play.

GI provided the first live, public, satellite-delivered demonstration of its Di-

giCipher digital compression system, which, it says, squeezes up to 10 digitally compressed signals into one 24 mhz satellite transponder. GI said it compressed, encoded and delivered via Hughes Communications' 41-watt Ku-band SBS-6 bird the signals that were downlinked, decoded, decompressed and displayed in real time at the show.

"The demonstration shows how much progress we have made in developing the multichannel NTSC version of DigiCipher," said Jerry Heller, VideoCipher Division executive vice president. We believe the received picture is very impressive and demonstrates an outstanding product."

Although many observers praised the picture quality demonstrated by GI and SkyPix, Hughes's Mead, in charge of developing the transmission system for his company's proposed 200-watt, high-power Sky Cable DBS service, said during Monday's compression panel that "blotches" and "streaks" in the demonstrations reflect a less than optimal bit error rate. Sky Cable, proposing a 1994 launch, also has "not seen anything we're particularly happy with at the present time" in terms of compression ratio, he said.

Doubts over SkyPix equity and other support also remained in the air last week. Lauding C-band satellite TV as "a good solid business," HBO's Bigelow called SkyPix's 80-channel Ku plan "attractive sounding;" however, he said, "their problem is they need another two hundred million dollars to push themselves along." Apparently doubting SkyPix's summer 1991 launch claim, Bigelow said HBO believes Ku-band will not reach significant numbers of consumers until "somewhere in the mid-1990's." And even then, because cable systems will use fiber optics to expand capacity and PPV services with improved quality, Ku will face strong "entrenched competition."

Additionally, one major consumer electronics chain denied SkyPix's claim that it had committed to carry SkyPix equipment. Michael Flynn, divisional merchandise manager, electronics, for Dayton Hudson, said that several issues, including SkyPix's 24- to 36-inch dish size claim, remain "open," and that Dayton Hudson is discussing a "potential agreement. We are interested to see a more final product and final marketing plan than I saw in CES [the Jan. 11-13 Consumer Electronics Show in Las Vegas] before we make a commitment." Comsat Video Enterprises expressed similar concerns when it ended negotiations last month toward a \$125 million

investment in SkyPix (BROADCASTING, Dec. 10, 1990).

SkyPix used a four-foot antenna at the CES and SBCA shows. But McCauley said SkyPix has for several months demonstrated its system using a three-foot dish in Connecticut and is currently testing a variety of 24- to 36-inch dishes newly designed for digital reception.

Flynn praised the picture quality demonstrated at CES by SkyPix, as did other major retailers. Michael Sharp, president of Circuit City, said his company would "support the rollout aggressively," and, like Tasso Koken, senior vice president for The Wiz, Sharp said his company is "in the final stages" of contracting with SkyPix.

TVN claimed that it had finally launched two of its originally proposed 17 C-band channels and that two top-10 movies could now be ordered. However, noting TVN's original claim that it would launch in the second quarter of 1989, and noting the lack of Hollywood studio confirmation of deals with TVN, observers took a wait-and-see view of the announcement.

New year's agenda

Hewitt pledged the SBCA would continue to pursue a "positive political, economic and regulatory climate which will

allow the satellite industry to flourish."

Specifically, he said, in 1991 the association was preparing to petition the FCC, as well as the courts, "to get higher enforcement" of the federal pre-emption against cities limiting or prohibiting home satellite television receive-only (TVRO) antenna installation or operation. Also, he said, the SBCA will continue to press home satellite interests in cable legislation considered by Congress and participate in FCC rulings on effective competition, program access, spectrum allocation, encryption standard setting and other "germane" issues.

Calling the SBCA's "fully funded" April 1989 through April 1990 public relations campaign "the most successful program the industry has ever had," Hewitt also promised to press for renewed public relations funding from equipment manufacturers, key elements of which pulled funding last spring. Behind the scenes over the past several months, a group of manufacturers has agreed to contribute to a \$150,000 to \$200,000 public relations fund but only if 80% of manufacturers are represented. Several key members of the manufacturer's and distributors group continue to hold out. Programers have committed \$700,000 to antipiracy efforts in 1991. —PDL

FCC SAYS NO TO HOME DISH SYNDEX

Application of syndicated exclusivity rules to home satellite program distribution "would be technically and economically infeasible," FCC commissioners ruled on Dec. 31. In response to direction from the Satellite Home Viewer Act of 1988—which extended interim compulsory copyright license (until the end of 1994) to the home satellite television receive-only (TVRO) market, the FCC began requesting comments on satellite syndex, and alternatives to syndex, in April 1989.

Despite the "desirability of protecting the exhibition rights of local broadcast stations," the FCC said it concluded that equipment was not yet available to allow satellites to selectively black out programs market by market; and, said the Jan. 22 FCC report, the potential distribution of such equipment would not occur before the compulsory license expires. Additionally, it said, "the cost of preventing viewing by a relatively few authorized home satellite dish owners for a relatively short period was insignificant and more than incrementally greater than the cost of syndicated exclusivity for cable," to which the syndex rules currently apply.

Cry foul. The National Rural Telecommunications Cooperative has again filed complaints with the FCC against satellite carriers of distant signals charging anticompetitive practices, including price discrimination against home satellite wholesalers.

NRTC told the FCC it has paid wholesale rates 460%-800% higher than rates charged cable operators by Southern Satellite (distributor of WTBS(TV) Atlanta), Netlink (distributor of five Denver superstations) and United Video (distributor of WPXI(TV) and WWOR(TV) New York, WGN(TV) Chicago and two other major market superstations).

Finding evidence of disparities between cable and home-dish wholesale rates, the FCC issued a second inquiry into program distribution practices (BROADCASTING, Jan. 1, 1990).

JOURNALISM

AFFILIATES WEIGH NETWORKS, CNN WAR COVERAGE

CNN draws in conventional network affiliates with perceived dominant coverage; 26 affiliates confirm heavy use of cable news channel

The night war broke out, some two dozen affiliates of the three major networks opted to preempt portions of their own networks' coverage to broadcast CNN reports of allied attacks on Iraq.

"My loyalty is first to the viewer and second to the network," said Ron Bilek, news director of WXIA-TV Atlanta, an NBC affiliate that made the switch to CNN on the first night of the war to carry its exclusive coverage of Baghdad under siege.

The affiliate's reliance on CNN has diminished since, but they still monitor the 24-hour-a-day cable service and switch to it whenever they think it is warranted.

Some 198 stations, including 127 network affiliates and 71 independents, have contracts to broadcast CNN's breaking news. Many also have contracts to use its package news reports.

A CNN affiliation is not exclusive. NBC affiliate KUTV(TV) Salt Lake City decided to sign on with CNN two days after the war began, despite CNN carriage on its CBS competitor and an independent station. "We felt we were at a competitive disadvantage not having CNN," said Maria Moore, KUTV station manager. The station is now changing its image positioning, using both NBC and CNN logos in its station ID's and teasers.

Most of the defections came from the ranks of CBS and NBC affiliates. Indeed, BROADCASTING has been able to find only one ABC affiliate that made the jump, WFAA-TV Dallas.

CBS and NBC were duly concerned about the defections. Anthony Malara, president, affiliate relations, CBS, said he plans to talk to the 11 CBS affiliates which switched periodically to CNN coverage in an effort to understand the "thought process" behind it.

Malara said he is particularly concerned with two or three CBS affiliates—in Minneapolis, Denver and Salt Lake City—that, on the first night of the war, stayed with CNN continuously for several hours.

Malara said he does not understand why stations continued to use CNN coverage after Thursday morning, when CNN's exclusive telephone line from Baghdad was cut. He said he is not issuing a challenge to the stations or attempting to infringe on their rights, but he said: "I don't think we can say: 'Carte blanche—it's all right to leave the network.'"

Malara says he does not like stations asking themselves: "Which do I choose: CBS or CNN?" But that's exactly what stations have been doing for the last 10 days. They have been monitoring both their network and CNN 24 hours a day for the best footage. Many are using the opportunity to give exposure to their own anchors by having them bridge the switches between network and CNN news coverage. In what is likely a response, CBS established a non-network satellite feed the first weekend after the war that carries material for stations to use, including some Pentagon briefings, when CBS News is not on the air.

More than a dozen affiliates have also preempted NBC News coverage for CNN.

Bill Bauman, news director, KCRA-TV Sacramento, said NBC News executive vice president Don Browne, who is overseeing the war coverage, called him an hour and 20 minutes after war broke out to see if the station had gone to CNN. At that point, KCRA(TV) had not, but did several minutes later. Bauman called back Browne to inform him. "It was a polite conversation, along the line of an inquiry," said Bauman, who said the call showed the network's concern. Otherwise, "what was he [Browne] doing calling a small affiliate so soon after the war started?" he asked. KCRA continues to use 40% of its coverage from CNN, said Bauman. "How can NBC be upset?" questioned Bilek, pointing out that NBC News itself interviewed CNN anchorman Bernard Shaw in Baghdad.

The lack of ABC defections may be due to some good advance work by ABC. Several news directors at ABC affiliate said the network sent them a memo "suggesting" that they not preempt the network's news coverage. Emily Rooney, news director for ABC (and CNN) affiliate WCVB-TV Boston, said she "was concerned about annoying ABC," and that is one reason the station has not preempted the network with CNN. WCVB-TV has used CNN footage during its own local coverage, she said.

AFFILIATES THAT ALSO CARRIED CNN

CBS AFFILIATES

WCCO-TV Minneapolis

WAGA-TV Atlanta

KSL-TV Salt Lake City

KMGH-TV Denver

WTVT Tampa, Fla.

KTVL Medford, Ore.

WBNS-TV Columbus, Ohio

WRGB Albany, N.Y.

KREM-TV Spokane, Wash.

KOIN-TV Portland, Ore.

KCTV Kansas City

NBC AFFILIATES

KING-TV Seattle

KTVB Boise, Idaho

KRON-TV San Francisco

WDIV Detroit

WXIA-TV Atlanta

KCRA-TV Sacramento, Calif.

KGW-TV Portland, Ore.

KSDK-TV St. Louis

KNSD-TV San Diego

WTVJ-TV Miami

WTHR Indianapolis

KUTV Salt Lake City

WMAR Baltimore

KVBC Las Vegas

ABC AFFILIATE

WFAA-TV Dallas

PERSIAN GULF COVERAGE: THE WAR OF THE EXPERTS

Networks' heavy use of military experts for war analysis comes under fire from journalism experts at Gannett conference

The practice of using experts to describe events in the Persian Gulf to network audiences came under fire last week at a Gannett Foundation Media Center conference at Columbia University in New York, where at least one veteran network correspondent said such analysis should be left to reporters. The networks were also criticized for failing to place the crisis in perspective while scrambling to gather news from the region.

The conflict in the Persian Gulf has created a "cottage industry" of experts, some with suspect credentials, said speaker Liz Lotta, former correspondent for CBS News and NBC News. Reporters should be relied upon for the type of information supplied by experts, she said, and news organizations that do not call upon their correspondents for such information are sending a message that they do not have confidence in their own



The CBS newsroom during war coverage

staff.

Network coverage of the Persian Gulf war has relied heavily on experts to describe developments. Retired General George Crist, for example, has become almost as much of a fixture at the CBS News Broadcast Center as anchor Dan Rather. Among other experts who have routinely provided commentary to the networks: retired Army Colonel Harry Summers Jr. (NBC); Admiral William J. Crowe Jr., former chairman of the Joint Chiefs of Staff (ABC) and retired General Perry Smith (CNN).

In defense of the use of experts, many of those called upon by the networks are the same sources who would be contacted by reporters researching stories, said speaker Stuart Loory, editor-in-chief, *CNN World Report*. Through on-air interviews with experts, he said, viewers watch the reporting process at work.

Offering an even more vehement defense of the use of experts, speaker Richard W. Bulliet, former director of the Middle East Institute at Columbia University, said the media are not utilizing enough experts as the crisis intensifies.

"It's very regrettable that the diversity of opinion that exists tends to be reduced as the crisis gets hotter," said Bulliet. "As the crisis heightens, experts are used less because there's a sense that there is more hard news to report."

But there has been a minimal amount of "hard" news reported on the Persian Gulf, said Bulliet, largely because of tight military restrictions on reporters.

Following the military's lead has caused reporters to miss stories, said Bulliet. For example, he said, the media

has neglected Iraqi political viewpoints and the possibility of a post-Sadam Iraqi government. "That would change tomorrow if our government said something about a post-Sadam Iraqi government," he said.

Bulliet compared coverage of the crisis to a "black hole" in which diverse material is drawn in by the media and then made homogenous. "By the time you get to the real crisis, there is no light and everything becomes uniform noise," he said.

CNN's Loory admitted that despite extensive planning for television coverage of the war, the networks have failed to provide perspective. That is partly the fault of the networks, he said, but it is largely due to the "mastery" with which the military has controlled media coverage. "They have us completely at their disposal," said Loory. He said one way in which media manipulation by the military has been demonstrated has been in press briefings, which have been scheduled to coincide with high audience levels of morning television. "They have played on our concerns for security and patriotic fervor," said Loory, "and we have accepted a constraint on our coverage."

Lotta, a correspondent in the Vietnam War, said military censorship in the Persian Gulf has been a response to reporting on the Vietnam War. CNN has provided "extraordinary" coverage of the Persian Gulf despite restrictions, she said, but added that there would be no true war coverage from the region until the infantry crossed the border.

"Up to now, it's been war-as-Hollywood," said Lotta. "The real test of coverage has yet to come." -RB

Answers. Contacts. Background.

Have a question about Phillips Petroleum? Or the energy industry? These media relations specialists can get answers for you:

George Minter (918) 661-5204
Rob Phillips (918) 661-9326
Jere Smith (918) 661-4982

Call or write: Media Relations Department, 16A-2 Phillips Building, Bartlesville, Oklahoma 74004.



**PHILLIPS
PETROLEUM
COMPANY**

MEDIA

TCI VALUES LIBERTY ASSETS AT \$605 MILLION

Officers of Tele-Communications Inc. outlined plans to spin off \$605 million in cable system and programing assets last week, but admitted they did not know whether the move will quiet critics in Congress.

TCI Chief Executive Officer John Malone presented plans to transfer \$298 million worth of cable systems and \$307 million of mostly minority interests in programing services into TCI's new Liberty Media subsidiary, which reported pro forma, nine-month revenue ended Sept. 30, 1990, of \$52.4 million.

Malone said the spinoff, first announced more than a year ago, was designed to quiet fears about TCI exerting excessive control over the cable industry. "They may or may not see this as an adequate reduction of TCI's interest in those assets," Malone said. "What we've done is establish parameters where the umbilical cord could finally be cut with known economic outcomes."

Malone said creating Liberty Media through a complicated exchange offer of stock and rights is preferable to being forced to divest some programing assets into an uncertain market. (TCI shareholders receive one transferable right of Liberty for every 200 common shares owned. That right entitles shareholders to receive one share of Liberty in exchange for 20 shares of TC. If exchange rights are exercised in full, Liberty will own 10% of TCI's outstanding shares on a fully diluted basis, the prospectus said.) The exchange offer has been met with confusion by investors intimidated by terms outlined in a 300-plus page prospectus.

Malone acknowledged it will be difficult to rationalize the hodgepodge of system and programing assets into an operating entity that posts an attractive return on equity. He said that while Liberty will see subscriber growth in its cable systems, it may "need a hammer and saw" to make the programing properties mesh at a time of declining advertising. "This was a potpourri of assets TCI acquired to enhance its cable assets, not to form a new company," Malone said. "There's a lot of challenge ahead, but I think it's do-able."

The deal, which TCI calls a "simulta-

neous corporation," will create a holding company for a collection of nonmanaged assets. The \$228 million of cable systems include interests in 14 cable franchises with 1.6 million subscribers, said TCI and Liberty Vice President Robert Bennett. That would put a \$1,500 to \$1,600 per subscriber value on those cable subscribers. The noncable assets include TCI's regional sports networks interest, Family Channel, AMC, BET, QVC, Prime Time Tonight and Video Jukebox Network.

While the programing properties are not expected to appreciate in value in the short term, TCI senior vice president Peter Barton noted that the noncable assets include Southern Satellite, which uplinks WTBS(TV) Atlanta. Barton said he expects that venture to bring new capital to Liberty's balance sheet.

Malone said the company is trying to achieve "neutral buoyancy" by making the value of the assets going into Liberty equal to the stock he expects TCI shareholders to contribute. "We hope not to be troubled by all the quarks, matter and anti-matter floating around a few months after the deal," Malone said.

The prospectus reveals that Liberty's pro forma nine-month revenue ended Sept. 30, 1990, was \$52.4 million, an operating loss of \$12.8 million and net earnings of \$2.4 million. But when a preferred stock dividend requirement is included, the net loss applicable to shareholders was \$20.4 million, or 9.77 loss per share, for the period.

Most of the revenue, and losses, are coming from the programing side. For the full year 1989, Liberty's cable operations had \$8.4 million in revenue and \$1.4 million in operating income, while the programing portion produced \$39.4 million in revenue and an operating loss of \$7.9 million.

As for ongoing future operations, Liberty said its interest coverage resulted in a deficiency of \$4.3 million in 1989, but that cash provided by Southern Satellite amounted to \$8.9 million in 1989, which would cover the loss. In addition, SSI is negotiating for a \$50 million revolving credit line.

The prospectus provided new historical financial details on Liberty's pro-

graming operations, particularly the regional sports operations. TCI will own 54.4% of Affiliated Regional Communications, which operates six regional sports networks, after the Group W buy-in is consummated. The prospectus details that GWS bought 1% of ARC for \$5 million, while ARC acquired a 30% interest in Home Team Sports, 70% owned by Group W. In addition, ARC issued to Group W \$10 million in notes convertible to 9% more of ARC, giving Group W 10% overall and reducing Liberty's stake to 54.4%.

For the first nine months of 1990, Liberty said 45% of its revenue came from ARC. The prospectus said 15% of all sports income came from advertising, but that figure is expected to rise.

The prospectus details Liberty's sports rights, which will amount to \$131 million in aggregate, with the larger amounts due over the next five years.

The prospectus also detailed the red ink flowing with the sport startups historically. Home Sports Entertainment lost \$2.1 million in 1988 on revenue of \$16.3 million in revenue. From Jan. 1 to May 20, 1989, when TCI purchased a majority interest in ARC and thus HSE, the network had lost \$3.7 million on revenue of \$8.4 million.

Sunshine Network had revenue of \$4.8 million, expenses of \$5.9 million and a net loss of \$1.1 million, for 1988. For 1989, it had revenue \$9.5 million, expenses of \$10.9 million for a net loss of \$1.6 million.

AMC is one of Liberty's programing assets operating in the black, as is QVC Network, which reports financial data separately. AMC had net income of \$6.5 million in 1989 on revenue of \$37 million. AMC recorded its first profit in 1988 (\$2 million), after showing a net loss of \$6.5 million in 1987. The prospectus detailed that TCI had put in almost \$5 million in capital by the end of 1989, and partner Rainbow had put in \$3.4 million.

Malone will be chairman of Liberty, Barton will be president and Bennett will be vice president, secretary and treasurer. The prospectus said Barton and Bennett's salaries will be \$230,000 and \$121,000, respectively. □

NRB 1991: RETURN TO 'REASON FOR BEING'

Christian broadcasters to reaffirm new ethics standard, return to business

With the fall of Jim and Tammy Bakker now nearly four years behind it and the Jimmy Swaggart scandal three years old, and with Washington powers including President George Bush expected to attend its 48th annual convention, the National Religious Broadcasters Association (NRB) plans to soon close its doors for good to those members not yet complying with ethics standards instituted in 1988 (BROADCASTING, Feb. 8, 1988). With little expected fanfare, the association will issue copies of a report on its Ethics and Financial Integrity Commission standards and may issue yet another deadline for members yet to comply.

NRB is "concerned that we re-emphasize our reason for being," said Executive Director E. Brandt Gustavson. In that spirit, the NRB will present five days (Jan. 25-29) of workshops on topics ranging from technology to sales techniques to children's programming.

If, as Michael Glenn, NRB director of sales and exhibits, said, "the scandals are pretty much passé," an international theme, "Declaring His Glory to All Nations," may rise to the forefront of attention throughout the Sheraton Washington hotel—an extension of a theme that gained its own momentum at last year's convention when the Berlin Wall came down.

Between 60 and 70 of the 1,010 pre-

registrants are from Asia, Europe, the Soviet Union and Eastern Europe, said Gustavson. And, following President Bush's expected 8 a.m. Monday appearance—along with FCC Commissioner Alfred Sikes—a noon luncheon featuring Yugoslavian evangelist Peter Kuzmic will initiate an international agenda which gives specific attention to broadcast evangelism in Africa, Asia, Central America and elsewhere.

NRB expects nearly 4,000 full and partial registrants to attend, as well as another 3,000 unregistered attendees of the 200-hundred-booth exposition and events—all numbers comparable with the past several years, said Glenn.

Declining to describe in detail the "blue ribbon panel" report on the three-year-old Ethics and Financial Integrity Commission (EFICOM) standards, Gustavson said only that "it looks like EFICOM will remain the accrediting organization" for NRB.

Many of the dozens who have not yet complied have begun providing external audits and-or reorganizing their boards. But those not in compliance by a date near in the future, he said, will have to leave NRB. "The public...the evangelical public—the 40 to 50 million people our members deal with," said Gustavson, "are more concerned that religious broadcasters be accredited."

For-profit organizations, which have

had to document that status for NRB, comprise 58-60% of a total 826 members, leaving approximately 345 nonprofits subject to EFICOM.

Instituting EFICOM has cost the association tangibly. Swaggart, once a major contributor to NRB coffers, was expelled from NRB after refusing to comply with a year suspension levied by his church (BROADCASTING, April 4, 1988). And last year, NRB lost one of its largest members, Trinity Broadcasting Network, owner of 12 TV and several radio stations and, up till then, contributor of "pretty hefty dues" to the association, NRB President Jerry Rose said at the time. Rose attributed Trinity's defection to its disagreement with EFICOM's requirement that boards not be family controlled (BROADCASTING, Jan. 29, 1990).

The blue ribbon panel study was apparently commissioned to remove remaining doubts that the cost of adopting EFICOM would prove too high. Gustavson said that, if Christian broadcasters' audience and income levels "were denigrated at that time," by the falls of Bakker and Swaggart, "they are on the rise now." According to Media Research News, Swaggart's weekly one-hour syndicated program remained number six among "devotional programs" in February, May and July 1990, reaching between 324,000 (July) and 418,000 (February) homes via 75 or more TV stations. —PBL

NBC AFFILIATES MAKE PEACE ON PPV OLYMPICS

While war was being waged in the Middle East, peace was established last week in Chicago between the Olympics Triplecast team and members of the NBC Olympics affiliate board. One result of the truce could be that cable operators may find themselves working with their local NBC affiliates when the 1992 summer Olympics roll around.

Bad blood ran between NBC broadcast affiliates and the organizers of the pay-per-view Olympics at the network's affiliate board meeting in St. Louis in November. Board members were upset that they were not being kept current on the PPV Olympics' activities, and they were worried about its encroachment on their territory ("Closed Circuit," Dec. 3, 1990). The meeting last week had

been scheduled to give the affiliates the final blueprint for the PPV event.

While pricing still has not been finalized, the final packaging and marketing plan for the Olympics Triplecast was presented to the members of the Olympics committee, who said they were impressed with the marketing plan. They will share the information coming from NBC's affiliate meeting in February.

"We got a good explanation of where they are," said Bill Bolster, president, Multimedia Broadcasting. The meeting offered "constructive reaction and problem solving rather than hysteria," he said, as well as a reiteration of the commitment of no advertising. What also came out of the meeting, said Bolster, was the realization of the tough road the PPV event has ahead of it.

Another aspect that was discussed was the possibility of NBC affiliates working with the Olympics Triplecast and with cable operators. "That's an opportunity that really needs to be looked at," said John Spinola, vice president and general manager, WBZ-TV Boston. A lot of ideas "were bounced off the walls," which would be mutually beneficial to both sides, he said. Marty Lafferty, vice president, PPV Olympics, said that consumer marketing was a likely avenue for NBC affiliates to take in their involvement in the PPV event.

Lafferty had expected to present the final pricing plan to the affiliates, but the outbreak of war delayed the last round of research. Instead of having pricing decided by the initial target of Jan. 31, the goal is now Feb. 15, said Lafferty. —SDM

FOR THE RECORD

As compiled by BROADCASTING from Jan. 17 through Jan. 23 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

■ **WCFT-TV Tuscaloosa, AL** (BALC901224KG; ch. 33; 1,225 kw-V; 203 kw-A; ant. 540 ft.)—Seeks assignment of license from Beacon Broadcasters Ltd., debtor in possession, to Federal Broadcasting Co. for \$7.5 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser and is also licensee of WDAM-TV Laurel-Hattiesburg, MS, and KYEL-TV Yuma, AZ. Gilbertson and Duncan also have interests in Beacon Communications Corp., ultimate shareholder of WPBN-TV-WTOM-TV Inc., licensee of WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. Buyer is headed by Dale G. Rands, Peter A. Kizer, Lawrence S. Jackier, Edward O. Ruffley, James A. Colman, James Kizer and Gregory A. Whitland. Federal Broadcasting is licensee of WLUC-TV Marquette. WPBN-TV Traverse City and WTOM-TV Cheboygan, all Michigan; WDAM-TV Laurel-Hattiesburg, MS, and KTVO(TV) Kirksville, MO. Filed Dec. 24, 1990.

■ **KGMS(FM) Green Valley, AZ** (BAPH901220GW; 97.10 mhz; 1.64 kw; ant. 118 ft.)—Seeks assignment of CP from Abundant Life Ministries to Good Music Inc. for \$637,756. Seller's general partner is Grace Broadcasting System Inc., headed by Douglass E. Martin, Robert Gentala and Joe Engineri. Buyer is headed by Martin, George Mehl and Thomas L. Regina, who each own 33.3% of Good News Broadcasting Inc., licensee of KVOI(AM) Tucson, AZ. Filed Dec. 20, 1990.

■ **KELD(AM)-KAYZ(FM) El Dorado, AR** (AM: BTC901224EA; 1400 khz; 1 kw-U; FM: BTCH901224ED; 103.1 mhz; 3 kw; ant. 450 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for \$1.007 million; price includes \$260,000 cash for stock. Sixty six percent of total outstanding stock is to be transferred to Noalmark Broadcasting and reissued to William C. Nolan Jr. and Edwin B. Alderson Jr., who will then own 65% and 35% of stock, respectively; includes KKIX(FM) Fayetteville, AR; KYKK(AM)-KZOR(FM) Hobbs, NM, and KKTX-AM-FM Kilgore, TX (see below). Transferors are William C. Nolan, Theodosia M. Nolan, Charles M. Nolan, Robert C. Nolan, Theodosia N. Roddy and Russell Marks. Transferees are William C. Nolan Jr. and Edwin B. Alderson Jr. Filed Dec. 24, 1990.

■ **KKIX(FM) Fayetteville, AR** (BTCH901224EF;

103.9 mhz; 3 kw; ant. 510 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for \$1.007 million (see KELD[AM]-KAYZ[FM] El Dorado, AR, above). Filed Dec. 24, 1990.

■ **KTIP(AM)-KIOO(FM) Porterville, CA** (AM: BAL901228EE; 1450 khz; 1 kw-U; FM: BALH901228GL; 99.7 mhz; 24 kw; ant. 690 ft.)—Seeks assignment of license from Porterville Broadcasting to Double M Broadcasting Inc. for \$91,453. Seller is headed by Euphonic Broadcasting Inc., Peninsula Radio Investor, Kagan Venture Fund, Kagan Capital Management, Norman Glaser and Paul F. Kagan. Kagan Venture Fund owns 99% interest in Premier

Cable Ltd. II, which operates cable TV systems in California, Montana and Idaho. Buyer is headed by Monte Moore (54%), Frank Haas (44%) and Larry Cotta (2%), and has no other broadcast interests. Filed Dec. 28, 1990.

■ **KAIM-AM-FM Honolulu** (BTC901205EA; 870 khz; 50 kw-U)—Seeks transfer of control from Christian Broadcasting Association to Billy Graham Evangelistic Association through change in manner of nominating and removing directors. Transferees are William F. Graham and his son W. Franklin Graham III, Clifford B. Barrows, Allan C. Emery Jr., John R. Corts, George F. Bennett and George M. Wilson. Several

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP% ¹	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link Source: Nielsen and Broadcasting's own research

officers and/or directors of Christian Broadcasting serve as officers or directors of Billy Graham Evangelistic Association. George M. Wilson, officer and director of CBA and BGEA, is director of Northwestern College, licensee of noncommercial KTIS-AM-FM St. Paul and KDNW(FM) Duluth, all Minnesota; KNWS-AM-FM Waterloo, IA; KFNW-AM-FM Fargo, ND; KNWC-AM-FM Sioux Falls, SD, and WNBC(FM) Madison, WI. Filed Dec. 5, 1990.

■ **WMMC(FM) Marshall, IL** (BALH901224GN; 105.9 mhz; 2.8 kw; ant. 928 ft.)—Seeks assignment of CP from Illini Broadcasting Inc. to J&J Media Inc. for \$125,000. Seller is headed by E. T. Baldridge and Todd W. Dumas and has no other broadcast interests. Buyer is headed by John McDaniel (49%), Joyce McDaniel (51%) and Joanne Hires. Joyce and John McDaniel own 100% of stock of Ford FM Inc., licensee of WKZI(AM) Casey, IL. Filed Dec. 24, 1990.

■ **WKSJ(FM) Mt. Clemens, MI** (BALH90107GV; 102.7 mhz; 50 kw; ant. 499 ft.)—Seeks assignment of license from Ragan Henry National Radio Ltd. to Major Broadcasting Inc. for \$8.65 million. Seller is headed by Ragan Henry and has interests in WXLE(AM) Johnstown and WAKR(AM)-WONE(FM) Akron, all Ohio; **WDIA(AM)-WHRK(FM)** Memphis; **WQOK(FM)** Raleigh, NC; **WBSK(AM)-WOWI(FM)** Norfolk, VA; **KJOJ(FM)** Conroe and **KGLF-FM** Freeport, both Texas; **WCMC(AM)-WZCL(FM)** Wildwood, NJ; **WCOS-AM-FM** Columbia, SC; **KDIA(AM)** San Francisco; **WWIN-AM-FM** Baltimore; **KDIZ(AM)** Independence, MO, and **WRAW(AM)-WRFY-FM** Reading, PA. Buyer is headed by C. Robert Allen and Grace Allen. John Godwin Allen, Charles R. Allen, Thaddeus Allen, Luke Allen, C. Robert Allen III is 75% owner of C. Devine Media Corp., licensee of **KBER(FM)** Ogden, UT. C. Devine Media also holds 100% of stock of **KXBR** Inc., licensee of **KXBR(FM)** Greenfield, MO, and 96% of **KKBR** Inc., licensee of **KRBL(FM)** Los Alamos, NM. Filed Jan. 7.

■ **WBMB-AM-FM West Branch, MI** (AM: BAL90107EA; 1060 khz; 1 kw-D; FM: BALH90107EB; 105.5 mhz; 3 kw; ant. 312 ft.)—Seeks assignment of license from Ashuelot Broadcasting Inc. to Jack E. Kauffman and Robert S. Marshall, consideration is forgiveness of \$228,000 note owed to buyer by seller. Seller is headed by Gene C. and Darlene C. Flowers and has no other broadcast interests. Buyer is headed by Jack E. Kauffman (43.75%) and Robert S. Marshall (56.25%). Kauffman owns 50% of **WGLR(AM)-WAXL(FM)** Lancaster, WI. Filed Jan. 7.

■ **WEW(AM) St. Louis** (BAL90109EB; 770 khz; 1 kw-D)—Seeks assignment of license from Radio WEW Inc., debtor in possession, to Alliance Broadcasting Co. for \$300,000. Seller is headed by Doug Huber, who has interests in **WDXR(AM)** Paducah, KY. Buyer is headed by Richard R. Frame and has no other broadcast interests. Filed Jan. 9.

■ **KYKK(AM)-KZOR(FM) Hobbs, NM** (AM: BTC901224EC; 1110 khz; 5 kw-D; FM: BTCH901224EG; 94.1 mhz; 100 kw; ant. 400 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for \$1,007 million (see **KELD[AM]-KAYZ[FM]** El Dorado, AR, above). Filed Dec. 24, 1990.

■ **WLMJ(AM)-WCJO(FM) Jackson, OH** (AM: BTC90107GT; 1280 khz; 1 kw-D; BTCH90107GU; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control from Radio Jackson Inc. to William W. Johnson for \$175,000. Seller is headed by Harry Lloyd White, James R. Thompson and Emogene White, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 7.

■ **KGLC(AM)-KSSM(FM) Miami, OK** (AM: BTC901231EC; 910 khz; 1 kw-U; FM: BTCH901231ED; 100.9 mhz; 3 kw; ant. 273 ft.)—Seeks transfer of control from Duke Corp. to Harvest Time Tabernacle Inc. to transfer 100% of outstanding shares, agreement to be submitted to commission when completed. Seller is headed by Larry Duke Sr., and has interests in Duke Broadcasting Corp., licensee of **KFIN(FM)** Jonesboro, AR, and has application pending to increase power of **KSSM**. Buyer is headed by Gordon K. Chirillo (100%), Linda M. Chirillo, husband and wife, and Donald L. Williams, and has no other

broadcast interests. Filed Dec. 31, 1990.

■ **KKND(FM) Stillwater, OK** (BALH901221GF; 105.5 mhz; 463W; ant. 27 ft.)—Seeks assignment of license from Stillwater Radio Group to Shipp Enterprises Inc. for \$270,196. Seller is headed by Larry Smalley and has no other broadcast interests. Buyer is headed by Jackie V. Ship, and has no other broadcast interests. Filed Dec. 21, 1990.

■ **KAGO-AM-FM Klamath Falls, OR** (AM: BTC90102EA; 1150 khz; 5 kw-D, 1 kw-N; FM: BTCH90102EB; 99.5 mhz; 26.5 kw; ant. 360 ft.)—Seeks transfer of control from Key Broadcasting Inc. to Krisik Family Trust for stock transfer within corporation. Transferor is A.J. Krisik. Transferees are William Gerard and A.J. Krisik, who will be 24.08% and 40.46% stockholders of Key Broadcasting. Filed Jan. 2.

■ **KKTX-AM-FM Kilgore, TX** (AM: BTC901224EB; 1240 khz; 1 kw-U; FM: BTCH90102EE; 96.1 mhz; 32 kw; ant. 620 ft.)—Seeks transfer of control within Noalmark Broadcasting Corp. for \$1,007 million (see **KELD[AM]-KAYZ[FM]** El Dorado, AR, above). Filed Dec. 24, 1990.

■ **KMHT-AM-FM Marshall, TX** (AM: BAL901010EA; 1450 khz; 1 kw-U; FM: BALH901010EB; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Bayou Broadcasting Inc. to Marshall Media Inc. for \$1,016 million. Seller is headed by A.T. Burke and S. Randy Rose, and has no other broadcast interests. Buyer is headed by Clint Formby (50%) and George A. Franz (50%). Formby is president and 60% owner of **KLVT Radio Inc.**, licensee of **KLVT(AM)** and **KLVT(FM)** Levelland, TX; president and 100% owner of **KTEM Radio Inc.**, licensee of **KTEM(AM)-KPLE(FM)** Temple, TX; 70% general partner in **KPAN Broadcasters**, licensee of **KPAN-AM-FM** Hereford, TX, and 40% owner of Hereford Cablevision Co., operator of cable system serving Hereford, TX. Formby and Franz are 50% owners of Walker County Communications Inc., licensee of **KSAM(AM)-KHUN(FM)** Huntsville, TX. Filed Jan. 10.

■ **WLVA(AM) Lynchburg, VA** (BAL901231EB; 590 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from W. Alan Smith Jr., Trustee in bankruptcy of Stereo 59 Inc. to Madison Broadcasting Group Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by James M. Strong Jr. (50%) and Ben L. Armstrong (50%), and has no other broadcast interests. Filed Dec. 31, 1990.

Actions

■ **WJDB-AM-FM Thomasville, AL** (AM: BAL901113HP; 630 khz; 1 kw-D; FM: BALH901113HQ; 95.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from **WJDB Radio Inc.** to Griffin Broadcasting Corp. for \$375,000. Seller is headed by Cecil E. and Percey T. Goodreau, husband and wife, and has no other broadcast interests. Buyer is headed by W. Ivey Griffin and has no other broadcast interests. Action Jan. 4.

■ **KTIM(AM) Wickenburg, AZ** (BAL901031ED; 1250 khz; 1 kw-D, 202 w-N)—Granted app. of assignment of license from Interstate Broadcasting Systems of Arizona to Circle S. Broadcasting Co. Inc. for \$47,500. Seller is headed by Paul J. Toberty and Joyce K. Toberty. Seller is a subsidiary of IBS Holding Corp., licensee of **KRDS(FM)** Wickenburg, AZ. Buyer is headed by Harold Ray Shumway and Sharon Ellen Shumway and has no other broadcast interests. Action Dec. 14, 1990.

■ **KLRD(FM) Yucaipa, CA** (BTCED900831HF; 90.1 mhz; 300 w; ant. 1,024 ft.)—Granted app. of transfer of control from Shepherd Communications Inc. to John E. and Nancy Fugler, Eric Show and Bruce Hibma; change in Shepherd Communications board of directors was approved. Shepherd Communications also has interests in **KLDR-FM** Yucaipa, CA, and in new FM's at Ojai, Bakersfield and Victorville, all California. Buyers have no other broadcast interests. Action Jan. 3.

■ **WINE(AM)-WRKI(FM) Brookfield, CT** (AM: BAL900928GU; 940 khz; 1 kw-D; FM: BALH900928GV; 95.1 mhz; 50 kw; ant. 500 ft.)—

Dismissed app. of assignment of license from Housatonic Valley Broadcasting Co. to Pegasus Broadcasting Co. for \$5.5 million. Seller is headed by William M. Boyd, and is wholly owned subsidiary of The Home News Co., licensee of four AM's, four FM's and two TV's. Boyd has interest in Idaho HeartInad Broadcasting Inc., permittee of **KMCL(FM)** McCall, ID, and proposed assignee of **KZID(AM)** McCall, ID. Buyer is headed by George W. Halstead III (15%), Paul Lucci (63.75%) and Wayne G. Souza, (21.25%). Lucci and Souza own Edge Broadcasting Co., licensee of **WMYK(FM)** Elizabeth City, NC, and Portland Broadcasting, applicant for new FM at Vancouver, WA. Action Dec. 31, 1990.

■ **WLVS(AM) Lake Worth, FL** (BAL901109EC; 1380 khz; 1 kw-D, 500 w-N)—Granted app. of 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 (35.876%) and Jerry L. Phillips (35.876%) have interests in Big River Broadcasting Corp., licensee of **WSBM(AM)-WQLT(FM)** Florence, AL. Action Jan. 14.

■ **WLTV(AM) Panama City, FL** (BAL901031EA; 1430 khz; 5 kw-U)—Granted app. of assignment of license from Faith Broadcasting, general partner to Hour Group Broadcasting Inc. for \$212,219. Seller is headed by Clarence Gay, Peggy Gay and Carson Dugger Sr., and has no other broadcast interests. Buyer is headed by J. W. Hunt, Bill A. Corbin, A. D. Whitehurst Jr. and Clarence Gay. Gay also has interests in the seller. Action Jan. 9.

■ **WGGA(AM) Gainesville, GA** (BAL901019EA; 1240 khz; 1 kw-U)—Granted app. of assignment of license from WGA Radio Of Gainesville Inc. to Advantage Media Inc. for \$1.18 million. Seller is headed by Terry W. Barnhardt and has no other broadcast interests. Buyer is owned by C.B. Rogers (87%), Richard N. Hubert (10%) and Alan A. Aycock (3%), and has no other broadcast interests. Action Jan. 14.

■ **WASK-AM-FM Lafayette, IN** (AM: BAL901106EA; 1450 khz; 1 kw-U; FM: BALH901106EB; 96.5 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Lafayette Broadcasting Inc. to Schurz Communications Inc. for \$8.25 million ("Changing Hands," Nov. 5, 1990). Seller is headed by Hal Youart, and is subsidiary of Duchossois Communications Co., licensee of **KDSM-TV** Des Moines, IA; **KGYK(AM)** and **KKLD(FM)** Tucson, AZ; **KQPT(FM)** Sacramento, CA; and **WHFS(FM)** Annapolis, MD. Buyer is headed by Franklin D. Schurz Jr., James M. Schurz, Mary Schurz and Scott C. Schurz, and is parent company of **WSBT Inc.**, **WAGT Television Inc.**, **WDBJ Inc.** and **Ky 3 Inc.** **WSBT Inc.** is licensee of **WSBT-AM-TV-WNSN-FM**, South Bend, IN; **WAGT Television Inc.** is licensee of **WAGT-TV** Augusta, GA; **WDBJ Inc.** is licensee of **WDBJ-TV** Roanoke, VA, and **Ky 3 Inc.** is licensee of **KYTV-TV** Springfield, MO. Action Jan. 14.

■ **KDSM-TV Des Moines, IA** (BALCT901119KF; ch. 17; 3020 kw-V; 311 kw-A; ant. 1,516 ft.)—Granted app. of 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 and **KABB(TV)** San Antonio, TX. Baker has interests in Metro Broadcasting Inc., licensee of **WIBV(AM)** Belleville, IL. Action Jan. 4.

■ **KTDF(FM) Manhattan, KS** (BALH900416HM; 104.7 mhz; 50 kw; ant. 492 ft.)—Dismissed app. of assignment of CP from Little Apple Broadcasting to KWR Kansas Inc. for \$37,000 reimbursement fee. Seller is headed by Mike Law. Buyer is headed by Kenneth W. Russell (81%), Mike Law (11%) and Larry G. Schlappi (8%). Russell owns stock of Media Properties Inc., permittee of **W52AL** Flint, MI; **W42BH** Charleston, SC; **W65AU** Mobile, AL, and

owns 100% of stock of Television Properties Inc., licensee of WUXA(TV) Portsmouth, OH. and permittee of W46AN Panama City, FL. Action Jan. 3.

■ **WDFX(FM) Detroit** (BTCH901029GU; 99.5 mhz; 21 kw; ant. 755 ft.)—Granted app. of transfer of control from WDTX Inc. to WDFX Ltd. for \$10.9 million. Seller is headed by Jay Hoker, Eric C. Neuman, Alyce C. Welch, Frederick G. Currey and James O'Donnell, and is subsidiary of Hoker Broadcasting, and has interests (through Radio Holdings Inc.) in WLLI Inc. (100% of stock), licensee of WOFX(FM) Fairfield, OH; WMLX Inc., licensee of WMLX(AM) Florence, KY; WCRJ Inc., licensee of WCRJ(FM) Jacksonville, FL; WRXJ Inc., licensee of WRXJ(AM) Jacksonville, FL, and KCFX Radio Inc., licensee of KCFX(FM) Harrisonville, MO. Neuman has interests in DeLier Broadcasting Ltd., licensee of KFMX-AM-FM Lubbock, TX. Buyer is headed by WDFX Inc., BancBoston Capital Inc., Sherman Broadcasting Corp., Robert B. Sherman, Harris Andrew Decker, Edward J. Dupre and Emanuel S. Chermey. Sherman, Decker and Dupree have interests in KKRDI(FM) Wichita, KS and KZKX(FM) Seward, NE. Action Jan. 3.

■ **WRDC(AM)-WQAZ(FM) Boyle, MS** (AM: BAL901102EE; 1410 khz; 1 kw-D; FM: BALH901102GZ; 92.7 mhz; 3 kw; ant. 242 ft.)—Granted app. of assignment of license from Robert G. Johnston to Larry G. Fuss Sr. for \$50,000. Seller has no other broadcast interests. Buyer has interests in KIXK Inc., licensee of KIXK(FM) El Dorado, AR, and Marengo County Broadcasting Inc., licensee of WDAL(FM) Linden, AL. Application to assign WDAL(FM) license to Radio Communicators Inc. (File No. BALPH900828GU) was filed with the commission Aug. 28. Action Jan. 14.

■ **WKNN(AM) Pascagoula-Moss Point, MS** (BAL901129EC; 1580 khz; 5 kw-D, 50 w-N)—Granted app. of assignment of license from Southern Starr of Mississippi Inc. to Barkley Evangelistic Association Inc. for no cash consideration; assignment is donation. Seller is headed by Peter H. Starr, Robert E. Long, William P. Motter, Kathleen Renyo and Alan Siegel and is wholly owned subsidiary of Southern Starr Broadcasting Group Inc., which owns Southern Starr of Arkansas Inc., licensee of KOLL(FM) Pine Bluff, AK; and General Communications Corp. Inc., which owns General Broadcasting of Connecticut Inc., licensee of WPLR(FM) New Haven, CT and General Broadcasting of Florida Inc. Buyer is headed by Bronson Barkley (25%), Darlene Barkley (25%), Kent McDonald (25%) and George McMerlin (25%), and has no other broadcast interests. Action Jan. 14.

■ **KZKL-AM-FM Albuquerque, NM** (AM: BAL901010EA; 1580 khz; 10 kw-D; 47 w-N; FM: BALH901010EB; 101.7 mhz; 3.2 kw; ant. 99 ft.)—Granted app. of assignment of license from AM-FM Communications Inc. to Coronado Broadcasters Ltd. Inc. for \$1.3 million. Seller is headed by Garrett Haston and has interests in KJQN-AM-FM Ogden, UT. Buyer is headed by William Russell, Carolyn Munoz and Coronado Broadcasting Trust (100%), whose beneficiaries, Geoffrey, Timothy and Jonathon Rich, brothers, own 20% of outstanding stock of Salt Lake AM-FM Inc. Action Jan. 10.

■ **WASB(AM) Brockport, NY** (BAL901123EA; 1590KHZ; 1.8 kw-U)—Granted app. of assignment of license from Asb Inc. to David L. Wolfe for \$27,500. Seller is headed by Frank J. Ricchiuzzi, Jack Florcalc and Jim Cummings, and has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 15.

■ **WFLB(AM) Fayetteville, NC** (BAL900417ED; 1490 khz; 1 kw-U)—Dismissed app. of assignment of license from Kat Broadcasting Corp. to Radio Adventures Inc. for \$300,000. Seller is headed by Ellek Seymour, licensee of properties formerly held by Resort Broadcasters, including WHCC(AM)-WQNS(FM) Waynesville, NC, and WDSC(AM)-WZNS(FM) Dillon and WKEL(AM) Myrtle Beach, both South Carolina. Buyer is headed by Henry W. Hoot (50%) and Donald Catlett (50%). Hoot is sole owner of WTSB(AM) Lumberton, NC. Action Jan. 4.

■ **WDEX(AM) Monroe, NC** (BAL901115EA; 1430 khz; 25 kw-U)—Granted app. of assignment of license

from Estate of Norris B. Mills to Geneva C. Mills, administratrix of estate, for no cash consideration in transfer of estate. Mills has no other broadcast interests. Action Jan. 14.

■ **KFMJ(FM) Grants Pass, OR** (BALH900822ED; 96.9 mhz; 25 kw; ant. 2,178 ft.)—Granted app. of assignment of license from Andrew McClure, receiver, to Encore Broadcasting Corp. for \$300,000. Seller has no other broadcast interests. Buyer is headed by Arnold Sias (33.3%), John D. Feldman (33.3%) and Arthur B. Hogan (33.3%), who have interests in River Cities Radio Ltd., licensee of KMYC(AM)-KFRD(FM) Marysville, CA. Action Jan. 14.

■ **WAPA(AM) San Juan, PR** (BAL900723EA; 680 khz; 10 kw-U)—Granted app. of assignment of license from The Hearst Corp. to Carlos C. Ventura and Wilfredo G. Blanco for \$1.82 million. Seller is subsidiary of The Hearst Corp. and is headed by John G. Conomikes and David J. Barrett and has interest in WBAL-AM-TV and WIYY(FM) Baltimore; WCVB-TV Boston; WDTN(TV) Dayton, OH; KMBC-TV Kansas City, MO; WISN-AM-TV and WLTO(FM) Milwaukee, and WTAE-AM-TV and WHTX(FM) Pittsburgh. Buyer is headed by Carlos J.C. Ventura (50%) and Wilfredo G. Blanco (50%). Ventura and Blanco own WSAN-FM Viegas and WMTI(AM) Morovis, both Puerto Rico, respectively. Blanco is also permittee of booster station BP870828AD, Arecibo, PR. Action Jan. 2.

■ **WDXB(AM) Chattanooga, TN** (BAL901121EE; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Chattanooga Sound Co. to Chattanooga Sound Inc. in reassignment of station to previous assignor; consideration is extinguishment of liabilities for both parties. Chattanooga Sound is headed by W.A. Grant Jr., president, director and 90% voting stock shareholder; John C. Smith; and William A. Grant III and Walter B. Grant, sons of W.A. Grant. William A. Grant Jr. is 90% owner of Sis Sound Inc., licensee of WZPQ(AM)-WZBQ-FM Jasper, AL; 90% owner of Sis Sound of Russellville Inc., licensee of WRJD(AM) Russellville, AL; 80% owner of Sis Sound of Fayette Inc., licensee of WLDX(AM) Fayette, AL, and 76.66% owner of GMC Broadcasting Inc., licensee of WZBQ(AM) Tuscaloosa, AL. Action Jan. 9.

■ **KAKS-AM-FM Canyon (Amarillo), TX** (AM: BAL900305EB; 1550 khz; 1 kw-D; FM: BAPH900305EC; 107.9 mhz; 100 kw; ant. 600 ft.)—Granted app. of assignment of license from Auldridge Broadcasting Inc. to Heritage Communications Corp. for \$50,000. Seller is headed by Jack and Beth Auldridge and Walter G. Mize and Charlie Broomhead and has no other broadcast interests. Buyer is subsidiary of United Heritage Corp. and is headed by Walter G. Mize, Dean Boyd, Joe Martin, John Kelly, Cecil and Ann Hunt, Jack and Beth Auldridge and Charles Broomhead. United Heritage has 48% ownership interest in Auldridge Broadcasting Inc., assignor of KAKS-AM-FM Canyon, TX. Action Jan. 9.

■ **KWCB(FM) Floresville, TX** (BALH901119HU; 94.3 mhz; 3 kw; ant. 328 ft.)—Granted app. of 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 (40%), Darla S. Barger (40%), husband and wife, and John R. Furr (20%), and has no other broadcast interests. Action Jan. 10.

■ **KJIB(FM) South Padre Island, TX** (BAPH901030GQ; 92.7 mhz; 3 kw; ant. 279 ft.)—Granted app. of assignment of CP from Spanish Aural Services Co. to Laser Communications Inc. for \$20 for transfer of CP. Seller is headed by Roy E. Henderson and is licensee of KFRD-AM-FM Rosenberg, TX, and permittee of new FM, Caldwell, TX; Hill Country Communications, licensee of KOAX(FM) Mason, TX (see above); Far Eastern Telecasters, licensee of KJAS(FM) Jasper, TX, and New Ulm Broadcasting, licensee of KACO(AM) Bellville, TX. Buyer is headed by Fred Hannel, and has no other broadcast interests. Action Jan. 10.

■ **WLOG(AM) Logan, WV** (BAL901026EA; 1230 khz; 1 kw-U)—Granted app. of assignment of license for donation from Logan Bank & Trust Co. to Southern West Virginia Community College. Logan Bank is

headed by Frank Oakley and William Wagner and has no other broadcast interests. Southern West Virginia Community College owns nonprofit TV donated by local cable company. Action Dec. 28, 1990.

NEW STATIONS

Applications

■ **Dillingham, AK** (BPH901217ML)—McCormick Broadcasting seeks 99.1 mhz; 6 kw; ant. 167 ft. Address: Airport Rd., P.O. Box 157 Dillingham, AK 99576. Principal is headed by Fred Jackson McCormick and Tatiana McCormick and has no other broadcast interests. Filed Dec. 17, 1990.

■ **Greenville, GA** (BPH901221MI)—Orchon Broadcasting Co. Inc. seeks 95.7 mhz; 6 kw; ant. 328 ft. Address: 906 McCurdy Blvd., Manchester, GA 31816. Principal is headed by C. Fred McCurdy Jr., Cliff F. McCurdy III, Sierra S. McCurdy and Ed Fernandez Jr., and has no other broadcast interests. Filed Dec. 21, 1990.

■ **Greenville, GA** (BPH901221MH)—Greenville Communications Inc. seeks 95.7 mhz; 2.56 kw; ant. 430 ft. Address: Rte. 1 Box 498, Waverly Hill, GA 31831. Principal is headed by Toxie L. Carroll, Tyrone C. Elliott and J. Sherrod Taylor, and has no other broadcast interests. Filed Dec. 21, 1990.

■ **Greenville, GA** (BPH901221MG)—Rocky Mount Broadcasting seeks 95.7; 6 kw; ant. 328 ft. Address: Rte. 1, Box 124, Gay, GA 30218. Principal is headed by Nadine P. Richardson and has no other broadcast interests. Filed Dec. 21, 1990.

■ **Tennille, GA** (BPH901227MA)—Broadcast Media Co. seeks 99.9 mhz; 6 kw; ant. 328 ft. Address: P.O. Box 314, McRae, GA 31055. Principal is headed by Fred L. Stalnaker Jr. and James Joel Childre Jr. Stalnaker is 34% owner of SOL Broadcasting Inc., licensee of WKTMI(FM) Soperton, GA. Filed Dec. 27, 1990.

■ **Arcola, IL** (BPH901228MA)—Rollings Communications of Illinois Inc. seeks 107.9 mhz; 6 kw; ant. 328 ft. Address: 400 N. Broadway Ave., Urbana, IL 61801. Principal is headed by Mark Rollings and Dale L. Rollings, and is licensee of WUFI(AM)-WZNF(FM) Rantoul, IL. Mark Rollings is general manager of WUFI and WZN. Filed Dec. 28, 1990.

■ **Seelyville, IN** (BPH901217MJ)—The Radio Ministries Board of Victory seeks 95.9 mhz; 6 kw; ant. 328 ft. Address: Christian Center Assembly Of God Inc., 9400 Wabash Ave., Terre Haute, IN 47803. Principal is headed by Larry G. Riley, Janice Bender and Jeff Hathcote, and has no other broadcast interests. Filed Dec. 17, 1990.

■ **Asbury, IA** (BPH901219ME)—Eagle of Iowa Inc. seeks 103.3 mhz; 16.7 kw; ant. 400 ft. Address: 909 Main St., Dubuque, IA 52001. Principal is headed by Tommie R. Love, Judith A. Love and Scott M. Davis. Tommie R. Love is 50% owner and president of Eagle of Texas Inc., licensee of KAFX-AM-FM Diboll, TX; 50.1% owner and president of Eagle of Orangeburg Inc., licensee of WIGL-FM Orangeburg, SC; 50.1% owner of Eagle of Iowa Inc., licensee of KDFX-FM Dubuque, IA; 50.1% owner and president of Eagle of Wisconsin Inc., licensee of WMGU-FM Stevens Point, WI, and is permittee for new FM at Bismark, ND. Filed Dec. 19, 1990.

■ **Ocean City, MD** (BPH901224MF)—Webb Broadcasting Inc. seeks 106.9 mhz; 3 kw; ant. 328 ft. Address: 10295 Collins Ave., Apt. 718, Bal Harbour, FL 33154. Principal is headed by Danielle Webb, Sidney Friedman, Maxine Zimmerman, Michael M. Reitman, Carl Riley, Franklyn Field and Gerald Bauman, and has no other broadcast interests. Filed Dec. 24, 1990.

■ **Ocean City, MD** (BPH901226MA)—Bruce D. Blanchard seeks 106.9 mhz; 4.5 kw; ant. 328 ft. Address: P.O. Box 1313 Salisbury, MD 21802. Principal is headed by Blanchard and Edward E. Perry Jr., and has no other broadcast interests. Filed Dec. 26, 1990.

■ **Ocean City, MD** (BPH901227MC)—Ocean City Communications Corp. seeks 106.9 mhz; 3 kw; ant. 328 ft. Address: 8701 Georgia Ave., #801, Silver Spring, MD 20910. Principal is headed by Crystal

Kuykendall, Aurelius K. Wilson, John L. Oubre, Harold E. Dunbar, William P. Hyché and Leonard L. McCants. Filed Dec. 27, 1990.

■ **Ocean City, MD (BPH901224MK)**—Equal Time Broadcasting Corp. seeks 106.9 mhz; 3 kw; ant. 328 ft. Address: 1926 N St., NW, Washington, D.C. 20036. Principal is headed by Karen Ruckman, Kristina Fischer and Michael J. Wilhelm. Filed Dec. 24, 1990.

■ **Ashley, MI (BPH901226MD)**—William V. Constine seeks 92.5 mhz; 3 kw; ant. 328 ft. Address: 204 Stratford Dr., Owosso, MI 48867. Principal has no other broadcast interests. Filed Dec. 26, 1990.

■ **Gorham, NH (BPH901219MA)**—seeks 107.1 mhz; 6 kw; ant. 157 ft. Address: P.O. Box 326, Pinkham Notch Rd., Jackson, NH 03846. Principal has no other broadcast interests. Filed Dec. 19, 1990.

■ **Brockport, NY (BPH901220MD)**—George W. Kimble seeks 105.5 mhz; 3 kw; ant. 328 ft. Address: Box 1012 Canandaigua, NY 14424. Principal is 31.83% general partner of WOLF-TV Associates Ltd., which is 100% general partner of Scranton TV Partners Ltd., licensee of WOLF-TV Scranton and WWLF-TV Hazleton, both Pennsylvania; 50% general partner of

Jamestown TV Associates, licensee of WTJA-TV Jamestown, NY; 50% general partner of Canton Broadcasting Associates, permittee of WNYS(AM) Canton, NY; 50% general partner of Concord Broadcasting Associates, permittee of WNHA(AM) Concord, NH; 75% nonvoting stockholder in Lake Country Broadcasting Inc., licensee of WNYR-FM Waterloo, NY. Filed Dec. 20, 1990.

■ **Arthur, ND (BPH901218MG)**—Mid-Valley Broadcasting Co. seeks 96.7 mhz; 5 kw; ant. 361 ft. Address: P.O. Box 194, Arthur, ND 58006. Principal is headed by Jeffrey N. Ottie, Charles C. Rutledge and Valotta Hazel Seibel, and has no other broadcast interests. Filed Dec. 18, 1990.

■ **Oil City, PA (BPH901217MK)**—Stephen M. Olszowka seeks 96.3 mhz; 3 kw; ant. 328 ft. Address: 314 Jefferson St., Oil City, PA 16301. Principal is licensee of WKQW(AM) Oil City, PA. Filed Dec. 17, 1990.

■ **Oil City, PA (BPH901220ML)**—M J Richey Inc. seeks 96.3 mhz; 1.33 kw; ant. 492 ft. Address: RD 4, Box 220, Miller Rd., Franklin, PA 16323. Principal has no other broadcast interests. Filed Dec. 20, 1990.

■ **Clemson, SC (BPH901219MB)**—Fisher Communications of Clemson Inc. seeks 104.9 mhz; 3 kw; ant. 328 ft. Address: 406 Issaqueena Trail, Clemson, SC 29631. Principal is headed by Joann S. Fisher, Fred C. Avent, Frank H. Avent, George C. Avent, Harold T. Miller Jr., John A. Jeffords and Richard S. Graham Jr., and has no other broadcast interests. Filed Dec. 19, 1990.

■ **Clemson, SC (BPH901219MD)**—Clemson Broadcasting Inc. seeks 104.9 mhz; 3 kw; ant. 328 ft. Address: 510 Bentbrook Lane, Clemson, SC 29631. Principal is headed by Cheryl M. Lee and Becky Jo Clark, and has no other broadcast interests. Filed Dec. 19, 1990.

■ **Clemson, SC (BPH901218MD)**—FM 104.9 Broadcasting seeks 104.9 mhz; 3 kw; ant. 328 ft. Address: 310 Arcadia Dr., Anderson, SC 29621. Principal is headed by Matt Phillips, Joel Kay and Beverly Lockridge. Phillips is owner of 90% of stock of FM-103 Inc., licensee of WRIX-FM Honea Path, SC, and 75% owner of stock of AM 1020 Inc., licensee of WRIX(AM) Homeland Park, SC. Filed Dec. 18, 1990.

■ **McCleary, WA (BPH901224MJ)**—KGY Inc. seeks

SERVICES

BROADCAST DATABASE
dataworld[™]
MAPS
Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base Allocation Studies
Terrain Profiles
A Div. of Maffei, Larson & Johnson, Inc.
703 824-5666
FAX: 703-824-5672

Talotech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. HOEHN 23400 Mich Ave
(313) 562-6873 Dearborn MI 48124

dataworld[™]
LPTV/TV Translator
Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

SOFTWARE
FM & TV CHANNEL SEARCH
FCC databases for MS-DOS
Broadcast Technical Consulting
Doug Vernier
Broadcast Consultant
1600 Picturesque Drive
Cedar Falls, Iowa 50613
319 266-8402

DSI
COMMUNICATIONS INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
201-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

SG Communications, Inc.
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
1-800-824-7865 Tucson, AZ
1-800-874-5449 Tampa, FL

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 - FAX 251-8080

LDL
COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7852

PIROD INC.
ENGINEERS & MANUFACTURERS OF
SOLID STEEL TOWER STRUCTURES
PHONE 219-936-4221
FAX 219-936-6796
P.O. Box 128, 1200 N. Oak Rd
Plymouth, IN 46563

New towers, transmitter buildings, earth
stations, turnkey site development.
Tower Structures, Inc.
1989 Nirvana Avenue
Chula Vista, CA 92011
619/421-1181
Fax: 619/421-0533 Lic. No. 254513

STARLINER ★ ★ ★
MOBILE VIDEO PRODUCTION UNIT
MULTI CAMERA CAPABILITY
32 AUDIO INPUTS-STEREO SOUND
PROGRAMMING • SPORTS • CONCERTS
VIDEO CONFERENCES • MEETINGS
CONTACT: ERIC ADDRESS
(215) 626-6500

Utility Tower
COMPANY
SERVING BROADCASTERS
FOR OVER FORTY YEARS
(405) 946-5551

Broadcast Video Tape
Great Service • Excellent Prices
CoarcVideo[™]
New Quality Stock • Custom Reorders
BETACAM • U-MATIC • VHS
1-800-888-4451

★ ★ ★ TOWER NETWORK SERVICES
TNS
DISCOUNT RATES
FLASH TECH / EG-G
NATIONWIDE SERVICE
Tiner (305) 989-8703
STROBE LIGHT REPAIR

S & M Associates, Inc.
• Transmitter installations & supervision
• Installations of any manufacturer
• 10 years experience
205-849-7873
FAX 205-841-0069

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

**PROFESSIONAL/SERVICE
DIRECTORY RATES**
52 weeks - \$40 per insertion
26 weeks - \$50 per insertion
There is a one time typesetting charge
of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCCE

SAIC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 569-7704
MEMBER AFCCCE

LOHNES & CULVER

Consulting Radio-TV Engineers
1158 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722



Member AFCCCE

**COHEN, DIPPELL
and EVERIST, P.C.**

CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCCCE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCCE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCCE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCCE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCCE

**CARL E. SMITH
CONSULTING ENGINEERS**

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc
6867 Elm St., McLean, VA 22101 (703) 456-9765

**C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS**

P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

CLARENCE M. BEVERAGE
LAURA M. MIZRAHI
(609) 982-8977

P.O. BOX #1139
MARTLTON, NJ 08053
FAX: (609) 982-8124



LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93436

LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCCE
(805) 733-4275 / FAX (805) 733-4793

**SELLMEYER ENGINEERING
Consulting Engineers**

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCCE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
3775 West Dugger Ave.,
West Terre Haute, Indiana 47885
812-535-3831
Member AFCCCE

- FCC Data Bases
- FCC Applications and Field Engineering
- Frequency Searches and Coordination
- AM-FM-CATV-ITFS-LPTV



OWL ENGINEERING, INC.

Consulting Communications Engineers
1386 W. County Road F, St. Paul, MN 55112
(612) 631-1338 "Member AFCCCE"

Datel Corporation

BROADCAST CONSULTANTS
Applications • Inspections

Call Toll-Free
(800) 969-3900
1515 N Court House Rd, Arlington, VA 22201

W. Lee Simmons & Assoc., Inc.
Broadcast Telecommunications
Consultants

1036 William Hilton Pkwy., Suite 200F
Hilton Head Is., S.C. 29928
800-277-5417 803-785-4445
FAX 803-842-3371

DON'T BE A STRANGER

To Broadcasters' 117,323 Readers. Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers

* 1989 Readership Survey showing 37 readers
per copy

contact

BROADCASTING MAGAZINE

1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCCCE

Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7881

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$40 per insertion

26 weeks - \$50 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

96.9 mhz; 2.33 kw; ant. 1.056 ft. Address: 1240 N. Washington St., Olympia, WA 98507. Principal is headed by Barbara O. Kerry and Anne Marie Hauschild. KGY Inc., is owner of KGY(AM) Olympia, WA. Filed Dec. 24, 1990.

Actions

■ **Westwood, KY (BPH90115ME)**—Granted app. of Pickaway Communications Inc. fro 99.7 mhz; 3 kw; ant. 328 ft. Address: 23660 Parker Court, Circleville, OH 43113. Principal is headed by Rick N. Sabine, Walter David Winner, Edgar Davis and David A. Ringer, and has no other broadcast interests. Filed Jan. 15.

■ **Copenhagen, NY (BPH880721MB)**—Granted app. of Tia A. Soliday for 106.7 mhz; .2 kw; ant. 1.227 ft. Address: 6481 Newport Rd. Warners, NY 13164. Principal has no other broadcast interests. Action Jan. 3.

■ **Morrisville, VT (BPH871231MX)**—Granted app. of Radio Vermont Inc. for 93.9 mhz; 3 kw; ant. 121 ft. Address: 9 Stowe St., P.O. Box 550, Waterbury, VT 05676. Principal is headed by Kenley D. Squier and Barbara Butterfield, and is owner of WDEV(AM) Waterbury, VT. Action Jan. 10.

FACILITIES CHANGES

Applications

FM's

■ **Cordova, AL WFFN(FM) 92.9 mhz**—Jan. 2 application for mod. of CP (BPH8905101B) to change OTHER: modify directional radiation pattern envelope.

■ **Oneonta, AL WKLD(FM) 97.7 mhz**—Jan. 7 application for CP to change ERP: 6 kw H&V; ant.: 262 ft.

■ **Pine Bluff, AR KPBBQ(FM) 101.3 mhz**—Dec. 24 application for CP to change ERP: 25 kw H&V; ant.: 328 ft.; change TL: on Walker Rd. near the Jefferson and Cleveland County line, change from channel 267 CA to 267C3 (per docket #90-18).

■ **Anderson, CA KEWB(FM) 94.3 mhz**—Jan. 7 application for mod. of CP (BPH8803081G) to change ERP: 4.2 kw H&V; change ant.: 1.565 ft.; TL: S Fork Mountain, 13 km NW of Redding, CA.

■ **Essex, CA (no call letters) 98.9 mhz**—Dec. 24 application for mod. of CP (BPH900201MH) to change ERP: 10 kw H&V.

■ **Los Angeles KOST(FM) 103.5 mhz**—Jan. 7 application for CP provides corrected geographical coordinates and corrected elevation & height figures for antenna supporting structure and antenna system. No new construction work is proposed.

■ **Storrs, CT WHUS(FM) 91.7 mhz**—Jan. 7 application for CP to change ERP: 1.028 kw H and 4 kw V; change ant.: 538 ft.

■ **Avon Park, FL WWOJ(FM) 106.3 mhz**—Dec. 24 application for CP to change ERP: 4.6 kw H&V; install DA.

■ **Fort Myers Villas, FL WSUV(FM) 106.3 mhz**—Dec. 31 application for mod. of CP (BPH820825BZ) to change ERP: 6 kw H&V; change ant.: 266 ft.; TL: 16287 Old U.S. 41 S, near Fort Meyers, FL.

■ **Royston, GA WBIC(FM) 103.7 mhz**—Dec. 13 application for CP to change ERP: 25 kw H&V; ant.: 328 ft.; change TL: 4.4 km NE of the community of Pocatigo in Madison County, GA; change from channel 279A to 279C3 (per docket #89-523).

■ **Thomasville, GA WLOR-FM 107.1 mhz**—Dec. 24 application for CP to change ERP: 68.2 kw H&V; ant.: 823 ft.; change TL: approximately 3.3 km NW of the intersection of County Rte. 154 and US Rte. 319, FL; change from Channel 296A to Channel 296C1 (per docket #87-455 and FCC Document #90-1818).

■ **El Dorado, KS KBUZ(FM) 99.3 mhz**—Jan. 2 application for mod. of CP (BPH8811041E) to change ERP: 100 kw H&V; change ant.: 981 ft.; TL: 6 km SE of Elbing, KS; class: C1 (per docket #89-476).

■ **Manchester, KY WTBK(FM) 105.7 mhz**—Dec. 28 application for mod. of license to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

■ **Belle Chasse, LA KNOK(FM) 102.9 mhz**—Dec. 31 application for mod. of CP (BPH9005311E) to change ERP: 5.2 kw H&V; ant.: 604 ft.; class: C3; TL: 3900 Mariette St., Chalmette, St. Bernard Parish, LA. (per docket #89-569).

■ **Sault Ste. Marie, MI WYSS(FM) 99.5 mhz**—Jan. 4 application for mod. of CP (BPH870227NP) to change ant.: 436 ft.; change TL: Rte. 2 Box 240, Sault Ste. Marie, Chippewa, MI. 1.7 mi N of intersection of Hwys. 1-75 and M-28, adjacent to existing tower.

■ **Ainsworth, NE KBRB-FM 92.7 mhz**—Dec. 31 application for mod. of license to increase ERP: 4.5 kw H&V (pursuant to docket #88-375).

■ **Jackson, NH (no call letters) 99.5 mhz**—Jan. 4 application for mod. of CP (BPH871029MF) to change ERP: .465 kw H&V; ant.: 833 ft.; TL: top of Thorn Mountain, End of Thorn Mountain Rd., 2.32 km. SE center of Jackson.

■ **Lisbon, NH (no call letters) 96.7 mhz**—Dec. 31 application for mod. of CP (BPH880809NC) to change ERP: 3.25 kw H&V; change ant.: 295 ft.

■ **Plattsburgh, NY WCFE-FM 91.9 mhz**—Dec. 18 application for mod. of CP (BPE8890110MC) to change freq: 89.7 mhz; change ERP: .19 kw H&V; ant.: 2.204 ft.; TL: near Averill Peak on Lyon Mountain, 140 degrees & 4.3 km from village of Lyon Mountain, NY; change to class C3.

■ **Nags Head, NC WNHV(FM) 92.3 mhz**—Dec. 31 application for mod. of CP (BPH9008201A) to change ERP: 25 kw H&V; change ant.: 174 ft.; freq: 92.5; class: C3. (per docket #90-317).

■ **Beaverton, OR KKCW(FM) 103.3 mhz**—Dec. 20 application for CP to correct antenna coordinates.

■ **Murrell's Inlet, SC (no call letters) 94.5 mhz**—Jan. 3 application for mod. of CP (BPH870724MA) to change ERP: 1.51 kw H&V; change ant.: 456 ft.; TL: 4.1 km NW of US Hwy. 17 & SC Rte. 544 intersection.

■ **Sulphur Springs, TX KDXE(FM) 95.9 mhz**—Dec. 31 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Bedford, VA WYMY(FM) 106.9 mhz**—Jan. 4 application for mod. of CP (BPH881017MH) to change ERP: .330 kw H&V.

■ **Shawano, WI WOWN-FM 99.3 mhz**—Jan. 4 application for CP to change ERP: 13.9 kw H&V; ant.: 440 ft.; change TL: SE corner of SE Quarter of section 5, town of Angelica, WI; change class: C3; other: change of antenna system from Omni-directional to directional (per docket #89-511).

■ **Suring, WI WRVM(FM) 102.7 mhz**—Dec. 28 application for CP to change ant.: 981 ft.; TL: Hwy. 32 N. .3 km SW of Suring, WI.

■ **Buffalo, WY KLGTFM) 92.7 mhz**—Dec. 24 application for mod. of CP (BPH8809071I) to change ant.: 1,115 ft.; change ERP: 12 kw H and 3 kw V; class: C1.

TV's

■ **Denver KSHP(TV) ch. 50**—Dec. 31 application for mod. of CP (BPCT860212KO) to change ERP: 2.498 kw (vis); ant.: 764 ft.; TL: 955 Lookout Mountain Rd., Golden, CO; ant: Bogner201 Customa (DA)(BT) antenna is a version the BU(50)32N Customized Pattern 39 43 59N 105 14 12W.

Actions

AM's

■ **Luverne, AL WLNV(AM) Jan. 8 application** (BP900212AC) granted for CP to change city of license to Brantley, AL and correct coordinates: 31 41 12N 86 16 02W.

■ **Cortaro, AZ (no call letters) 1030 khz**—Jan. 14 application (BMP900803AE) granted for mod. of CP (BP890106AB) to change TL: .6 mi N of Ina Rd., E of 1-10 Cortaro, AZ and make changes in antenna system 32 20 30N 111 04 13W.

■ **Pomona, CA KTSJ(AM) 1220 khz**—Jan. 8 application (BMP900212AG) granted for mod. of CP (BP870105AB) to increase day power to 930 watts and make changes in antenna system.

■ **Eagle, ID KIDH(AM) 1000 khz**—Jan. 8 application (BMP900911AC) granted for mod. of CP (BP861229AH) to change transmitter site to: 2 mi W of Star, ID.

■ **Kalamazoo, MI WQSN(AM) 1470 khz**—Jan. 8 application (BMP870413AD) granted petition for recon nunc pro tunc: CP to increase day power to 900 watts and make changes in antenna system.

■ **Pleasantville, NJ WOND(AM) 1400 khz**—Jan. 8 application (BMP900403AI) granted for mod. of CP (BP870625AB) to increase day power to 1 kw.

■ **Springfield, TN WDBL(AM) 1590 khz**—Jan. 3 application (BP890920AE) granted for CP to reduce power to 710 watts (710 w-ch); correct coordinates: 36 29 42N 86 54 22W; and make changes in ant system.

■ **Bassett, VA WODY(AM) 900 khz**—Jan. 8 application (BP900405CL) granted for CP to increase day power to 2 kw day.

FM's

■ **Tucson, AZ KXCI(FM) 91.7 mhz**—Jan. 2 application (BPE8900518MK) granted for CP to change ERP: .335 kw H&V; freq: 91.3 mhz; ant.: 3,628 ft.; class: C2; TL: Summit of Mt. Bigelow, AZ.

■ **Oroville, CA KEWE(FM) 97.7 mhz**—Jan. 15 application (BMLH901108KD) returned for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Middlefield, CT WPKT(FM) 90.5 mhz**—Jan. 3 application (BPE8890407MB) granted for CP to change community of license from Middlefield to Meriden, CT.

■ **Algona, IA KLGA-FM 92.7 mhz**—Jan. 3 application (BPH900628IC) granted for CP to change ERP: 30 kw H&V; change class: C2 (per docket #89-25).

■ **Enid, OK KOFM(FM) 103.1 mhz**—Jan. 3 application (BPH9007031A) granted for CP to change ERP: 25 kw H&V; upgrade to class C3 (per docket #89-253).

■ **Oklahoma City KOCC(FM) 88.9 mhz**—Jan. 2 application (BPE8890925MC) granted for CP to change ERP: 4.31 kw H&V; change ant.: 502 ft.; change to class C3.

■ **Portland, OR KWJF-FM 99.5 mhz**—Jan. 4 application (BPH900810IC) granted for CP to change ant.: 938 ft.

■ **Huntingdon, TN WBVD(FM) 93.7 mhz**—Jan. 3 application (BMPH9006141D) granted for mod. of CP (BPH870506KF) to change ant.: 305 ft.; TL: 3 1/2 mi SW of Huntingdon, TN, just off Hwy. 70 on Marshall Hill, Carroll County.

■ **Springfield, TN WDBL-FM 94.3 mhz**—Jan. 3 application (BPH890920IA) granted for CP to change ant.: 325 ft.

■ **Borger, TX KDXR(FM) 104.3 mhz**—Jan. 3 application (BMPH8902281E) granted for mod. of CP (BPH860312IF) to change ant.: 631 ft.; TL: 13.8 mi NNE of Pullman, TX .1 mi W of Hwy. 136 and two mi off Hwy. 293; class: C1 (per docket #88-152).

■ **Naches, WA KYKA(FM) 96.9 mhz**—Dec. 7 application (BPH9009061D) granted for CP to change ERP: 5.80 kw H&V; change ant.: 36 ft.

■ **Wausau, WI WCLQ(FM) 89.5 mhz**—Dec. 20 application (BPE8900301MB) granted for CP to change ERP: 6 kw H&V; ant.: 420 ft.; change to class C3.

TV's

■ **Holly Springs, MS WBUY(TV) ch. 40**—Dec. 14 application (BMPCT901002KO) granted for mod. of CP (BPCT850607KL) to change ERP: 4624 kw (vis); ant.: 466 ft.; TL: .7 km S SW of Byhalia Rd. at Tennessee border, near Barton, MS; ant.: AndrewATW30H2-HSP4-40S(DA)(BT): 34 59 20N 89 41 13W.

■ **Coos Bay, OR KVPP(TV) ch. 23**—Dec. 12 application (BMPCT901113KG) granted for mod. of CP (BPCT881028KE) to change ERP: 12.43 kw; ant.: 623 ft.; TL: atop Noah Butte, 7.7 km E of Coos Bay at 90 degrees true; ant.: Andrew ATW8L1-HSB-23(DA); 43 23 39N 124 07 56W.

CLASSIFIED

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

RADIO

HELP WANTED MANAGEMENT

Sand sun surf Virgin Islands GM/GSM 3 FMS. "No beach bums please." Solid provable sales background take charge person. Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires and bonus goals by FAX to Chairman 809-775-6063. Note: No free trips just to enjoy the Caribbean. EOE.

General sales manager wanted for WILS/WKPK Lansing. We need energetic hard working leader who is streetwise. Resumes to Box 25008 Lansing MI 48909. EOE.

Successful deep South small market AM-FM combo needs sales oriented, take-charge general manager. AM Oldies/CHR Class C is profitable but needs further development. Solid group owner with TV affiliate in the market. If you can sell, build and lead a good staff and handle everything, this is your opportunity. Send resume, references and salary history to Box A-31. EOE.

General manager: Small market. South Georgia Strong sales. Male or female. EEO employer. Have replies answer to Box A-32. EOE.

Director of radio. Northwest Public Radio, a leading public radio organization and producer of NPR's *Bob & Bill*, seeks manager with strong programming and management skills. Excellent living environment; competitive salary and benefits, progressive licensee. Application review begins March 4; open until filled. For information packet contact Radio Search, NWPR, Washington State University, Pullman, WA 99164-2530, 509-335-6511. WSU is an EO/AA employer and educator. Protected group members are encouraged to apply.

Come home to Long Island. WBAZ, 101.7FM, Southold Eastern Long Island's market leader, seeks a mature, experienced station manager/general sales manager. Intelligence, innovation, integrity and hands-on sales leadership are mandatory. Call Jana, 516-765-1017 today. M/F, EOE.

HELP WANTED SALES

We need a marketing consultant for our CHR top-rated 50,000 Watt Milwaukee FM. Must have proven track record with new business development, both agency and direct. Must possess strong negotiation skills and ability to overcome objections through promotions and value added selling. Send resume to: HOT 102/WLUM-FM, 2500 N. Mayfair Rd. #390, Milwaukee, WI 53226. Attention: Bill McNulty, GSM. Equal opportunity employer.

Radio sales - Heavy hitter: Top-ranked AOR in Top 75 Midwest market needs heavy-hitter to find \$50,000+ we are missing. Solid company and strong benefits. Great opportunity. Experienced radio reps only. Send resume to Box A-35. Equal opportunity employer.

Small Indiana AM-FM. Experienced aggressive sales person. Strong opportunity for early management. Owner eager to retire. Reply to Box A-54. EOE.

Killer salesperson for Abilene, TX FM Self starter who sells ideas and promotions. Want to make big money? So do we. Established accounts with license to steal. Growing chain. Resume and references. Equal opportunity employer. M/F. Reply to Box A-52.

HELP WANTED ANNOUNCERS

KXPR/KXJZ, Sacramento: We're not hiring right now but we will be in May. KXPR/KXJZ is an FM/FM combo featuring classical music, jazz music and in-depth news and public affairs. If you're talented, dedicated to the finest in non-commercial fine arts, jazz and news broadcasting and interested in exploring all the possibilities, send a non-returnable cassette that displays your finest radio talents, letter of interest and current resume to: KXPR/KXJZ, 3416 American River Drive, Suite B, Sacramento, CA 95864. We'll send you a job application and list of job descriptions when available. No phone calls will be accepted. Equal opportunity employer.

50,000 watt FM Christian station and 5,000 watt AM country station seeking versatile broadcaster to head copy and production department and do two person morning show on country station. Excellent pay and benefits. Work in smoke free environment. Females and minorities encouraged to apply. Call Rick Carson at 219-875-5166 mornings between 10 am & 12 noon. Equal opportunity employer.

Announcer: University owned public radio station has immediate opening for versatile announcer-producer. Competitive entry level salary plus 12 days annual leave, 11 paid holidays and paid retirement. Applicants should have good working knowledge of jazz music. Classical background helpful. Send tape including news and different types of jazz, music, resume, references to Dick Ellis, Director, WETS-FM, Box 21, 400A, East Tennessee State University, Johnson City, TN 37614. Affirmative action/equal opportunity employer

HELP WANTED TECHNICAL

New England group engineer: 3FM/2AM stations in markets that offer everything from mountains to the ocean. Well equipped facilities in excellent medium markets. If you are strong in RF/AF, facilities build-outs and want to join a major group with a high engineering consciousness, let us hear from you. All replies will be held in confidence. SBE certification desirable. Reply Box A-55. Equal opportunity employer

HELP WANTED NEWS

Reporters, anchors, writers, producers: Washington-based consultant building talent file for future openings at one network and several stations. Send resume and one page letter outlining your career goals (no tape yet) to: Holland Cooke, 3220 N St., NW, Washington, DC 20007. No calls. Confidential. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

New West Texas CHR looking for program director/morning person. Must be able to work with consultant, put together staff and bring Outrageous promotions to the table. Versed in guerilla tactics. Group operator Kick-off date February 15th. EOE M/F. Reply to Box A-53.

SITUATIONS WANTED MANAGEMENT

Top ratings = top dollars! 15+ years management/sales/programming. Cost efficient bottom line oriented. I deliver! Available now - Bill James 804-232-5197.

22 year programming, management and on-air professional with heavy promotion, programming and sales experience seeks first GM challenge. Bottom line oriented, creative, motivated, organized, community involved with people management degree. Will relocate to most markets for right opportunity. Mr. Franz 412-487-6984.

Veteran radio pro, currently in cable, seeking metro/medium GM slot. Strong resume. SM, GSM, NSM experience. 55K minimum. 305-770-5149.

Aggressive bottom line GM/GSM available today! Proven sales record in large and small markets. Call Tim Bryan, CRMC 919-256-4019.

Currently employed VP/GM for a Mid-Atlantic AM/FM combo offers \$30,000-\$50,000 for equity position in radio property East Coast or South. Husband/wife expertise in management, programming, sales, traffic and business with solid 28 year track record. All inquiries answered. Reply Box A-39.

Seeking GM position. Turn around or start-up considered. 30 years - management, sales, programming, air talent. Mature, honest, dedicated. Chuck 512-643-5125.

90's managers must do more than manage: Proven GM, sales leader, radio personality, program-music-promotion manager, team leader-builder-trainer, cost-efficient, computer oriented, 25 year professional looking for equity deal, NE, NW medium market. Reply to Box A-56.

Winning programmer seeks group VP/Programming with solid company. Over 20 years experience at delivering group ratings like 11.6 to 18.4, 7.9 to 14.3 and start-up at 10.3. These ratings increased prior group revenue by \$1 million +. If your group can use my expertise call W.R. 412-487-6984.

Selling GM available now to fix or improve your station. Aggressive manager brings results fast. Call John 702-827-5118.

Searching for professional, positive, stable ownership to work with! You get leader experienced in all aspects of radio! Last 14 years successful ownership, sales, management! Currently GM/GSM. Get full details now! Reply Box A-57.

SITUATIONS WANTED ANNOUNCERS

Major league PBP talent. Triple "A" experience. Write Box A-40.

Experienced, enthusiastic, hard working PBP - high school football & basketball - ready for next step up. Accustomed to long hours. Prefer south-east. Reply to Box A-58.

Experienced & versatile announcer seeks stable sports announcer/sales or announcer position. PBP, production. Will relocate. Robert 319-652-6640.

Slash your costs! Part-time radio challenge wanted. Potent phone salesman; writes copy that spells \$\$\$. Knows MOR; Jazz; Sports; World events. Former DJ ("Willie B." style). Seeks San Diego area. Available Fall '91. Voice-over tape available. Contact Dean Favor, 9060 Palisade Ave., North Bergen, NJ 07047.

Can and have done it all. Can drive it or lay it back. Want to do it in Louisville. Any format. Full or part time. Call Tim 812-338-3156.

SITUATIONS WANTED TECHNICAL

Stable radio/TV engineer with high standards. 17 yrs. broad experience in medium market. Seeks C.E. or other positions. Board shift possible. Can relocate and will consider all offers. Reply to Box A-59.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

26 year country radio pro. Family man looking for right P.D. slot. Available immediately. "The Colonel" 804-744-2330.

MISCELLANEOUS

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

Rare tape off a table radio. Hear a potpourri of jingles, DJ's and newscasts from the 60's on, even some 50's. Strictly for enjoyment and listening back rather than quality. Send for radio flea market cassette volume A. 28 dollars to Bill Abrahms 4019 Noyac Road, Sag Harbor, NY 11963.

TELEVISION

HELP WANTED MANAGEMENT

Promotions director: Hawaii's independent seeks promotions director to create promotions that sell. Fax resume to Bryan Holmes, 808-842-4594. KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EOE.

Senior executive: Newly created interactive television network seeks senior executive to function as general manager responsible for all phases of growth and development of this new business. This is an opportunity to be on the ground floor of one of the most exciting industries of the 1990's. Competitive compensation, including equity is available. Reply in confidence to Box A-61. EOE.

Television production manager: Fox affiliate in top 20 market. Co-ordinate all production efforts including in-studio, on location, and live sports. Must have hands on ability with computer editor, C.G. and paint box, and all field equipment. Responsible for budgets, billing, and scheduling. Previous production mgr. experience required. EOE. Minorities & women encouraged to apply. Send detailed resume & salary requirements to Box A-62.

KPBS marketing and communications manager: Top notch executive sought by KPBS for the position of marketing and communications manager. This individual will be responsible for approximately \$5.5 million of income-producing activities, as well as, directing and coordinating the promotion, advertising and outreach activities of KPBS. The major elements of the marketing and communications department include: membership, corporate support, major giving, planned giving, volunteers, special events, graphic arts, promotion and advertising, and ON-AIR Magazine. This individual will supervise a staff of 29 full-time and part-time employees. **QUALIFICATIONS:** Five years experience at a major public broadcasting entity (or seven years experience in a commercial environment). A progressive career as a manager, with two years experience as a senior manager. Demonstrated success and extensive experience in all areas of fundraising (including annual and planned giving) and all aspects of corporate and programing communications. Must have proven skills in the areas of corporate underwriting, special events, membership solicitations (including on-air, direct mail and telemarketing), volunteer recruitment and management, leadership and proposal writing. Must possess working knowledge of advertising, guide publication and graphic arts techniques. Must possess excellent communication skills. Strong leadership and supervisory skills are required. Minimum of Bachelor's degree in Communications or related field (or equivalent) is required. **SALARY RANGE:** Commensurate with experience. Full benefit package offered. Apply: Obtain SDSU Foundation employment application directly from: SDSU Employment Office, Third Floor - Administration Bldg., San Diego, CA 92182, or call SDSU Foundation Personnel Office at 619-594-5703 to request application materials. Completed application packet should be received no later than Monday, February 4, 1991. KPBS is an EEO/AA/Title IX employer and we welcome all applications.

Medical reporter/segment anchor: Our Emmy award winning, nationally syndicated television show is seeking an outstanding medical reporter who can also anchor our medical news segment. "Life Choices" is broadcast in top 60 markets including Los Angeles and Chicago. If you're a sensitive, creative and energetic feature reporter with excellent storytelling skills, a sincere interest in health-related topics, a team player, and minimum of 3 years on-camera reporting experience, rush a tape and resume to Kathy Ward, Executive Producer, "Life Choices", PO Box 555, Columbus, OH 43216-555. EO employer.

HELP WANTED SALES

Local sales manager. Responsible for all local time sales. Maintain, direct and manage local sales team. Responsible for all local political activity. Develop, plan, and supervise new business and promotional opportunities. At least five years successful experience in local television sales. Thorough knowledge of television sales techniques, training, in management. Strong verbal and written communicator; background as a leader. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

General sales manager: Medium market NBC station in Texas. Must have 1 to 2 years sales management experience. Send resume and references to Box A-63. EOE.

TV account executive - WTVR-TV: Excellent opportunity. Established account list. Minimum two years sales experience required. Television experience preferred. Send resume to: Wanda Lewis, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

TV/radio national sales position. Immediate opening with broadcasting's oldest (38 years) media/merchandising/marketing, media sales-promotion firm. TV/radio sales experience required. Full-time travel. Monday through Friday. Substantial draw against generous commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

Account executive: KOKH-TV 25, Oklahoma City's leading Independent (top 40 market), is seeking a television salesperson with at least 3 years experience to handle a top quality account list. Must be proficient in the use of NSI and ARB and related research. High energy, creative, organized and possess a strong desire to be successful. Knowledge of valued-added promotions, co-op and vendor programs required. Send resume to Cliff Walton, Local Sales Manager, KOKH-TV, PO Box 14925, Oklahoma City, OK 73113. Phone 405-843-2525. EOE.

Account executive: WSYX-TV is looking for a seasoned, highly-motivated sales professional to handle an active account list. Qualified candidate must possess 2-5 years of broadcast sales experience. This is a great opportunity for the right person who can join this outstanding sales organization immediately. Only those with the required credentials need apply. Send resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718, Attn: Job #01149101B. Company is an EOE and encourages qualified minority and women applicants.

HELP WANTED TECHNICAL

Chief engineer needed for growing Southeast FOX affiliate. Must possess in-depth technical knowledge, along with excellent organization, planning, management, and interpersonal skills. Send resume to General Manager, WFXI-TV8, PO Box 2069, Morehead City, NC 28557. EOE.

Maintenance engineer: Washington news facility has an opening for an engineer experienced in repair of U-matic and Beta recorders, ENG/EFP cameras and production systems. Three years troubleshooting and control room experience desired. Send resume and salary history to Potomac TV/Communications, Inc., 500 N. Capitol St., N.W., Suite 800, Washington, DC 20001. Attn: Engineering. EOE.

On-line production editor, NBA Entertainment in New York is seeking a strong, top-notch editor for on-line interformat production. Minimum 3-5 years on-line television production experience required. Specific knowledge of Grass Valley switching equipment, Grass Valley 151 Editor, Sony 900 Editor, Betacam VTRs, Sony BVH-3000s, Abekas A52, character generators and audio record and playback procedures. Familiarity with troubleshooting and equipment maintenance a plus. Equal opportunity employer. No phone calls. Send resumes to: Box A-64. EOE.

Maintenance engineer: Entry level, two year technical school or equivalent, FCC General or SBE certification preferred. 1/2", 3/4", 1", 2" formats. Remote truck. Keep us the number one station in La Crosse and you will find a happy home. Company benefits, drug test required. Send resume to Chief Engineer, WKBT-TV, PO Box 1867, La Crosse, WI 54602. EOE.

TV maintenance technician, engineer-Applicant must have knowledge in the repair and maintenance of video tape recorders, cameras and TV broadcast electronics in general. Computer knowledge is a plus. Women and minorities are encouraged to apply. Send resumes, (no phone calls, please) C. Sanchez, KWHY-TV, 5545 Sunset Blvd., Los Angeles, CA 90028. Equal opportunity employer.

The George Washington University Television Department is recruiting for a television maintenance engineer with a minimum of two years of experience with installation, operation, and repair of TV broadcast equipment, including 2 GHz microwave gear. Ability to function independently, perform component-level repairs. Desire individual with FCC General Radiotelephone operator license and desire to grow with production facility involved in national teleconference feeds. Salary in low 30's. Comprehensive benefits package. Please apply in person M-F, 9-4 or send resume to GWU Personnel Services, 2125 G St., NW, Washington, DC 20052. EOE/AEE.

Our sports entertainment company is seeking free lance TV technicians who are knowledgeable in camera work, audio, video tape and engineering. You must have remote production experience at the network level and be willing to travel. A sports production background is a plus. You are needed for production beginning in April. Position requires a dual US/Canadian citizenship or Canadian nationalism, as the production shoots will take place in Canada and the US. If you meet the requirements for this challenging free lance assignment, please send your resume to: Personnel Remote Ops, PO Box 3857, Stamford, CT 06905. An equal opportunity employer.

HELP WANTED NEWS

6pm & 11pm co-anchor/producer: Minimum 3 years TV anchoring and producing experience. Needed energetic team player with strong writing, producing and live skills. Salary negotiable. Send tape and resume to: Ken Kolbe, WZZM-TV News Director, WZZM-TV, PO Box Z, Grand Rapids, MI 49501. Phone calls accepted: 616-784-4200. Applications accepted through January 31, 1991. EOE.

TV reporter: General assignment reporter. Minimum 3 years television reporting experience. Strong writing, reporting and live skills a must. Salary negotiable. Send tape and resume to: Ken Kolbe, WZZM-TV News Director, WZZM-TV, PO Box Z, Grand Rapids, MI 49501. Phone calls accepted: 616-784-4200. Applications accepted through January 31, 1991. EOE.

Meteorologist: ABC affiliate in SW medium market is looking for a meteorologist for weekends and mornings. We're in a weather intensive market and are equipped with all the latest equipment. Send resume and references to Reply Box A-43. EOE/MF.

News director needed for mid-sized market; looking for right news director to take #3 news to #1; if you have had past successes in turning news departments around, send resume to us. Excellent compensation plan for the right person. Reply to Box A-44. EOE.

Television news reporters wanted for news/magazine show pilot. Send tape, resume & salary requirements to: Astra Productions, 3434 Blair Dr., Los Angeles, CA 90068. No calls. No visits.

Television news anchors. All News Channel is growing. We are looking for experienced anchors who can write and produce. Send tape with resume to: Executive Producer, All News Channel, 3415 University Ave., Minneapolis/St. Paul, MN 55414. EOE.

News photographer. NPPA oriented. Minimum two years experience. Working knowledge of field lighting and audio equipment. Betacam and 3/4 inch editing skills essential. Contact Mark S. Jacobs, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Entry level reporter: Send non-returnable tape and resume to News Director, WOWL-TV, 840 Cypress Mill Rd., Florence, AL 35630. EOE.

News director: Top 40 market, NBC affiliate seeking individual with excellent organizational, administrative and leadership skills for the #1 news station in the market. At least 5 years of broadcast experience. No phone calls. Send resume to General Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. A Pulitzer Broadcasting Company. EOE.

Chief news photographer. KTUU-TV, Anchorage, Alaska. We've been #1 three years running and our commitment to photography is one reason why. We're looking for a manager/photographer with the ability to motivate and communicate with a staff of six NPPA-oriented photographers. Top salary, good benefits, travel. Strong photography and editing skills a must. Send tape and resume to Greg Lytle, Chief News Photographer, KTUU-TV, PO Box 102880, Anchorage, AK 99510. EOE.

Major news opportunities. Looking for primary anchor, reporter, meteorologist, videographer/editor, and versatile sportscaster with play-by-play capabilities. Rush non-returnable tape. PO Box 22607, Tampa, FL 33622-2607. EOE.

Wanted: A leader for the station with the highest ratings in the nation. WDAM-TV, Laurel-Hattiesburg, MS - NBC - needs a news director. He or she will direct newscasts that achieve 70+ shares, in one of America's top 10 small cities. Send resume to Cliff Brown, WDAM-TV, PO Box 835, Laurel, MS 39441-0835. Phone: 601-544-4730. EOE.

Looking for aggressive, imaginative reporter to round out the best staff in the market. We're not looking for a mannequin or a human mike stand...we want a self starter who understands that good journalism and good television can go hand in hand. No beginners...we want to see a track record of hard work and success. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #01179102B. Company is an EOE and encourages qualified minority and women applicants.

Producer: We're looking for a highly motivated newscast producer for our five, six and ten o'clock newscast. Applicant must have good news judgement and writing skills. Must be able to deal with fast paced, hard news format. We need someone who is creative. No stackers. Tape and resume to Ed Scripps, News Director, KJRH-TV, 3701 S. Peoria, Tulsa, OK 74105. No phone calls, please. EEO employer.

TV sports personality: Number one news station in Southeastern US medium market seeks creative sports personality. At least two years full-time TV sports anchoring/reporting experience required. Must produce lively sportscasts/reports and enjoy covering local non traditional sports and leisure activities. Must send recent photograph with confidential resume and salary history, plus cover letter describing how above objectives are met, to News Director, Box A-66. Minorities encouraged to apply.

Production director: Gulf Coast NBC affiliate seeks director/technical director for news production, commercials and special projects. We're looking for a team player dedicated to making great television! Send resume with salary requirements to: Box A-65. EOE.

We're looking for an overnight producer who can put on excellent early morning newscasts and fill in on other shows as needed. This is not a trainee position or a deadend job. At least a year newscast production experience required. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #01179101B. Company is an EOE and encourages qualified minority and women applicants.

Primo people. The news director's friend! We can deliver the best talent...irradiately. Call Steve Porricelli or Fred Landau at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

TV news producer - Responsible for content of daily newscasts. Must be creative, imaginative and an excellent writer. Will supervise, manage and lead other production and news personnel. Prior TV news experience and good people skills required. Send resume and tape to Liz Grey Crane, News Director, WTNH-8, 8 Elm St., New Haven, CT 06510. EOE. No calls.

Local CBS affiliate looking for a producer for nightly newscast, with strong writing skills, good news judgement, knowledge of graphics a must. Minimum one year news reporting experience. Send tape and resume to Steve MacDonald, KTVA, 1007 W. 32nd Ave., Anchorage, AK 99503. No phone calls please. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Event producer: The Capital Centre/Centre Vision is seeking an individual with 2 years experience in TV production/advertising and knowledge of basketball/ice hockey to develop In-Arena Event Presentations utilizing cameras, videotape, graphics, animations, lights and sound. Good people skills required. Must be available to work flexible hours. Excellent benefits package. Send resume and salary history with salary expectations to: Capital Centre, 1 Harry S. Truman Drive, Landover, MD 20785, Attn: Human Resources Department. EOE.

Marketing producer: #1 rated news and programming affiliate in Oklahoma City is looking for the best! If you can write great copy, produce outstanding news and entertainment promos, then send tape and resume to: Rick Buchanan, Marketing Director, KWTV, 7401 North Kelley, Oklahoma City, OK 73111. One year television experience necessary. No phone calls, please! EOE. M/F.

WPBT, Public Television in south Florida, is looking for a director of programming to work closely with the vice president for programming in acquiring and scheduling programs that meet WPBT's community needs and priorities, coordinating the ascertainment of community needs, and keeping abreast of on-going research, audience measurement and demographic analysis. Responsibilities also include overseeing the supervision of the program operations and program promotions staff. Interested candidates should have at least four years of television programming experience and an extensive knowledge and understanding of current affairs and the arts. WPBT offers a competitive salary and benefits package, and the opportunity for a rewarding and challenging career. Send resume and salary requirements to: Administrator/Human Resources, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H/V.

Notice of position. Position title: Program development coordinator. Duties: Assist the executive director in setting programming priorities. Responsible for the coordination of all production and programming activities, including solicitation, funding recommendations, screenings, cataloging, marketing and distribution. Qualifications: Knowledge of production, distribution and the Public Broadcasting System required. Send resume to: Mable Haddock, Executive Director, National Black Programming Consortium, 929 Harrison Ave., Suite 104, Columbus, OH 43215. Salary: \$30,000 annually, plus benefits and travel. Deadline: February 8, 1991. EOE.

On-line editor needed for Philadelphia's newest edit suite. CMX, Grass 200, A53, A72, still store, D-2, 1" Beta SP, etc. Must be a heavy hitter. Extensive experience desired. Must be interested in working on long formats. Send resume and salary requirements in strictest confidence to Box A-67. EOE.

Traffic/accounting person needed for software installation and phone support for our growing number of stations. 2-3 years experience in television traffic/accounting required. PC knowledge a plus. Travel will be required and relocation to Western Massachusetts is possible. Send resume and references to VCI, PO Box 215, Feeding Hills, MA 01030-0215. EOE.

Entry level, part-time production assistants needed for ABC affiliate, WSYX-TV. Duties will include: studio camera, floor directing, lighting, teleprompter, Chyron, remotes, scripting and videotape editing. College experience preferred. Highly motivated individuals should send resumes to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #01149102B. Company is an EOE and encourages qualified minority and women applicants.

SITUATIONS WANTED MANAGEMENT

Television general manager. Seeking new challenge. Excellent track record, top references. If your operation needs improvement in profits and prestige, let's talk. Confidential to: Box A-46.

Want back in broadcasting after 4 year hiatus as VP/publisher newspaper group. Experienced as TV general manager/TV GSM/NSM/LSM and AE. Retail management. I know how to sell and motivate. I can increase revenue and cash flow. Mike Lennon 3412 NE 26th Ave., Lighthouse Point, FL 33064. 305-785-6678 or 305-785-2518.

SITUATIONS WANTED SALES

15+ years sales/management pro with excellent turn around record seeks challenging position that will utilize organizational, sales, training and promotional talents. Let me make 1991 your year! Please reply to Box A-47.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box A-27.

Award winning midwest news anchorman seeks sunbelt relocation. 15 years experience. #1 news ratings. Reply box A-29.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Former top 20 weekend weathercaster looking to return to TV weather, fulltime. 3 years TV experience, 20 total broadcasting. Will relocate for right opportunity. Mr. Richards 412-487-6984.

Meteorologist: 5+ years experience ready to join your winning news team. Have also produced and hosted two half-hour weather specials. Call Mark. 606-278-0221.

Hard working top 10 sports reporter/anchor seeking same responsibilities in top 30 market. 16 yrs. experience. 313-661-1194.

Breaking away! CBS News producer/writer with management experience. Twenty-five years in the broadcast trenches. Peabody and Emmy credits. Ready for new vistas and fresh air! Charles Kuralt (CBS) and Bill Moyers (PBS) among my advocates. Call Norman Morris, 201-239-8622.

Energetic and creative. Two years sports reporting, anchoring, shooting, editing. Looking for opportunity in small to medium market. Ready to relocate and put in the extra time that results in quality work! Tim, 313-391-0375.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Lighting director with 10 years experience in broadcast television and film lighting. Organized, motivated individual with excellent references has worked with both station and freelance clients and has supervisory, budgeting, designing, and planning knowledge in ENG, remote and studio production. Seeking lighting, studio supervisor or production manager position. Reply to Box A-18.

MISCELLANEOUS

Free job referral nationwide! Television, radio, corporate communications. No placement fees or contractual obligations. Broadcasting's biggest and most diversified employment-listings service! Now in our 7th year. Media Marketing/The Hot Sheet, PO Box 1476--RJB, Palm Harbor, FL 34682-1476. 813-786-3603.

CABLE

HELP WANTED SALES

Top 100 cable company MSO, seeks experienced and self motivated broadcasting sales executive to develop and manage company's barter/tradeout business in its operating systems in 5 states. Individual must have proven barter/tradeout skills and be willing to travel from company's home office. Salary plus commission and bonus and benefits available. Contact Greg Kriser; COO & Exec. VP, Helicon Corp., 630 Palisade Avenue, Englewood Cliffs, NJ 07632. 201-568-7720 Fax: 201-568-6228. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager/director/producer. Budget and management experience required. Team player needed to direct local newscasts as well as produce/direct local sports shows, industrial videos, etc. for cable company in Colorado. Send tapes and resumes to: Lisa Peart, Columbine Cable Vision, 1201 University Ave., Fort Collins, CO 80521. EEO.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Dean of Journalism: The University of Nevada, Reno is looking for a dean for the Donald W. Reynolds School of Journalism and Center for Advanced Media Studies. Our faculty are professionals with extensive experience in newspapers, magazines, television, public relations and advertising. This year, we start construction on a new \$5 million building. If interested, write and tell us about yourself. We will send you the position announcement. If you know of good candidates, please send us their names. We start interviewing March 1, 1991, for appointment in the fall, or whenever a suitable candidate is found. Please send your letter to: Bourne Morris, Chair, Dean's Search Committee, Academic Affairs, Clark Administration 110, University of Nevada, Reno, NV 89557. The University of Nevada, Reno is an equal opportunity employer.

Broadcasting: Indiana State University seeks an assistant professor, tenure track, to teach courses in Broadcast Journalism, Fundamentals of TV Production, and other courses of expertise. Ph.D. or near, and professional experience required. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional/scholarly performance. Send letter of application, current vita, names and phone number of three references to: Joe Tenerelli, Area Head, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after March 1, 1991, cannot be guaranteed consideration. AA/EOE.

Duke University, Public Policy: The Department of Public Policy Studies seeks applications for the Eugene C. Patterson Professorship, we seek an eminent practitioner in the general areas of media or communications, with preference given to one whose career, writing, or other professional achievement signifies commitment to the institution of free and forthright journalism in American society. The Patterson Professor will be responsible for teaching several courses each year and contributing to the development of Duke's Center for the Study of Communications and Journalism. The initial appointment will be for a term of five years, beginning September 1, 1991. Application materials should be sent to Professor Philip J. Cook, Department of Public Policy Studies, 4875 Duke Station, Durham, NC 27706. Applications received before March 1, 1991 will be considered. An EO/AA employer. Women and minority applicants are encouraged to apply.

Broadcasting: Two positions. Western Illinois University seeks instructors for two temporary positions to teach radio and TV production skills. Intro to Broadcasting or Broadcasting and Society. Ph.D. preferred, M.A. required. Begin August 1991. Competitive salary. Send resume, tape, three letters of recommendation, letter of application to B.J. Brown, Chair, Search Committee, 314 Sallee Hall, Western Illinois University, Macomb, IL 61455. Screening begins Feb. 15, 1991 and will continue until positions are filled. Applications especially encouraged from females, minorities, persons with disabilities. EO/Affirmative action employer.

University of Alaska Anchorage offers a tenure track appointment beginning August, 1991, for assistant professor with master's degree and significant professional audio/video production experience. Ph.D. desirable. Teach in ACEJMC accredited program such areas as audio/video writing, producing and directing, broadcast news production, and aural and visual literacy and media and society; carry out research or professional activity aimed at production or publication; contribute to university and public service. Salary nationally competitive. The department has 250 majors in telecommunications, journalism, advertising/public relations and photojournalism. Anchorage is located in the communication and population center of Alaska. Review of applications begins February 15, 1991. Mail resume, names of references, and supporting materials to Personnel Services, 3890 University Lake Drive, Anchorage, AK 99508. 907-786-1418. UAA is an affirmative action/equal opportunity educational institution and invites and encourages applications from women and minorities.

Trainer/client services rep: Software vendor needs person with broadcast administration background. Enterprise Systems experience helpful. Must be self motivated, organized, and have good people skills. Extensive travel required. Competitive compensation package. Send resume, references & salary history to: Reply Box A-60. EOE.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's one-year MA PAR program. Tuition waivers and \$3,000 stipends during internship. Application deadline April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

HELP WANTED TECHNICAL

Needed: Motivated professional to oversee two remote unit operations. Requirements: Excellent technical skills, thorough knowledge of remote broadcasts and all related equipment, proven manager. Should have BSEE or equivalent and five year broadcast environment experience. Send resume to Thoroughbred Racing Network, PO Box 11340, Lexington, KY 40515. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext K-7833.

EDUCATIONAL SERVICES

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).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide 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.

Wanted to buy: Modern 10KW UHF air cooled transmitter. Fax information to Chester Smith, 209-523-0898.

FOR SALE EQUIPMENT

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: Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BTF 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BA5K, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), Transcom Corp., 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 tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. ElCon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 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.

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.

Two 23GHz Microwaves: MA-23CC double hop system. Two transmitters, two receivers, four 4ft antennas. Never used, still crated. Call Doug Price, First Baptist Church, Houston. 713-957-6740.

Save \$\$\$. Demo, overstock, repo - modminder, composite clipper, cart machines, carts, mics, pre-amps, DA's, cassette decks, speakers, etc - cash with order - 806-372-5130.

FM antenna's. Jampro 6 bay with Radomes, Jampro 2 Bay with Radomes, ERI 10 Bay with Deicers, Shively 4 Bay, 3 Kw dummy load - cash with order 806-372-5130.

For sale: UHF transmitter, 36KW mid range, minus klystron and exciter, \$60,000 cash. Call 209-523-0777.

Sony BVW 300-one year old \$27,000.00 OBO. BVW 507-two years old, \$22,000.00 OBO. BVP 3A, BV-1. Combo \$8,000.00 OBO. Cables and accessories included. All three in fine condition, used by one careful cameraman. Miami Video Arts 305-757-1813.

RADIO Situations Wanted Management

GENERAL MANAGER AVAILABLE TODAY

I am a sales and bottom-line people-oriented manager. As former owner, I have the knowledge and experience to handle any situation. Experienced in ALL SIZE MARKETS. Successful start-ups and turnarounds in my background. Work outs or sale transitions will be considered. Energy, knowledge and experience CALL TODAY. David C. Weinfield 508-394-4041.

Situations Wanted Technical

VP Engineering/ Major Radio Group

Seeks similar challenging position with a company interested in excellence in technical people and operations. Well known and respected in the industry with over 20 years experience. Superb references and a long track record of successful and innovative projects as well as a demonstrated ability to recruit the top technical talent in the business. Present position seven years.

Reply Box A-68

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST PE & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER. 7 day week service
National Weather Association Radio Contributor of the
Year 1988 The professional weather solution for radio
Complete Barter! 601-352-6673
Over 250 Affiliates online. Call NWN Today!

Business Opportunities

SCA Channel for lease Major Market Class C Reply Box A-69

Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Help Wanted Management

GENERAL MANAGER Radio Broadcasting

Do these questions describe you?

- Are you an activator? Do you make things happen?
- Do you have a burning desire to be #1?
- Do you enjoy helping others grow and develop?
- Are you a perfectionist?
- Do you understand the power in building close, positive relationships with your associates?
- Do you enjoy managing big ego, high producers?
- Has your career included sales, sales management and was your personal performance in the top 10%?

If so, we want to talk with you. Our client, a high growth, nationally recognized broadcasting leader is looking for a talented individual to manage its top AM/FM Urban Contemporary station. This is an outstanding opportunity for an experienced general manager or sales manager who has developed their career through the sales ranks. The station is rated #1 in a highly desirable South-eastern market that is now in the top 40.

CALL NOW IN CONFIDENCE

Sande Dirks
Selection Consultant Working
With the Company
1-800-627-9125 or
1-800-666-7838
Monday-Friday 8am-6pm CST

WE OFFER:

- Excellent base salary plus performance bonuses
- The opportunity to work independently
- Owners who appreciate and reward performance
- Stock opportunity.

Help Wanted Programing, Promotion & Others

WANTED:

Executive Producer '92 Presidential Campaign Series

WE'RE LOOKING FOR SOMEONE who is imaginative and experienced in news and public affairs production, and has a special interest in political coverage to develop a series of radio specials related to the 1992 Presidential Campaign. The series will be produced by Minnesota Public Radio, the nation's largest station-based production center with headquarters in Minneapolis/St. Paul, and will be the centerpiece of election-based programming distributed by the American Public Radio network.

With an outstanding studio production facility, leased satellite channels, portable uplinks, one of the nation's largest radio newsrooms and some of the country's most honored programming, we're in a position to produce an innovative, unconventional, live radio series that will explore significant issues and presidential decision making. We're thinking far beyond traditional candidate forums or documentaries. We need a broadcaster who is a strong concept person willing to push the boundaries of the radio medium, who can manage a highly skilled and creative production team, and who has demonstrable background in political coverage and network or major-station news production.

If you've been thinking there's a better way to provide listeners critical information about issues and presidential politics and power, and if you would like to be responsible for designing a timely, challenging and captivating radio series we'd like to hear from you.

Send us a one-page letter of introduction with your thoughts about public radio political/ public affairs programming, a resume, and audio cassette demonstrating some of your work. Write:

Jim Young, Human Resources
Minnesota Public Radio

45 East Seventh Street, St. Paul, MN 55101

AN EQUAL OPPORTUNITY EMPLOYER

©1991 MPR

Situations Wanted Programing Promotion & Others

PROGRAMING WANTED FOR EAST COAST TOURIST CHANNEL

Cable TV in popular resort area has availabilities for paid programs.

CALL JOHN WILLCOX 1-800-825-7897

TELEVISION Help Wanted News

PRODUCERS, ASSOCIATE PRODUCERS and RESEARCHERS

Network looking for broadcast journalists experienced in science news or nutrition news. Must have experience in TV production and science news or nutrition news. No calls. Send resume and salary history to box A-51

Help Wanted Sales

ACCOUNT EXECUTIVE

A major market, Southeast television station is seeking an Account Executive to generate Developmental and Vendor Fund Programs. Candidate should have at least two (2) years experience in this area.

He or She should also possess the following qualities:

- A Self-Starter
- A Willingness to Succeed
- Communicate Effectively
- Spanish Speaking Preferred
- A Positive Attitude
- Good Writing Skills
- College Grad Preferred

Only qualified individuals should apply.
Send resume to Box A-22.
E.O.E.

THIS PUBLICATION AVAILABLE IN MICROFORM

from University Microfilms International

300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Help Wanted Management

INTERNATIONAL DISTRIBUTION EXECUTIVE

NATIONAL GEOGRAPHIC TELEVISION

Prestigious producer of national television programs seeks aggressive executive with program experience in international and domestic television distribution. Will investigate and develop sales and co-production opportunities in the documentary field. Must have extensive international broadcast contacts as well as packaging and deal-making experience. Satellite and video knowledge helpful. Three to five years of experience.

Generous benefits, attractive salary, Washington, DC location.

In confidential letter, please tell us about yourself in detail including education, experience, and salary history. Send letter to Tim Kelly, Vice President and Director, Television, National Geographic Society, 1145 17th Street, NW, Washington, DC 20036. Principals only; no telephone calls accepted.

Equal Opportunity Employer

Help Wanted News

EXECUTIVE EDITOR

Superb electronic journalist with heavy TV reporting and producing background needed for leading television news station in Southeast. Key role for story idea development, follow-through and copy editing as part of top flight news management team. Minimum of ten years broadcast experience. No tapes-- resumes only to:

Dick Moore, News Director
WSOC-TV,
PO Box 34665,
Charlotte, NC 28234-9917.

EOE Employer, M/F.



ALLIED FIELDS

Employment Services

JOB HUNTING?

During an average week over the last year MediaLine subscribers heard 69 NEW, CONFIRMED TELEVISION OPENINGS in the following job categories: Reporter/Anchor (21), Sports (3), Weather (4), Producer/Desk (15), Photo/Edit (12) and Production/Promotion (14).

No rumors — no outdated listings — fast forward, rewind and pause functions — an office staff to answer questions.

FACE IT — NOBODY DOES IT BETTER, CHEAPER OR MORE EFFICIENTLY

To subscribe call 800-237-8073/California 408-648-5200

MediaLine

THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

Employment Services Continued

JOBPHONE

THE NATIONAL JOB LISTING SERVICE
FOR THE COMMUNICATIONS INDUSTRY
1-900-234-INFO ext. TV (88)

\$2 per minute

From any touch tone phone

Help Wanted Management

CORPORATE COUNSEL

Nationwide communications company seeks attorney with minimum 2-3 years experience in radio or CATV. Excellent benefits. Send resume and salary history to: Greater Media, Inc., PO Box 859, East Brunswick, NJ 08816.



Greater Media, Inc.
Equal Opportunity/Affirmative Action Employer

Business Opportunities

Proponents Solicited

The National Radio Systems Committee (NRSC) plans to select and develop a single standard for a radio broadcast data system (RBDS) and hereby solicits proponent systems for consideration by the committee. RBDS systems are AM and/or FM broadcast subcarrier transmission and reception systems that include, among others, the following functions: receiver program service alphanumeric display, tuning by station format, alphanumeric text transmission, automatic cellular operation for different stations carrying identical programming, travel information service, paging service and emergency alerting functions.

In order to be considered by the committee, any potential proponent system must submit by Feb. 28, 1991, a complete technical description of the system and indicate its stage of development. Systems must exhibit a high degree of hardware/software development, economical implementation by broadcasters and receiver manufacturers and transmission robustness.

The NRSC RBDS Standards Committee will hold its first open meeting and begin its work on Thursday, March 14, 1991 at the address below. Any interested party is invited to participate. System submissions and other inquiries should be directed to:

Stanley Salek
NAB Science & Technology
1771 N Street, N.W.
Washington, DC 20036-2891
(202) 429-5391 (voice)
or (202) 775-3520 (fax)



For Sale Stations

THE RADIO FINANCE SPECIALISTS

- New Financings
- Refinances
- Smaller Markets
- Restructures

SIGNAL PROPERTIES
99 State St., Brooklyn Hts., N.Y. 11201
(718) 643-5825

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, take-over, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.
The Deer River Group
Washington, D.C. — (202) 659-3331

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC.

4171 Dundee Rd., Suite 209, Northbrook, IL 60062

708—272-4970



CASH FLOW FINANCING

We Purchase Accounts Receivable
Western States only, \$50,000 min.
MFR FINANCIAL (714) 544-7131

AMARILLO

C-1 FM

Needs some equipment

\$450,000

404—355-6800

FOR SALE

Northern Wisconsin vacation area Medium Market AM (full time) FM-6KW. Appx. 65K cash flow plus good owner salary. Prime Real Estate. Full modern inside and broadcast equipment. Top dog-25 plus Medium Market...great cash buy. Terms to A-1 credit and radio track record. Be prepared for full financial disclosure on first call, or don't call. Nothing released until credit established.

Packerland Consultants: 414—235-2625

TURN BANKRUPT STATIONS INTO BUCK\$

Buy or lease failing stations and make them low overhead satellites of your \$UPER \$TATION. Call Dan at Marti for details on PLAN A.

817—645-9163.

MISSOURI

1 K AM / 6 K FM CP
SMALL MARKET
PRICE NEGOTIABLE
1-816—385-3047

**FOR SALE
RADIO STATIONS
KJEL & KIRK**

LEBANON, MO

Covers Central MO · Lake Ozarks
Full 100 KW FM and 5 KW AM
Excellent Equipment

**PRICED ONLY
\$895,000**

\$250,000 down to Qualified Buyers

Contact Ralph E. Meador

R.E. Meador & Assoc

MEDIA BROKERS
P.O. BOX 38
LEXINGTON, MO 64067
816-259-2544

For Sale Stations Continued

**FOR SALE
Fox Tv
AFFILIATE**

IN THE TOP 70 ADI

**BIDS ACCEPTED UNTIL
MARCH 1, 1991**

**EXCELLENT MARKET
EXCLUSIVE REPRESENTATIVE**

**CLIFTON GARDINER
& ASSOCIATES INC**

Communications Brokers
433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

REX MILLER
CLIFF GARDINER

IO.	UHF-TV FOX NET, TERMS	\$850K
OH.	(CIN.MKT.) FM CLASS A	\$750K
MO.	(ST.LOU.) 50KW "DEAL"	\$3.5M
WY.	100KW w/CASH FLOW	\$1.950M
Larry Lewis-Chicago		708-690-3292

AZ.	AM/FM CASH FLOW	\$225K
ID.	AM/FM GREAT MARKET	\$249K
FL.	AM 5 KW (JAX.MKT.)	\$295K
FL.	AM E.COAST TERMS	\$125K
FL.	AM ORL.MKT. TERMS	\$300K
FL.	AM 10KW E. COAST	\$500K
FL.	FM CLASS A (OFF-AIR)	\$187K
FL.	AM/FM GREAT TERMS	\$650K
FL.	AM/FM 50KW GULF COAST	\$2.8M
FL.	AM/FM 100 KW RESORT	\$2.1M

Hadden-Orlando 407-365-7832

HADDEN & ASSOC.
• ORLANDO •
1-407-365-7832

**A NATIONWIDE MEDIA BROKER
1385 AYERSWOOD CT.
WINTER SPRINGS, FL 32708**

VIRGINIA IS FOR... BUYERS!

S.E. VA Combo, positive
Cashflow. Only stations
in county, original owners.

VA University community,
positive Cashflow. Satellite
and live 24-hr. AM with
ratings and real estate.

VA Combo, upgrading
to 6 Kw, new mountaintop
tower site, priced to sell.

Call For Information on Attractive Prices & Terms **KOZACKO-HORTON CO. 607-733-7138**

WOKN (FM) Goldsboro N.C.
For sale, Class A, 3,000 watt,
eligible for 6,000 watt. Owned
by Eastern Regional
Broadcasting. Contact: Bob
Swinson, 919-734-4213.

**We'll give you
all the credit.**

IT'S EASY TO DO. Just
include your personal or
company Mastercard or
VISA credit card number and
the expiration date in your
FAX or letter (please, no
phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern
Time for the following Monday's issue.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036, (202) 659-2340.

Payable in advance. Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

Rates: Classified listings (non-display). Per issue Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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

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.

Blind Box Service: (In addition to basic advertising costs) Situations wanted, \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials, such materials are returned to sender. Do not use folders, binders or the like.

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

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

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

FATES & FORTUNES

MEDIA

David Westin, partner, Wilmer, Cutler & Pickering law firm, Washington, joins Capital Cities/ABC Inc., New York, as VP and general counsel, succeeding **Stephen A. Weisswasser**, executive VP, ABC Television Network Group.



Westin



Monaster

George Monaster, VP, affiliate relations, Financial News Network Inc., joins GE American Communications Inc., New York, as VP, cable services.

John D. Sawhill, VP and general manager, WJAR(TV) Providence, R.I., joins WJLA-TV Washington, in same capacity.

Scott Davis, senior VP, network operations, Viacom Networks, New York, named executive VP, network operations, Viacom Networks, and named general manager, Nickelodeon Studios.

Chuck Fee, station manager, WMMR(FM) Philadelphia, named VP and general manager.

Robert Fulstone, VP and general manager, KPLR-TV St. Louis, joins KLOU(FM) there, in same capacity.

Richard D. Parsons, president and CEO, The Dime Saving Bank, New York, elected to board of directors of Time Warner Inc.

David Griffin, VP, Griffin Entities, named general manager, KWTW(TV) Oklahoma City, owned by Griffin Entities.

Chuck Browning, operations manager and acting general manager, WHIO(AM)-WHKO(FM) Dayton, Ohio, named VP and general manager.

Randall Bretz, executive director, Sound Words Communications Inc.,

Lincoln, Neb., joins Agricultural Satellite Corp. there as network programs and operations manager.

Patricia S. Sachs, VP and assistant general counsel, Reiss Media Enterprises Inc., New York, named VP and general counsel.

David Swiger, general sales manager, WERC(AM)-WMJJ(FM) Birmingham, Ala., named VP, operations, co-owned Ameron Special Media Group.

Ellen Gurwitz Ayres, executive director, Pro Arte Chamber Orchestra, joins Vermont ETV, Colchester, Vt., as auction coordinator. **Nancy T. Post**, capital campaign coordinator, American Heart Association, joins Vermont ETV, as coordinator of corporate services.

Lynn Fauth, development officer and underwriting manager, WFUM(TV) Flint, Mich., joins WITF-FM-TV Harrisburg, Pa., as director of corporate underwriting.

Richard Paxton, controller, WPSD-TV Paducah, Ky., named station manager. **Mary Ellen Miller**, head bookkeeper, WPSD-TV named controller.

Randall L. Bradley, director of operations, WACH(TV) Columbia, S.C., named corporate director of operations, parent company, FCVS Communications.

SALES AND MARKETING

Paul Green, senior VP and national sales manager, Mizlou Sports News Network, joins E! Entertainment Television, New York, as VP, advertising sales, East Coast.

Donna Bembenek, local sales manager, WOKY(AM) Milwaukee, named general sales manager, WOKY(AM)-WMIL(FM) there.

John Kenealy, account executive, WBAL-TV Baltimore, named national sales manager.

New account executives at KING-TV Seattle: **Olivia Coke**, regional sales manager, Pacific Communications; **Scott Harron**, director of sales operations, television sales department, and **Kell Vitums**, executive assistant to general manager, KIRO-TV Seattle.

Todd Migchelbrink, former intern, KZOK-AM-FM Seattle, named account executive.

Mary Bohlman, account executive, KTTU-TV Tucson, Ariz., joins KGUN(TV) there, in same capacity.

Lori Sequist-Porter, special projects director, KSCH-TV Stockton, Calif. (Sacramento), named local account executive.

Kathy Banas, account executive, KBZT-FM La Quinta, Calif. (Palm Springs), joins Katz & Powell Radio, Los Angeles, in same capacity.

Tom Hamilton, regional sales manager, WBHV(AM)-WMAJ(AM) State College, Pa., joins WTQR(FM) Winston-Salem, N.C., as local sales manager.

Debra A. Drone, sales representative, Old National Bank, joins Keller-Crescent Co., Evansville, Ind., as account executive.

Appointments at National Cable Advertising: **Brenda Liberty**, media director, Miller Agency, named account executive, Dallas; **Beverly Bloodworth**, sales coordinator, named regional accounts coordinator, San Francisco, and **Martin Wetzel**, recent graduate, Cleveland (Ohio) State University, named sales coordinator, San Francisco.

Linda B. Davison, sales manager, KYSM-AM-FM Mankato, Minn., joins KTMX(TV) Colusa, Calif., as account executive.

Jeffrey L. Gasman, national sales director, Cahners Publishing Co., joins Dial Communications Group Inc., company specializing in syndicated radio properties, New York, as account executive.

Paul Nugent, general manager, WAAX-AM-FM Gadsden, Ala., joins WVTM-TV Birmingham, Ala., as general sales manager.

Appointments at The Interep Radio Store: **Jay Kirchmaier**, director of sales, Durpetti & Associates, named regional executive, Detroit; **Darren McMillan**, junior account executive, Katz Radio, Los Angeles, named account executive, Durpetti & Associates there; **JoAnn Goldberg**, **Pat Maxwell** and **Ron Potts**, account executives, HNWH Radio Sales, New York, named VP's, sales.

Appointments at Katz Television Group: **Julie Samuelson**, sales associate, Washington, named sales executive; **Debbie Aaronson**, sales trainee, New York, named sales executive, white

EDITING IN PROGRESS FOR BROADCASTING YEARBOOK 1991

By now, your station or company should have sent back our questionnaire. We want to make sure that your listing in the most widely used broadcasting reference book is accurate and up-to-date. Every year, we mail questionnaires to more than 20,000 businesses. Every year, a few questionnaires fail to find the right desk; thus this call for entries.

Have we received the information we need to make sure your company is accurately represented in the next YEARBOOK?

IT IS NOT TOO LATE

Don't wait. Send (or fax) us your update today, before our database (which we can change) becomes a book (which we can't). Due to production schedules, we cannot guarantee editorial corrections on any information received after Jan. 24. Act now. Send your corrections to:

Broadcasting Yearbook 1991
Attention: Editorial Department
1705 DeSales St., N.W., Washington, DC 20036
Fax: (202)-429-0651

sales team, Katz American Television, and **Timo Saarelainen**, from MMT Sales, Minneapolis, named sales executive, Katz American Television.

Larry Menefee, local sales manager, KVIL-AM-FM Highland Park, Tex. (Dallas), joins KLRX(FM) Dallas-Fort Worth, as general sales manager.

Robert Weinstein, local sales manager, WKRC-TV Cincinnati, joins KTVN(TV) Reno, as general sales manager.

Gerianne Buda, assistant media planner, Bozell Omaha (Neb.), named media planner.

Michael Hope, general sales manager, WHO(AM) Des Moines, Iowa, named general sales manager, WHO(AM)-KLYF(FM) there.

Paul Rogers, regional sales manager, WRXJ(AM)-WCRJ-FM Jacksonville, Fla., named general sales manager.

Wayne D. Garvey, account executive, WAVG(AM)-WLRS(FM) Louisville, Ky., and **Bill Beam Jr.** formerly with WAVE(TV) Louisville, Ky., join Tabler Communications national cable television rep firm there as account executives.

Appointments at KBL-TV Cable Advertising, KBLCOM's cable advertising

sales company, San Antonio, Tex.: **Chancey Blackburn**, regional VP, named VP, new business development; **Sharon Blankenship**, general sales manager, named regional VP, Texas, and **Ken North**, regional sales manager, named national sales manager.

Appointments at DDB Needham, Chicago: **Alan Pilkington**, president, Asia/Pacific division and director of corporate planning, New York, named managing director; **Greg Popp**, producer, Needham Harper Worldwide, named senior producer; **Carolyn Enz**, media planner, named media supervisor; New York: **Ruth Ayres**, director of corporate communications, named manager of creative business services; **Deborah Zdobinski**, manager of corporate communications, named director, and **Christine Butler**, assistant manager, corporate communications, succeeds Zdobinski.

Andrew Weinberg, director of credit, Krasdale Foods Inc., New York, joins Katz Communications Inc. there as manager of client accounting. **Michael Bramel**, local sales executive, WMAQ-TV Chicago, joins Katz Continental Television there as sales executive, silver sales team.

Brian D. Caldwell, from Orion Clas-

sics, joins MK2 Productions USA, New York, as director of sales and publicity.

PROGRAMING

Richard Marks, counsel, motion picture division, Walt Disney and Touchstone Pictures, joins Media Home Entertainment, Los Angeles, as senior VP, business and legal affairs.



Gershman

Leslie R. Gershman, director of international sales, Genesis Entertainment, Agoura Hills, Calif., named VP, international sales.

Heidi Diamond, director of marketing, Erols Video, joins Nickelodeon/Nick at Nite,

New York, as VP, marketing.

Adam Lloyd, director of Southwestern and Midwestern sales, MGM/UA Telecommunications, joins Samuel Goldwyn Television, Los Angeles, as director, West Coast sales.

Chris Pula, VP, creative advertising, Twentieth Century Fox, joins Fox Broadcasting Co., Los Angeles, as senior VP.

Margo Johnson, from WDOK(FM) Cleveland, and **Ken Southern**, from WMJX(FM) Boston, join WLIT-FM Chicago, as air personalities.

Joe Kissack, account executive, syndication, Western region, Columbia Pictures Television, Los Angeles, named manager, syndication, Southwestern region, Dallas.

Larry Smith, regional VP, affiliate relations, East Coast, Consumer News and Business Channel, Fort Lee, N.J., named VP, national accounts, succeeded by **Bruce Ballard**, regional director, affiliate relations, Northeast.

Appointments at MCA Inc., Universal City, Calif.: **Richard E. Baker**, VP, controller, adds duties as chief financial officer, succeeding **Harold M. Haas**, VP and treasurer; **David R. Hancock**, partner, Price Waterhouse, named VP, financial operations, and **Dennis F. Dalara**, assistant controller, named controller.

Frederick J. Lyle, independent producer, New York and Los Angeles, joins Universal Television, Universal City, Calif., as VP, music.

Appointments at The Nashville Network's Country Music Television: **Da-**

vid Hall, general manager, adds duties as president; **Robert H. Baker**, manager, planning and development, named director of operations, and **Ric Trask**, manager of planning and development, named manager of programming.

Appointments at Arts & Entertainment Network: **Joan Etten**, manager, Group W Video Productions, named manager, Central region, affiliate sales, Chicago; **Susan Feinberg**, senior coordinator, The Discovery Channel, Washington, named account executive, affiliate sales, Los Angeles, and **Gerard Grusso**, controller, adds duties as VP and director of administration.

NEWS AND PUBLIC AFFAIRS

Steve Edwards, co-host, *AM Los Angeles*, KABC-TV Los Angeles, adds duties as host, *SportsTalk*, KABC(AM) there.

Bob Bowman, state treasurer, State of Michigan, joins WXYZ-TV Detroit, as national economic analyst.

John Torre, correspondent and anchor, Illinois News Network, Chicago, named news director.

Appointments at WJBK-TV Detroit's talk show, *Dayna*: **Joan Cherry Isabella**, programming manager, WXYT(AM) Detroit, named executive producer; **Robin Arcari**, producer and director, named senior producer; **Beverly Knox**, executive producer, *Assignment: Education*, WXYZ-TV Detroit, named producer; **Alicia Nails**, freelance producer, New York, named producer; **Art Regner**, producer, WXYT(AM) named associate producer, and **Laura Linabury**, former intern, named production assistant.

Cynthia Gunn, reporter, KWTV(TV) Oklahoma City, named weekend anchor.



King

Kimberly King, weekend weather anchor, KETK-TV Jacksonville, Tex. (Tyler), adds duties as 6 p.m. and 10 p.m. week-night anchor.

Ernestine Weathers, community affairs producer, WTVG(TV) Toledo, Ohio, named director of community affairs.

Darren Kramer, primary evening reporter, WWLP(TV) Springfield, Mass., joins KREM-TV Spokane, Wash., as 6:30 a.m. and noon co-anchor.

Greg Cergol, news director, WGSM(AM)-

WCTO(FM) Huntington, N.Y. (Melville), joins News 12 Long Island, Woodbury, N.Y., as general assignment reporter.

Melanie Polka, assistant to special projects director, KSCH-TV Stockton, Calif. (Sacramento), named public affairs director.

Marion 'Sunny' Meriwether, reporter and anchor, KARN(AM) Little Rock, Ark., joins KEDM(FM) Monroe, La., as news director.

Cynthia Tinsley, anchor and reporter, WCIV(TV) Charleston, S.C., joins KXAS-TV Fort Worth, as 5 p.m. co-anchor.

Joyce Morgan, weeknight anchor, WJXS(TV) Jacksonville, Fla., joins KXAS-TV as morning and noon co-anchor.

Appointments at KFTY(TV) Santa Rosa, Calif.: **Gerry Watson** and **Robinson Olmstead**, promotion interns, *California North*, and **Laurie Cohn**, publicist, The Brokaw Co., named segment producers, *California North*; **Sheila Brock** and **Michael Phillips**, studio interns, named camera operators; **Greg Coelho**, intern, named assistant, promotions department; **Susan Maddox**, reporter and co-anchor, KADY-TV Oxnard, Calif., named reporter, and **Sally Scharf**, intern, KRON-TV San Francisco, named part-time reporter.

TECHNOLOGY

Howard Zarembo, senior director, network operations and engineering, Arts & Entertainment Network, New York, named staff VP, network operations and engineering.

William P. Mountanos, from Grass Valley Group and parent company Tektronix, joins Abekas Video Systems Inc., Redwood City, Calif., as VP, marketing and sales.

Michael Hutchinson, senior effects editor, Tele-Image Inc., joins Video Post & Transfer, Dallas, as editor.

William L. Marshall, regional satellite sales manager, Zenith Electronics Corp., Franklin Park, Ill., named national sales manager, home satellite product line.

Robert G. Case, news and feature camera editor, Whittle Communications, joins Cinetel Productions, Knoxville, Tenn., as director-videographer.

Robert A. Reymont, group engineer, West Coast radio stations, Nationwide Communications Inc., named director of radio engineering, and remains at NCI's

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$225 2 years \$160 1 year \$85 6 mos. \$42.50
(6 mos. term must be prepaid)

(International subscribers add \$40/year for surface delivery)

Broadcasting Yearbook 1990

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$95). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1990.

ORDER TOLL-FREE USING VISA OR MASTERCARD 1-800-638-7827

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
(required) No

For renewal or address change
 place most recent label here

KZZP-FM Mesa, Ariz. (Phoenix).

Clifford H. Higgerson, general partner, Communications Ventures, Menlo Park, Calif., and director, Gamma Microwave, Santa Clara, Calif., named chairman of board, Gamma Microwave.

Charles Meyer, senior engineer, The Grass Valley Group Inc., and VP, engineering, Applied Laboratories, joins NVision Inc., Nevada City, Calif., as director of engineering.

Ken Blake, chief engineer, KJAX(AM)-KJOY(FM) Stockton, Calif., joins KBEE-FM Modesto, Calif., in same capacity.

Stephen DiFranco, marketing manager, audio/video systems, Sony Business and Professional Group, Montvale, N.J., named manager of production systems marketing.

Susan Detrie, Paintbox/Harry artist, Northwest Teleproductions, joins Editel, Chicago, as Paintbox/Harry artist and designer.

Mark Wilson, from KNOE-FM Monroe, La., joins KEDM(FM) there, as chief engineer.

PROMOTION AND PR

George Faber, director of communication, Viacom Enterprises, Universal City, Calif., named West Coast director of public relations, Viacom Entertainment Group. **Bill Barron**, director of public relations, Viacom Productions, named West Coast public relations consultant, Viacom Entertainment Group.

Von Freeman, from KBEQ(FM) Kansas City, Mo., joins XETRA(AM) Tijuana, Mexico (San Diego, Calif.) as promotions director.

Peter Mondics, VP, network sales, NuStar cable television cross-channel promotion service, Pottstown, Pa., named executive VP.

John M. O'Reilly, regional sales manager, Modern Album of Indiana, joins Keller-Crescent Co., Evansville, Ind., as account executive.

ALLIED FIELDS

Bob Moore, VP and general manager, KRLA(AM)-KLSX(FM) Los Angeles, named chairman of 1991 Major Market Radio Station Advisory Board.

George Glazer, senior VP, Hill & Knowlton Inc., New York, named chairman of first annual Radio and Television News Directors Foundation banquet, Washington.

Sallie H. Forman, formerly with NBC, ("Fates & Fortunes," Jan. 14), elected VP, government/industry affairs, American Women in Radio and Television national board of directors and will additionally serve on board of trustees. **Cindy Abbott**, freelance radio and television spokeswoman, Buffalo, N.Y., elected to AWRT's national board of directors.

National Association of Broadcasters appoints new television board members: **Travis O. Rockey**, Cordillera Communications, Spokane, Wash., succeeding **John J. Moffitt**, KTVD(TV) Denver (Englewood); **Ralph Gabbard**, Kentucky Central Television Inc., Lexington, Ky., succeeding **Cullie M. Tarleton**, WBT(TV) Charlotte, N.C., and **Scott Vaughan**, KESQ-TV Palm Springs, Calif., succeeding **Anita L. Wallgren**, Great American Broadcasting Co., Cincinnati.

Cheryl J. Hollins, executive VP, Car Audio Specialists Association/Vehicle Security Assoc., joins Electronic Industries Association's Consumer Electronics Group, Washington, as executive director, audio industry relations.

Rayce Jonsrud, former national account manager, Warren, Morris & Madison Ltd. cable television search and recruitment firm, Del Mar, Calif., named director of national accounts, cable division.

Belva Davis, newscaster, KRON-TV San Francisco, and **Rose Guilbault**, director of public affairs and host, *Sunday at*

Seven, KGO-TV San Francisco, elected to The Commonwealth Club of California public affairs forum board of governors.

Neil Pennella, former VP, program planning, The Comedy Channel, resigns to form Pennchris International Media Ltd. consulting, sales and production company, Los Angeles.

Jeff Evans, rating officer, Standard & Poor's Ratings Group, New York, named assistant VP.

DEATHS

Alan L. Hale, 41, principal and VP, Hale & Husted Associates entertainment public relations and marketing company, New York, died Jan. 22 of AIDS related pancreatic illness there. Before forming public relations firm in 1985 with partner Al Husted, Hale worked at Marvin Jenkins Public Relations, Alpert/Levine and March Five Public Relations, where he assisted with public relations for NATPE. In television, Hale supervised publicity for *Another World*, *As The World Turns*, and *Guiding Light*. He is survived by his father, Malcolm, and his sister, Ann.

Joe A. Roddy Jr., 66, former news director and anchor, KTBC-TV Austin, Tex., died of heart attack Jan. 20 there. Other Texas stations Roddy worked for include KTBC-TV Austin, as director of public affairs and community relations; KFJZ(AM) Fort Worth; KLIF(AM) Dallas, and KERP(AM) El Paso. Surviving him are wife, Nancie; two sons, Joe Jr., and Christopher, and mother, Lillian. Donations to The Joe Roddy Jr. Scholarship Fund can be sent to: The University of Texas at Austin, office of development, P.O. Box 7458, Austin, Tex. 78713, where Roddy most recently worked as director of public information.

George V. Waldo Sr., 85, retired Federal Communications Commission electrical engineer, died of aneurysm Jan. 9 in Silver Spring, Md. Waldo joined FCC in 1941 and retired in 1970. He is survived by his wife, Elean; son, George, and sister, Florence.

Leo Hurwitz, 81, documentary maker, died of cancer Jan. 18 in New York. Hurwitz co-produced, directed and edited CBS-TV's *Omnibus*.

□

Elizabeth D. Nestel Fund for Study of Sudden Death in Young Adults has been established at University of California, in memory of KGO(AM) San Francisco research director who died Dec. 7 (BROADCASTING, Dec. 31). Donations to Room 312, Moffitt Hospital, Box 0214, San Francisco 94143.

INDEX TO ADVERTISERS

American Chiropractic Association 51 ■ Classified Ads 67-74 ■ C-SPAN 41 ■ GE American Communications 10-11 ■ Genesis Entertainment Cover 4 ■ MCA TV Front Cover ■ Media Venture Partners 45 ■ Multimedia Entertainment 18 ■ Orion Television Entertainment 8-9 ■ Phillips Petroleum Company 58 ■ Professional Cards 65 ■ Questcom 44 ■ Services Directory 64 ■ State Farm Insurance 47 ■ Thoben-VanHuss & Associates, Inc. 43 ■ Viacom 14-15 ■ Warner Bros. Domestic Television Distribution Cover 2-3 ■

FIFTH ESTATE

UP LATE, AND EARLY, WITH PHILIP BEUTH

Across from Philip Beuth's desk hangs a photograph of "The Nunnery," the white clapboard building in Albany, N.Y., that was the first home of Capital Cities (then known as Hudson Valley Broadcasting Corporation). It serves as a reminder of the days long before he helped make *Good Morning America* or set his sights on revamping ABC late night.

"There are only a handful of us left from that 'nunnery' who can really experience the sense of family that we all enjoyed there and the sense of pride and the forced discipline that came from having to be resourceful," said Beuth. "We had energy levels higher than our audience levels."

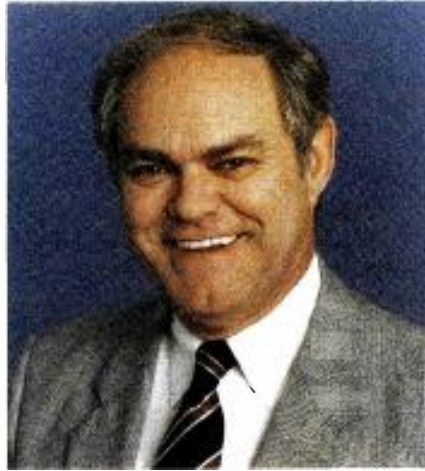
Beuth, who joined Capcities as a \$60-a-week film editor at WTEN(TV) Albany in 1955, was the first person to be hired by Thomas Murphy, now chairman of the company. Beuth, then 23 years old and just out of graduate school at Syracuse University, had already picked up TV experience at WRGB(TV) Schenectady, N.Y.

It was not long after Beuth joined WTEN that he was taking on various roles at the station. Among the many hats he wore was as writer and director for a young weatherman and children's show host, Ted Knight (Beuth maintained a radio advertising business with the actor [best known as Ted Baxter on CBS's *The Mary Tyler Moore Show*] until Knight's death in 1986).

Beuth became promotion manager at the station in 1958, and eventually was sent to establish local promotion departments at each of the developing Capcities properties. Beuth recalled building audiences "door-to-door" in those early days of television, when he would take newsmen Lowell Thomas into towns on "caravans" designed to drum up viewer interest in the developing medium.

Following 10 years with WTEN, including three as sales manager, Beuth joined WSAZ-TV Huntington, West Va., in 1964 as general sales manager. In 1969 he was named vice president and general manager of the Capcities station.

Beuth headed two other Capcities TV stations: KSFN-TV Fresno, Calif. (1971-75), and WKBW-TV Buffalo, N.Y. (1975-86). He is particularly proud of his experience at KSFN-TV, where the station was turned around from fourth to first place



within six months.

The formula he used at those stations, which he said he continues to use at the network, is to "find out what the audience wants, find a creative way to give it to them, then remind them you're giving it to them." Beuth has been known to respond personally to viewer mail and calls.

Another way he has kept in touch with audiences has been through charity work. While at KSFN-TV, he created an annual Celebrity Parade for Cerebral Palsy. While at WKBW-TV, he was co-chairman of the area United Way Drive and had a seat on the board of trustees of the Buffalo Children's Hospital. Today, he is on the board of directors and is fundraising chairman of UNICEF in New York.

Following the purchase of Capcities by ABC, Beuth in 1986 was named vice president of early morning entertainment for ABC Entertainment and placed in charge of *Good Morning America*. The morning show, which topped NBC's reigning *Today* in January 1990, earlier this month celebrated a full year of

morning dominance. Beuth says the secret to the show's success has been hiring the right people and leaving the show in their hands. "If I open my mouth too much, I get in the way," he says.

ABC's late-night performance, with the exception of *Nightline*, has not yet distinguished itself among the networks. Its *Into the Night with Rick Dees*, launched in July 1990, has a season-to-date rating of 1.7/8. Despite lackluster ratings, the show has been renewed through April. And Beuth, who in December added ABC late night entertainment to his duties, is now responsible for guiding Dees toward higher ratings.

Beuth has already made a significant adjustment on the show, replacing executive producer Jay Wolpert with Steve Ober. Ober in turn replaced director Phil Ramuno with Ron Kantor. Beuth has also hired Iowa-based consultant Frank

N. Magid Associates to measure audience interests in late night programming.

"Rick Dees is a charming personality, but I don't believe that his persona has come through yet," said Beuth. According to Beuth, he is in the planning stages for a Saturday night comedy show that would appeal to the "L.A. Gear-type audience." But developing Saturday night is not an immediate concern, he added. For now, Beuth is focusing on *Into the Night*, spending two days each week in Los Angeles and the remainder in New York.

"In the next month, if I'm right, you'll see a different Rick Dees," said Beuth. "I don't suspect that we will make money on late-night for a while, but I

think we'll improve the audience despite the competition."

Given his 35 years with the same company, chances are he will be around to see if his suspicions are correct. ■

Philip Beuth

Senior VP, ABC Television Network Group, New York, responsible for early morning and late night entertainment; b. May 20, 1932, Staten Island, N.Y.; BA, English, Economics, Union College, Schenectady, N.Y., 1954; MS, Syracuse (N.Y.) University, 1955; editor, producer, director and public affairs director, 1955-58; promotion manager, 1958-62; sales manager, 1962-64, WTEN(TV) Albany, N.Y.; general sales manager, 1964-68; VP and general manager, 1969-71, WSAZ-TV Huntington, W. Va.; president and general manager, KSFN-TV Fresno, Calif., 1971-75; president and general manager, WKBW-TV Buffalo, N.Y., 1975-86; VP, early morning programming, ABC Entertainment, 1986-89; senior VP, ABC Television Network Group, 1989-present; added responsibility of late night entertainment since December 1990; children by previous marriage: Philip Jr., 35; Robert Alan, 31; Jane Marie, 20.

IN BRIEF

Federal judge in Illinois blocked implementation of NBA rule limiting superstition schedules to 20 games this season. Deciding suit filed last October by WGN-TV Chicago and Chicago Bulls owner Chicago Professional Sports Limited Partnership, Judge Hubert Will of U.S. District Court said rule constituted unreasonable restraint of trade in violation of antitrust law. Five-game reduction "will reduce availability and competition in the hope of raising the price of product in the future," said Will. Suit charged that NBA planned to continue cutting limit by five games per season until teams were effectively banned from making rights agreements with superstitions. NBA counsel said league is "disappointed...but the parties acknowledged early on that this is a case that will ultimately be decided by a higher court." WGN—in second year of five-year 25-games-per-year contract with Bulls—has already increased 1990-91 schedule from 20 to 25 games. NBA definition of superstition—broadcast station received outside team's local market by more than 5% of U.S. cable subs—currently applies to two other holders of NBA team rights: WTBS(TV) Atlanta and WWOR-TV Secaucus, N.J. (New York).

Gulf War has hit **Monte Carlo**, where elite international TV market remains scheduled for Feb. 10-14. **Annual gathering will still be held, but participation is likely to be down** from normal 2,000-plus, particularly that of U.S. representatives, and organizers have canceled opening night and closing night galas and all evening public screenings, while questionmarks remain over roundtable on CNN's role in Gulf crisis. According to show's organizers, companies not attending will not lose coveted suite locations for future markets, organizers have assured.

Two live, nationwide newscasts were disrupted last Tuesday (Jan. 22) by members of **ACT-UP**, AIDS activist group, protesting Gulf War and lack of funding for AIDS research. Three protesters, after passing security with fake CBS ID cards, interrupted 6:30 p.m. ET opening

of *CBS News with Dan Rather*, shouting: "Fight AIDS, not Arabs." One protester managed to appear on camera. Producers of PBS's *MacNeill/Lehrer NewsHour* have still not determined how protesters got on its set. Planned switch from Washington interview to be conducted by Robert MacNeil in New York was delayed for several minutes when protester attempted to chain himself to MacNeil's chair. ACT-UP attempts to disrupt ABC and NBC newscasts were blocked.

General Instrument and group of 11 other home satellite equipment manufacturers, distributors and retailers and home-dish-only programers last week **asked FCC to initiate rulemaking toward adoption of three-degree spacing of C-band satellites**. Petitioners argue that wider spacing would allow higher-powered C-band birds to reach dishes "4 feet or less" (down from 8-10 feet) without interference, thereby leading to more than double projected growth in home dish sales (10 million, rather than only four million) over next five years.

Federal judge in Canada issued order allowing search of Sidney, British Columbia-based DecTec International to remove evidence of infringement on VideoCipher encryption system patents, said General Instrument. Suit alleges that DecTec's Secure Universal Norm (SUN) "field-programable" decoder infringes on four VideoCipher digital audio scrambling and key hierarchy patents, as well as copyrights covering "unit seeds," Control Microprocessor software and Crypto code.

In wake of Comsat's \$90 million-\$100 million pretax write-down, **Comsat Video Enterprises will renew only profitable satellite TV contracts with hotels**, but will continue to pursue "new business opportunities that are not capital intensive," said spokesman for CVE parent Comsat. Two weeks ago, CVE announced one-third reduction in staff of 200 as part of restructuring (BROADCASTING, Jan. 21). Although CVE will not seek new hotel deals, it will continue to seek TV distribution ventures, "especially via satellite, in virtually any mar-

ket or new markets," Comsat's Dick McGraw said. CVE has until end of March to exercise options on six transponders on Hughes Communications 41-watt Ku-band SBS-6, bird now strongly associated with proposed SkyPix midpower DBS service. CVE decided against \$100-million-plus investment in SkyPix late last year.

MCA TV said last week after two weeks on air, new first-run comedy, **Harry and the Hendersons** was performing **substantially over its lead-in in top three markets**, WNYW(TV) New York (+17%), KTTV(TV) Los Angeles (+25%) and WFLD-TV Chicago (+50%). Company also said new weekly *Roggins Heroes*, after two weeks, had boosted time period on WNBC-TV New York by 33% and at KNBC-TV Los Angeles by 31%.

Philip Morris topped list of third-quarter 1990 barter syndication advertisers, with expenditures totaling almost \$37 million, according to Arbitron's Broadcast Advertiser's Reports. Procter & Gamble was number two (\$32.4 million) and Warner Lambert was third (\$12 million). Placing 10th on list was Kohlberg, Kravis, Roberts & Co., owners of RJR-Nabisco (\$8.8 million).

NBC News is planning *A Closer Look*, half-hour daytime show focusing on social issues raised by Persian Gulf War. Program will air Monday-Friday beginning Jan. 28. It is designed to either stand alone or be included in stations' regular noon newscasts. Faith Daniels, anchor of *NBC News at Sunrise*, is anchoring program and Linda Ellman, former West Coast producer, *NBC Nightly News with Tom Brokaw*, is executive producer.

Radio-Television News Directors Association has added 16 U.S. radio stations to group participating in two-month-old project to get local news to troops in Persian Gulf. Total of 30 stations are now involved in project RTNDA is coordinating with Armed Forces Radio and Television Service. Taped five-minute weekly local newscasts from each station are sent to AFTRS in Los Angeles every Monday for playback in Gulf region.

James G. Babb, president, Jefferson-Pilot Communications Co., Charlotte, N.C.-based owner of five AM, five FM and two TV stations, **has taken early retire-**



Babb

ment. He has been succeeded by **William E. Baldwell**, former executive VP, Jefferson-Pilot Corp.

Top MSO's appear to be reacting favorably to request by CNN to make one-time contribution to help defray costs of coverage of war in Gulf. CNN confirmed such discussions are taking place. That MSO's not on Turner board have been contacted was seen as sign that action had blessing of board members from MSO's—TCL, Time Warner, Continental and Comcast. MSO's are concerned that contribution not set precedent, and they also express reservations about amount of time CNN coverage is seen on broadcast stations.

Landmark Communications has backed out of its intention to pay \$7 million for assets of defunct Sports News Network, owned by Mizlou Communications, which is in Chapter 11. Landmark said it has no intention of launching sports news cable service.

President Bush named Republican Representative **Edward Madigan** of Illinois **secretary of agriculture** last week. Madigan is member of House Telecommunications Subcommittee.

FCC granted Pacific Bell one-year waiver of telco-cable crossownership rule so telco could help finance sale of Palo Alto, Calif., cable system to Cable Communications Cooperative for \$18.7 million. PacBell had built system and had sought eight-year waiver of rules so CCC purchase could be financed by \$15 million promissory note from PacBell. Commission said short-term waiver was needed so service wouldn't be disrupted, but it mixed longer-term waiver. PacBell's Ex-

ecutive Director for Financial Management John Fallini said decision doesn't kill deal: "We're exploring ways of still going through with the deal and still being in compliance with the FCC order." Commission, urged by California Cable Television Association, is currently auditing PacBell to determine whether cross-subsidy has occurred since 1986 when authority was granted to construct and maintain facilities for exclusive use by CCC.

Washington state legislature is considering two proposals to ban TV advertising of alcohol products. H.B. 1239 would ban ads within state, and House joint resolution 4001 urges U.S. Congress to ban all TV commercials for alcohol beverages or to restrict their content. DeWitt Helm, president of Association of National Advertisers, said: "Such sweeping bans or restrictions on the advertising of legal products are clearly unconstitutional under the First Amendment."

KTLA(TV) Los Angeles, is expanding its news programming for first time in more than 10 years by adding two-hour early morning newscast at 7-9 a.m. Set to debut during second quarter, station says telecast is first locally produced two-hour newscast in Los Angeles. In study commissioned by station, 52% of those questioned said they would switch from one of network morning shows—delayed three hours for West Coast—to locally-produced show.

Zazoo U, which leads off Fox's Saturday morning children's lineup at 8 a.m. **has been canceled** and will be replaced by *Peter Pan & the Pirates* which already airs at 4:30 p.m., Monday-Friday. *Zazoo U*, which premiered in fall with rest of Fox children's programming is first of those to be replaced. Also at Fox, *Yearbook* (formerly *The Last Hurrah*) will premiere in special airing following *The Simpsons* on Thursday, March 7 at 8:30 p.m. and will debut in its regular time slot of Saturday, 8:30-9 p.m. on March 9.

CNN'S SHAW AND HOLLIMAN: LIFE AFTER BAGHDAD

A family man who values his privacy, CNN anchor Bernard Shaw told reporters last week that he regards his recent celebrity status as "a curse." Flooded with requests for interviews, Shaw and CNN reporter John Holliman discussed their experiences in Baghdad with the press during a teleconference from Washington. CNN was the only network to air constant updates from Baghdad when war broke out (BROADCASTING, Jan. 21).

"While I appreciate the compliments, while I appreciate the respect of people, I regard this extraordinary barrage of attention as a curse. I also realize it goes with what we do. It does not mean that I have to like it," said Shaw. "I will tolerate it." Moreover, he stressed that he would not let this "boomlet of publicity and attention" overwhelm him. "I am going to remain Bernard Shaw. I am not going to become a changed man merely because I was doing my job in Baghdad," he said.

Holliman is also uncomfortable with the sudden publicity. "I feel a little weird about it. I don't know how to deal with it," said Holliman, who added that he wanted "desparately to go to Baghdad and 'begged' CNN officials to let him go.

"I don't think I am going to be any different as a result of this, said Holliman. "My wife," he said, is a very good ego corrector.... She says I am still the same goofy, fat, balding guy I was when I left."

Asked how CNN's future would be affected by the events in Baghdad, Shaw said the network would be under "great pressure to improve where it needs to improve and that's good." He added: "CNN is not perfect. CNN employees, still, compared to their competitors at the other networks, are underpaid. The prosperity of this network is going to be good."

Shaw also attributed the network's success in Baghdad to "logistics." For months, he said, CNN tried to get a four-wire phone line installed; so had the other networks. "Ours was approved; we installed it, the war broke out; it was our only outlet to the world. And for competitive reasons we did not allow our competition to use it. I fully backed that decision," said Shaw.

Holliman said they were suprised when the wire was not knocked out with the phones. "We don't know why it was up when everyone else lost their phones. It certainly wasn't because of any special deal with anybody. I think we were extraordinarily lucky to have the four-wire circuit maintained as long as it was," said Holliman.

-KIM

EDITORIALS

Committed to the First Amendment and the Fifth Estate

SUBJECT TO CHANGE

The board of directors of the National Association of Broadcasters will have a full plate of policy issues to consider when it meets in Florida this week—indeed, a full panoply of possibilities. Taken together, their rewriting provides a great opportunity to break with the past and seize the future.

On the TV side, what the NAB should foster is what FCC Chairman Al Sikes speaks of as a “seamless” television universe, in which the viewer is unaware of his passage from one transmission system to another. Or, put another way, in which the transmission system is transparent to the message being transmitted.

In such a seamless universe broadcast stations would be carried—and compensated for—on cable systems and cable channels would find their way over the air, as has CNN these past weeks.

DBS signals might also interface with the more senior media, providing their own uniqueness.

What should be avoided at the outset is a continuation of the Hatfields vs. McCoys carnage that has characterized the broadcast-cable relationship, and that is perpetuated by some unwilling to deal with the new day. NAB President Eddie Fritts has been more successful than most in effecting dialogue with cable, but it hasn't always been with the enthusiastic support of his membership.

On the radio side, the name of the game is DAB (digital audio broadcasting)—the challenge and the opportunity thereof. NAB is on the right track in trying to assure DAB capabilities for today's terrestrial broadcasters, although we're less sanguine about trying to limit the satellite side of the technology. Trying to put a technological genie back in the bottle is a losing game; generally, the best you can hope for is to buy some time.

However it all comes out, the NAB is to be commended for attempting to improve upon the past, and for staying open to the future.

ONE OF OUR AEROSTATS IS MISSING

TV Marti was having its troubles last week, the balloon carrying its transmitter having slipped its Cudjoe Key, Fla., tether and gamboled about in the currents before settling into a canopy of trees deep in the Everglades.

It seems to us that events almost anywhere else in the world are more in need of the government's resources and attention than a broadcast service to Cuba that is expensive, obviously unpredictable, arguably ineffective and far more a political bone to powerful anti-Castro businessmen in Florida than a boon to the Cuban populace, most of whom probably can't get the service anyway. Speaking of which, with the balloon-

borne service down and out for several weeks, TV Marti is being delivered by satellite. We wonder how many of the communications-deprived Cuban masses boast rooftop receive dishes.

If all this weren't enough, it borders on the criminal that a Coast Guard helicopter pilot and “inspection” team had to put themselves somewhat in harm's way to track down the errant aerostat. But it would not be the first such sortie. A Miami newspaper wrote last week of the flight of another Air Force blimp tethered—make that formerly tethered—at Cudjoe Key. In 1981, this particular runaway balloon was spotted by a pair of fishermen who, in a burst of public spiritedness, tied it to their boat in hopes of reeling the big fish in. As the sun warmed the balloon, it rose, with the small boat suddenly a makeshift gondola. The fishermen jumped out and had to be rescued at sea; the balloon had to be brought down by a pair of F4 Phantom jets.

There have been other mishaps, but the point is made.

The life of a Cudjoe Key balloon is an exciting one; too exciting for our tastes. The balloon was still stuck in the trees last week where, if the U.S. government had any sense, it would leave it.

BATTLE JOINED

This page supports wholeheartedly the Radio-Television News Directors Association and others in their petition challenging the constitutionality of the content regulation embodied in the Children's Television Act of 1990 (see page 48).

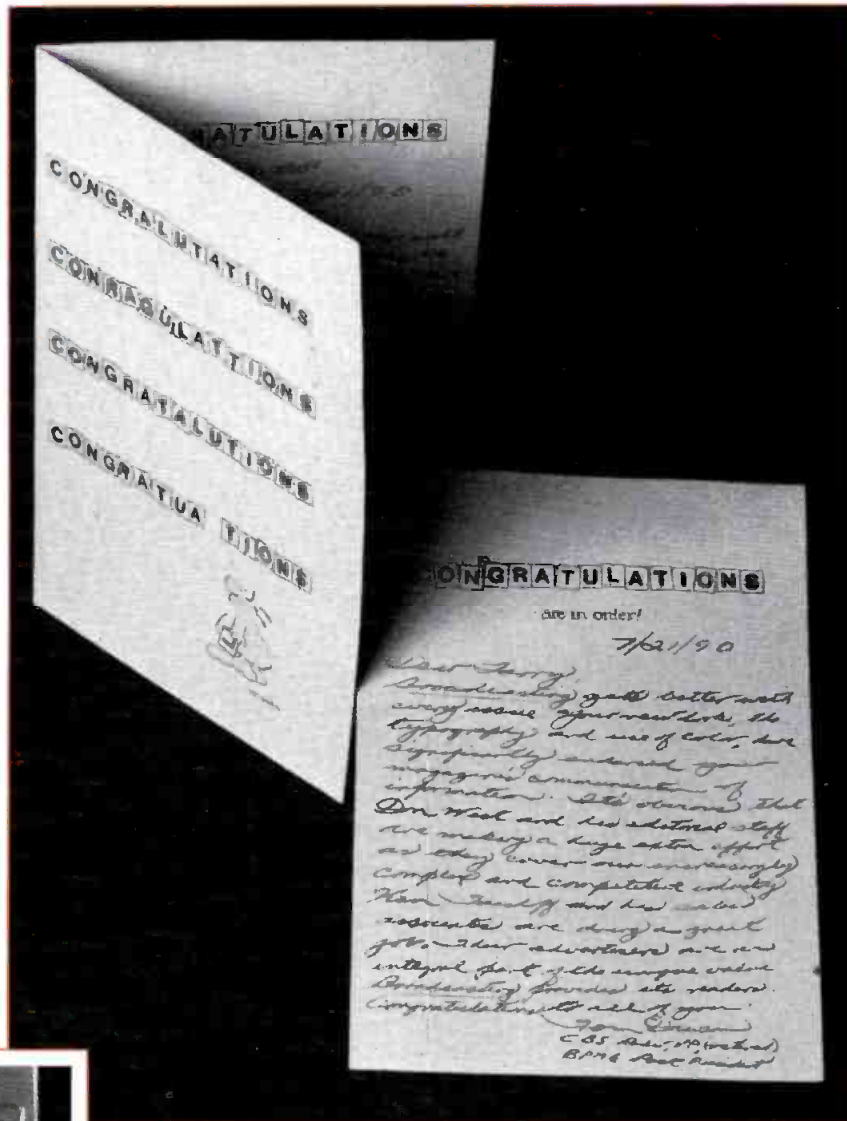
Like the 24-hour indecency ban and the Simon violence bill, the children's bill is content regulation in service of a particular political agenda. Frankly, we are no more comfortable with having the government decide what is suitable for children than we are with having it decide what is unsuitable for adults.

We realize that in addition to the political gamesmanship, there are some good intentions behind this recent spate of bad law. Unfortunately, the road to censorship will be paved with them unless broadcasters stand up for their rights.



Drawn for BROADCASTING by Jack Schmidt

“What we need is ‘instant’ instant replay.”



And thank you, Magazine Design and Production Magazine for our latest design award.

Best Redesign, Trade 1990

Dear Larry,

Broadcasting gets better with each issue. The new look, the typography and the use of color, have significantly enhanced your magazine's communication of information. It's obvious that Don West and his editorial staff are making a huge extra effort...and...sales associates are doing a great job. Their advertisers are an integral part of the unique value *Broadcasting* provides its readers...

**Tom Dawson
CBS Radio, VP (retired)
BPME Past President**

Thanks, Tom. And thanks to everyone who has taken the time to write and call. We deeply appreciate your kind remarks and continued support.

Broadcasting

Positioned to serve the industry for another 60 years.

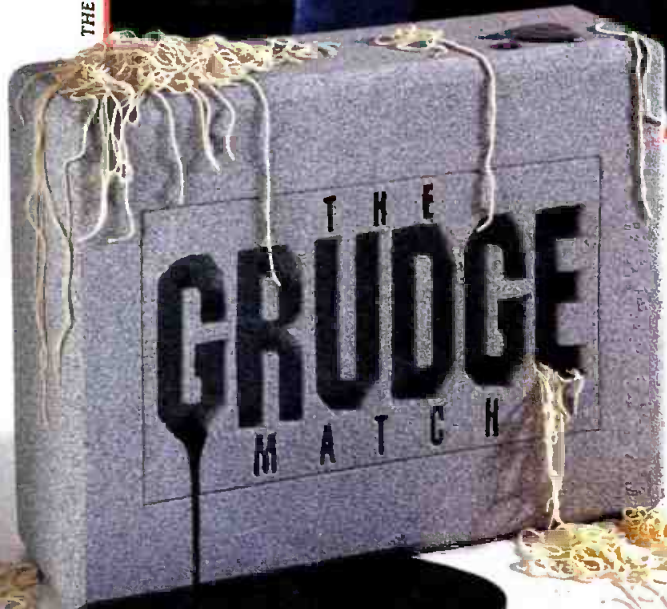
Out Of Court Settlement!

A FIRM GO!
NINE OF TOP TEN!
67 STATIONS...AND GROWING!

THE GRUDGE MATCH is a Richmel Production in association with Genesis Entertainment.



©1990 Genesis Entertainment and Richmel Productions. All Rights Reserved.



*Sticky situations
settled with outrageously
messy solutions!*

GENESIS
ENTERTAINMENT

Los Angeles (818) 706-6341 • New York (212) 935-9450