

# Broadcasting May 27

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## TELEVISION / 35

*NBC wins sweeps, network share holds its own; 'Crimetime' pays for CBS*

## RADIO / 41

*Broadcasters still look for guidelines on indecency*

## CABLE / 44

*Basic programmers plot programming for 200-channel world*

## TECHNOLOGY / 60

*Computer, telephone industries challenge FCC's HDTV policy*

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*Kristian Alfonso, star of "Days Of Our Lives" and "Falcon Crest" has signed on to host television's hottest selling reality strip, "Love Stories!"*

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**NETWORKS**  
**Prime time plans**  
**for fall season**  
**unveiled**

# JOAN'S 1990-1991 MASTERSTROKES: DRAMATIC SHARE INCREASES IN MAY!

The overnights paint a powerful picture of Joan's performance this May! She earned significant share increases among top markets nationwide—proving once again that she's a master at the art of winning audiences!

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SOURCE: NSI OVERNIGHTS (4/25-5/10/91); MAY 1990

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# THIS WEEK

## 27 / IT'S OFFICIAL FOR FALL

The networks unveil their fall schedules, with Fox making the additional announcement that it will henceforth feature year-round series introductions and development, and will up its series orders from 22 to 30 or more in some cases. The move, says Fox, will give it earlier syndication opportunities and lower costs in bulkier buys for proven performers. New shows, however, may have less time to find an audience before getting the ax. ABC drops several dramas, adds reality series. NBC revamps Friday-Sunday, leaves rest of week essentially intact. CBS shoots for number one with half-hour comedies and return of Carol Burnett in hour show.

## 30 / CARNEGIE HALL CONCLAVE

The meeting of NBC affiliates in New York last week was surprisingly upbeat. Among the news there: *Tonight* is being delayed five minutes to allow local stations to expand their news, and the network is launching an anchored overnight news feed.

## 31 / EYE ON IMPROVEMENT

CBS affiliates meet in New York this week with no major network announcements expected. The focus will be on reviewing just-announced programing and promotion plans, and on mending fences damaged by a 20% compensation cut earlier this year.



At fall schedule unveiling, ABC's Bob Iger talks to "Full House" stars Mary Kate and Ashley Olsen (page 27)

## 32 / FOX CATCHES SALHANY

Syndication head at Paramount moves to Twentieth Television as chairman, overseeing domestic and international syndication and network and cable production.

## 33 / TECHNOLOGICAL KEY

President's Council on Competitiveness, chaired by Vice President Dan Quayle, is working on telecommunications policy white paper that will likely propose greater

deregulation of broadcasting, cable and common carrier industries.

## 33 / SLOW SPOT

Spot TV remains weak and shows few signs of a quick recovery, according to best estimates.

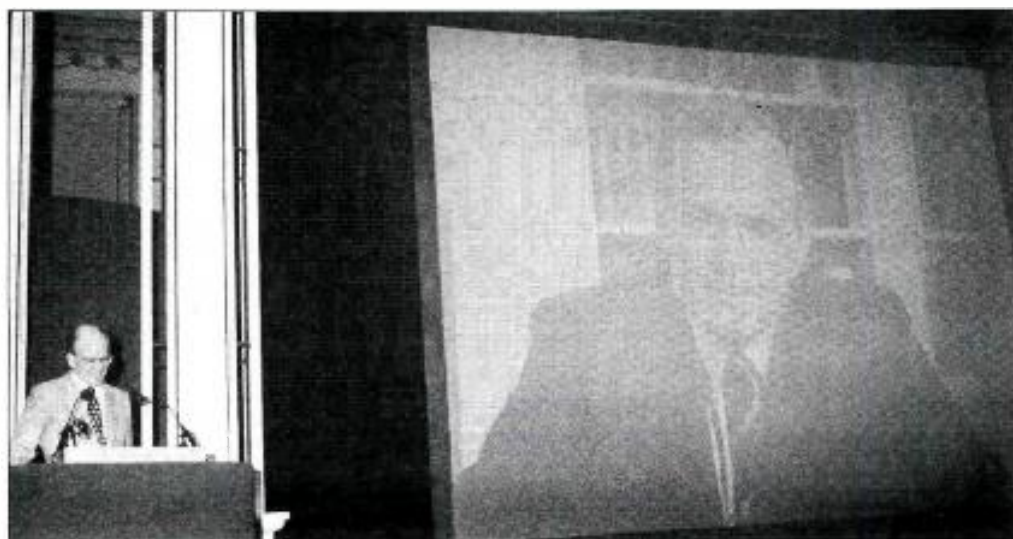
## 38 / "CRIMETIME" DOES PAY

CBS is preparing fall additions and modifications to its late night mystery/adventure wheel, which the network says is drawing the younger demographic it was targeting.

## 39 / MORE DOWNS THAN UPS FOR WORLD LEAGUE

As the new football league winds up its first season, advertisers and rightsholders—ABC and USA Network—are disappointed with its ratings performance, below the 3-4 hoped for.

President Bush addresses NBC affiliates in New York (page 30)



## 41 / RADIO WANTS POST-BAN HELP

Broadcasters would like more explicit guidelines on what they can and cannot air in the wake of the Court of Appeals throwing out the FCC's 24-hour ban on indecent programming.

## 41 / 1990 NATIONAL SPOT POSTS 5% RISE

Advertiser group with the largest increase in radio spending last year was communications. Top five categories were food, automotive, travel and shipping, beer/wine/ale and consumer services.

## 42 / HIGH PRICE OF SUCCESS

While National Public Radio affiliates celebrate growing success of programming, they are under increasing pressure to find new ways to pay for it. American Public Radio plans to offer its affiliates more new, low-cost shows.

## 44 / 150-PLUS CHANNEL CHALLENGE

Basic networks are busy devising new program services to take advantage of the upcoming explosion of channels brought about by compression technology.

## 47 / TAKING CARE OF BUSINESS

Protracted battle for FNN ends with its sale to its chief competitor. The service signs off, then on again as CNBC/FNN Daytime.

## 49 / WORLD ON A WIRE

At a wireless cable seminar in Washington, three F's—fiber, financing and frequencies—are the topics of conversation as attendees pondered their prospects for



World League of American Football wraps up its first season to less-than-great ratings (page 39)

securing a spot in the crowded media marketplace.

## 50 / HILL AND HSN

In response to push by Home Shopping Network to get must carry for its TV stations, Senate Communications Subcommittee Chairman Daniel Inouye raises question to FCC Chairman Al Sikes of whether HSN's stations are subject to public interest obligations.

## 51/ READY FOR A CHANGE

It looks as if the FCC is about to revise its rules authorizing satellite TV stations and set up criteria. It now rules on requests on a case-by-case basis.

## 52 / PATRICK TO TIME WARNER

Media company hires former FCC chairman to head a new subsidiary based in Washington to explore non-broadcast communications services.

## 53 / WHAT TO DO AT TVB?

BROADCASTING asked some Fifth Estaters their opinions on the budget and membership problems of the trade association.

## 55 / SMOOTHING OUT ROUGH EDGES

Cable network executives and media buyers are

working together to improve relations between the two, which have been strained for some time. Media buyers have been frustrated in the past with the administrative practices at many cable networks. The Cabletelevision Advertising Bureau has formed a task force to develop new rules. With less money expected to be spent in this year's upfront, administrative procedures will take on even greater importance.

## 60 / HDTV DEBATE

In House hearings last week, computer and telephone industries challenge the FCC and its advisory committee for stressing development of

broadcast high-definition television over a system geared to fiber optic transmission.

## 62 / MEASURING MULTIPATH

San Francisco is the test site for measurements by the Institute for Telecommunications Sciences and NTIA to determine how multipath interference is likely to degrade simulcast HDTV signals.

## 79 / FCC'S POINT MAN

From working at a 500 w daytimer to a journalism student at the University of Missouri to general counsel at the FCC, Robert Pettit has had a longstanding interest in broadcasting. His former boss, former FCC Commissioner Mimi Dawson, gave this assessment: "The man never gave me a piece of bad advice."

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

Incorporating

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# NINE DAYS AND COUNTING

...until Broadcasting/Cable Interface V, the telecommunications policy seminar designed to gather top executives of the radio, television and cable industries for an intensive series of presentations and panel discussions on the principal issues of the day.

Beginning with an address by Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee.

Followed by Chairman Alfred Sikes of the FCC.

And featuring keynote remarks by Nick Nicholas, president of Time Warner, and closing remarks by Senator Conrad Burns (R-Mont.). Three other FCC commissioners—James Quello, Sherrie Marshall and Ervin Duggan—also will appear.

The lead-off panel—the “Industry Leaders” forum—features Burt Staniar of Westinghouse, Jim Robbins of Cox Cable, Jay Kriegel of CBS, Michael Lambert of Fox and William Ferguson of NYNEX. Their discussion will set the agenda for much that follows.

## Other panels:

- On the broadcast/cable economy, featuring financial analysts from the investment and banking communities, the leading advertising agency business forecaster, as well as chief financial officers from operating companies.
- On TV sports, featuring experts from CBS, NBC, Turner Broadcasting, ESPN and Comsat Video.
- On TV news, featuring broadcasting/cable journalists from NBC, CBS, CNN, Cablevision Systems and RTNDA.
- And a special one-on-one debate on the prime time access rule.

**INTERFACE V** will be held in the auditorium of Washington's ANA Hotel (formerly the Westin; 24th and M Streets N.W.) on June 5, with a continental breakfast beginning at 8:30 a.m., the agenda beginning at 9 and sessions carrying through to 6 p.m. Luncheon is scheduled from 12:30 to 2 p.m. A reception from 6 to 7 wraps up the day. Some 200 media executives, communications lawyers, banking industry and Washington representatives are expected to attend, with many broadcast/cable disciplines represented.

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# CLOSED CIRCUIT

WASHINGTON

## Preemptive strike

National Cable Television Association late last Friday filed petition asking FCC to add good actor provision to new effective competition rules expected to be adopted June 13. NCTA proposed permitting "regulation of rates for basic services in those instances in which rates for services of individual systems deviate substantially from those on comparably sized systems."

NCTA hopes that adding provision will head off more stringent cable regulation in Congress. If that's purpose, said one FCC official, it's "a cynical attempt to game the commission processes." According to sources, NCTA sought blessing for plan from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), but it was unclear whether they got it.

## Not ready yet

FCC's release of its new fin-syn rules was delayed yet again last week. Among sticking points was setting of effective date. Among options discussed by three-commissioner majority that adopted rules April 9 was putting off effective date until after FCC has ruled on inevitable petitions for reconsideration this fall. Idea died quick death. By week's end, none of majority commissioners (Ervin Duggan, Sherrie Marshall and Andrew Barrett) or their aides, who have been drafting report, would take credit for idea. However, most fingers were pointing at Marshall's office. Commissioners are now considering more conventional approach, putting rules into effect 30-45 days after publication in Federal Register, which is expected within week of order's release.

## Northern exposure

FCC plans to take long, hard look at whether to permit satellite carriers to distribute WTBS(TV) Atlanta and other U.S. superstations in Canada, according to high-ranking official. State Department gave green light for north-of-border distribution month ago, saying



NBC and affiliate executives took over the famed skating rink at Rockefeller Plaza in New York last Wednesday (May 22) for a reception on the first night of the annual affiliates meeting. Shown from left to right: Joseph Cook, president and general manager, WALA-TV Mobile, Ala.; his wife, Beverly; Peter Desnoes, chairman, Burnham Broadcasting; Robert Wright, president, NBC; Roger Ogden, president and general manager, KCNC-TV Denver, and Wright's wife, Suzanne.

Canadian government had set up acceptable copyright scheme for compensating U.S. producers whose programs appear on superstations. No fan of compulsory copyright license in U.S., upon which Canadian scheme is modeled, FCC wants to carefully examine copyright issues before giving carriers final authorization.

To make sure FCC did not act without review, representatives of program producers and syndicators have been making rounds at agency. Among them: former FCC General Counsel Diane Killory, on behalf of studios, and George Shapiro, on behalf of Viacom.

## Show time

Time Warner was promoting its proposed 150-channel cable system for Queens, N.Y., on Capitol Hill last week. Presentation was held for members of New York House delegation, who were invited by Queens, N.Y., Democratic Congressmen Jim Scheuer and Edolphus Towns. They had seen presentation back home and suggested Time Warner do same in Washington. Participating in forum were Time Warner's Steve Ross; ATC's Joe Collins; Dick Aurelio, head of Time Warner's New York operations, and ATC's chief engineer, Jim Chiddix. Members of House Energy and Commerce Committee also attended pre-

sentation, including Dennis Eckart (D-Ohio), Jim Cooper (D-Tenn.), Billy Tauzin (D-La.) and Matthew Rinaldo (R-N.J.). They serve on House Telecommunications Subcommittee with Scheuer.

NEW YORK

## High profile

Robert F.X. Sillerman will be likely roaste at this year's Bayliss Broadcast Foundation dinner in October. There is, however, more immediate look at station, football team owner and financier in works at *Forbes* that has Sillerman worried. Currently in process of raising additional money for acquisition fund, Sillerman told BROADCASTING last week that his initial marketing of fund had to be delayed after *Wall Street Journal* article that headlined his dealings with Metropolitan Broadcasting as "Tycoon's Asset Stripping." One person familiar with fund—whose first closing eventually took place at \$20 million—said, "That blew away the Japanese, Allstate, and some others who had circled deal for \$5 million to \$7 million."

Subjects *Forbes* piece may focus on include Sillerman's business relations with past and current partners, including Group W, with whom he has had two recent disputes. Article could also detail some recent Sillerman

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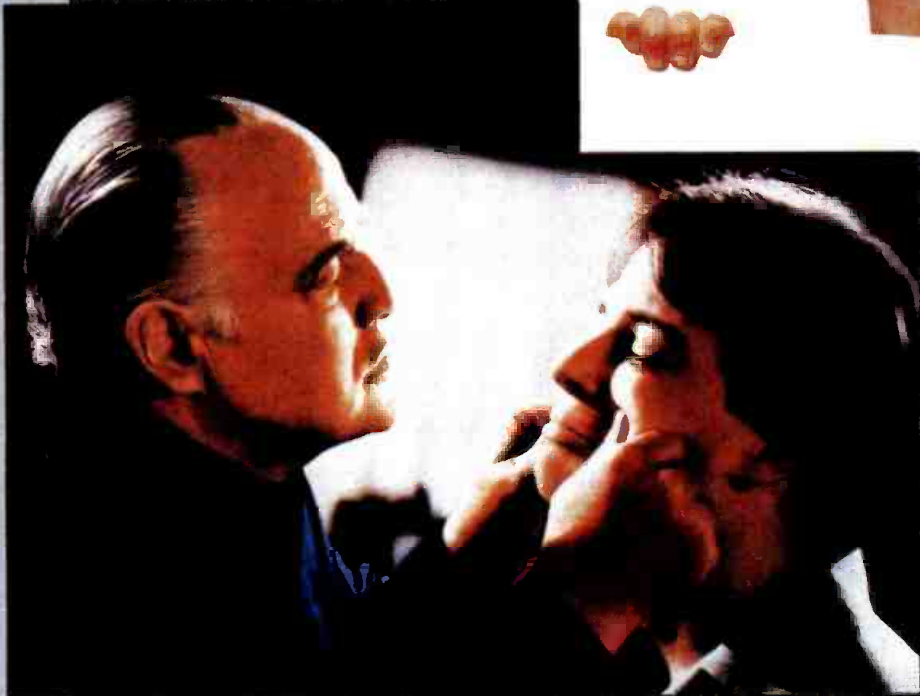




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# P E



# THE FRESHMAN

# LOOK WHO'S TALKING

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## REGIONAL SPORTS MERGER TALKS OFF, FOR NOW

Both sides in the SportsChannel America-Prime Network merger discussions were taking a break from the table last week, saying an impasse has been reached in the latest round of talks. In what has become one of the industry's longest on-again, off-again negotiations, NBC Cable President Tom Rogers said the talks "aren't going anywhere." TCI's Robert Thomson said "it's extremely unfortunate for our subscribers and contrary to good business sense that the talks are cratering." NBC owns half of SportsChannel, and TCI, through Liberty Media, owns the majority of Prime. However, TCI and Bill Daniels, as general partners in Prime, have equal say in running the operation and approving such deals. Daniels said last week that the talks "are temporarily in the tank," but that doesn't mean negotiations won't start again. He said that while Prime is larger than SCA, there are some advantages to merging, but not until "it's a fair deal for everybody." (Group W and Houston Sports Association are the other minority partners in Prime.) Roger Werner, Prime Ventures president, which oversees Daniels' sports interests, said, "our view all along has been that the deal has a 50-50 probability at best."

As to where the backdrop services would go from here, Rogers said sports news, which SCA has pondered, was now "far more in the cards" for SCA.

dealings with banks. At least one of those disputes, over WHMP-AM-FM Northampton, Mass., went to court, although both sides say matter has recently been settled. Article may also reveal some financial details of privately held Sillerman Companies. Sillerman acknowledged the conflicts but noted that he has been involved in transactions for over 100 stations. As for *Forbes* inquiry, he said, "I am not happy, but there is not much I can do about it."

### Lights, cameras

CBS is planning September or October installation of robotic cameras at CBS Broadcast Center in New York for newsroom operations at both network and owned-and-operated WCBS-TV. Cameras are likely to be implemented first on network morning news. Equipment, similar to system earlier installed at *NBC Nightly News*, is to be supplied by Montville, N.J.-based Vinten Broadcast Inc.

### Olympics for CNBC?

Even NBC-owned CNBC is balking a bit at preempting its programming for two weeks to carry NBC and Cablevision's 1992 pay-per-view Olympics, concept that NBC is trying to push on other networks, notably Discovery and Family Channel. CNBC is basking in glow of last week's completed acquisition of FNN, and for now doesn't seem to be in any mood to give up its channel for two weeks next summer. Al Barber, president of CNBC, said: "It would be hard on our viewers to give up business programming, particularly the

stock ticker [for two weeks]." But source said CNBC will likely be giving up its programming, although ticker would run on composite feed of what NBC hopes will be two other programming networks that agree to plan.

### LOS ANGELES

#### Sports talk

Cable operators and NBC PPV officials have been mulling various PPV ideas beyond summer 1992 Olympics, including ancillary coverage of events such as 1993 Super Bowl, which will be on NBC. One possible take on Super Bowl coverage would be multichannel package for avid sports fans in addition to regular broadcast feed. One channel could be set aside for statistics, and others for various camera angles, such as one on quarterbacks, one on coaches and sidelines, another of all 22 players on field as opposed to ballcarrier only.

NBC corporate executives emphasize that there are no official plans in works. And sensitivity to PPV by NFL may well mean that even such ancillary coverage isn't in cards anytime soon. But NBC wants to keep its PPV department going after Olympics, and cable operators are looking both at short-term PPV possibilities and programming for expanded capacity that compression will eventually bring.

#### Post time

R.D. Hubbard, just weeks after becoming chairman of Hollywood Park race track, is out to increase national

exposure of once-famed thoroughbred racing oval by being first track to offer daily satellite feeds to stations for each day (all scheduled races) through July 22 at no charge. Included in schedule are 16 stakes races and \$1 million Gold Cup in late June. According to source at track, Hollywood Park will be delivering edited highlights daily on Galaxy 6 (transponder 16).

### MOSCOW

#### Opportunity knocking

Several wireless cable suppliers are expecting windfall in Soviet Union as that country tries to provide multichannel video programming to its citizens. Moscow and Leningrad are likely to see construction begin by end of year (although winter weather may be hindrance), with other, mostly industrial cities in Western Russia following. Advantage of wireless is its relative low cost and ability to reach many citizens inexpensively because many live in what American demographers now call multiple dwelling units, but Russians still call apartment buildings. National regulation and such will not be problem because government is behind start-up. For example, system may enjoy more power and greater range than those in U.S., and other considerations (like local franchise, duopoly, multiple ownership and application mills) will not be problem. Programming and consumer base capable of paying for services may be.

### CHICAGO

#### Hungary for Geraldo?

Watch out Hungary, Geraldo may be on his way. Tribune executives are working on deal to bring Rivera's talk show to Hungarian TV, along lines of barter deal company already has with Soviet television. Deal would be latest sprig in cost-cutting international branching out of company, which is currently shooting its *Memories of Midnight* TV movie in Yugoslavia and will begin production in June in Canada on another, *To Catch a Killer*.

### HOUSTON

#### Expansionistic

NBC affiliate KPRC-TV Houston is considering expanding its half-hour 6 p.m. newscast to full hour. Station did not renew *Entertainment Tonight* for its 6:30 p.m. prime time access slot, fueling speculation station will expand early evening newscast.



# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**May 28-31**—*Public Telecommunications Financial Management Association* conference. St. Louis. Information: Kathleen McDermott, (803) 799-5517.

**May 29**—"Global Distribution Opportunities for Domestic Programming—Expanding Your Market," speech by Robert Friedman, president, Playboy Entertainment Group, to *National Academy of Television Arts and Sciences*. New York chapter. Copacabana, New York. Information: (212) 768-7050.

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

■ **May 30**—"Programming That Makes a Difference," meeting of *Cable Television Administration and Marketing Society*. New York City chapter. Copacabana, New York. Information: Dennis Patton, (516) 364-2222.

**May 30-31**—"Sound and Images," conference on music and sound in films on the visual arts.

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

**June 7-11**—*American Advertising Federation* national advertising conference. Opryland, Nashville.

**June 8-11**—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. Information: (213) 465-3777.

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

**July 11-13**—*Satellite Broadcasting and Communications Association* trade show. Opryland, Nashville.

**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*. Moscone Convention Center, San Francisco.

**Sept. 24-29**—*National Black Media Coalition*

sponsored by *Program for Art on Film and the University of Southern California School of Cinema-Television*. UCLA, Los Angeles. Information: Peter Naumann, (212) 988-4876.

**May 31**—Deadline for Crystal Radio Awards, sponsored by *National Association of Broadcasters*, for contributions to community service in local programming, interaction with community, public service initiatives and local leadership. Information: William Peak, (202) 429-5422.

**May 31**—Deadline for entries in "Life in America" television awards, sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*, "saluting exceptional achievements in adult values-oriented television programs." Information: NAB, (202) 429-5425.

**June 1**—*Country Radio Broadcasters* air personality workshop. Quality Inn Downtown, Atlanta. Information: (615) 327-4487.

## ALSO IN JUNE

**June 1-4**—International Summer Consumer Electronics Show, sponsored by *Electronic In-*

## MAJOR MEETINGS

annual conference. Hyatt Regency, Bethesda, Md.

**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. Future convention: Oct. 14-17, 1992, San Jose, Calif., and Oct. 13-16, 1993, Richmond, Va. Information: 1-800-225-8183.

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

**Oct. 26-29**—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992, Metro Toronto Convention Center, Toronto.

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

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

**Nov. 23-25**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas.

**Jan. 7-10, 1992**—*Association of Independent Television Stations* annual convention. San Francisco.

**Jan. 20-24, 1992**—29th *NATPE International* convention, New Orleans Convention Center,

*dustries Association*. McCormick Place, Chicago. Information: (202) 457-4900.

**June 2-5**—*Women in Cable* national cable management conference. Speakers include Glenn Jones, chairman-CEO, Jones Intercable, and Geraldine Laybourne, president, Nickelodeon/Nick-at-Nite. Sheraton Denver Tech Center, Denver. Information: Shirley Moses, (904) 932-2800.

**June 2-6**—*Radio Advertising Bureau* graduate management program. Wharton School, Philadelphia. Information: (212) 254-4800.

**June 2-7**—"Teaching Fellowship," seminar for full-time college teachers of broadcast journalism, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

**June 2-8**—*Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

**June 2-14**—Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

**June 3**—Radio Advertising Forum, "Hitting the

New Orleans.

**Jan. 25-29, 1992**—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

**Jan. 30-Feb. 2, 1992**—*Radio Advertising Bureau* Managing Sales Conference. Nashville.

**Feb. 7-8, 1992**—26th annual *Society of Motion Picture and Television Engineers* television conference. Westin St. Francis Hotel, San Francisco.

**Feb. 26-28, 1992**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**April 13-16, 1992**—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas, April 19-22, 1993.

**April 19-24, 1992**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**April 22-25, 1992**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

**May 3-6, 1992**—*National Cable Television Association* annual convention. Dallas. Future convention: June 6-9, 1993, San Francisco.

■ **May 27-30, 1992**—*American Women in Radio and Television* 41st annual convention. Phoenix.

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

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## AVAILABLE FALL 1992

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Mark with Creative Radio," sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Waldorf-Astoria, New York. Information: (212) 697-5950.

**June 3-6**—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

**June 4**—*Society of Professional Journalists, Washington chapter*, annual Dateline Awards dinner. National Press Club, Washington. Information: Julie Asher, (202) 541-3266.

**June 4-11**—TV comedy writing workshop, sponsored by *Institute for Television and Film Writing*. College Park, Md. Information: (301) 405-6263.

**June 5**—*Illinois Broadcasters Association/Wisconsin Broadcasters Association* joint TV sales conference. Clocktower Inn, Rockford, Ill. Information: (217) 753-2636.

**June 5**—"The Path to Parity: A Look Back at the 1990-91 Prime Time Season—and Forward to Next Season," speech by David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, to drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

■ **June 5**—*New Jersey Broadcasters Association* engineering seminar on digital audio. Ramada Inn, Princeton, N.J.

■ **June 6-8**—Professional development seminar sponsored by *Journal of the National Broadcast Editorial Association*. Wyndham Bristol Hotel, Washington.

**June 7**—*USA Network* local ad sales seminar. Hyatt Regency at the State Capitol, Indianapolis. Information: (212) 408-9161.

**June 7-8**—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Casper, Wyo.

**June 7-9**—Tenth annual *Northern California Radio-Television News Directors Association* convention and awards ceremony, co-hosted by *region two of the National Radio-Television News Directors Association*. Doubletree at Fisherman's Wharf, Monterey, Calif. Information: (415) 561-8760.

**June 7-11**—*American Advertising Federation* national advertising conference, including presentation of National ADDY Awards. Theme: "Hit the High Notes." Opryland Hotel, Nashville. Information: (202) 898-0089.

**June 8**—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

**June 8**—*National Academy of Television Arts and Sciences Washington chapter* Emmy Awards presentation. Sheraton Washington, Washington. Information: (202) 364-0383.

**June 8-10**—Showbiz Expo West, production industry exhibition for feature film, broadcast TV, cable, advertising and corporate video. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

**June 7-11**—*American Advertising Federation* national advertising conference. Opryland, Nashville. Information: (202) 898-0089.

**June 8-11**—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

**June 9-11**—*New Jersey Broadcasters Association* 45th annual convention. Sands Hotel, Atlantic City, N.J.

**June 9-12**—*Radio-Television News Directors As-*

*sociation/University of Missouri School of Journalism* management seminar for news directors. Participants include William Bolster, president, Multimedia Broadcasting, and Neil Derrough, president, KNSD-TV. University of Missouri, Columbia, Mo. Information: (314) 882-4201.

**June 9-12**—*Canadian Cable Television Association* 34th annual convention and "cablexpo." Ottawa Congress Center, Ottawa, Ontario. Information: Christiane Thompson, (613) 232-2631.

**June 9-14**—International Symposium on the Media, Protest and Political Violence. Jerusalem.

**June 9-15**—*National Association of Broadcasters* executive management development seminar, "mini-MBA" program taught by professors in Notre Dame's College of Business Administration. University of Notre Dame, South Bend, Ind. Information: (202) 429-5402.

**June 11**—*Broadcast Capital Fund* second annual awards scholarship dinner. Mayflower Hotel, Washington. Information: (202) 429-5350.

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

**June 11-13**—*Cable Television Administration and Marketing Society* service management master course. Alexandria, Va. Information: (703) 549-4200.

■ **July 11-14**—16th annual Upper Midwest Communications Conclave. Radisson Hotel South, Minneapolis. Information: (612) 927-4487.

**June 12**—"Japanese Broadcasters in America," discussion of plans and predictions for the 1990's by representatives of companies including Fujisankei Communications and Tokyo Broadcasting System International. Copacabana, New York. Information: (212) 768-7050.

**June 12-15**—*NBC* marketing conference. Marriott Inner Harbor, Baltimore.

**June 13-14**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

## THE PLACE TO BE, THE DATE TO REMEMBER

On June 5, *BROADCASTING* magazine and the Federal Communications Bar Association present the fifth annual Broadcasting/Cable Interface telecommunications policy seminar in Washington.

Participants in the day-long event include Senator Ernest Hollings (D-S.C.); FCC Chairman Alfred Sikes; FCC Commissioners James Quello, Sherrie Marshall and Ervin Duggan; Nick Nicholas, Time Warner; Charles Dolan, Cablevision Systems; Jay Kriegel, CBS; Terence McGuirk, Turner Broadcasting; Ed Turner, CNN, and Neal Pilson, CBS Sports.

The Interface will be held at the ANA Hotel, operated by Westin Hotels and Resorts. Information: Patricia Vance, (202) 659-2340.

**June 13-15**—*Radio-Television News Directors Association* Canada annual convention. Montreal. Information: George Clark, (519) 686-8841.

**June 13-16**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

**June 13-18**—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: 41-21-963 32 20/963 12 12.

**June 14**—Presentation ceremonies of *The New York Festivals*. New York Hilton, New York. Information: (914) 238-4481.

**June 14**—Deadline for entries in EDI (equality, dignity and independence) Awards, sponsored by *National Easter Seal Society and American Association of Disability Communicators*, honoring journalists for "promoting equality, dignity and independence of people with disabilities through positive portrayals and coverage of issues and conditions which affect them." Information: (312) 726-6200.

**June 16-19**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore. Information: (213) 465-3777.

■ **June 16-21**—Seventh annual Leadership Institute for Journalism and Mass Communication Education, sponsored by *Gannett Foundation Media Center*. Columbia University, New York. Information: (212) 280-8392.

**June 17**—*New York Women in Film* fourth annual celebrity softball game and party. Heckscher Field and The Boathouse, both in Central Park, New York.

■ **June 18**—"Presidents' Panel," discussion of timely local, regional and national issues affecting the cable industry by three cable executives, sponsored by *Southern California Cable Association*. Ritz Carlton, Marina de Rey, Calif. Information: (213) 398-2553.

■ **June 18**—"Cable Jeopardy," sponsored by *Women in Cable, Philadelphia chapter*, with contestants from Philadelphia area cable TV industry. Holiday Inn, Philadelphia. Information: Lisa Stuchell, (215) 443-9300.

**June 18-20**—*Iowa Broadcasters Association* annual summer convention. Des Moines, Iowa. Information: (319) 366-8016.

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

**June 18-21**—*Cable Television Administration and Marketing Society* sales management master course. San Francisco. Information: (703) 549-4200.

**June 18-21**—*Videotex Industry Association* sixth annual conference and exposition. Hyatt Regency, Crystal City, Arlington, Va. Information: (301) 495-4955.

**June 19-25**—Second European Documentary Biennial, event created to promote European documentary cinema with public and broadcasters. Marseilles, France. Information: (33-1) 47-63-91-00.

**June 20-23**—Eighth annual management seminar, "Managing Risk in the High Risk Business of Television," sponsored by *NATPE Educational Foundation*. Keynote address: Amy McCombs, president-general manager, KRON-TV San Francisco. San Francisco State University, San Francisco. Information: (213) 282-8801.

**June 20-23**—*National Federation of Community Broadcasters* annual community radio confer-



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ence. Royal Sonesta Hotel, Cambridge, Mass. Information: (202) 393-2355.

■ **June 21-Sept. 15**—"A Summer of Soaps," series at *Museum of Broadcast Communications*. 800 South Wells Street, Chicago. Information: (312) 987-1500.

**June 22**—18th annual Daytime Emmy Awards, non-televised ceremony, primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Beverly Hilton Hotel, Los Angeles.

**June 22-23**—Eighth annual BROADCASTING-Talshoff seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Theme: "Broadcasting Ethics and Excellence in the Year 2000—What Is Our Image?" Poynter Institute, Tampa, Fla. Information: Tom Powell, (317) 653-3333.

**June 21-24**—Sunny side, international market for European documentaries. Palais du Pharo, Marseilles, France. Information: 33-91-08-43-15.

**June 23-27**—Videodisk Design Workshop, sponsored by *Nebraska Videodisk Design/Production Group*. Nebraska Educational Telecommunications Center, Lincoln, Neb. Information: (402) 472-3611.

**June 26-28**—*Montana Broadcasters Association* annual convention. Big Sky, Mont.

**June 26-28**—*Washington State Cable Communications Association* 19th annual convention and business meeting. Sheraton Tacoma Hotel, Tacoma, Wash. Information: Kari Spencer, (206) 473-9697.

**June 26-30**—*Florida Association of Broadcasters* 56th annual convention. Colony Beach and Tennis Resort, Sarasota, Fla. Information: (904) 681-6444.

**June 27**—Telecast on CBS-TV of 18th Annual Daytime Emmy Awards sponsored by *Academy of Television Arts and Sciences*. Marriott Marquis, New York.

**June 27-30**—*Virginia Association of Broadcasters* annual summer meeting... Williamsburg, Va.

**June 28-30**—*Alabama Broadcasters Association* annual summer convention. Gulf State Park Resort, Gulf Shores, Ala.

**June 28**—Deadline for paper proposals for 14th annual *Pacific Telecommunications Council* conference, "Regional Interests and Global Issues: The Challenge of Telecommunications Integration for the Pacific." Information: (808) 941-3789.

## JULY

**July 1**—Deadline for entries in "Oscars in Agriculture," awards program recognizing excellence in agricultural reporting, administered by *University of Illinois Office of Agricultural Communications and Education*. Information: (217) 333-4782.

**July 1**—Deadline for entries in New York Festivals 34th annual competition for television and cinema advertising and public service announcements, sponsored by *International Film and TV Festival of New York*. Information: (914) 238-4481.

■ **July 7-10**—*New England Cable Television Association* annual convention and exhibition. Speakers include FCC Commissioner Sherrie Marshall; Disney Channel President John

Cooke; Colony Communications CEO Jack Clifford; Turner Networks' Terry McGuirk; Providence Journal Co. President Trygve Myhren, and Continental Cablevision President Mike Ritter. Newport Marriott and Sheraton Islander. Newport, R.I. Information: (617) 843-3418.

**July 9-11**—*Idaho Cable Television Association* summer convention. Templin's Resort, Post Falls, Idaho. Information: (208) 345-0362.

**July 10**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421.

**July 10-12**—Pro Audio Asia '91, third international trade exhibition for professionals in the recording, public address, sound reinforcement, installation/contracting, sound-for-vision, broadcast and duplication industries in Asia, organized by *Business & Industrial Trade Fairs Ltd.* World Trade Center, Singapore. Information, in Hong Kong: 575-6333.

■ **June 10-12**—*National Cable Television Cooperative* eighth annual meeting. Marriott's Tan-Tar-A-Resort, Lake of the Ozarks, Mo. Information: (913) 599-5900.

**July 11-13**—*Satellite Broadcasting and Communications Association* trade show. Opryland Hotel, Nashville. Information: (800) 654-9276.

**July 12-14**—*Oklahoma Association of Broadcasters* annual summer convention. Shangri La Resort. Grand Lake, Okla.

**July 13**—Deadline for entries in Westinghouse Science Journalism Awards, administered by *American Association for the Advancement of Science*. Information: (202) 326-6440.

**July 13-16**—*California Broadcasters Association* 44th annual summer convention. Hyatt Regency Monterey, Monterey, Calif. Information: Vic Biondi, (916) 444-2237.

**July 13-17**—Fourth annual International Teleproduction Society forum and exhibition, featuring presentation of International Monitor Awards. Waldorf-Astoria, New York. Information: (212) 877-5560.

**July 17**—*USA Network* local ad sales workshop. Princeton Forrestal Village Marriott, Princeton, N.J. Information: Tracey Muhlfeld, (212) 408-9170.

**July 17**—"New Business Technologies in CATV," and "PCN's Digital Audio Box," seminar sponsored by *Society of Cable Television Engineers, Penn-Ohio meeting* group. Cranberry Motor Lodge, Warrendale, Pa. Information: Rich Flanders, (716) 664-7310.

**July 17-18**—*Wisconsin Broadcasters Association* annual summer convention. Holiday Inn, Stevens Point, Wis.

**July 18-20**—*Idaho State Broadcasters Association* annual convention. Sun Valley Resort, Sun Valley, Idaho. Information: (208) 345-3072.

**July 19**—*USA Network* local ad sales seminar. Kansas City Airport Marriott, Kansas City, Mo. Information: Karen Yashon, (312) 644-5413.

**July 19-21**—*Idaho State Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

**July 21-23**—Wireless Cable '91, annual conference and exposition sponsored by *Wireless Cable Association*. Sheraton Denver Tech Center, Denver. Information: (202) 452-7823.

**July 21-24**—*New York State Broadcasters Association* 30th executive conference. Gideon Putnam and Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

**July 25-27**—*South Dakota Broadcasters Association* annual convention. Sioux Falls, S.D.



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SNUFFED DIRTY HARRY,  
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GUNNED DOWN THE YOUNG GUNS,  
DESTROYED PERRY MASON,  
CONFOUNDED COLUMBO,  
CRUSHED THE GIANTS,  
FLATTENED THE TIN MEN,  
ZAPPED DARTH VADER,  
STRUCK OUT DON MATTINGLY,**

**and...**

# OPEN MIKE

## CLASSICAL COMMENTS

**EDITOR:** With regard to your May 13 story on classical radio, Woody Tanger and Warren Bodow have both said essentially the same thing, that classical music programming creates a strong bond with the audience. The problem is that stations that program "lighter" formats try to form this bond with Crazy Glue. After all, how else do you create, a la WNCN(FM) New York, a "classic cluster" during drive time?

Stations that follow the traditional format believe in their audience. They give them credit for being intelligent and program a variety of music—both in style and length—that supports this belief. The Tangers of the radio world assume that any music written after 1900 is offensive and that repetition is better than variety.

I have always disliked the amount of talk on some classical music stations, particularly WQXR(FM) New York. Given the alternatives in New York, however, it is worth listening to a few talk features to get the benefit of the rest of the schedule—classical music programmed for classical music lovers. I suspect the ratings bear me out.—*Arnold M. Huberman, president, Arnold Huberman Associates Inc., New York.*

**EDITOR:** I was happy to see an article in your May 13 issue regarding the audience for classical radio stations.

Unfortunately, in quoting figures for classical radio audiences you use the fall 1990 Arbitron ratings instead of the more recent winter 1991 survey. That more recent survey shows that New York's WNCN(FM) has the largest audi-

ence of any classical station, with a cumulative audience of 784,800 (vs. WQXR-AM-FM's 782,400), and WNCN leads in average quarter hour audience as well with 40,700 Monday-Sunday, 6 a.m.-midnight (versus WQXR's 35,800). WNCN is proud that it has for many years led in the 25-54 demographic, thus our slogan "The New Wave in Classical Radio."

Classical radio provides a unique opportunity for listeners and advertisers and, as competition for revenue increases among broadcasters, classical radio enjoys a unique niche.—*Matthew Field, senior vice president and general manager, WNCN(FM) New York.*

**Editor's note:** When the story was being researched, only fall 1990 audience composition tabulations were available. Fall ratings figures for the stations were used for consistency with chart and research figures.

## TAKES EXCEPTION

**EDITOR:** In his April 1 "Open Mike," Glenn Gutmacher, the editor of *College Broadcaster* magazine, proclaimed: "Virtually everyone in professional radio today, in every department, started as a college radio DJ."

If the magazine's editor is so woefully misinformed, one fears for the naive readers of the publication.

Anyone who works in commercial radio could have told this editor that some radio professionals began at college stations—a healthy minority. Not "virtually all." Not even most.

With misinformation like this, is it any wonder our colleges and universities graduate students who are completely unprepared for the real world of commercial radio?—*Roger Lewis, R.L. Lewis & Associates, Los Angeles.*

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# MONDAY MEMO

A broadcast sales commentary from Tom Burkhart, VP-GM, Marketing & Communications, Pittsburgh

**A**s a boy, my favorite times were the all-night hunts in the tall hills and deep valleys of East Tennessee. There were several breeds of hounds used, including the popular beagles, blue ticks, red bones and walkers, but my favorite dog was a mixed variety named Jabo who did everything but hunt. He was always at my side, my friend forever, loyal to his last breath. His lack of "hunting instinct" was due to too many years of leisure and a hand-fed, soft life. I loved Ole Jabo, but that dog would not hunt, and, indeed, could not hunt because he never had to.

Hunting with hounds has a curious similarity to what has happened to the broadcasting industry. Just a few years ago, an associate of mine predicted today's television economic environment and further cautioned that the industry would suffer significantly, not as the result of the times and influencing circumstances, but more specifically from the too-fat, hand-fed management teams that evolved from broadcasting's last 30 years. He referred to them as a pack of "cocker spaniels" (once-great hunters reduced over the years to domesticated lap dogs).

Actually, those of us who grew up in the 1960's and the '70s broadcast community really didn't have to "hunt" for survival. The climate of that time was entirely different from what we face today—an inhospitable, intensely competitive environment. But most of today's managers are products of those cushy days. Their mindset is still in the past, when the top virtue was a good sense for inventory control or maximizing limited inventory into top dollars.

A few years ago, in one marketplace with three affiliates there were an average of 265,000 30-second units available annually. One independent introduced an additional 166,000 units. That's a total of 431,000, well within the range of tolerance, depending on where you were. Most could manage their inventory well and realize double-digit increases each year. It really wasn't that difficult...and it was show business.

Today it is much tougher to play, especially when it comes to development. In the old days, we had development plans, and each account executive was responsible for some form of new



business. With the pressure on inventory, these programs were usually limited to the first and third quarters, since the big boys paid the bucks, honored the rates and got the results from a medium recognized to be the most powerful in the history of this past century. We basically hunted within the parameters of our own arena, and "new business" would come from radio, the other TV stations (our competitors as we envisioned them), and an occasional hit from newspapers, but really of no major significance. There just were no real hunters in that day, but a lot of emerging cocker spaniels. One did not have to display a great deal of industry acumen to obtain the anticipated annual gains brought about by pressure on limited inventory and fairly skillful pricing.

Now, bring on the '90s, where survival greatly depends on the skill of the hunter. With the advent of cable there are today an average of 1,100,000 30-second units for sale in a normal market of three affiliates, one independent and an average 30-channel cable system.

What then do we do to hone our hunting skills? Simply stated, the broadcaster today has the greatest opportunity in the industry's young history to capitalize on the advantages offered by economic downturns. Yet instead of moving forward in this so-called recession, most have moved to the austerity mode...and rightly so. However, there are great

learning experiences available now.

Mark McCormack, author and CEO of International Management Group, suggests that during economic tailspins we re-learn our core business. All well and good, and sound advice under most circumstances, but what core business? Show business? Should we sharpen control skills and improve pricing technique? Try managing your inventory better and increase the pressure on your price structure when you are drowning in available units and your industry has long since departed from price integrity.

But how does one change—or, can you teach an old dog new tricks? From a menu of painfully acquired experiences, some suggestions for the future:

- Intensify and broaden the parameters of the field of hunt. Consider that on average broadcasters are competing among themselves for a piece of approximately 13% of the local advertising economy—13%! Shameful! The sales effort therefore should address the myriad of available nourishment in a market and stop fighting over a single bone—the "allocated electronic dollar."

- Establish a partnership with local businesses and place their needs in front of the need to sell them time.

- Stop the guess work. Local businesses require more than demographics, rating points, broadcast promotions and specials to guide them today.

- Totally reeducate your kennel of hunters. They are confused and a "goal de jour" only compounds any conspicuous leadership inequities.

- Know your destination, not simply your revenue aspirations, and carefully design a precise plan to get there.

- If you don't know how to apply any of the aforementioned remedies, admit it and buy experienced hunters who do.

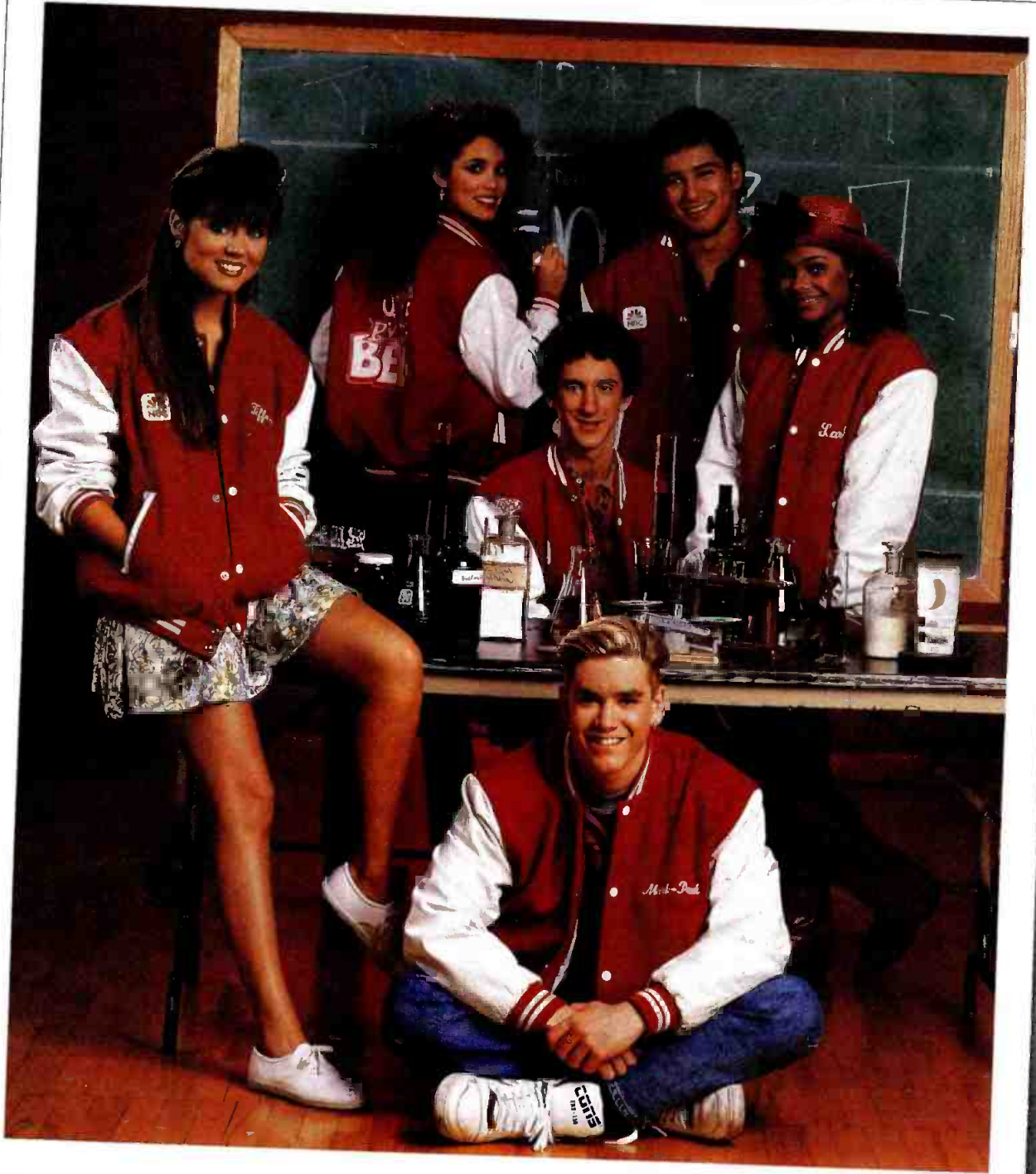
The current times and conditions offer many excellent opportunities. As one old Englishman has said—and Robin Williams would endorse—"Broadcasters...seize the day!" or, in down home vernacular, "sic um!"

*"Broadcasters have the greatest opportunity in history to capitalize on the advantages offered by economic downturns."*



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# TOP OF THE WEEK

## 'NEW' IS THE WORD FOR THE NEW SEASON

*In addition to major revamping by the big three, Fox will change its scheduling to feature year-round series introductions*

Viewers can't seem to get enough lawyers and cops, and the networks have once again tapped those professions for program source material for the 1991-92 TV season. Several stand-up comics (including Tim Allen and Sam Kinison) have been cast as leads in new comedies, and several new sitcoms about working class families made it to the schedules.

The three networks ordered a total of 30 new shows covering 22 hours. Among returning shows, 14 of them will be in new time periods. NBC ordered nine new shows covering six hours and rearranged six returning shows. ABC ordered eight new shows covering five-and-a-half hours and shuffled shows. CBS ordered eight new shows for seven hours, rescheduling one returning show.

### Fox goes to year-round rollout

And Fox, like the spunky child or loveable canine that actors are loath to be cast with, played the scene stealer last week, perhaps at the expense of overshadowing its own new programs. The company's top executives said that from

now on, FBC will roll out new programs on a staggered basis throughout the broadcast year, instead of all at once in September as tradition has dictated. In January, the company will abandon Friday nights, the network's toughest night, competitively, and program Mondays with series and Wednesday with movies.

In a briefing last week, Fox executives said they concluded that part of network television's audience erosion problem is the fall rollout process, where viewers are bombarded with 30 or 40 new shows in the course of about three weeks. "Like lemmings, we went into this process when we joined the network club," said Barry Diller, chairman of 20th Century Fox Film Corp. "But it's crazy. You can't promote, you can't get any separation to let people know what you're doing. It makes utterly no sense."

Instead, Fox will launch new programs all year, at a rate of one or two per month. In addition, the network will also stagger the debuts of returning shows over the course of the year and plans to order 30 episodes or more of its

better performing shows to provide more original programming throughout the year.

For example, *Married...with Children* and *In Living Color* each get 30-episode renewals this year. And the producers of *The Simpsons* (a Fox in-house project with Gracie Films) have a mandate to produce "as many new episodes as they can produce," said Diller.

"The economics of the business can only be balanced if the networks and producers string the bow more sensibly than in the past," said Diller. Under Fox's proposed plan, shows that work on the network would reach "syndicatability" in three years instead of the usual four. In return, Fox would have fresh programming year round. "If a show's working, we want to go all the way. If not, just get rid of it," said Diller, indicating that new shows will receive short initial orders.

Fox officials said they'd be spending a lot more on programming under the new plan, but declined to say how much more. They also said they expect to pay less per episode for larger orders, but would not say how much less.

The proposed plan was well-received

ABC's 'Good and Evil'



CBS's 'Royal Family'



NBC's 'I'll Fly Away'



Fox's 'Shut Up, Kids'





in the industry, particularly by Fox affiliates, although some expressed skepticism as to whether the fledgling network could pull it off. "It wouldn't be the first time Fox's grand ambitions have exceeded their ability to execute," said one affiliate. "Last year they had a hard time just filling normal orders and coming up with replacement shows of any kind. Where's all the money going to come from for this expansion? Sure as hell not in the upfront market."

But others were more encouraged. "I think it makes tremendous sense," said Robert Gluck, general manager of Fox affiliate WTIC-TV Hartford, Conn. "It's an incredible opportunity for sampling.



Fox plans to debut shows year round. In the wings: 'Culture Clash.'

That's how we've made our living up to now, bringing fresh product to viewers when the networks are showing repeats."

Fox will roll out five new shows and 10 returning shows starting in July. Under Fox's new rollout plan, the new season and the 52-week broadcast year begin July 11, with the new-season debut of *Beverly Hills, 90210*, a leading show among teens and a show the network has high hopes for. "We're trying to order 40 episodes" for the new season, said Peter Chernin, president, Fox Entertainment group. The first new show will also debut in July: *Ultimate Challenge*, from TWI (*American Gladiators*), a reality show with daredevil sports events. *Roc*, a new sitcom from HBO Independent Productions, about a black working class family, debuts in August.

Two new shows will debut in September. *It's All in Your Head* is about a man named Herman and the characters in his brain that personify different emotions. Dabney Coleman returns to series television as a crotchety tax evader sentenced

to teach the fourth grade in *Shut up, Kids*. In October Fox will launch *Bill and Ted's Excellent Adventures*, based on the movie and sequel, due out this summer. In January, the network has scheduled *Charlie Hoover*, with Tim Matheson and Sam Kinison, as a 40-year-old in a rut and his alter ego, respectively. *Get A Life* is also scheduled to return at that time.

#### NBC revamps its weekend

NBC presented its new schedule last week at Carnegie Hall, as part of its annual affiliates meeting (see page 30). The network has left Monday through Thursday largely intact. But the week-

Darr as a Baltimore assistant district attorney and David Keith, who claims to be her long-lost brother. At 10 p.m. there's a new hour, *Reasonable Doubts*, based in Chicago with Marlee Matlin as an assistant DA and Mark Harmon as a police investigator.

*Golden Girls* returns to lead off Saturday, followed by the new comedy, *The Torkelsons*, about a level-headed teenager and her wacky (and dirt-poor) Oklahoma family. *Empty Nest* airs at 9, followed by *Nurses*, about a group of five nurses, including one male nurse. *Sisters* returns at 10 p.m.

Sunday leads off with a new "reality based comedy," *The Adventures of Mark and Brian*, about two real Los Angeles DJ's. *Eerie Indiana* follows at 7:30 p.m., about a 13-year-old whose active imagination turns everyday occurrences into live nightmares. James Garner returns to series television at 8 p.m. in *Man of the People* (from NBC Productions), playing a crusty con-artist named to fill the seat on the city council previously held by his late ex-wife. Robert Guillaume returns at 8:30 in *Pacific Station*, about a Venice, Calif.-based detective. *Sunday Night at the Movies* returns at 9-11.

*Matlock* is off the starting schedule, but will return mid-season, NBC said. *Amen* and *Down Home* are in discussion for possible mid-season returns.

#### ABC reorders its week

ABC is making major changes (*thirtysomething*, *China Beach* and *Twin Peaks* are canceled) on all nights but Sunday and Monday, which remain intact. Wednesday becomes an all-sitcom night, while Thursday is anchored by a two-hour reality block.

*Roseanne* will continue to anchor a madeover Tuesday night at 9 p.m. Leading off the night is *Full House* at 8 p.m., which moves from Friday nights. At 8:30 p.m. a new comedy debuts, *Home Improvement*, starring Tim Allen as the host of a home improvement show. *Coach* returns to Tuesday night at 9:30. At 10, a new drama debuts, *Homefront*, about returning World War II GI's and the lives they create for themselves after the war.

All-comedy Wednesday leads off with *Dinosaurs*, which has done well in the ratings since debuting this spring. *Wonder Years* slips into a new time period at 8:30, followed by *Doogie Howser* at 9 p.m. *Anything But Love* returns at 9:30. Two new comedies round out the night: *Grownups*, from Jim Brooks, debuts at 10. It follows the lives of three sisters and stars Marsha Mason. The night wraps up with *Good and Evil*, about two



# COMING UP FOR FALL: THE PRIME TIME SCHEDULE

## KEY TO PRODUCERS

Companies are ranked in descending order according to the number of shows produced. Numbers in parentheses indicate the number of shows/total hours. Show totals include programs produced in association with independents.

1. Disney (11/6)
2. Lorimar (10/8)
3. Paramount (7/4)
4. Columbia (7/3.5)
5. Universal (6/3.5)
6. 20th Television (6/3.5)
7. Warner Bros. (4/2.5)
8. CBS News (3/2.5)
9. ABC Prods. (3/2)
10. ABC News (2/2)
11. MGM/UA (2/2)
12. Cosgrove/Meurer (2/1.5)
13. STF (2/1.5)
14. Carsey-Werner (2/1)
15. NBC Prods. (2/1)
16. New World (2/1)
17. NBC News (2/1)
18. ABC Sports (1/2)
19. Stephen J. Cannell (1/1)
20. CBS Entertainment (1/1)
21. Viacom (1/1)
22. Finnegan-Pinchuk (1/1)
23. Grosso-Jacobson (1/1)
24. Rosenzweig Co. (1/1)
25. Barbour-Langley (1/1)
26. Aaron Spelling (1/1)
27. TWI Productions (1/1)
28. Castle Rock (1/1.5)
29. Steven Bochco (1/1.5)
30. HBO Prods. (1/1.5)
31. Orion (1/1.5)
32. Vin DiBona (1/1.5)
33. The Arthur Co. (1/1.5)

	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM		
MONDAY	ABC	MACGYVER 3		ABC'S NFL MONDAY NIGHT FOOTBALL 18				
	CBS	EVENING SHADE 20	MAJOR DAD 5	MURPHY BROWN 7	DESIGNING WOMEN 4	NORTHERN EXPOSURE 22		
	NBC	FRESH PRINCE OF BEL AIR 15	BLOSSOM 1	NBC MONDAY NIGHT AT THE MOVIES				
	FOX	FOX NIGHT AT THE MOVIES						
TUESDAY	ABC	FULL HOUSE † 2	HOME IMPROVEMENT 1	ROSEANNE 14	COACH 5	HOMEFRONT * 2		
	CBS	RESCUE 911 20		CBS TUESDAY MOVIE				
	NBC	I'LL FLY AWAY * 2	IN THE HEAT OF NIGHT 11		LAW AND ORDER 5			
WEDNESDAY	ABC	DINOSAURS † 1	WONDER YEARS † 16	DOOGIE HOWSER, M.D. 29	ANYTHING BUT LOVE 6	GROWNUPS * 4	GOOD AND EVIL * 1	
	CBS	THE ROYAL FAMILY * 3	TEECH * 4	JAKE AND THE FATMAN 21		48 HOURS 8		
	NBC	UNSOLVED MYSTERIES 12		NIGHT COURT 7	SEINFELD † 28	QUANTUM LEAP 5		
THURSDAY	ABC	BIRD AND KATT * 2		FBI: THE UNTOLD STORIES * 33	AMERICAN DETECTIVE 9	PRIMETIME LIVE 10		
	CBS	TOP COPS 23		THE TRIALS OF ROSIE O'NEILL † 24	KNOTS LANDING 2			
	NBC	THE COSBY SHOW 14	A DIFFERENT WORLD 14	CHEERS 3	WINGS 3	L.A. LAW 6		
	FOX	SIMPSONS 6	SHUT UP, KIDS* 6	BEVERLY HILLS, 90210 26				
FRIDAY	ABC	FAMILY MATTERS † 2	STEP BY STEP * 2	PERFECT STRANGERS 2	BABY TALK 4	20/20 10		
	CBS	PRINCESSES * 5	BROOKLYN BRIDGE * 3	THE CAROL BURNETT SHOW * 1		PALACE GUARD * 19		
	NBC	REAL LIFE WITH JANE PAULEY † 17	EXPOSE † 17	DEAR JOHN † 3	FLESH 'N' BLOOD 3	REASONABLE DOUBTS * 2		
	FOX	AMERICA'S MOST WANTED 13		THE ULTIMATE CHALLENGE* 27				
SATURDAY	ABC	WHO'S THE BOSS † 4	GROWING PAINS † 7	THE YOUNG RIDERS † 11		THE COMMISH * 9		
	CBS	CBS SATURDAY MOVIE *				P.S. I LOVE U * 20		
	NBC	GOLDEN GIRLS † 1	THE TORKELSONS * 1	EMPTY NEST † 1	NURSES * 1	SISTERS * 2		
	FOX	TOTALLY HIDDEN VIDEO 13	BILL & TED'S EXC. ADVENTURES* 31	COPS 25				
SUNDAY	ABC	7:00 PM LIFE GOES ON 7	8:00 PM AMERICA'S FUNNIEST HOME VIDEOS 9	8:30 PM AMERICA'S FUNNIEST PEOPLE 32	ABC SUNDAY NIGHT MOVIE			
	CBS	60 MINUTES 8	MURDER SHE WROTE 5		CBS SUNDAY MOVIE			
	NBC	ADV. OF MARK & BRIAN * 16	EERIE, INDIANA * 12	MAN OF THE PEOPLE * 15	PACIFIC STATION * 1	NBC SUNDAY NIGHT AT THE MOVIES		
	FOX	TRUE COLORS 6	PARKER LEWIS CAN'T LOSE 4	IN LIVING COLOR 6	ROC 30	MARRIED...WITH CHILDREN 4	IT'S ALL IN YOUR HEAD* 1	THE SUNDAY COMICS 13

\*—NEW PROGRAM  
†—NEW TIME PERIOD

very different sisters.

Thursday night begins with a new show, *Bird and Katt*, in which James Earl Jones will continue his *Gabriel's Fire* character, Gabriel Bird, who will team with Richard Crenna in an "action comedy" hour. The reality block kicks off at 9 with *FBI: The Untold Stories*, which will present re-enactments of stories from the agency's files. That will be followed by *American Detective*, which debuted this spring. *PrimeTime Live* returns at 10.

On Friday, *Family Matters* moves to 8, followed by the new *Step by Step*, starring Patrick Duffy and Suzanne Somers as single parents who marry. *Perfect Strangers* returns at 9, followed by *Baby Talk* at 9:30. *20/20* returns at 10.

*Who's the Boss* moves to Saturday's lead-off position, followed by *Growing Pains*. *The Young Riders* moves to 9 p.m. and a new drama, *The Commish*, is at 10. From ABC Productions and Stephen J. Cannell Productions, *Commish* stars Michael Chiklis as an affable chief of police.

Sunday night remains the same: *Life Goes On* at 7, *America's Funniest Home Videos* at 8, *America's Funniest People* at 8:30 and *The ABC Sunday Night Movie* at 9.

Monday night also stays intact: *MacGyver* returns at 8, followed by *Monday Night Football*.

#### New Wednesday-Saturday for CBS

Jeff Sagansky, president, CBS Entertainment, predicted CBS will be the top-rated network in prime time next season.

He made the remark during the CBS fall schedule announcement last week, which has the network introducing four half-hour comedies, two dramas, an hour version of *The Carol Burnett Show* and a Saturday night movie. "I think we have the pieces to be number-one and I'll be disappointed if we're not."

CBS left its strengths—Sunday, Monday and Tuesday—unchanged from last season, including returning *Northern Exposure* to the Monday, 10-11 slot. Sagansky said the fit of *Northern Exposure*, an hour comedy, was better following the four half-hour comedies than was *The Trials of Rosie O'Neill*.

CBS's biggest challenge will be Wednesday, Thursday and Friday, said Sagansky, who also noted that Wednesday night, with two new comedies at 8-9 (*The Royal Family* and *Teech*), "will be a real test." He said an opportunity exists for the network at 8 p.m. on Wednesday because their research indicates *Dinosaurs*, ABC's entrant in the time period, "has limited appeal," and he expects "we'll cream them there." On Wednesday, *Jake and the Fatman* returns to the 9 p.m. slot and *48 Hours* is back at 10. The latter will air original installments during the summer, and Sagansky expects that to translate into growth in the fall.

On Thursday, CBS returns *Top Cops* and *Knots Landing* in the 8-9 and 10-11 periods. At 9, Sagansky said the network has another opportunity to make gains, also because of an ABC scheduling decision. He said CBS decided to slot *Rosie O'Neill* at 9-10 after ABC decided to go with two reality half-hours

(*FBI: The Real Stories* and *American Detectives*), leaving a vacancy for an adult drama to counter-program NBC's *Cheers* and *Wings*.

The decision to schedule *The Carol Burnett Show* on Friday at 9, rather than her traditional Saturday night placement, was done so that a recognizable property would serve as anchor on the night of otherwise all-new programming. The night opens with two comedies, *Princesses* and *Brooklyn Bridge*, with the latter a project from Gary David Goldberg formerly titled *My Grandmother's House*. Sagansky said the show would be the "class act of next year." At 10-11 the network scheduled *Palace Guard* from Stephen J. Cannell.

Peter Tortorici, senior vice president, program planning, CBS Entertainment, who joined Sagansky in New York to make the presentation, said the decision to schedule a movie on Saturday night (8-10) was not reflective of their overall series development this year, but offered an opportunity to counterprogram series on the other networks. He also said the network's Saturday night movie, put into service earlier this season, had performed well enough to encourage a similar approach in the fall. Sagansky said the movies will be a mix of theatricals and made-for-TV productions. Following the movie is the second new CBS drama, *P.S. I Luv U*, starring Connie Selleca, Greg Evigan and Earl Holliman.

The network also ordered four back-up series, including *The Family Man*, *Family Dog*, *The Human Factor*, and *Tequila and Boner*.  
—SM,SC

## NETWORK MOVES MOSTLY PLEASING TO AFFILIATES

**N**BC's affiliate meeting in New York last week was surprisingly upbeat, to hear some affiliates tell it. They came away feeling the network was trying to address their needs on several fronts.

Examples: The network agreed to a five-minute delay of *The Tonight Show* so affiliates can expand their local late newscasts. The network also said it would have an overnight news service on the air some time in the fourth quarter.

The new prime time schedule (see page 29) was also fairly well received. The perception is that NBC Entertainment chief Warren Littlefield and his team have made a solid effort to reach younger demographics with the new schedule. Perhaps the most controversial example of that was the decision to yank

the highly rated *Matlock* from the schedule next fall.

There were groans from a number of markets where the show does extraordinarily well, pulling in high-30 shares. But the show skews older, and a new drama with a younger star, Sam Waterston, will replace it. "That was a real gutsy call," said John Spinola, vice president and general manager, WBZ-TV Boston.

News of the delay of *Tonight* came the day the show's star, Johnny Carson, told a Carnegie Hall audience packed with affiliates that he will retire after next season, his 30th year on the show. Carson's retirement has been rumored for months and, in fact, he indicated to the network privately at the time he signed for next season that it would be his last. But last week was

the first time he said publicly that May 22, 1992, would be his last *Tonight* broadcast.

There is no word on who will replace Carson, but as one network source said, "It's a pretty good guess" that Jay Leno, Carson's permanent substitute host, would be signed to replace him.

The delay of the show by five minutes takes effect in the fall. It was something a large group of affiliates aggressively sought, because a number of competing affiliates (both CBS and ABC) around the country have had expanded newscasts for some time. Both NBC and Carson had resisted the move up to now, and competitors expanded their news by five minutes or more to make it harder for viewers to switch over to the Carson monologue. The show has shown about a 12% drop in ratings this season.



In exchange, affiliates will give back one minute per night of ad time in the show. But they have the ability to make that up in local news expansion.

Robert Horner, vice president and director of the network's affiliate News Channel division, in Charlotte, N.C., briefed affiliates on plans for the overnight service, which will be a maximum of 4½ hours. Anchors have not yet been named. According to William Bolster, president, Multimedia Broadcasting, "the feeling in the room" where affiliates had their closed session last week was that the service would be cleared in "better than 85%" of the country.

One of NBC's most controversial decisions has been to include a pay-per-view cable element to the 1992 summer Olympic games in Barcelona, Spain. But the network has said from the start that its winning bid (\$401 million) factored in \$100 million in cable revenues.

Last week the network announced a revenue sharing plan for affiliates that

agree to promote the PPV events on their stations. Participating stations will share a pool of money totaling \$10 per PPV subscriber up to 3.5 million subs, plus additional dollars for subscribers beyond that total. Each station's share will be based on market size. "I can't tell you we're comfortable with pay per view, or cable for that matter," said King Broadcasting's Eric Bremner, chairman of the NBC affiliate advisory board.

In other Olympics news, the network announced that Bob Costas was named to host prime time coverage of the Barcelona games. Bryant Gumbel had those duties for NBC coverage of the Seoul games in 1988.

In daytime, a number of developments were announced, including a new division vice president "by the end of the month," according to Betty Hudson, senior vice president, corporate communications. Jacqueline Smith, who has been in the post two years, resigned. She assumed the post when the network was

in last and leaves it that way.

In September, the network daytime schedule will be cut back one hour to 4½ hours, with an expanding reality block in the morning and soaps in the afternoon. Several reality projects were announced, including two from NBC News. *Cover to Cover* will feature video versions of segments from popular print magazines such as *Parents* and *Family Circle*. It will join *A Closer Look* on the schedule July 29, replacing *Trial Watch*.

Candidates to join daytime in September include *One on One*, a celebrity interview show, also from NBC News, and *He Said, She Said* from King World, with Kathleen Sullivan hosting. It is described as an "issues show" with battle-of-the-sexes overtones.

The network also said its affiliate meeting next year would take place in March, in Hawaii. Next season's prime time schedule presentation will be fed live, via closed circuit feed, to all affiliates. —SM

## CBS AND AFFILIATES TO TALK TEAM SPIRIT

**M**omentum in most network dayparts will help the mood of CBS affiliates, whose affiliate meeting has been pared back to a day-and-a-half of primarily business discussion. It appeared as of last week that the meeting, at New York's Waldorf Astoria hotel, would be without major network announcements. Instead, much of the meeting will be a review of programming, promotion and other plans while repairing damage to a network-affiliate relationship caused by a 20% compensation reduction earlier this year.

Those affiliates commenting last week seemed willing to focus on the positive. Said board chairman-elect Cathleen Creany, general manager of WTVH-TV Syracuse, N.Y.: "We will be involved in positioning the network and its affiliates to take advantage of the economic situation when it turns around." Phil Jones, past affiliate board chairman and president of Meredith Broadcasting Group, said affiliates were interested in "combating the psychological erosion of the network-affiliate system."

This week's meeting will not be totally without tangible discussion. On the agenda are the possibility of providing affiliates with an anchored overnight newscast as part of its existing Newsnet video newswire service. NBC just announced a similar plan for affiliates, and ABC is also looking into the possibility. "We're actively investigating it," said

John Frazee, vice president, news services at CBS. "But [we are] nowhere near the point where we'd say we would do this." Tony Malara, CBS president, affiliate relations, said the pressure of having both the schedule presentation and the affiliates meeting in the same week was making a decision difficult.

A Newsnet survey has tentatively found that about half the CBS affiliates responding have early morning news. Executive producer Marcy McGinnis added that many of those stations would like an anchored overnight feed. Agreeing was C. David Whitaker, president of WTVT(TV) Tampa-St. Petersburg, Fla., who said that shifting viewing patterns would make viable a 5 a.m. local newscast, which could benefit from earlier network newsfeeds.

Various CBS sources have indicated that *Nightwatch* could be canceled at, or sometime after, the affiliates meeting. As for *CBS This Morning*, Howard Kennedy, general manager, KMTV(TV) Omaha, Neb., called it "a great product, but we've got to figure out a way to get it sampled."

Another area of concern for CBS affiliates is the evening newscast, which in the just-completed May sweeps came in third place with a 7.8 rating, down 8% from its 8.5 rating a year ago.

Government affairs is on Friday morning's agenda, with the recent Senate Commerce Committee-passed legis-

lation involving must carry and retransmission consent certain to be discussed. Ben Tucker, executive vice president of Retlaw Broadcasting and head of the affiliates government relations committee, said the network-affiliate split of potential payments from cable has been broached, but apparently only in preliminary stages. Said Malara: "All we have is a subcommittee vote."

CBS's prior big issue, compensation, has largely been settled. Some of the pain of the 20% cut was mitigated by instituting the network's add back of a \$6 million "bonus pool," one-third of which will be used as an incentive for affiliate clearances. Mick Schafbuch, affiliate board chairman and general manager, KOIN-TV Portland, Ore., said he thought the network is most concerned about clearance of *CBS Latenight*, its late night programming that began in April. According to recent A.C. Nielsen data, the first hour of *Latenight* has only 86% clearance, compared, for instance to 99% for both NBC's *Tonight* and ABC's *Nightline*.

On Thursday, the CBS sports presentation will focus on the upcoming winter Olympics. Bruce Marson, general manager of WHDH-TV Boston, said there is still discussion taking place about what arrangements will be made for affiliates to cover the games. The estimated cost of affiliate coverage, he said, has come down from initial estimates by 50%. —CF,RS



# SALHANY TO HEAD TWENTIETH TELEVISION

*Paramount's syndication president is leaving to oversee Fox's domestic and international syndication and network and cable production*

**A**s originally reported in BROADCASTING ("Closed Circuit," April 8 and May 13), Lucille S. Salhany has been named chairman of Twentieth (Fox) Television, making her arguably the highest ranking female television executive in the Hollywood studio system. Salhany, whose contract as president of syndication at Paramount Domestic Television expires this November (ending a six-year association with the studio), will assume oversight of Fox's Twentieth Television domestic and international syndication and network and cable production, in a newly titled position reporting directly to Fox Inc. Chairman Barry Diller.

Salhany's move to Fox, several sources said, may have been, in part, because Paramount was unable to offer her the top TV group post while the studio waits for NBC Entertainment Group Chairman Brandon Tartikoff to assume his chairmanship of Paramount Pictures in July (BROADCASTING, May 6). They suggested Diller seized the opportunity offered by that period of uncertainty by sweetening his earlier offer to Salhany. Although Salhany and Fox officials were unable to discuss terms of her contract, sources suggested she signed a three- to five-year deal.

Salhany began in broadcasting as a secretary at WKBF-TV (later WCLQ-TV) Cleveland in 1965 and six years later became promotion manager, reporting to then program coordinator Mel Harris. (In 1977, Harris joined Paramount's TV sales division and eight years later remembered Salhany when he became president of Paramount Television Group.) Between 1979 and 1985, Salhany rose to vice president of television and cable programming at Taft Broadcasting Group, paving the way for her appointment by Harris to take over syndication at Paramount. Since Salhany joined Paramount in October 1985, the studio has had some of its greatest syndicated success with such programming as *Star Trek: The Next Generation*, *Entertainment Tonight*, *Cheers* and *The Arsenio Hall Show*.

Salhany's departure from Paramount—which industry sources suggest may bring her an early release (possibly within the next several weeks) from her scheduled November contract expiration—comes during a sensitive transition period for the Hollywood studio. The



ouster of Frank Mancuso as chairman of Paramount Pictures several months ago was a major blow, but Paramount Communications Chairman Martin Davis has moved to reinvigorate the studio with the hiring of the high-profile Tartikoff. Sources say Tartikoff may already be working on who will fill Salhany's syndication slot.

Several sources have speculated that Tartikoff will be looking at current Paramount syndication vice president Steve Goldman and programming vice president Frank Kelly as early front-running candidates. One New York rep source suggested that "best bets" are on Kelly, with vice president and general sales manager Greg Meidel a possible "dark horse" candidate.

Salhany steadfastly declined to speculate on what changes may take place at Paramount, as well as on any moves she might make in the TV production structure at Twentieth Television. With respect to the latter, Twentieth Television's network production president, Harris Katleman; syndication president Michael Lambert, and international president Bill Saunders will all report to Salhany. A Fox spokeswoman confirmed that Salhany will have freedom to decide the management structure, while Diller will be providing "advisory input" on any hiring.

Salhany said she is "great friends" with Katleman, Lambert and Saunders, and Lambert laid out the welcome mat: "I can tell you that I am looking forward to Lucie coming on board," he said.

"Michael [Lambert] and I go back over 10 years to when I bought program-

ing for Taft Broadcasting [station group], and I was immediately impressed with his professionalism," Salhany said. "Harris [Katlman] is a seasoned network veteran, and Bill [Saunders] has an outstanding reputation in the international community."

"I am not going to dish out any speculation, but what I can say is that Barry [Diller] offered me this opportunity last fall, and the chance to work in a fully integrated television company like Fox was too rare an opportunity to pass up," Salhany said. "To have the opportunity to work with Greg Nathanson [president, Fox Television Stations Inc. group] and have his seven owned stations as an R&D network for syndicated and network programming is a tremendous advantage. The fact that Fox went into the market and created a fourth network, changing the business of television, is a testament to Barry's genius and is something I want to be a part of."

Salhany's ascension to the top studio TV position became possible following the departure of Twentieth Chairman Jonathan Dolgen for Columbia Pictures Television last September.

Salhany joins an elite group of women who have made it to the top at the Hollywood studios. Lynn Loring is currently president of MGM/UA Television's domestic network production. Barbara Corday, who served most recently as vice president of CBS's prime time programming from 1988-90, was the highest-ranking female TV studio executive as president of Columbia Pictures Television/Embassy Television from 1984 to 1988. (On the film side of the business, Dawn Steele was president of Columbia Pictures Entertainment for two years until her 1989 dismissal, and Sherry Lansing was president of 20th Century Fox Film Productions in 1980-82.)

Despite the spotlight, Salhany said she deserves no special attention. "There is all this stuff the press says about me breaking into 'The Hollywood Boys Club,' but there are other women working in creative services and production positions at the studios. Look, the press says I single-handedly created the successful launches of Paramount's programming, but it really was the efforts of people like Mel Harris, Steve Goldman, Frank Kelly, Greg Meidel and lots of sales people that made us a successful team." -MF

## SPOT TV SLOW TO RECOVER

Spot television is still weak and shows few signs of improving, according to just-reported results and comments of industry executives last week. One recent industry-sponsored survey of 49 groups representing 233 stations showed that April revenue declined 6.5%, with national spot down 8.1% and local down 5.1%. April results for some publicly-held group owners were also down from the prior year. Comparisons might have been slightly hurt by the fact that Easter fell in April last year, and in March this year.

Agency executives contacted said there appeared little near-term relief for station owners, while noting differences among regions. Jean Pool, senior vice president, director of local broadcast for J. Walter Thompson, said results are still probably worse on the East Coast than the West Coast, with the Midwest "holding its own." Among advertising categories there was also some strength, said Laura Siltan, senior vice president, director of local broadcast at McCann-Erickson: "The movies have been really, really strong, which I think has saved a lot of stations. Late news is always going to be strong, even with automotive spending down."

But overall, most of those commenting were not optimistic for the near term. Marlene Chautin, associate director, local broadcast for Young & Rubicam, said that the network's local pricing was hurting spot, while the Olympics might drain money from the fourth-quarter spot market. Uncertain about the impact of the Olympics on 1991 spending was Harold Simpson, vice president, research, Television Bureau of Advertising, who said that some product introductions

might be accelerated into the current year to avoid the marketing clutter associated with next year's Olympics.

What happens in the fourth quarter is statistically important in determining whether there will be an increase over 1990's spot spending, since the third quarter will be disadvantaged by comparison with the prior year's political spending.

Second-quarter outlook reports from rep firms are also bleak. Blair Television's second-quarter report said spot TV "may even display a negative performance for the first time in 20 years." Spot is also being hurt, Blair said, by "excess inventory in cable and syndication, and especially network." Regional ad sales for the networks in the first quarter, the report said, accounted for 4% of all network sales, more than double the "usual" 1.8%.

Among categories spending less are packaged goods, U.S. auto manufacturers and retail. Also, according to Marketing Intelligence Service, the number of new products and brands being introduced is expected to slow down because of the poor economy. Paid programming, according to a report from Katz Television, is also expected to decline.

Statistical comparisons with prior-year periods should start getting easier since the advertising market began deteriorating in the second half of last year, said Peter Appert, co-director of research at C.J. Lawrence, Morgan Grenfell. Appert tended to discount concerns that the current weakness in spot could represent long-term problems for the industry: "I'm personally of the opinion that the major problem is cyclical. It's not like cable or syndication is booming; the total pie has shrunk. It's partly an inflation problem." —GF,JP

## WHITE HOUSE'S BLUE RIBBON SCRUTINY OF TELECOMMUNICATIONS

*Council on Competitiveness to prepare white paper on regulatory barriers to new technologies such as HDTV, PCN and fiber optic networks*

The President's Council on Competitiveness will produce a white paper on telecommunications policy that is likely to propose greater deregulation of the broadcast, cable and common carrier industries. The paper is expected to be completed this fall.

According to council staff, the paper will take a "global look at where our telecommunications industry is today and where it could go 15 years from now given the promising new technologies that are being developed."

Chaired by Vice President Dan Quayle, the council's mission is to review regulatory issues and their effect on competition. Other members include Treasury Secretary Nicholas Brady; Attorney General Richard Thornburgh; Commerce Secretary Robert Mosbacher; Richard Darman, director of the Office of Management and Budget; Michael Boskin, chairman of the Economic Ad-

visers, and White House Chief of Staff John Sununu (ex officio).

The white paper will focus on regulatory barriers that might inhibit the development of such new technologies as high-definition television, personal communications networks and fiber optics. The broadcast crossownership and multiple ownership limits and the ban against telco-cable crossownership along with the FCC's fin-syn rules are likely to be targeted in the paper.

And it will examine telecommunications issues from a First Amendment perspective, possibly considering that "no matter what kind of technology, they should have full speech rights," said a council staffer.

The decision to prepare a white paper came two weeks ago, after a briefing by FCC Chairman Al Sikes and Mosbacher on telecommunications policy questions and new technologies. Mosbacher and

Boskin will oversee the project, and the council will work with the Commerce Department's National Telecommunications and Information Administration, the Justice Department, the Council of Economic Advisers, the Economic Policy Council, OMB and the FCC.

Quayle is personally interested in telecommunications and new technologies, a staffer said, because he believes it will "drive our economy in the future."

Just what impact the study will have on the FCC and Capitol Hill remains to be seen. However, it is likely to dovetail with the commission's attic-to-basement review and could play a pivotal role in deciding the fate of congressional attempts to reregulate cable television.

One Washington insider feels the paper will have a "great impact" on telecommunications policymaking overall because it pulls together the administration's views. —KM



## INTERFACE V SET TO GO JUNE 5

The Federal Communications Bar Association and BROADCASTING magazine, co-sponsors of the fifth annual Broadcasting/Cable Interface, have announced the final agenda for that event (published in full at right). It will be held in Washington's ANA Hotel June 5, with subjects ranging from telecommunications policy to news, sports and economics, and featuring leading industry experts from all those spheres. Principal speakers include Senators Ernest Hollings and Conrad Burns, both of the Commerce Committee, and FCC Chairman Alfred C. Sikes. The luncheon keynote will be given by Time Warner President Nick Nicholas, and three other commissioners—James H. Quello, Sherrie Marshall and Ervin Duggan—will appear in a post-luncheon panel.

*Schedule of fees: \$525 for first-year delegates, \$350 for returning registrants and FCBA members, \$175 for second and succeeding registrants from the same company or firm. Contact: Corporate Relations Department, BROADCASTING, 1705 DeSales Street N.W., Washington, D.C. 20036, telephone 202-659-2340.*

# Interface V

## June 5, 1991

### ANA Hotel, Washington, D.C.

**9-9:05**  **Welcome**  
FCBA President Sally Katzen

**9:05-9:15**  **Introduction and Overview**  
Don West (Broadcasting), Lauren Belvin (FCC) and Dick Wiley (Wiley, Rein & Fielding): Conference Co-Chairs

**9:15-9:45**  **Congressional Keynote**  
Senator Ernest Hollings (D-S.C.), chairman, Senate Commerce Committee

**9:45-10:15**  **FCC Keynote**  
Alfred C. Sikes, FCC chairman

**10:15-10:30**  **Break**

**10:30-11:30**  **Industry Leaders Panel**  
Broadcasting: Burt Staniar, Westinghouse; Cable: Jim Robbins, Cox; Networks: Steve Weiswasser, ABC; Programming: Michael Lambert, Fox; Telephone Industry: William Ferguson, NYNEX.

**11:30-12:30**  **Industry Economic Forecast Panel**  
Steve Rattner, Lazard Freres; Robert Coen, McCann-Erickson; Gerald Hassell, Bank of New York, Ron Doerfler, Capcities/ABC; Jeff Epstein, King World.

**12:30-2**  **Luncheon Speaker**  
Nick Nicholas, Time Warner

**2-3**  **FCC Commissioners Panel**  
James H. Quello, Sherrie Marshall, Ervin Duggan

**3-3:30**  **Debate on Prime Time Access Rule**  
John Lane, Wilkes, Artis, Hendrick & Lane versus Nat Emmonds, Mullin Rhyne Emmons & Topel

**3:30-3:45**  **Break**

**3:45-4:45**  **Sports Programming Panel**  
Neal Pilson, CBS; Terry McGuirk, Turner Broadcasting; Bob Wussler, Comsat Video; Tom Rogers, NBC; Ed Durso, ESPN

**4:45-5:45**  **Future of Television Journalism Panel**  
Steve Friedman, NBC; Chuck Dolan, Cablevision; Barbara Cohen, CBS; Ed Turner, CNN; David Bartlett, RTNDA

**5:45-6**  **Closing Speaker**  
Senator Conrad Burns (R-Mont.), Senate Commerce Committee (addressing the subject of telco entry).

**6-7**  **Reception**

# Count Me In for Interface V

Name (please print) \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_ Telephone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Bill me  Bill my firm \$ \_\_\_\_\_ check accompanies this coupon  
 FCBA member  Post registrant Please make check payable to: Broadcasting/Cable Interface V



# PROGRAMMING

## NBC WINS SWEEPS, NETWORK SHARE HOLDS STEADY

*CBS is second, followed by ABC and Fox; combined network share is 61*

**W**hile NBC a year ago was showing signs of weakness in its May sweeps performance, the network last week chalked up its seventh straight May victory and was the only network to show year-to-year growth in overall viewing. All three networks had some cause for celebration as the numbers last week showed a combined share of 61, maintaining the May 1990 level and bucking the usual trend toward declining viewership.

Network research executives were quick to point out last week that although the Big Three network rating fell from a 35.2 to a 34.7 and the HUT level dropped from 57.3 to 57.1 in a year-to-year comparison, network share held at 61. The figure was being highlighted last week by the networks, which had earlier suffered a 4 share point decline in year-to-year viewing during the regular season.

NBC, in winning its 23rd of the last 25 sweeps, scored a 12.3 Nielsen rating for all programs for the April 24-May 20 period, a 3% increase over the 12.0 scored in May 1990. CBS followed with an 11.6 rating, a 2% decline from May 1990; and ABC fell from 11.4 to 10.8, representing a 5% decline. Fox saw its rating decline from 6.6 to 6.4, but the network maintained an 11 share.

"We did suffer quite a bit last year," said Robert Niles, vice president, research, NBC, comparing the network's May 1990 sweeps performance to the latest numbers. "We like the message that we're getting so far this year."

NBC's victory in part was attributable to its successful movie lineup, including the two-part *Switched at Birth*, which had a 21.9/34; *A Cry in the Wild* with 17.2/27; *Knight Rider 2000* with 16.1/26, and *In the Light of Duty: Manhunt in the Dakotas*, scoring 14.7/26. The network's movie night ratings performance was 16.2 in the just-completed May survey, up 26% from 12.9 a year ago.

"The sweeps victory of NBC is largely the result of excellent movies very well promoted," said David Poltrack, senior vice president, planning and re-



NBC's 'Switched at Birth'



CBS's 'Dallas' finale

search, CBS. "The race is so close now that the movie winner is going to be the overall winner."

Among regularly scheduled programs, including all showings of all regularly scheduled shows, NBC led the May sweeps race with a 12.6 rating, a 2% increase over its 12.3 rating last year. CBS dropped from 12.0 to 11.8, a 2% decline, while ABC fell from 11.5 to 11.0, a 4% drop.

*Dallas*, including the May 3 series

finale, gave CBS the no. 1 regularly scheduled program during the May sweeps, scoring an 18.6/32. NBC grabbed five of the top 10 shows, including *Cheers* with 17.7/29 and *L.A. Law* with 16.7/28. ABC's only top 10 entry was *Roseanne* with 16.2/26.

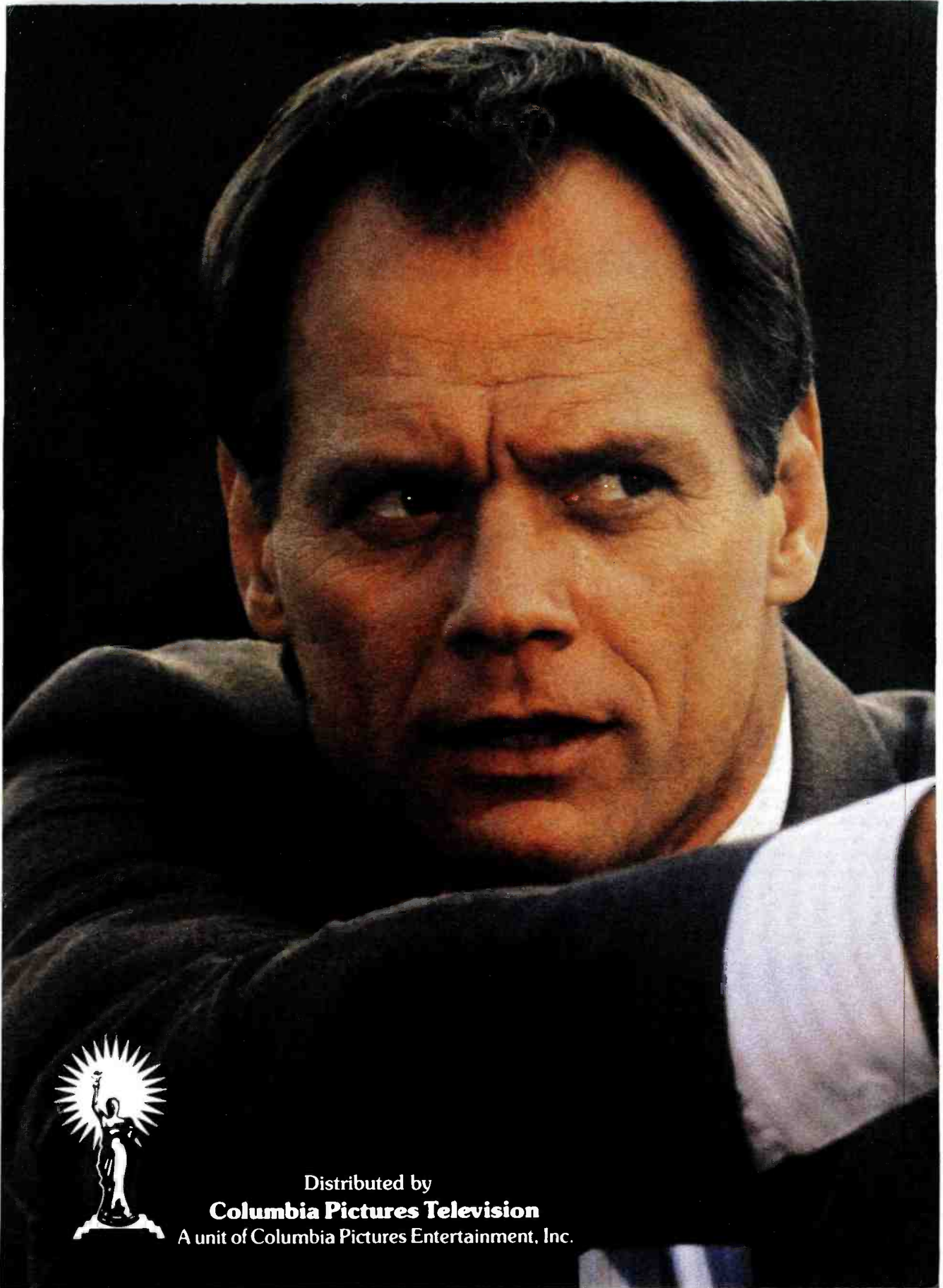
*The Simpsons* was the no. 1 regularly scheduled program for Fox with an 11.7/21 in the May sweeps, down from a 14.6/23 a year ago. Rising in the ranks for Fox was *In Living Color*, up from

### 'STUDS' FOR SALE

**F**ollowing its local development on Fox Television Stations Inc.'s KTTV-TV Los Angeles (BROADCASTING, Feb. 18, 1991) and subsequent limited market rollout, Twentieth (Fox) Television is formally launching *Studs* as a nationally syndicated dating strip available for the remainder of this season and fall 1991. In selected test rollouts, *Studs* has proven to be the "only successful" game show strip in syndication this season.

Besides scoring a 5.0 rating/9 share preliminary May sweeps (NSI) average at 7 p.m. on KTTV-TV Los Angeles (more than 2 share points ahead of *M\*A\*S\*H*'s year-ago numbers in that slot), *Studs* also scored improved sweep-to-sweep numbers for KDNL-TV St. Louis, which plays the program at 11:30 p.m. with a 5/17 sweeps average and 24 share on May 20. In the same slot last May, *Three's Company* was averaging a 10 share. On KABB-TV, a Fox affiliate in San Antonio, *Studs* has improved the 10 p.m. slot to a 6 share from the 2 share average for *I Love Lucy* in the year-ago sweeps.

On Fox O&O's WFLD-TV Chicago at 10:30 p.m. and on WTTG-TV Washington, the game show is performing with above average success, with 4.5/9 and 3.8/12 averages, respectively.




Distributed by  
**Columbia Pictures Television**  
A unit of Columbia Pictures Entertainment, Inc.



# Syndication's Top Gun.

The #1 off-network hour.

 HUNTER

STEPHEN J. CANNELL PRODUCTION

Source: NSI, February 1991.

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6.6/12 a year ago to 9.4/17.

A particular problem area for the networks continues to be the evening news, with CBS dropping from a year-ago rating of an 8.5 to a 7.8, representing an 8% decline. Decreases were less dramatic at NBC, which dropped from an 8.1 to an 8.0, and at network leader ABC, which saw its rating fall from a 9.5 to a 9.4. Poltrack attributed the decline in news viewing to a number of possible factors, including rating methodology

problems; more competition in early evening, and audiences "taking a respite" from news after the Gulf war.

Also on the news front, NBC showed a fairly strong rebound on its morning news (7 a.m.-9 a.m.), rising from a 3.2 to a 3.8 rating. CBS dropped from 2.5 to 2.4, while ABC fell from 4.5 to 4.0. NBC's rise coincided with the positioning of co-anchor Katherine Couric at the *Today* show, as well as a change in the way Nielsen measures the daypart.

Tuning by source during prime time showed network affiliates dropping from a 35.3 rating a year ago to 34.7, and pay services dropping from 3.4 to 3.0. Gains were seen among independents (including Fox), which rose from 9.3 to 9.8. A rise was also seen among cable networks (including superstations), which rose from 12.4 to 12.9, although the increase was its lowest year-to-year gain during a sweeps period. Public television remained flat with a 2.0 rating. —

## CBS FINDS CRIME(TIME) DOES PAY

*Fall schedule will include new projects for late night wheel*

**W**hen CBS's new prime time schedule debuts in the fall, the network's late-night *Crime-time After Primetime* lineup will also feature at least a couple of new series. CBS has five projects in development, two of which are expected to be included in the Monday through Friday lineup, replacing two of the under-performing shows. In addition, CBS is readying two "adult relationship" shows to form another hour following the 11:30 p.m.-12:30 a.m. action lineup.

*Sweating Bullets* on Monday night, *Scene of the Crime* on Wednesday and *Dark Justice* on Friday night are the three series expected to return with new episodes either late this summer or in the fall. CBS has until June 15 to alert producers as to whether their show will return.

According to sources, Lorimar's *Dark Justice* has already been given a 22-episode renewal for the fall, and Stephen J. Cannell Productions, which produces *Scene of the Crime*, has also been given a renewal for an unspecified number of episodes. The three shows were given nine-episode back-end orders earlier this month, following the original 13-episode orders all five projects were originally given.

*The Exile* on Tuesday night and *Fly By Night* on Thursday night are the two series expected to be replaced. Rod Perth, vice president, late-night programs, CBS Entertainment, who oversees the network's efforts in the daypart, wouldn't specify which of the five series would be replaced; he did say, however, that "at this point, clearly *Dark Justice*, *Sweating Bullets* and *Scene of the Crime* are performing well." The network, however, wouldn't release individual ratings for each series.

Whatever the lineup, CBS is reaping benefits from the change in strategy following the demise of *The Pat Sajak Show* last year. In scheduling the adult action series the network has not only improved its overall rating, but improved its demographic profile in the potentially lucrative daypart. Thus far *Crime-time* is averaging a 2.8 rating and 10 share from April 2-May 12. The numbers—although still dwarfed by late-night leader *The Tonight Show* on NBC with an average 5.2/17 and ABC's *Nightline*, with a 4.8/14—represent a 33% increase for CBS over the same time span last year.

"The real story, however," said Perth, "is in the demographics." He said the late-night strategy was designed to appeal to younger viewers, and in that respect it has worked. "Among women 18-49, we're up 58% from last year, and among men 18-49 we're up 40%," he said.

No matter how well the late-night series perform, the network continues to be handicapped by fewer clearances in late night than either ABC or NBC. Affiliates defected heavily after the much-ballyhooed Sajak experiment went awry by turning to syndicated programming and, in many cases, to *The Arsenio Hall Show*. The network currently has 87% clearance for *Crime-time*. Perth noted that nearly half (48%) of the stations delay the late-night feed a half-hour. In fact, among the top 20 major markets, outside of the network's five owned and operated stations, only one station carries the feed live.

"One of our missions at the upcoming affiliate's meeting is to translate the positive gains we've made into more live clearances," said Perth. He plans to sell the effectiveness of the lineup to skepti-

cal affiliates by pointing out successful performances in certain markets. He said *Crime-time* is beating *The Tonight Show* in the Indianapolis market, and noted similarly strong performances in New York, Philadelphia, Tampa and Minneapolis.

Scheduled to debut either later this summer or early fall, is the network's next push into late-night, the 12:30-1:30 hour. Currently in development are *Personals* and *Love Objects*, which Perth described as adult relationship shows with game show aspects. Despite the emergence of the two projects, Perth said the post-*Crime-time* strategy is only one of several.

The action-adventure projects currently in development for *Crime-time* include another project from Cannell and a script from Sam Egan, creator of *Sweating Bullets*.

*Silk Stalking*, from Cannell, features a male/female detective team who specialize in solving crimes of passion. *The Just Man*, created by Ed Redlich and produced by Chesler-Perlmutter Productions, is about a man who has a near-death experience and in exchange for his life agrees to make amends for his sordid past. *Vice Girls*, from the writing team of Estrin and Berlin, is based on two female vice cops. *Caribbean Heat* is from Alliance Entertainment. An untitled project from Peter McCabe and produced by Chesler-Perlmutter is a detective series in the "Mike Hammer tradition," according to Perth.

Perth also noted the script from Egan and Nick Arnold titled *Freeranger*. The project is set in the future and centers on a colony of washed-out Earthlings who colonize a planet. "It's very bleak in the tradition of 'The Road Warrior,'" he said. —

# WORLD LEAGUE DISAPPOINTS IN DEBUT SEASON

*Ratings fall far short of expectations of rightsholders, advertisers*

**A**s the World League of American Football closes out its inaugural season, it is being summed up by advertisers and rightsholders ABC and USA Network, as disappointing.

WLAFL ratings on ABC have fallen short of the 3 to 4 rating that network executives were hoping to get for the games. "The ratings quite honestly are not where we'd like them, but in terms of demographics, it's right on track," said an ABC Sports spokesman. Sixty-five percent of WLAFL viewers have been in the age 18-49 category, he said, which is 15% higher than viewers in that demo for baseball and golf telecasts.

Ratings for the WLAFL on ABC sank as low as 1.3/4 for a May 5 matchup between the New York/New Jersey Knights and the Raleigh-Durham Skyhawks, but overall the games have averaged about a 2 rating. The league's highest rating as of last week was a March 31 pairing of the Knights and the London Monarchs that scored a 2.7/9. But the games had been hovering about a 1.5 rating each week since April 25.

Ratings for the WLAFL averaged 1.9/6 on ABC for the period March 25—May 20 down 14% from the golf, auto racing and other sports aired by the network during the same period last year. The WLAFL coverage represented more than twice the 11 hours of sports programming aired by ABC during that period in 1990.

Coverage-wise, the WLAFL games on ABC have generally cleared in the area of 92% of the U.S., peaking at 96% for the March 31 game and dropping as low as 90% for a midseason game featuring the Birmingham Fire and the Orlando Thunder.

According to one advertiser, ABC offered guarantees to some clients, depending on how large a buy they made, or whether the ad buy was part of a larger package. Spots on ABC were originally said to be going for \$40,000, although the price quickly dropped to less than half that amount as the season got underway.

USA Network, though, which aired games Saturday and Monday evenings, had guaranteed all advertisers a 3 rating. The highest rating USA got was a 2.1 for the first game on March 23. Ratings slowly declined week after week, with the last several games of the regular season (which ended Monday) averaging from a 0.8 to 1.0 rating. The season's ratings averaged out at a 1.2.

"Obviously, I'm not real thrilled about ratings levels," said Gordon Beck, USA vice president, sports. "But we're focusing our efforts on what we can do to turn it around. With time it will work."

USA had sold about 75% of its ad inventory, most of it, luckily, before the season had even started. The rest was used largely for makegoods, according to John Cronopolus, USA vice president, corporate accounts and special events. Advertisers said 30 second spots were being sold for about \$4,000 to \$6,000 on USA, way below the \$15,000 USA had said it thought some spots would go for before the season.

"We didn't buy any time on the WLAFL because we didn't think it would do very well," said Lou Schultz, executive vice president, director of media services, Lintas: Worldwide. "The results have shown that we were right. But it was a reasonable risk considering how few sports are available to men in the spring."

Some of those who did advertise are not happy with the ratings, but don't rate the WLAFL a disaster either. "I was pleased as far as how the league looked, in terms of professionalism. Even weeks before, I was concerned that the games would look pretty silly," said Chris Pfaus, manager, promotional events for Kentucky Fried Chicken, which advertised on both ABC and USA. "Of course, though, it was a disappointment as far as the ratings."

But the level of play still has a long way to go, according to some. The biggest disappointment, next to the ratings, said Bill Sherman, who had some clients on the WLAFL, was that "some of the play has been pretty shoddy."

Both USA and ABC have gotten high marks from advertisers on the production values of the games, as well they

should have, since according to Beck, USA spent what is usually spent on an NFL Monday night telecast up to \$250,000 per game. Considering that USA was producing on average four games a week (two games per time period, since games were blacked out in certain areas), that means the network spent as much as \$10 million on production. ABC will have produced only one game a week, plus a playoff and World Bowl, and its costs likely averaged about \$3 million. Each network spent about \$25 million in rights for two years, and USA has options for a third and fourth year.

The biggest mistake the WLAFL made was negotiating a two network deal, according to Bill Sherman of McCann-Erickson. "The fastest way to kill something is give product too much exposure. The league should have created one window and accepted lower rights fees revenues," he said.

USA's Beck and others think one thing that will help turn the WLAFL around will be the expected addition of more U.S. franchises next season, and getting an earlier start on marketing. The deal with the WLAFL was not done until November, four months before the league was set to begin.

Lintas's Schultz suggested that greater efforts be made to promote the league either during or immediately following the NFL Super Bowl. "They should also start creating stars and not treat it like minor league football," he said. (The defunct United States Football League of the early 1980's started with double-digit ratings and continued to hold onto 4 or 5 ratings by signing such names as Herschel Walker and Doug Flutie.) But attracting established star names to the league is no easy task, particularly while the WLAFL has set a cap of \$25,000 on player salaries.

—SDM, RB

## UNIVERSAL OPENS NEW TOON TOWN

**M**CA/Universal Family Entertainment President Jeff Segal said Universal Cartoon Studios has officially opened an animation production office in Burbank, Calif., and has plans on the drawing board to construct a permanent on-site Universal Studios Tour production facility within the next two years. Segal, who joined MCA last year after heading animation development at Hanna-Barbera Productions, has been spearheading MCA/Universal's entry into cartoon production by creating Universal Cartoon Studios for production of network and syndicated series and theatrical features.



# RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/13	ABC 11.0/18		BRIDES: TWO WED. (60) [8.2/14] 8.1/15	8.3/14	ABC MINI-SERIES—AN INCONVENIENT WOMAN PT II (26) [12.4/20] 10.6/17 12.3/19 13.2/21 13.5/24			
	CBS 13.5/23		EVENING (39) SHADE 11.0/20	MAJOR (9) DAD 14.1/24	MURPHY (3) BROWN 16.3/26	DESIGNING (5) WMN. 15.9/25	N. EXPOSURE (32) [11.7/20] 12.6/20 10.9/19	
	NBC 12.4/21		COSBY SP. (32) 11.7/21	FRESH (34) PRINCE 11.6/20	NBC MONDAY NIGHT MOVIE—SHOOT TO KILL (24) [12.7/21] 11.5/18 12.2/19 13.0/21 14.1/25			
	FOX 6.0/10		FOX NIGHT AT THE MOVIES—ROBIN HOOD (75) [6.0/10] 5.7/10 6.1/10 6.0/10 6.2/10 6.3/10					
TUESDAY 5/14	ABC 10.8/19		DINOSAURS(51) SP. 9.4/18	WHO'S THE (45) BOSS 10.1/18	ROSEANNE (8) 14.6/24	STAT (30) 11.8/19	THIRTYSOMETHING (51) [9.4/16] 9.1/15 9.7/18	
	CBS 13.4/23		RESCUE 911 (17) [13.0/23] 12.2/23 13.7/24		CBS TUESDAY NIGHT MOVIE—CROCODILE DUNDEE II (13) [13.6/23] 11.5/19 13.2/21 15.0/25 14.8/27			
	NBC 11.7/20		NBC MOVIE OF THE WEEK—P. MASON-LAST COFFIN (22) [12.8/22] 11.8/22 12.3/21 13.3/22 13.7/22				SHANNON'S DEAL (51) [9.4/16] 9.4/16 9.4/17	
WEDNESDAY 5/15	ABC 10.6/19		WONDER (41) YEARS 10.3/20	GROWING (49) PAINS 9.8/18	DOOGIE (24) M.D. 12.7/22	ANYTHING (36) B.LOVE 11.2/19	AMER. DETECTIVES (49) [9.8/18] 9.7/17 9.8/18	
	CBS 10.5/19		HAUNTED LIVES (41) [10.3/19] 9.7/19 10.9/20		JAKE AND FAT MAN (37) [11.1/19] 10.4/18 11.9/20		48 HOURS (43) [10.2/18] 10.3/18 10.2/19	
	NBC 9.7/17		UNSLVD. MYSTERIES (30) [11.8/22] 11.1/22 12.5/23	STORY B.I.N.D. STORY(63) [7.9/13] 8.3/14 7.5/13		QUANTUM LEAP (55) [9.3/17] 9.2/16 9.4/18		
THURSDAY 5/16	ABC 8.4/15		FATHER DOWLING (60) [8.2/15] 7.9/15 8.4/16	MIRACLES MYSTERIES(57) [8.9/15]		PRIMETIME LIVE (62) [8.1/14] 8.3/14 7.9/14		
	CBS 11.5/20		TOP COPS (59) [8.6/16] 8.0/15 9.2/17	CBS SPECIAL MOVIE THR.—JAIL BIRDS (20) [12.9/22] 10.9/19 12.8/22 13.9/23 14.2/25				
	NBC 14.5/26		COSBY (29) 12.1/23	DIFFERENT (14) WORLD 13.5/25	CHEERS (6) 15.3/27	SEINFELD (26) 12.4/21	L.A. LAW (1) [16.7/29] 16.4/28 17.0/30	
	FOX 8.3/15		SIMPSONS (35) 11.4/22	BABES (67) 7.1/13	BEVERLY HILLS, 90210 (66) [7.4/13] 7.1/12 7.7/13			
FRIDAY 5/17	ABC 11.6/22		FULL (17) HOUSE 13.0/26	DINOSAURS(15) 13.3/25	FAMILY (26) MAT. 12.4/23	BABY (40) TALK 10.5/19	20/20 (43) [10.2/19] 10.4/19 10.1/19	
	CBS 12.1/22		VISITORS / UNKNOW (58) [8.7/17] 8.1/16 9.2/18	MISS UNIVERSE PAGEANT (12) [13.8/25] 11.6/22 13.4/24 14.4/26 16.0/30				
	NBC 6.4/12		INTER. SWIMWEAR (70) [6.8/13] 6.5/13 7.0/13	MOVIE OF THE WEEK—DEATH OF THE HULK (74) [6.2/11] 5.6/10 5.7/10 6.6/12 6.8/13				
	FOX 4.3/8		AMR'S MOST WANTED (83) [4.4/9] 4.4/9 4.5/9	WORLDS GRT. STUNTS (85) [4.2/8] 4.1/8 4.4/8				
SATURDAY 5/18	ABC 6.9/14		FAMILY (70) MAT SP. 6.8/15	ABC SATURDAY NIGHT MOVIE—FOR YOUR EYES ONLY (68) [6.9/14] 5.4/11 5.8/11 6.4/12 8.1/16 8.7/18				
	CBS 9.3/19		CBS SATURDAY NIGHT MOVIE—BEVERLY HILLS COP II (45) [10.1/21] 7.7/17 10.0/21 11.3/22 11.4/22			FLASH (65) [7.6/15] 7.7/15 7.4/15		
	NBC 11.3/23		GOLDEN (47) GIRLS 10.0/22	DOWN (51) HOME 9.4/20	GOLDEN (20) GIRLS 12.9/25	EMPTY (17) NEST 13.0/25	SISTERS (37) [11.1/23] 11.3/23 11.0/23	
	FOX 4.6/9		TLV. HID. (87) VIDEO 2.7/6	TLV. HID. (85) VIDEO SP 4.2/9	COPS (79) 5.5/11	COPS 2 (75) 6.0/11		
SUNDAY 5/19	ABC 11.5/20	FULL (73) HS. SP 6.7/14	REAL (77) M. SP 5.9/12	AMR. FUN (15) VIDEO 13.3/24	AMR. FUN (7) PLP. 15.0/25	ABC SUNDAY NIGHT MOVIE—OUR SONS (22) [12.8/21] 12.2/20 13.2/21 13.2/21 12.8/22		
	CBS 14.6/25	60 MINUTES (2) [16.4/33] 15.0/32 17.8/35	MURDER SHE WRT. (10) [14.0/24] 13.6/24 14.4/24		CBS SUNDAY MOVIE—SEDUCTION IN TRAVIS COUNTY (11) [13.9/22] 13.6/22 13.7/22 14.3/23 14.1/24			
	NBC 10.9/19	BLCK JACK SAV. (80) [5.1/10] 4.9/10 5.3/10	EXPOSE (77) 5.9/10	REAL LIFE (70) J.P. 6.8/11	NBC SUNDAY NIGHT MOVIE—KNIGHT RIDER 2000 (4) [16.1/26] 14.5/23 16.2/25 16.9/27 16.9/29			
	FOX 6.7/12	TRUE CLR.(83) 4.4/9	P. LEWIS (80) 5.1/10	IN LIVING (56) COLOR 9.0/16	GET A LIFE (68) 6.9/12	MRD. WITH (47) CHILD. 10.0/16	TOP OF (64) HEAP 7.8/12	SUNDAY COMICS (80) [5.1/9] 5.4/9 4.8/8

WEEKLY PRIME TIME AVERAGE	ABC 10.2/18	CBS 12.2/22	NBC 11.0/20	FOX 6.1/11	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 12.2/21	CBS 12.2/20	NBC 12.6/21	FOX 6.4/11	*—PREMIERE
NIGHTLY RATING / SHARE	(##)—RANKING	(##)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN	



# RADIO

## RADIO BROADCASTERS SEEK POST-BAN GUIDANCE

*Operators generally favor "safe harbor" ruling, seek clear guidelines defining "indecent programing" and risk of children in audience*

**W**hen the U.S. Court of Appeals struck down as unconstitutional the FCC's statutorily mandated 24-hour ban on indecent programing (BROADCASTING, May 20), broadcasters generally greeted the decision with cautious optimism as a victory for the medium and the First Amendment.

"There wasn't a lawyer in Washington who believed the Court of Appeals would sustain a 24-hour ban," said Steve Lerman, Washington attorney for Infinity Broadcasting, which currently is fighting an FCC fine levied for an "indecent" broadcast by WXRK(FM) personality Howard Stern. One of Infinity's principal arguments is that there are no children in Stern's listening audience. "The Commissioners did what they had to do in response to Congress' directive, but they knew they had a loser on their hands," he said.

The decision "has fairly significant ramifications for adult-oriented radio and television stations, regardless of when the program is broadcast," Lerman said. "The Court is saying that, if a station has no children listening, there is no reasonable risk that children are in the audience." He said that the concept of a "safe harbor" guarantees that some time period exists when children will not be in the audience, but suggested that "there also may be safe harbors which result from the fact that a station simply has no children in its audience."

Lerman said that confusion arises not from a definition of indecent material, which he characterized as "a patently offensive description of sex acts, organs, or excretory activities based upon national standards for the broadcast medium." Instead, confusion stems from "the manner in which the FCC has been applying the definition to the facts," he explained. "The problem is when you look for a patently offensive description of a sex act, you can't find it. This is true in the Howard Stern matter; the offensive language just isn't there."

David Hicks, president of Hicks Broadcasting, Kalamazoo, Mich., and

NAB radio board chairman, said he hoped the Court's action "will send a signal to the Commission to develop clear guidelines for broadcasters in dealing with the indecency issue. As a radio broadcaster I certainly am not advocating the programing of indecent material, but the court has said there must be First Amendment protection for so-called indecent programing, so broadcasters need to have some guidance regarding what they can and cannot have on the air."

Jay Cook, president of Gannett Ra-

dio, concurred. "We need a clearer set of guidelines that aren't as vague as those we have right now," he said.

Jim Thompson, president of Group W Radio in New York, said that while he sees no need for his stations to broadcast indecent material, "stations should have the freedom to program what they want and not be confined to what government believes to be indecent. There should be some reasonable protections, but you can't remove the right of stations to make their choices." Thompson said

### NATIONAL SPOT SHOWS ALMOST 5% GAIN IN 1990

**N**ational spot radio grew 4.8% in 1990, according to the Radio Advertising Bureau. Nine of the 37 categories tracked by Radio Expenditure Reports Category Reports data increased their spending in 1990 by more than 20% over 1989.

The top-five advertiser categories for spot radio—food products, automotive, travel and shipping, beer/ale/wine and consumer services—grew by 1.7% across all five categories.

The communications industry increased spending in national spot by 37.9%, with AT&T at the top of the field with an increase of 229.5% over its spending in 1989. Pacific Telesis boosted its spending by 238.4%, followed by Southwestern Bell, up 103.8%.

In the gasoline and oil category, Texaco increased its spot spending by 282.5% to rank at the top of the category. Shell increased its spot radio by 73.3% over 1989; Amoco was up 25.3%; Exxon, 70.9%, and Quaker State, 58.6%. Phillips 66 boosted a small 1989 budget by 339.9% in 1990. The category was up overall by 32.3%.

The soft drinks and water category increased by 22.9% in 1990. Coca-Cola increased its spot radio by 23.8% (outspending its chief rival, Pepsi Cola). Perrier increased its expenditures in spot by 294.2%, due in large part to the company's use of radio to rebuild its image following the recall of bottled Perrier Water due to high levels of Benzene.

The U.S. government increased spending in national spot radio in 1990, primarily in promoting the U.S. Army and Navy (a 20.5% increase). Lottery advertising by state accounted for a 30.1% increase at the state government level, for a total increase in the government category of 27.2%.

In the consumer household and products category, overall spending increased by 52.5% over 1989. Procter & Gamble ran a major radio campaign to promote Dash detergent, pushing the company into the number-one slot for the category with a 327.9% increase over its 1989 spot radio spending. Colgate-Palmolive increased spending by 254.4%, and Unilever upped its radio advertising with a 907.8% increase over its small 1989 budget.

The confections category increased by 26.8% overall, with Leaf Candies, the category leader and makers of Pay Day candy bars, Milk Duds and Peanut Butter Crunchers, increasing its spending by 129.6% in 1990. See's Candy was up 26.%, Hershey up 46.1%, and M&M/Mars increased its spot radio spending by 409.2% over 1989.

-1C

that protection of children is a valid concern, "but you can't hide everything from them."

Heritage Media Radio Group President Paul Fiddick said he was pleased to see the court of appeals address the constitutional issues of indecent programming, and expressed dismay that many people are "willing to chuck the First Amendment when it protects speech that is disagreeable to them." Fiddick questioned the need for a "safe harbor" for such programming, because very little radio programming actually required such protection and because listeners who desire to hear a reading of a Pulitzer prize-winning drama "shouldn't have to tune in between midnight and six in the morning."

Still, Fiddick called the issue of indecent programming "probably the most overrated issue in the industry today on the regulatory front." He said that a few egregious cases have attracted a dispro-

portionate amount of notoriety, primarily those personalities whose on-air acts depend on "constantly pressing the boundaries of good taste." Reflected as a percentage of total radio programming in terms of stations, hours of service and people listening, "it's an insignificant fraction of what's going on the air," he added.

The Pacifica Foundation, often the focal point of the indecency issue, actively argued against the 24-hour ban. David Salniker, Pacifica executive director, claimed that the FCC-imposed ban was "strictly motivated by politics," and said the present commissioners are politically committed to "enforce indecency standards as promised to self-styled morality groups, in order to stay in office." Salniker said, "Congress acted wrongly and hastily for political reasons, the FCC acted hastily and wrongly for political reasons and it's the industry that continues to suffer."

Broadcasters who believe the indecency issue affects only a handful of operators or shock jocks are misinformed, Salniker said. Most indecency complaints received by the FCC in the last five years have focused on sitcoms on commercial TV or movies that were aired by independent TV stations, he said. "In the last 20 years only two complaints have been filed against Pacifica, and both came from evangelist ministers who subsequently tried to raise a great deal of money on this issue," he noted.

Salniker said that FCC attempts to ban certain programming are a "chilling part of a political agenda to censor and chill school boards, librarians and cultural artists. It takes a court ruling like we just had to make some progress, but it's not a lot of progress. The industry is no better off than it was three years ago, when it was in a totally undefined state. It still is." -REB

## PUBLIC RADIO: THE HIGH COST OF SUCCESS

*Annual conference hears applause for national programming, but many in public radio system wonder how to support it*

**M**ore than 800 attendees of this year's Public Radio Conference (PRC) in New Orleans found themselves caught between celebrating the increasing success and promise of their national programming and, on the other hand, debating how equitably to handle the increasing costs of producing and carrying it.

As American Public Radio announced new programming initiatives in both news and cultural programming—topped by a proposed co-venture with commercial WFMT(FM), Chicago's Fine Arts Network—and as National Public Radio basked in accolades from within and without its membership for a Persian Gulf war well covered, NPR members appeared close to, then backed away from, voting to change a dues formula that most said puts a proportionally higher burden on small, often rural, stations.

Agreeing that inequity in the formula exists, station managers on both sides of the advisory vote in New Orleans told BROADCASTING the result should not be read as support for the status quo, but as rejection of two other formula options proposed by the NPR board. Each of those options, they said, could have shifted so much financial burden from



Stephen Salyer

smaller to larger stations as to threaten larger station funding of NPR.

Groups including Alaska Public Radio, Rocky Mountain Public Radio and West Coast Public Radio, whose members are mostly small stations, supported a formula that would have incorporated a market population factor. William Legere, chairman of Alaska Public Radio, said about two-thirds of NPR members would have benefited from the option or another option based on station revenue.

Relief would have been "very small ...but a step toward equity" for stations in Alaska (where five of 16 stations have dropped NPR membership for financial reasons) and for rural stations in every region, he said.

However, said Legere, "The fear was that any savings small stations gained [by adopting a new formula] would be lost" in lost dues from larger stations dropping membership.

Phil Corriveau, general manager of KXPR(FM) Sacramento, Calif., also voted against a formula change, arguing that, as his station's NPR dues approach \$250,000, "you have to look hard at what you can do with those funds" and consider dropping NPR, whose loss of KXPR dues would raise the average station's dues by \$1,000. If five or 10 stations dropped out, "it would be the start of a downward spiral" for NPR, he said.

Martin Neeb, general manager of KPLU-FM Tacoma, Wash., also voted to maintain the current formula, "not because it was the best," but because NPR board and staff "homework" on the options "wasn't complete." For example, he said, it remained unclear whether a small station serving a minority audience in a large market such as Chicago



might find itself priced out of NPR under the formula based 90% on federal support and 10% on population. "Would we lose those stations? For what?" he asked.

Many station managers also noted that National Telecommunications and Information Administration population figures to be used in that option had been found inaccurate in the past. And, they agreed, the option based on total station revenue also appeared egregious to larger stations.

"I would want to see further study on this issue," said Neeb, who agreed with NPR President Doug Bennet's prediction that no further action on the dues formula is likely before mid- to late 1992, when the Corporation for Public Broadcasting concludes a review of its own formula for distributing federal funds. The current NPR formula is based on each station's level of CPB funding. If CPB changes, they said, basic assumptions underlying any NPR formula would also change.

"I don't think there's anything left to resurrect out of this latest discussion," said Legere, "and I don't think the system is ready to confront the issue." In the meantime, he said, "I suspect more stations in Alaska"—where the governor has proposed a 30% cut in funds constituting 50%-60% of each station's budget, beginning July 1, 1991—"will drop out [of NPR] next year."

Neeb said licensee Pacific Lutheran University will cut \$230,000, or 20% of KPLU's \$1.25 million budget, July 1—more evidence, he said, that, nationwide, public broadcasters are "at the whim of state and federal grants much more than of other funding sources" (BROADCASTING, May 13).

The system, said the general managers, ought now to shift its attention to Congress, which this spring considers CPB's 1992 appropriation, as well as its 1994 authorization.

### Proactive APR

As stations struggle with flat resources and tradeoffs between national and local programming costs, said APR President Stephen Salyer, public radio has reached a crossroads where it must decide between "continuing to support a couple of programs"—NPR's *Morning Edition* and *All Things Considered*—or "developing a more coordinated and impactful lineup of news and public affairs programs." Insisting "it is good for the system to keep [NPR's newsmagazines] strong," Salyer said it is APR which "represents development of a multiplicity of new programs," and at highly competitive costs—"about 10 cents on



### BUNDY WINS MURROW AWARD

CPB President Donald Ledwig (left) presented the 1991 Edward R. Murrow Award to Wayne Bundy, executive director of Rocky Mountain Corp. for Public Broadcasting (RMCPB), for "responsible, courageous and imaginative use of the electronic media." Bundy, who began his radio career as KLO(AM) Ogden, Utah announcer in 1937, has fostered the "growth of public radio at the grassroots level" since cofounding RMCPB in 1969, Ledwig said, quoting one of the letters nominating Bundy for the award.

the dollar"—to stations.

With the appointment of former NBC-TV foreign editor Phelps Hawkins to senior vice president of news and special events, Salyer said, APR will "define a new position for itself" in world and domestic news.

"APR has largely been a passive distributor of news," said Salyer, but it actively funded the launch of the daily business news program *Marketplace*, which has gained 49% higher carriage in the past year. APR has also expanded Monitor Radio from 30 minutes to one hour a day. And with "well over 100" stations now taking selected BBC World News services, APR will expand BBC distribution to 24 hours on July 1.

With \$1.6 million in new grants (in-

cluding \$900,000 from an anonymous source and \$500,000 from the Ford Foundation), APR has other plans as well. Pending approval by currently contracted orchestras, APR and WFMT(FM) Chicago will jointly distribute a classical concert service to commercial and noncommercial radio stations five nights per week beginning next fall.

APR will also attempt to breathe new life into classical music radio with the launch of a new weekly series, *Schickele Mix*, hosted by Peter Schickele of PDQ Bach fame, next Jan. 1.

By next year's PRC, said Bennet, NPR may be prepared to discuss an ambitious programming proposal of its own—expanding *All Things Considered* from one hour to two each week day. —PDL

### APRIL DROP FOR SPOT

National spot billing for April 1991 was \$87,038,200, a decrease of 24.1% from the unadjusted April 1990 figure of \$114,740,800, and a decrease of 5.2% from the adjusted April 1990 figure of \$91,792,600. Year-to-date for 1991 was \$300,437,100, a decrease of 2.6% compared to \$308,553,000 for the same period in 1990. All numbers are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top-15 rep agencies.

# CABLE

## FILLING THE UPCOMING CHANNEL CORNUCOPIA

*Cable programmers are already at work on ideas for new channels to take advantage of plethora of channels resulting from compression technology*

**B**asic cable programmers, far from being left out of a future cable world of 150 to 200 compressed channels, are laying the groundwork to extend their franchises beyond their existing one or two places on the television dial.

They know operators won't tolerate many more services on basic, as it is known today, and that most new services will be highly targeted, with revenue derived directly from individual homes.

And although basic networks stand to lose audience share in a greatly fragmented world, they also have the infrastructure in place to provide more programming to operators and thus more choice to consumers. Whether it will be through time shifting of programming, line extensions of existing product or identification of new, narrower segments that, in a pay-per-channel world, would be economically viable, basic programmers are readying plans for cable's brave new world.

A quick snapshot:

■ USA Network has plans to test new programming concepts in some cable systems by the end of the year.

■ ESPN, which continues to devote more time to sports news, might try to spin off a separate sports news network.

■ Family Channel plans to launch the Cowboy Channel, possibly a children's service in association with DIC Enterprises, and has early plans for family-

oriented college education courses and information.

■ C-SPAN stands ready, in a 200-channel world, to deliver more live programming of key hearings, speeches and other events, in addition to the House and Senate, not to mention the potential burgeoning of federal and, perhaps eventually, Supreme Court coverage.

■ Discovery, in the midst of reprogramming The Learning Channel, has long viewed many of its more successful programming niches as possible standalone services or special interest, pay-per-view offerings.

■ Group W has plans to move further into country music programming and is already testing some of its ideas on cable MSO's.

■ QVC foresees compression turning cable's shopping mall, where only one store is open at a time, into a true department store or shopping galleria, where viewers can shop at any number of stores at any time.

Just as HBO, with its multiplexing plans, doesn't plan to sit still in a compressed world, so too are basic programmers examining ways to participate in a several-hundred-channel environment.

For instance, Discovery Channel Chairman John Hendricks envisions a 200-channel world, with 50 channels of today's basic, 50 for PPV, 50 for HDTV and 50 for special interest programming, following the model of the print world. It's that special interest area, he said,

that will be fertile ground for programmers.

Compression would allow programmers to distribute four or even eight more services over existing transponders. Such lowering of cost is key to many networks' expansion, especially such nonprofit ventures as C-SPAN, said its Chairman Brian Lamb. Although compression may reduce satellite costs, there still is the matter of outfitting each head-end, which will cost operators money.

As basic programmers look to the new world, some want to make sure their existing channels are not left behind. Family Channel President Tim Robertson said that while basic programmers can get excited about a drastic increase in capacity, "you also have to get a little bit nervous because it could theoretically mean you lose market share." Traditionally, the way companies have maintained market share is to have more spots on the dial, he said. The Family Channel is launching an aggressive marketing plan this summer and fall to give the channel a brand identity that will carry over into a 150-200 channel world. "Our first job, in anticipation of channel explosion," said Robertson, "is to position what we have."

### The USA Network

It isn't ready to put several new channels onto the air, although it does have ideas for some, which it won't disclose. "It is important to test the market and see how



Koplovitz



Granath



Robertson



Hendricks



Lamb



viable the offering basis will be," said USA Network President Kay Koplovitz. By the end of the year, she said, USA will look to test program concepts for new channels in selected markets where operators are testing 100-150 channels.

Such concepts would not be rolled out overnight as national networks. Koplovitz cautioned. And it is hard to tell if advertising and current economic models would support those additional channels, she said. Programming networks now get about two-thirds of their revenue through advertising and about one-third from subscriber revenues. Those figures may have to reverse to make the economics of new channels work. Koplovitz said. Pay-per-view could be in USA's future too. Because of the type of programming USA offers, and because of who it's parents are (Paramount and MCA/Universal), PPV movies "could be a high priority for us," she said.

#### ESPN

To take advantage of a multiple channel universe—and keep control of its franchise—ESPN could expand both in pay per view and by subdividing its niche. Sports information is one area that could be spun off, according to Herb Granath, president, Capcities/ABC Video Enterprises, 80% owner of the sports network. Sports news channels that have failed have done so because there has not been enough channel capacity to sustain them, he said. ESPN could also increase its carriage of niche or minor sports if it became a two- or three-channel service. There are sufficient worldwide sports to provide product, said Granath, but he questioned whether there would be enough financial support for additional channels. While niche sports would be inexpensive programming that has appeal to a select few (who might be willing to pay extra), those channels or programs wouldn't bring in too much advertising, said Granath.

Capcities/ABC also wants to try its hand again at sports pay per view (it tried it a couple of years ago with a boxing match), and ESPN is likely to be the outlet for that, since it is a known quantity.

#### Lifetime Television

This network has been trying in the past year to introduce a new channel—Lifetime Medical Television, but so far has been thwarted. Recently, Lifetime failed in its attempt to buy The Learning Channel to expand Lifetime Medical. Now Lifetime President Thomas Burchill says there are some test opportunities available for Lifetime Medical (there has been talk about putting the medical pro-

gramming on CNBC), but as for getting its own full-time channel, Lifetime Medical (as well as a couple of other channel concepts) could have to wait a while for channel capacity to explode. But Capcities/ABC's Granath (Carcities is part owner of the channel and has been diligent in trying to find a home for Lifetime Medical), said: "We believe there is room in the near future for a health-oriented channel, similar to the Health Channel, which was one of the antecedents of Lifetime."

Lifetime's core women's programming could also be bisected to form an additional channel, giving Lifetime more of a foothold in a multichannel universe. Granath said a possibility could be to subniche Lifetime programming between its entertainment and informational shows, which are often directed at different women audiences.

#### Arts & Entertainment

A&E is a likely candidate for sub nich-

ing as well. Granath sees the possibility of performing arts becoming a separately programmed channel. (A&E has three programming categories—drama, documentary and comedy—in addition to performing arts.) But how economically feasible subniching is comes down to how much mileage can be gotten out of a piece of programming. A channel such as that could not support all original productions if it only attracted small audiences, said Granath. A performing arts channel might be financially feasible if it formed liaisons with both foreign and public broadcasters. Capcities/ABC, which has a close partnership with Hearst, another A&E owner (together they own 76%), might choose the A&E name under which to produce event pay per view for performing arts. Capcities has substantial theater investments from which to produce PPV concerts and plays, which could be workable even before channel capacity explodes in what Granath predicts will be three-to-

## BASIC POSSIBILITIES IN A MULTI-CHANNEL WORLD



five years. He said he believes such performing arts PPV could be done in a year or two, since the current addressable universe is now large enough to support such an undertaking.

### The Family Channel

The channel's Robertson said the network is working on plans to launch the Cowboy Channel in January (see box, below). Family is also exploring offshoots of its association with DIC Enterprises, which delivers a bevy of children's programming to Family. "We're giving some serious thought to expanding and offering some children's product," he said. "There is going to be room for more than one children's network on cable," said Robertson, when compression becomes a reality. Robertson said Family has also talked with European producers with an eye toward launching a service both in Europe and the U.S.

But Family is looking at other areas, he said, including education and information. Robertson pointed to the Regent University, which is adjacent to Family's headquarters and offers extended education classes. "We've been doing a lot of research," Robertson said, about offering college courses through televi-

sion and "have been devising sample curriculums just for that opportunity." Robertson also said Family is looking at delivering more specialized pay product to its core audience. "In a 150-channel environment, I think you're going to be able to make money with products that people may pay only \$1 to \$2 for on a one-time PPV offering," he said. Robertson envisions, for instance, a week-long series of programs on how to buy insurance and wills and on estate planning and budgeting.

### Discovery

Any of the niches that Discovery has sketched for itself—nature and travel, science, history, technology—might work in a 200-channel world, Hendricks said. "That's one of the advantages we have," he said. "We look at the ratings and gauge the appetites of what, in the world of compression, we currently offer that might have standalone value."

One question Hendricks said has yet to be answered: "Do you have standalone channels or do you do some kind of rotation of special interest videos that's on demand?" He points out that although many people focus on the \$13 billion spent annually on movie rentals, \$1.3 billion is spent annually on special

interest video.

One can probably get 300,000 to 400,000 people to pay \$3 to \$4 per month for, say, an auto channel or an astronomy channel, Hendricks said, adding: "That's \$1.2 million to \$1.5 million per month" from subscriptions alone. "Once you isolate that market, then you've got something very valuable to sell to advertisers," he said. Narrow audience segments don't necessarily mean advertising won't be a revenue stream, he said. If a programmer can get \$3 million a month, or \$36 million a year, Hendricks said that could be plowed into a small number of high quality programs, perhaps 10 to 12 hours per month, that would be repeated for the subscriber's convenience.

On the education front, Hendricks said there may be room for two to three general interest, lifelong learning services, akin to what Discovery will be doing with The Learning Channel. But he sees the Public Broadcasting Service being a potential big player at both the national and local level in education services. "You could have a local PBS station offering tutorial channels" with local teachers, he said.

The key to what video concepts will work, said Hendricks, is "to look where consumers have paid money for information. You have to look at what has sustained 300,000 to 400,000 subscribers in the magazine industry."

### C-SPAN

The channel's Brian Lamb said that in a world of 150 or 200 channels. "I can envision the day when a cable system will devote five channels to C-SPAN's spot on the dial, with C-SPAN I (House) and II (Senate), and III, IV and V. If there is a hearing going on," said Lamb, and the House and Senate are in session, "we'll put it up on III and another on IV. If there's a speech, we can throw it up on different channels," he said.

"It really gets down not to more television, but more choice," said Lamb. "TV will be the same. The choice will be greatly expanded at the point the industry says: 'We've got room.'"

It is possible that those C-SPAN channels could be grouped by genre, said Lamb, "but we haven't gotten that far." A foreign affairs programming/foreign government channel might be in the cards, for instance. "The big word is 'if,'" said Lamb, "if compression... becomes a reality, then worldwide, global C-SPAN-type programming is a very real possibility. But it's a big 'if.'"

The courts could become another C-SPAN specialty area. Lamb said C-SPAN will be present when the federal

## FAMILY CHANNEL TO RIDE INTERNATIONAL RANGE

The Family Channel hopes to launch the Cowboy Channel by January 1992, with the expectation that it may have greater carriage success internationally, at least initially, than in the U.S., because of domestic channel constraints and the worldwide appetite for American western programming.

"We feel that regardless of channel capacity in the near term in the U.S., this has the potential of being a monster hit in both Europe and Asia," said Tim Robertson, president of the Family Channel. "We think there is a real franchise for cowboy programming, for westerns. It's the true American genre."

Robertson said the idea is to get the service launched domestically and clear worldwide rights for programming. Then Family would look at the best mode of distribution abroad. He said Family is looking at establishing a transmission station in Hawaii, for instance. It is possible the service will have more subscribers worldwide in its first year than in the U.S., he said. While much of the focus has been on Europe, Robertson said there has been an explosion in capacity in the Pacific, where U.S. western programming has much appeal.

Robertson said Family would control the new network, "but we are discussing various forms of equity participation with a variety of investors and possible suppliers." Mack Long, who spearheaded initial work on the Cowboy Channel, is working with Family as a consultant, and Robertson said "we're looking at moving the network together down the road."

There will be some reduction in western programming on Family, said Robertson, with changes occurring on Sunday afternoon next fall, when Family will shift to programming with appeal to more members of the family. But, he said, there still is a strong opportunity for western programming on Saturdays. The Cowboy Channel would likely carry different programming on the weekends anyway, so as to avoid duplication, he said. It is likely Cowboy would carry sports-type programming on weekends, such as rodeos and cattle drives, he said, or even state fairs, livestock shows or tractor pulls. "There is an awful lot of fun you can have with this thing," he said. Western programming "transcends demographics and income level boundaries," he said.



and district courts begin their television experiment July 1. He guessed that if C-SPAN had access to federal courts, the programing overlap between it and Court TV would not be more than 10%. "Their interest and our interest are diametrically opposed," said Lamb. "They must deliver eyeballs to advertisers in order to succeed financially or they'll be out of business. That will not be our goal."

The Supreme Court, if it allowed televised coverage, would not be enough to sustain a channel, said Lamb, because the court hears only 161 hours of oral arguments each year. But if one adds in the federal and district courts, there would likely be enough material to fill a channel, said Lamb, and "it would not be dissimilar to what we do already."

#### MTV Networks

If one is to believe MTV Networks' recent upfront presentation to advertisers, the four MTV channels will grow to more than 50 by the start of the next decade. While MTV was definitely

tongue in check in its presentation, it was also trying to prepare advertisers for dealing with—and supporting—a multitude of niche channels. MTV's presentation focused on interactivity, taking advantage of additional channels not with 50 distinct programing networks, but with a variety of program selections on each of the core four MTV networks. (Due to an FTC filing registration, MTV Networks Chairman President Tom Freston was not available for comment).

#### Group W

The company has plans to "do anything that expands our country music franchise," now comprising The Nashville Network and Country Music Television, said Lloyd Werner, senior vice president, Group W sales and marketing. "Everybody's got to protect their franchise, because more channels will likely mean a dilution in audience for everyone, especially broadbased networks," Werner said. Group W has plans for new services and for protecting its franchise, but it isn't disclosing them just yet; ac-

ording to Werner, those services won't exist in full until the next decade.

But Group W is already talking to MSO's about its programing concepts. "They are conversations, not hard and fast proposals," Werner emphasized. But the goal of those conversations is to prepare cable operators for the changes. "We're talking to operators now because we want to give them plenty of notice," said Werner.

□

As if compression wasn't enough to drastically reorder the universe, Robertson leaps ahead even further to discuss what full digital transmission of video will mean to programers and consumers. Like some others, he sees compression and 150 channels as an interim step to the ultimate world of digital, where "we're going to be talking about downloading into computers." In that context "anybody with a touch tone keypad can order up just about anything they want at almost any given time," he said. And that could send everyone back to the drawing boards, again. —MS,SDM

## NEW FINANCIAL PICTURE: CNBC/FNN DAYTIME

As of 12:01 a.m. last Wednesday (May 22), FNN went off the air for good and CNBC appeared at 6 a.m. with a new logo: CNBC/FNN Daytime.

A saga that began in October 1990 with revelations of financial mismanagement finally ended last week with the closing of the sale of FNN to its chief competitor, CNBC. The other bidding competitor, Dow Jones-Group W, finally gave up its attempts to get the channel two weeks ago, and CNBC wasted no time in sending its signal over FNN's transponder.

With its acquisition of FNN, CNBC is cable's only all-business news channel, but it may not be for long. The recently-launched Monitor Channel is contemplating running a stock ticker across its screen and possibly picking up some of FNN's programs and producers. According to Barbara Bellafiore Sanden, Monitor's executive vice president, is looking to expand its business programs and segments that run on the Monitor Channel.

Monitor, though, with only a couple of million homes, isn't much of a threat. CNBC, which says it had 17 million homes before it bought FNN, now reaches about 40 million homes, with

about 10 million of those having only part time carriage, says Al Barber, CNBC's president. CNBC picked up all but nine MSO-FNN contracts, most of which Barber said were some of the 10 million homes that had carried both CNBC and FNN. Times Mirror, which did not have much duplication of CNBC and FNN, and whose FNN contract was not picked up by CNBC, signed a new contract with CNBC two weeks ago.

CNBC/FNN Daytime already has new graphics and backdrops, FNN's on-air talent has been integrated into CNBC's programing format and the FNN stock ticker has replaced CNBC's. "The on-

air integration is already about 98% done," said Barber. About 60 FNN staffers, both on-air and off, have been hired by CNBC. FNN employed 325 employees, with 190 based in a Los Angeles studio which has been shut down.

CNBC, which revamped its prime time and weekend programing in March, plans to add some FNN personalities to the mix, including Jack Anderson, Bob Berkowitz, and Wayne Rogers. "Those shows evolve and get better as time goes on," said Barber, who added that the effort exhausted to buy FNN hasn't left much time or attention to promote the new programing line-up. There has been



The amalgamated on-air staff of CNBC/FNN Daytime presented a united front last Wednesday, the first day after CNBC took control of FNN. Seated (l-r): Ron Insana, Tom Miller, Kathleen Campion and Ted David. Standing (l-r): John Bollinger, Doug Ramsey, Wayne Shannon, Dean Shepherd, Sue Herrera, Gayle Buckner, Bill Griffith, Leslie Devlin, Ed Hart, Mark Haines, Neil Cavuto, John Murphy and Hillary Johnson.

no ratings change (which Barber said is around a 0.2), but an advertising campaign has been planned to highlight prime time and weekend in mid-July, following a three-week campaign focusing on the combination of CNBC and FNN.

Barber said CNBC had been contacted by Lifetime about the potential for finding a spot for the Lifetime Medical

Television program block on the network, but said discussions hadn't gone very far. "A number of services have contacted us with respect to that possibility. We continue to be open to discussions with lots of people about programming that meets fundamental market consideration," said Barber, who added "we are not brokering time" on the network.

CNBC also stands to pick up some of FNN's advertisers and has been collecting information on those advertisers specifically for daytime programming. "FNN's programming and our programming are very similar during the day," said Barber. CNBC will likely be more attractive to advertisers now that it has more than doubled its household reach. -SDM

## CABLECASTINGS

### CAPCITIES MAKES UK BUY

Capcities/ABC, along with France's Canal Plus and Compagnie General des Eaux, has reached an agreement in principle to buy the television division of United Kingdom-based W.H. Smith for about £65 million, or about \$110 million.

The deal is still subject to final negotiation and is expected to be completed in about four to six weeks. Capcities is purchasing its stake through ESPN, which it owns 80% (the remainder is owned by Hearst Corp.).

Capcities will purchase 50%, and Canal Plus and CGE will split the other 50%. ESPN already had a 25% stake in the European Sports Network (ESN), which is one of the properties in the W.H. Smith television division (WHS-TV).

Both Canal Plus and Compagnie General also owned minority interests in ESN, which has four affiliates, one each in the UK, Germany, the Netherlands and France, and plans to expand into Spain and Sweden in the next 12 months, according to Peter Brice, commercial director, WHS-TV.

Those affiliates will also begin to program themselves individually, about 12 hours a week. ESN reaches about 20 million homes, and picked up several million more when Eurosport went black.

The deal also includes the Lifestyle channel, similar in content to Lifetime, which is owned in part by Capcities. Lifestyle reaches nine million homes and in September plans to expand its current eight-hour daytime program schedule to include prime time. Lifestyle reaches homes in the UK, the Netherlands and Germany.

The purchase also involves what Brice terms the first European interactive music channel, a

19.5% stake in Yorkshire Television Holdings, as well as post-production, editing and studio facilities.

### TCI WILL CONDUCT PCS TEST

Tele-Communications Inc. confirmed officially last week what President John Malone alluded to at NCTA in March, that the company would conduct a PCS test with McCaw Cellular Communications, on whose board Malone also sits, in Medford, Ore.

McCaw operates a cellular system there, and it will be interconnected with new microcells using TCI's coaxial and fiber cable system. The test will be under way by the fourth quarter, TCI said. "If there is indeed a market for affordable, second-tier, cellular-like service, the cable industry can greatly accelerate its deployment in cooperation with the nation's cellular providers," said Malone.

### DROPPING BALL

ESPN's baseball ratings are down slightly from last year's. After 39 games so far this season, ESPN is averaging a 1.9 rating and reaches 1.12 million homes. At this time last year, having aired 38 games, ESPN was averaging a 2.0 rating, reaching 1.11 million homes. That's a decrease of 5% in ratings, and a 1% increase in households.

### NOTES FROM ALL OVER

Sid Topol, former Scientific-Atlanta chairman and vice chairman of Monitor Channel, will be honoree at Walter Kaitz Foundation dinner in New York Sept. 25.... Jeffrey Katzenberg, chairman of Walt Disney Studios, will be keynote speaker at CTAM annual conference, July 24-26 in Nashville.... The Discovery Channel has signed deal with Sears, Roebuck to run seven-week sponsorship of Global Releaf. Sears will marry its line of Craftsman lawn and garden products with environmental Releaf spots.



Key Hill staffers and cable and broadcast executives were on hand to view the Faroudja advanced television demonstration on Capitol Hill two weeks ago. L-r: David Leach, key aide to House Commerce Committee Chairman John Dingell (D-Mich.); Julius Barnathan, senior vice president, Capital Cities/ABC; Encore Chairman John Sie, former senior vice president, TCI, and Yves Faroudja, president, Faroudja Research Enterprises.



# WASHINGTON

## WIRELESS CONTEMPLATES THREE F'S: FIBER, FINANCING AND FREQUENCIES

*Those are top-of-mind topics for attendees at Washington seminar*

**A** year ago, wireless cable's future looked secure, save for the perceived competitive threat from DBS. Today that threat has faded, but the industry faces a future complicated by the spectre of telco entry, slow FCC processing of thousands of applications for the various wireless frequencies and a critical shortage of system financing. Those hurdles were among the chief topics of discussion at the Wireless Cable Association seminar held last Wednesday (May 22) in Washington.

Nevertheless, the industry is enjoying "some success stories" that many believe it desperately needs in its bid for a spot in the crowded marketplace.

As for DBS, the few times it was mentioned were captured in a comment from Phillips Credit Corp. President Walter Corcoran, who said there is "no [DBS] threat in the immediate future."

Telco entry and a national broadband (fiber optic network) delivering video, however, are prompting their share of furrowed brows. A future broadband network nearly took center stage due to Senator Conrad Burns' (R-Mont.) presence as the day's lunchtime speaker. Burns said the "national broadband networks go to the heart of our nation's ability to compete in future global markets." Although few could see how wireless would survive a telco program delivery world, Burns said "you in the wireless cable industry are a key to that future world."

Burns also praised the industry for its attempts to provide competition to cable: "I want to congratulate you on your success in proving to the American public [that] with competitive alternative wire-based cable industry, real inroads can be made [toward] a competitive market... I am bullish on the prospects of a future wireless cable business."

Indeed, the past year has been filled with "legislative victories" as well, said Paul Sinderbrand of Keck Mahin & Cate, who cited several legislative and regulatory changes that have reduced

many of the problems that had long faced the industry.

However, the last year has been less than stellar in terms of public perception due to the ongoing problems of Microband (still in bankruptcy, no new buyer and a recent court loss) and investigations by the Federal Trade Commission (and several state attorneys general) of

*Wireless operators  
have "a large  
opportunity to  
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consistent service."*

**-Robert Schmidt  
Wireless Cable Association**

so-called application mills.

Although the FTC lost in preliminary hearings against Applied Telemedia Engineering & Management Inc. (A-TEAM) three weeks ago, mills will continue to be scrutinized, an FTC attorney told BROADCASTING last week.

The mills have created a "processing nightmare" for the commission because thousands of applications were "dumped" on the FCC during the latter part of 1990 before a one-day filing window went into effect, said the FCC's Diane Hofbauer. In some cases, she said the commission is still processing applications filed under similar circumstances in 1983.

Hofbauer said the one-day filing window was intended to diminish the affect of application mills, which she said cause "a resource overload." Sinderbrand said the filing window assures that "the guy that [did] the leg work will get the license."

But there are at least two separate movements outside of the WCA and FCC to have the one-day window changed. One is led by Stephanie Bres-

lin, president of the United States Independent Microwave Association (USIMTA), and the other by former FCC attorney Brent Weingardt. USIMTA, which includes A-TEAM as a member, believes that a public resource allocated by lottery should be open to everyone. Weingardt said the FCC rules establishing the one-day filing window are inconsistent with FCC precedent and may not be in compliance with the Administrative Procedure Act. Several wireless observers believe this issue will ultimately be decided by the court.

One-day windows aside, Sinderbrand said there is still much to do on the regulatory front, including protecting wireless cable's spectrum. "We are engaged in a battle to protect our spectrum, we have to be very vigilant...the best way to protect it is to use it," he said.

Wireless is likely to be affected by the FCC's pending effective competition rulemaking. Nicholas Allard of Fox, Bennett & Turner, said we "can expect [the FCC's definition] not to have a real world impact on diminishing interest in [cable] legislation."

In addition to the real world threat posed by telco entry and the alleged ills wrought on the industry by application mills, system financing remains an imposing obstacle.

"We should cry over the lack of capital," said BPI's Ted Horton, who said properly financed wireless systems "should be able to get 10% of any market" presently served by cable. He defined properly financed as a system not likely to need refinancing or additional capital after system construction, marketing and programming has begun. "Can the money going in on day one get the job done?" he asked.

And WCA president Robert L. Schmidt said: "We have a technology that works [and] we have the product," but "this business has some unique financial considerations that make conventional lenders throw up their hands."

Lenders that want a venture that has

"seasoned management [that] has someone with cable experience...is market-specific with channel capacity locked up [and has a plan] to compete with cable," said Singer. Wireless operators have "a large opportunity to provide better, more consistent service" he said, and should not compete based on price alone. Singer also said would-be operators need to understand why systems, especially Microband, failed, and should have a strategy that shows how those mistakes will

not be repeated.

Corcoran said "lending has dried up," but may be improving. He said senior lenders look to see if would-be operators have solid management and sufficient equity. Beyond that, he said, lenders want to know if their system looks to a consumer like a traditional cable system but is priced properly, if programming contracts are lined up and if the operator has the "ability to handle any reaction from wounded cable opera-

tors." But "so far, cable has done very little," Horton said.

That too may change, because in years past wireless cable targeted rural areas and homes in populated areas not served by cable. That strategy, many at the seminar said, is a thing of the past. Venture capitalists are not interested in low growth systems, and Corcoran said he is "amazed at the number of subscribers local [wireless] operators have taken away" from cable. —PJS

## CONGRESS WARY OF HSN MUST-CARRY PUSH

**T**he Home Shopping Network's efforts to gain must-carry protection for its broadcast stations is drawing fire on Capitol Hill.

The subject of HSN and must carry has repeatedly cropped up at congressional hearings. Last week, the matter arose during an FCC reauthorization hearing before the Senate Communications Subcommittee.

Chairman Daniel Inouye (D-Hawaii) queried FCC Chairman Al Sikes as to whether HSN stations must adhere to the Children's TV Act as would any broadcast license. Sikes said "yes." Inouye then asked the FCC chairman if HSN stations are subject to such public interest obligations as the equal time provision. Again, Sikes said "yes."

Two weeks ago when the Senate Commerce Committee voted on S.12, a cable deregulation bill, Inouye promised to convene a hearing on the issue of HSN and must carry (BROADCASTING, May 20). Inouye, an aide said, has not taken a position on the matter.

Senator John Breaux (D-La.) appears to be leading the charge to keep HSN from acquiring must carry. It was his efforts to amend the must-carry section in S.12 that led to Inouye's commitment to hold a hearing. Under S.12, HSN stations could demand carriage on cable systems like any other broadcaster. (HSN is both a cable programmer and broadcast licensee.)

To Breaux it is a simple issue. He argues that HSN stations do not meet any public interest obligations and therefore should not be eligible for must carry. Indeed, during the reauthorization hearing, the senator said he could "not understand" how the FCC can award HSN licenses when it does not serve the public interest.

Sikes said the commission does not "ask prospective licensees how they are going to program a station." Breaux

then asked: "How does the broadcast of 22 hours of commercials meet the public interest?" The FCC chairman said it was something to be looked at during license renewal time.

Breaux's next question to Sikes was whether he would grant must carry to "that type of station." Sikes's reply was: "No...I wouldn't." But he added, "I wouldn't support a broad must-carry rule."

The subject also cropped up during a House Telecommunications Subcommittee hearing on broadcaster public interest obligations (BROADCASTING, May 20). And it will likely be addressed when the subcommittee holds a hearing next month on broadcaster-cable relations.

Much of the home shopping controversy can be attributed to HSN's chief competitor, QVC, which is a cable shopping network and has been working hard to elevate the issue of HSN and must carry. QVC hired Tom Ryan and Patrick C. (P.C.) Koch of Wunder, Ryan, Cannon & Thelen.

HSN is represented by Hector Alcalde, Barry Zorthian and John Rousselot of Alcalde & Rousselot. Rousselot is a former Republican congressman from California. Indeed, Rousselot is credited with obtaining must-carry protection for HSN in the cable bill the House Energy and Commerce Committee adopted last year.

Caught in the middle of the home shopping battle are broadcasters who have struggled for years to gain legislative passage of a new must-carry rule. The National Association of Broadcasters does not want to see must carry become embroiled in a larger debate over broadcasters' public interest obligations. Indeed, S.12 was amended to include a provision that would grant low-power stations must carry if they provide a "substantial" amount of local programming. As NAB President Eddie Fritts

told BROADCASTING: "The idea of having anything content-based on must carry gives us heartburn."

As for other issues raised during the reauthorization hearing, Inouye wanted to know if Sikes is keeping an "open mind" concerning the commission's proposal to relax its multiple ownership rules for radio. The FCC chairman said he believes "the rules need to be changed," but that he is "completely open" as to how they might be changed.

Inouye also asked when the agency would complete its "effective competition" rulemaking. Sikes said it would be finished June 13; something Inouye was pleased to hear because he said he would not seek a Senate vote on the cable bill until the FCC acts.

Senator Conrad Burns (R-Mont.) asked when the commission would finish its cable-telco proceeding. Sikes said by year's end. Senator Ted Stevens (R-Alaska) was dissatisfied with the FCC's fin-syn decision. He said it left the industries in a "quandary." Should the Congress "get into this?" Stevens asked. "I am not sure I would wish that on anybody," replied the FCC chairman.

Sikes requested reauthorization legislation for fiscal 1992-93 at funding levels of \$133.5 million and \$163.5 million, respectively. The agency is seeking a 15% increase for FY '92 and an additional \$30 million for FY '93.

In his testimony, Sikes defended the FCC's proposed user fee and its "attic-to-basement" review of commission broadcast regulations. Said Sikes: "I also want to stress that this review of radio broadcast rules is part of an overall FCC commitment to ensure a sound but adaptive communications regulatory environment—one which, while placing maximum reliance on competitive private enterprise, nevertheless also guarantees that important public values are safeguarded." —KM



# FCC READIES CHANGE IN SATELLITE TV RULES

**A**fter nearly four years of relative inactivity, and a recent admonishing from the U.S. Court of Appeals, the FCC may finally be ready to adopt new rules regarding satellite TV stations at its June 13 open meeting.

At issue is whether the FCC should set specific criteria for authorizing satellite TV stations or whether it should continue to approve or disapprove such stations on an ad hoc basis.

The FCC staff is reportedly leaning toward recommending criteria, although industry comment in the rulemaking overwhelmingly favored the ad hoc approach. The staff was hoping to finish work on its recommendation and have it on the desks of the commissioners this week.

Satellite TV stations are full power outlets that essentially rebroadcast the signal of a co-owned stations in the same market. Unlike translators or boosters, satellite stations are generally expected to comply with the commission's 5% local programming guideline.

The FCC today considers satellite TV requests (which came in the form of a waiver of the duopoly rule during the transfer of a license) on a case-by-case basis, using a variety of factors to determine if a grant is in the public interest.

A proceeding to set satellite TV criteria had lain dormant until the FCC denied Anchor Media's request to buy WAXA-TV Anderson, S.C., and operate it as a satellite to its WLOS(TV) Asheville, N.C.

Although the two stations operate in the same market, mountainous terrain prevents them from reaching the entire area. Initially, Pegasus Broadcasting, licensee of WJBF(TV) Augusta, Ga., filed a petition to deny the sale, but later removed its objection. The seller, Mary Kupris, the executrix of her late husband's estate, had been unable to sell the station to anyone but Anchor, which offered \$2 million.

The FCC denied the transfer because of significant signal overlap between the two stations and said such a grant would be an inefficient use of the spectrum (BROADCASTING, April 16, 1990).

The following August, the FCC revived the satellite TV rulemaking, broadening its scope to include the importance of signal overlap (and whether the overlap is more important in terms of population or area) and what constitutes "underserved."

At the time, the move was seen as pulling the rulemaking towards a new policy consistent with the FCC's action

in the WAXA case, despite the FCC's claims that the decision was in accord with previous decisions (BROADCASTING, Aug. 13, 1990).

Two weeks ago, the U.S. Court of Appeals remanded the WAXA case back to the FCC, saying it could not understand how the commission's denial of the transfer was in the public interest.

The court also ruled the FCC was

breaking with precedent in denying the request. In the future, it said, the "commission shall either adhere to governing precedents, or explain any departure from them with the requisite forthrightness and clarity."

Judge Laurence Silberman, speaking for the court in a concurring statement, said, "I rather hope we do not see this case again." —PJS

## NO TO NAME

**N**early three quarters of the American public (70%) disapprove of those news organization that released the name of the woman who was allegedly raped last March at the Kennedy's Palm Beach, Fla., estate, according to the monthly survey by the Times Mirror Center for The People and The Press.

What's more, the May 16-19 survey found the public believes the news organizations were motivated primarily by dollars. While 9% thought they released the name to remove the stigma attached to rape, 80% saw it as a ploy to sell papers or attract viewers. Among those that released the names were the *New York Times* and NBC News.

The most widely expressed view of the news was that there was too much coverage of the alleged rape. That opinion was expressed by 45% of respondents.

## FINDERS KEEPERS

**S**eizing the day, Contemporary Communications, a Fayetteville, Ga., broadcast consulting firm, has petitioned the FCC to grant preferences in comparative hearing for new FM broadcast stations to applicants who "find" channels for the stations. At the FCC open meeting last month, three commissioners—James Quello, Ervin Duggan and Sherrie Marshall—endorsed the idea of so-called "finder preference," and Mass Media Roy Stewart said his staff had begun preliminary work on a rulemaking aimed at creating one.

Pixie Waite, Washington attorney for Contemporary, said the petition had been in the works prior to the meeting, but its filing was pushed up to take advantage of the current interest among the commissioners. With the petition in hand, she said, the FCC may be able to move to a rulemaking a "little more quickly."

Today, if someone identifies a new FM channel and persuades the FCC to add the channel to the FM Table of Allotments, he or she must compete on equal footing in a comparative hearing with anybody else who happens to apply for the license to broadcast on the channel. A "finder's preference" would give the person who finds the channel a leg up on competing applicants.

## APPEAL WITHDRAWN

**T**he U.S. Court of Appeals in Washington accepted KQED Inc.'s motion to dismiss its appeal of the FCC's 1990 decision not to renew its license for noncommercial KQEC-TV San Francisco, removing the last regulatory impediment to Minority Television Project (MTP) taking charge of the station later this summer.

KQED board Chairman George Sarlo said the action "should not be construed as an admission" that FCC findings of misrepresentation against the former licensee "were correct; we simply need to move on." KQED will ask that the FCC allow it to operate the station until Aug. 30, or until MTP commences operation, and will negotiate an offer to MTP of KQEC transmission equipment which "will save them hundreds of thousands of dollars in startup costs," said KQED President Anthony Tiano. MTP said it seeks \$3 million to launch operations.

# PATRICK TO HEAD TIME WARNER SUBSIDIARY

*Former FCC chairman to lead company search for opportunities in nonbroadcast radio communications*

**F**ormer FCC Chairman Dennis Patrick and three other former agency officials who helped forge FCC broadcasting policy during the Patrick administration (1987-89) have reunited in a new Time Warner subsidiary aimed at exploiting opportunities in non-broadcast radio communications services.

Time Warner Telecommunications, as the new subsidiary will be known, will be headed by Patrick as chief executive officer and based in Washington.

According to Patrick, TWT is an outgrowth of the consulting he began for Time Warner shortly after leaving the FCC in August 1989. The work primarily comprised identifying new business opportunities—at home and abroad—that are springing from various government initiatives, he said.

Joining Patrick in the venture as chief operating officer is Lisa Hook, who was Patrick's legal assistant on mass media at the FCC. She will make the move to TWT from Time Warner's New York headquarters, where she has been a special adviser to Time Warner Vice Chairman Martin Payson.

Alex Felker, an HDTV consultant at the Washington law firm of Wiley, Rein & Fielding, who was chief of the Mass Media Bureau, will join TWT as vice president for technology. And Doug Minster, who joined Patrick in his consulting business and who was an attorney in the policy and rules division of



Dennis Patrick

the Mass Media Bureau, will serve as a "special adviser."

Patrick said he anticipates hiring two more people before the end of the year. After that, he said, the payroll will expand with the demands of the businesses TWT enters.

The enterprise will focus on spectrum-based common carrier and private radio communications services, which are becoming "increasingly important" and "increasingly valuable," Patrick said.

In addition to PCN or personal communications networks, Patrick said, TWT will also be exploring land-mobile services and cellular telephone.

"There are some synergies with what we are already doing," Patrick said. "It may be that cable systems will provide a very useful network for the microcells of PCN."

A PCN is a cousin of cellular telephone, requiring more "cells" for interconnecting calls, but promising smaller and cheaper receivers.

Time Warner has already received experimental PCN licenses that will allow TWT, working in conjunction with the Time Warner cable system, to conduct trials in New York; St. Petersburg, Fla., and Columbus and Cincinnati, both Ohio.

According to Patrick, Time Warner is also an applicant for new national and local land-mobile licenses the FCC is preparing to grant via lottery.

Patrick stressed TWT's ambition is to become an operating company. "This is not just a think tank," he said. "We are in the business of conceptualizing and executing."

He also stressed that despite the backgrounds of the officers, TWT did not intend to become directly involved in lobbying the FCC. To the extent TWT has something to say about FCC policies, he said, it will be said through TWT's current Washington representatives and communications attorneys.

Patrick said it is "inappropriate to talk money," but that Time Warner is "firmly committed" to TWT. —MAJ

## WASHINGTON WATCH

### GANNETT'S WASHINGTON QUESTION

Gannett's proposed purchase of five suburban Washington, D.C., dailies from the Times Journal Co. raises the question of how it intends to comply with the FCC prohibition against companies owning daily newspapers and broadcast stations in the same market. Gannett already owns WUSA(TV) Washington.

The answer is not forthcoming from Gannett. A spokeswoman said the company has not "decided on a course yet," declining comment on speculation Gannett would cut back the frequency of the papers so

the crossownership ban would no longer apply. (The rules define a "daily" paper as one that publishes four or more times a week.)

Gannett is under no time pressure to decide what to do. According to Mass Media Bureau Chief Bill Johnson, the rules give companies one year from the day the deal is closed or until the next renewal date of the broadcast station to comply with the rules.

Gannett is familiar with the grace period built into the rules. Among the assets acquired in its 1986 purchase of the Evening News Association was the daily *Detroit News*. Because Gannett already owned WCZY-AM-FM Detroit,

Gannett knew it would have to sell either the paper or the combo. But because the stations' licenses were not up until October 1989, it had until then to spin them off.

The Gannett-Times Journal deal also includes printing facilities, which some believe are the Journal's principal assets, and 10 weeklies.

### SPECTRUM MOVE

The House Energy and Commerce Committee passed a spectrum reallocation bill last week that would transfer 200 mhz of government spectrum to private use. It would permit expedited reallocation of 30 mhz.



# BUSINESS

## VOX POPULI ON THE FATE OF TVB

**B**ROADCASTING surveyed figures from the Fifth Estate and beyond about the problems facing the Television Bureau of Advertising. As reported in BROADCASTING May 20, TVB is facing a budget shortfall and declining membership and is considering several options to increase revenue that may include a back-end merger with another association.

*Dan Sullivan, president and chief operating officer, Clear Channel Communications:* "TVB historically has served a purpose for our needs, and it doesn't

and sending people all over the country for meetings becomes more and more burdensome on stations. If you can consolidate and have multiple functions at one meeting it may be cost efficient in terms of travel, registration and rooms. It could streamline some of these functions under an umbrella that might be the National Association of Broadcasters. It's not just the TVB [having problems], it is many of the organizations throughout our industry."

*Peter Desnoes, managing partner, Burnham Broadcasting:* "There is no

are tough not only at TVB, but in a lot of markets, and when you are under the gun to continue providing returns to stockholders, you have to do things like cancel out of organizations. Station managers are facing having to cut to a point where they can show a profit, and associations are seen only in the short term. Our group supports them, but when it comes to the lifeboat, some things you have to throw out. You may not want to, but you have to."

*Steven Heyer, senior vice president and managing partner, Booz Allen & Hamil-*



Dan Sullivan



Gary Chapman



Peter Desnoes



Jerry Holley



Steven Heyer

serve that purpose any longer. Our perspective is that it is an affiliate-driven organization. [Clear Channel owns six independent stations]. Also, its focus is on national sales to a large degree, and our time is directed at local sales. The TVB focuses on television being a more powerful medium than radio or newspaper. Those national dollars are going to barter and network before going to spot. Our focus has to be more of a local franchise perspective than national, and the TVB does not serve that well and when it has served it we feel it has an affiliate skew to it."

*Gary Chapman, president, television group, LIN Broadcasting:* "We hope during the next three months to invite [TVB President] Jim Joyella to a new business development meeting we are having and have him bring us up to speed on what is going on there. In various degrees we have been non-members and members for three years. Since then, there have been quite a few changes. A major problem is that we don't see the revenue base expanding,

doubt there is a job to be done. Certain decisions [like joining TVB] you make for the long term. In fact, the direction TVB is taking is more than ever one of deferred gratification. That may be both the right decision and a significant problem, none the less, for TVB. It has contracted its staff to concentrate on generating business, but the decision to simultaneously not service TV stations as it had in the past may have led some to the mistaken conclusion that there are no immediate benefits to being part of TVB. That is short-sighted."

Regarding a merger with another association, Desnoes said: "It is a new idea for me and I don't see what the synergies are with a NATPE or a BPME, nor am I sure it solves problems. People still have to be convinced that they are getting something for their investments. The NAB is deferring dues increases and obviously is concerned about defection from stations feeling pressure from spiraling dues."

*Jerry Holley, vice president, broadcasting, Stauffer Communications:* "Times

and consultant to the merger of the American Newspaper Publishers Association and the Newspaper Advertising Bureau: "There are a number of associations with overlapping memberships that have a set of services that are non-proprietary and not fundamental in the delivery of value to the members. Those should be done in the most cost-effective way as possible when associations find themselves with more costs than they can handle. Putting marketing associations and non-marketing associations under the same infrastructure provides all the benefits without taking away the fundamental mission of the association. That is just good business."

"It is right [for members] to ask whether they are getting value. All these associations are under pressure and rightly so. However, in no time in the history of television or newspapers is there a greater need or shorter supply of smart marketing answers. Withdrawing from what may be your future is stupid. Much more appropriate is to create a new standard and ask associations to perform to that standard." —#

# CHANGING HANDS

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

**WVSB-TV West Point (Columbus-Tupelo), Miss.** □ Sold by Venture Systems Inc. to Love Communications Co. for \$1.65 million. Seller is headed by John Dyer and has no other broadcast interests. Buyer is

headed by James S. Love III and Robert R. O'Brien Jr. Love has interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and Sunshine Television Inc., licensee of KDRV(TV) Medford and

**KDKF(TV) Klamath Falls, both Oregon.** WVSB-TV is ABC affiliate on ch. 27 with 2,000 kw visual, 200 kw aural and antenna 180 feet above average terrain.

**WKBK-AM-FM Keene, N.H.** □ Sold by Radio Keene Inc. to Roberts Communications Inc. for \$850,000. WKBK(AM) was purchased in 1975 for \$277,000. Seller is headed by Harold H. Segal (71.4%) and Talbot R. Hood (28.6%) and has no other broadcast interests. Buyer is headed by Cynthia Roberts (51%) and Scott Roberts (49%), mother and son. Scott Roberts is former GM at WIGI(FM) Naples, Fla., and will manage WKBK. Stations simulcast news-talk format. WKBK(AM) is on 1120 khz with 1 kw day. WKBK-FM is on 98.7 mhz with 6 kw. *Broker: New England Media Inc.*

**KIZN(FM) Boise, Idaho** □ Sold by Mary Lake Communications of Idaho Inc. to West Group Broadcasting Corp. for \$650,000. Station was purchased in 1984 for \$400,000 ("Changing Hands," Oct. 22, 1984). Seller is subsidiary of Mary Lake Communications Inc., headed by John C. Culpepper III, and has interests in WTBB(FM) Bonifay, Fla. Buyer, headed by Paul Meacham and Richard M. Reider, is general partner of West Group Broadcasting Ltd., licensee of KFSB(AM)-KIXQ(FM) Joplin, Mo. Meacham owns Eagle Marketing, promotional marketing firm. Reider is venture capitalist. KIZN has country format on 92.3 mhz with 100 kw and antenna 2,500 feet above average terrain.

**WXJO(FM) Bethalto (St. Louis), Ill.** □

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### PROPOSED STATION TRADES

*By volume and number of sales*

Last Week:

AM's □ \$864,171 □ 5

FM's □ \$1,214,000 □ 4

AM-FM's □ \$1,390,500 □ 4

TV's □ \$1,650,000 □ 1

Total □ \$5,118,671 □ 14

Year to Date:

AM's □ \$29,543,218 □ 97

FM's □ \$75,866,705 □ 100

AM-FM's □ \$119,079,908 □ 82

TV's □ \$248,199,000 □ 34

Total □ \$472,688,831 □ 313

For 1990 total see Jan. 7, 1991 BROADCASTING.



## CABLE NETWORKS TRY TO IMPROVE RELATIONSHIPS WITH ADVERTISING AGENCIES

*With advertisers expected to spend less, procedures in buys take on greater importance, CAB task force working on smoothing out problems*

**W**ith advertisers expected to take advantage of opportunistic pricing from ABC, CBS, NBC and Fox in this year's upfront marketplace, possibly to the detriment of syndication and cable, cable network sales executives and media buyers at advertising agencies are working on improving relationships between the two, which have been somewhat strained over the last few years.

The frustration between cable networks and media buyers stems from the way cable networks process and deliver buys and the way the agencies would like them to process and deliver buys. In a recent speech, Betsy Frank, senior

vice president, Saatchi & Saatchi DFS-Compton, told cable executives: "Five and 10 years ago, the cable networks made a point of hiring people who had non-network backgrounds, claiming that selling cable would be more like selling magazines than television. That may have been true in the 80's, but in the 90's cable is not a special, separate medium, but is evaluated as part of the national television mix by the same people who evaluate network television."

It was the practice of conducting cable buys differently than network buys that has led to frustration. "The basic problem is communication between the cable networks and the agencies," said David

Sold by Bethalto Broadcasting Corp. to TS Acquisitions Ltd. for \$650,000. Price includes \$150,000 noncompete covenant. Seller is headed by Robert Howe and has interests in Horizon Broadcasting, licensee of WRYT(AM) Edwardsville, Ill. Buyer is headed by Robert Cox and John B. Parker, and has no other broadcast interests. WXJO has children's programming format on 95.5 mhz with 6 kw and antenna 300 feet above average terrain.

WECY-AM-FM Seaford (Salisbury-Ocean City, Md.), Del. □ Sold by Beach Broadcasting Inc. to South Jersey Radio Inc. for \$520,000 cash; includes assumption of some liabilities. Seller is headed by Don Crisp, who also owns WBEJ(AM) Elizabethton, Tenn. Buyer is headed by Howard L. Green (50%) and Donald M. Simmons (50%), and also owns WOND(AM)-WMGM(FM) Atlantic City and WTYO(AM) Hammonton, both New Jersey; WMGM-TV Wildwood, N.J., and WENY-AM-TV and WLEZ(FM) both Elmira, N.Y. WECY(AM) has easy contemporary format on 1280 khz with 1 kw day and 250 w night. WECY-FM has easy contemporary format on 98.3 mhz with 3 kw and antenna 328 feet above average terrain. Broker: Kozacko-Horton Co.

WRXJ(AM) Jacksonville, Fla. □ Sold by Hoker Broadcasting to Panamedia of Jacksonville Inc. for \$425,000. Price includes \$200,000 cash. Seller is headed by Jay Hoker and is licensee of WCRJ-FM Jacksonville, Fla.; WMLX(AM) Florence (Cincinnati), Ky.; WDFX(FM) Detroit (sold, pending FCC approval); KCFX(FM) Harrisonville (Kansas City), Mo., and WOFX(FM) Fairfield (Cincinnati), Ohio. Buyer is headed by Susan Goldsmith and Carol Goldberg, New York-based businesswomen; this is their first broadcast acquisition. WRXJ is fulltimer with oldies format on 930 khz and 5,000 watts. Broker: Media Venture Partners.

WMKO(FM) Millen, Ga. □ Sold by Radio Millen Broadcasting Co. to WMKO Radio Inc. for \$410,000. Price includes \$75,000 cash at closing and balance on terms. Seller is headed by Jerry Kiefer and Bryan Tolby and has no other broadcast interests. Buyer is headed by Hugh Wheeler, former radio station owner whose last stations, WBLR(AM)-WKWQ(FM) Batesburg, S.C., sold for \$1.033 million in 1987. WMKO has country format on 94.9 mhz with 16.1 kw and antenna 420 feet above average terrain. Broker: The Thorburn Co.

KJWL(FM) Georgetown (Austin), Tex. □ CP sold by Williamson County Communications Inc. to KJWL Associates for \$400,000 cash. Seller is headed by C. Noel Luper, and has no other broadcast interests. Buyer is headed by Richard D. Rees (50%) and Eric E. Slaymaker (50%). Rees is sole owner of Rees Broadcasting Inc., which has application pending against renewal application for licensee of KJQN-FM Ogden, Utah. KJWL is on 107.7 mhz with 3 kw and antenna 328 feet above average terrain.

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# FOCUS ON FINANCE

Media stocks were mixed for week ending last Wednesday, during which market indices were up roughly 2% for larger capitalization issues and less than that for smaller stocks. Most noticeable move was by Orion Pictures, down 33% to \$6, after announcing proposal to restructure debt and after reporting disappointing financial results. Both United Artists Entertainment (UAECA) and Tele-Communications Inc., which has made tender offer for outstanding UAECA

stock, were up slightly, while rights (TCOMR) associated with UAECA were roughly flat. Clear Channel was up 1, to \$15, during week in which group owner announced 1.5 million share offering whose proceeds would be used for "investment opportunities." Non-management shareholder plans to sell 250,000 shares at same time. Meredith recently announced plans to repurchase one million shares of common stock. Dick Clark Productions last week increased 1, to 6 1/2.

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 May 22	Closing Wed May 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## BROADCASTING

<b>A</b> (BHC) BHC Comm.	54	1/4	55	3/8	- 1 1/8	- 02.04	-6	1,559
<b>N</b> (CCB) Cap. Cities/ABC	445	1/2	446	3/4	- 1 1/4	- 00.28	17	7,487
<b>N</b> (CBS) CBS Inc.	153	1/2	153	3/4	- 1/4	- 00.17	68	2,034
<b>A</b> (CCU) Clear Channel	15	1/4	14		1 1/4	08.92	-233	80
<b>O</b> (JCOR) Jacor Commun.	2	7/8	2	7/8		00.00	-3	28
<b>O</b> (OSBN) Oshorn Commun.	7	3/4	8	1/2	- 3/4	- 08.82	-10	54
<b>O</b> (OCOMA) Outlet Comm.	9		9			00.00	-13	58
<b>N</b> (PL) Pinelands	13	7/8	14	5/8	- 3/4	- 05.13	-39	249
<b>A</b> (PR) Price Commun.		7/16	7/16			00.00	133	7
<b>O</b> (SCRP) Scripps Howard	41	3/4	42		- 1/4	- 00.60	18	
<b>O</b> (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-16	5
<b>O</b> (TLMD) Telemundo	4		3	1/2	1/2	14.28	-1	79
<b>O</b> (UTVI) United Television	30	1/8	29	3/4	3/8	01.26	3	323

## BROADCASTING WITH OTHER MAJOR INTERESTS

<b>N</b> (BLC) A.H. Belo	31		30	1/2	1/2	01.63	23	571
<b>A</b> (AK) Ackerly Comm.	2	7/8	3	1/8	- 1/4	- 08.00	-2	48
<b>N</b> (AFL) American Family	23	1/4	21	3/4	1 1/2	04.59	14	1,771
<b>O</b> (ACCMA) Assoc. Comm.	32	1/2	33		- 1/2	- 01.52	57	615
<b>N</b> (CCN) Chris-Craft	27	7/8	27	7/8		00.00	11	718
<b>O</b> (DUCO) Durham Corp.	30	1/2	30	3/4	- 1/4	- 00.82	15	260
<b>N</b> (GCI) Gannett Co.	41	7/8	41	3/4	1/8	00.29	18	6,637
<b>N</b> (GE) General Electric	72	5/8	70	7/8	1 3/4	02.46	14	61,882
<b>O</b> (GACC) Great American	115/16		2		- 1/16	- 03.13		71
<b>A</b> (HTG) Heritage Media	4	3/8	4	3/8		00.00	-5	197
<b>N</b> (JP) Jefferson-Pilot	44		42	7/8	1 1/8	02.62	9	1,480
<b>N</b> (LEE) Lee Enterprises	29	3/4	29	5/8	1/8	00.42	15	683
<b>N</b> (LC) Liberty	41	1/4	40	1/4	1	02.48	13	315
<b>O</b> (LINB) LIN	64	1/2	63	1/4	1 1/4	01.97	-14	3,249
<b>N</b> (MHP) McGraw-Hill	60	1/8	61	1/8	- 1	- 01.64	17	2,990
<b>A</b> (MEGA) Media General	18	3/4	20		- 1 1/4	- 06.25	20	517
<b>N</b> (MDP) Meredith Corp.	29		28	1/8	7/8	03.11	15	487
<b>O</b> (MMEDC) Multimedia	27	5/8	27	1/8	1/2	01.84	19	938
<b>A</b> (NYTA) New York Times	23	1/8	22	1/8	1	04.51	31	1,709
<b>N</b> (NWS) News Corp. Ltd.	12	7/8	12	3/4	1/8	00.90	8	3,422
<b>O</b> (PARC) Park Common.	15		14	1/4	3/4	05.26	16	294
<b>O</b> (PLTZ) Pulitzer Pub.	25	3/4	25		3/4	00.98	24	261
<b>O</b> (SAGB) Sage Bcsg.	1	3/8	1	1/4	1/8	01.10	-1	4
<b>O</b> (STAUF) Stauffer Comm.	116		116			00.00	48	144
<b>N</b> (TMC) Times Mirror	29	1/8	28	3/4	3/8	01.30	23	3,693
<b>N</b> (TRB) Tribune Co.	46	1/4	45	7/8	3/8	02.49	32	2,943
<b>A</b> (TBSA) Turner Bcstg.'A'	12	3/4	13	5/8	- 7/8	- 06.43	-32	2,033

	Closing Wed May 22	Closing Wed May 15	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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<b>N</b> (WPO) Washington Post	215		219	1/2	- 4 1/2	- 02.06	17	2,607
<b>N</b> (WX) Westinghouse	26	7/8	26	1/2	3/8	01.41	49	7,672

## PROGRAMING

<b>O</b> (IATV) ACTV Inc.	2	1/2	2	1/2		00.00		2
<b>O</b> (AACI) All American TV	1	1/2	1	1/2		00.00		2
<b>N</b> (CRC) Carolco Pictures	7		7	3/8	- 3/8	- 05.09	15	198
<b>O</b> (DCPI) dick clark prod.	6	1/2	5	1/2	1	18.18	28	45
<b>N</b> (DIS) Disney	120	5/8	118	3/8	2 1/4	01.90	20	15,378
<b>A</b> (FE) Fries Entertain.		3/4		3/4		00.00		3
<b>A</b> (QHHE) Heritage Ent.		11/16		11/16		00.00		5
<b>N</b> (HISN) Home Shop. Net.	5	3/4	5	3/8	3/8	06.97	19	468
<b>O</b> (IBTVA) IBS	1	1/8	1	1/8		00.00	14	3
<b>N</b> (KWP) King World	34	1/8	32	1/8	2	06.22	13	1,216
<b>O</b> (KREN) Kings Road Ent.		5/16		3/16	1/8	66.66	-1	1
<b>N</b> (MC) Matsushita	120	1/4	120		1/4	00.20	15	249,628
<b>A</b> (NNH) Nelson Holdings		3/4		15/16	- 3/16	- 20.00		3
<b>O</b> (NNET) Nostalgia Net.		11/16		23/32	- 1/32	- 04.34		3
<b>N</b> (OPC) Orion Pictures	7		8	7/8	- 1 7/8	- 21.13	-20	199
<b>N</b> (PCI) Paramount Comm.	37	3/4	37	3/4		00.00	19	4,441
<b>N</b> (PLA) Playboy Ent.	6		6	1/8	- 1/8	- 02.05	68	113
<b>O</b> (QNTXQ) Qintex Ent.		1/8		1/8		00.00		26
<b>O</b> (QVCN) QVC Network	9	1/4	9		1/4	02.77	-9	157
<b>O</b> (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-16	85
<b>O</b> (RPICA) Republic Pic.'A'	8	1/2	9	1/4	- 3/4	- 08.11	54	39
<b>A</b> (SP) Spelling Ent.	4	7/8	5		- 1/8	- 02.50	35	165
<b>O</b> (JUKE) Video Jukebox	6	1/2	6	3/4	- 1/4	- 03.71	-51	71
<b>O</b> (WONE) Westwood One	2	5/8	2	5/8		00.00	-1	39

## CABLE

<b>A</b> (ATN) Acton Corp.	4	7/8	5		- 1/8	- 02.50		7
<b>O</b> (ATCMA) ATC	44		43	3/4	1/4	00.57	37	4,771
<b>A</b> (CVC) Cablevision Sys.'A'	27	1/4	28		- 3/4	- 00.13	-2	626
<b>A</b> (CTY) Century Comm.	9	1/4	9	1/2	- 1/4	- 03.64	-9	668
<b>O</b> (CMCSA) Comcast	16	3/8	16	3/8		00.00	-10	1,892
<b>A</b> (FAL) Falcon Cable	8	3/4	8	7/8	- 1/8	- 01.41	-4	56
<b>O</b> (JOIN) Jones Intercable	11	1/4	11	1/2	- 1/4	- 02.18	-3	137
<b>N</b> (KRD) Knight-Ridder	53	1/2	54		- 1/2	- 00.93	19	2,670
<b>T</b> (RCIA) Rogers'A'	12		12			00.00	-17	349
<b>O</b> (TCAT) TCA Cable TV	16	3/8	16	1/4	1/8	00.76	67	397
<b>O</b> (TCOMA) TCI	16		15	3/8	5/8	04.06	-18	5,503
<b>N</b> (TWX) Time Warner	119		117	1/2	1 1/2	01.27	-8	6,753
<b>O</b> (UAECA) United Art.'A'	15	1/8	14	5/8	1/2	03.41	-11	2,054
<b>A</b> (VIA) Viacom	30	1/4	29	7/8	3/8	01.25	-42	3,188



Cassaro, senior vice president, advertising sales, E! Entertainment Television. The language of spot television, Cassaro said, is what is spoken in the traffic departments at the cable networks while agencies speak the language of the broadcast networks. The CableTelevision Advertising Bureau recently formed a task force to improve relationships between agencies and networks, and one of the first things the task force did was issue a glossary of terms so everyone could speak the same language.

While speaking the same language will improve the current situation, an even bigger issue of concern to the advertising community is the preemption of spots. Said Cassaro: "In a [national] spot buy, it is commonplace for the spots to be preempted with the advertisers being told after the fact. Many cable networks do that and they should not. The big three never do that." One reason for the practice, Cassaro said, is that the traffic staff comes out of spot and that experience "runs opposite of what media buyers do." Cassaro said he expects the problem of preemptions to be corrected by the fourth quarter of this year.

Other factors hindering the relationship between cable networks and agen-

cies, according to Frank, include controlling inventory so advertisers are not locked out of programs they have purchased; issuing contracts immediately after a purchase has been agreed upon; keeping buyers current with changes in program schedules and getting approval before implementing any makegoods, upgrades or bonus spots.

Many of the problems mentioned above stem from the paperwork that flows between cable networks and agencies. Said Cassaro: "Everytime one change occurs, a completely revised contract is sent out that may not show what change occurred. We are advocating simply a one-line revision in the contract showing why and how the ad was moved, and that will make for a clear paper trail to figure out discrepancies."

Ultimately, the CAB task force plans to introduce an electronic data interchange that will remove most of the paperwork. Rick Sirvaitis, executive vice president, TBS ad sales, said the goal of electronic data interchange is to standardize everything so the cable networks can track spots the way the agencies want them to and end the paperwork. Sirvaitis said that "every single software supplier is involved" in devel-

oping an electronic data interchange.

Pre-screening cable programs is also becoming more of a concern to advertisers. As one industry executive put it: "An advertiser sometimes finds its ads airing in the same episode of *Moonlighting* or *L.A. Law* that it pulled out of when the episode was airing on the broadcast networks." With more made-for-cable movies appearing and more network shows bypassing syndication, this is a problem that is growing. Some advertisers, said one cable network executive, are forcing this as an issue. Resolving it may just increase the paperwork the CAB task force is trying to reduce or create even more work for the people who screen shows for advertisers.

In her speech to cable executives, Frank summed up what to look for in this year's upfront: "If dollars are more limited, and therefore required to work harder, then all three alternatives (network, syndication and cable) must compete head-to-head on a level playing field without any 'special case' exceptions." "Cable," she added, "of course, has been the classic 'special case' from day one." It would appear that the cable networks' efforts to improve relationships with advertisers and media buyers is a wise one. —JF

## STOCK INDEX (CONT.)

	Closing Wed May 22	Closing Wed May 15	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)	
<b>N</b> (MMM) 3M	89	1/8 87	3/4	1 3/8	01.56	15 19,290	
<b>N</b> (ARV) Arvin Industries	22	1/4 21	5/8	5/8	02.89	16 406	
<b>O</b> (CCBL) C-Car Electronics	5	3/4 6		1/4	-05.34	600 27	
<b>O</b> (CTEX) C-Tec Corp.	15	1/2 15	3/8	1/8	00.81	-19 253	
<b>N</b> (CHY) Chyron	11/16	5/16	3/8		220.0	-1 7	
<b>A</b> (COH) Cohu	10	1/8 10	1/4	- 1/8	-01.22	8 20	
<b>N</b> (EK) Eastman Kodak	41	40	7/8	1/8	00.30	18 13,269	
<b>N</b> (HRS) Harris Corp.	25	1/8 24	3/4	3/8	01.51	35 962	
<b>N</b> (IV) Mark IV Indus.	11	1/4 11	1/2	- 1/4	-02.18	6 164	
<b>O</b> (MATT) Matthews Equip.	3	5/8 3	5/16	5/16	09.43	165 19	
<b>O</b> (MCDY) Microdyne	10	3/4 9		1 3/4	19.44	-13 36	
<b>O</b> (MCOM) Midwest Comm.	29/32	29/32			00.00	2 2	
<b>N</b> (MOT) Motorola	65	3/8 62	3/4	2 5/8	04.18	16 8,264	
<b>A</b> (PPD) Pico Products	11/16	11/16			00.00		2
<b>N</b> (SFA) Sci-Atlanta	13	3/4 14		- 1/4	-01.71	9 316	
<b>N</b> (SNE) Sony Corp.	43	3/8 43	3/4	- 3/8	-00.86	21 14,521	
<b>N</b> (TEK) Tektronix	20	7/8 21	3/8	- 1/2	-02.34	-19 623	
<b>N</b> (VAR) Varian Assoc.	41	5/8 44	3/4	- 3 1/8	-06.99	101 847	
<b>O</b> (WGNR) Wegener	1	1/2 1	1/2		00.00	3 10	
<b>N</b> (ZE) Zenith	6	3/4 6	3/4		00.00	-2 196	

	Closing Wed May 22	Closing Wed May 15	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
<b>O</b> (AFTI) Am. Film Tech.	5	5/8 5	7/8	- 1/4	-04.26	63
<b>O</b> (BSIM) Burnup & Sims	7	1/2 8		- 1/2	-06.25	-24 100
<b>A</b> (CLR) Color Systems	3	3/4 3	3/8	3/8	11.11	-4 35
<b>N</b> (CQ) Comsat	28	5/8 29		3/8	-01.45	-32 542
<b>N</b> (CDA) Control Data	11	11	5/8	- 5/8	-08.79	96 494
<b>N</b> (DNB) Dun & Bradstreet	46	1/2 46		1/2	01.08	16 8,216
<b>N</b> (FCB) Foote Cone & B.	25	1/8 24	3/8	3/4	03.08	11 266
<b>O</b> (GREY) Grey Adv.	141	1/2 141		1/2	00.35	12 159
<b>O</b> (IDBX) IDB Commun.	7	3/4 8		- 1/4	-03.13	72 50
<b>N</b> (IPG) Interpublic Group	41	3/4 44		- 2 1/4	-05.12	7 1,533
<b>N</b> (OMC) Omnicom	29	3/8 28	1/2	7/8	03.07	14 798
<b>O</b> (RTRSY) Reuters	42	5/8 42	1/4	3/8	00.88	14 18,326
<b>N</b> (SAA) Saatchi & Saatchi	1	1/8 1		1/8	12.50	158
<b>O</b> (TLMT) Telemation	1/4	1/4			00.00	1
<b>O</b> (TMCI) TM Century	5/16	11/32		- 1/32	-09.09	6
<b>A</b> (UNV) Unitel Video	8	7/8 8	7/8		00.00	11 13
<b>O</b> (WPPGY) WPP Group	6	6			00.00	2 246
Standard & Poor's 400	448.31	438.51	+9.8	+2.2		

# SATELLITE

## FOOTPRINTS

**Hughes DBS wants access answer.** Resolution of the cable program access question must come soon if direct broadcast satellite (DBS) proponent Hughes Communications is to present a clear DBS business plan to companies it is now courting, a Hughes executive told Media Institute luncheon attendees in Washington.

Since the breakup of its original Sky Cable partnership earlier this year, Hughes' discussions with a number of U.S.-based companies have neared a serious level, said Jim Ramo, vice president of DBS services for Hughes.

But as cable legislation—including language addressing DBS access to cable programming—was gaining steam on Capitol Hill, Ramo said cable's "de facto exclusivity" over its programming "will probably have to be dealt with pretty soon, probably by law," if Hughes is to know whether to develop a cable competitive or cable complementary business for a first-quarter 1994 launch.

Hughes continues to seek a partnership with companies large enough to capitalize the whole \$500 million to \$1 billion venture, he told BROADCASTING, adding, however, that it also seeks to avoid difficulties encountered in the first round, when it matched companies each "used to calling its own shots."

Ramo said faith in the technology and in a high-power, very small antenna DBS market remains high. The "tough nut" has been structuring a deal, he said, adding that Hughes believes it can crack that nut with strategic partners whose roles can be more narrowly cast than could be managed with diversified media companies such as News Corp., NBC or Cablevision Systems.

Recent "hype" from the cable industry over its ability to expand channel capacity with video compression, he said, is a factor Hughes has known since it began developing Sky Cable. Costs, he noted, will accrue to cable operators, and how many can or will afford it, and how quickly, remains uncertain.

**Delta dawn.** This Wednesday, May 29, GE Americom and Alaska's long distance carrier, Alascom Inc., hope to see a McDonnell Douglas commercial launcher, the Delta II, carry their jointly owned Satcom C-5 satellite safely into orbit. C-5 customers are to include the major U.S. radio networks, Dow Jones, IDB and NASA.

**Zoning relief notice.** Interested parties have until July 12 to file comments with the FCC on the Satellite Broadcasting and Communications Association's petition for increased intervention against local zoning laws that restrict the use of home satellite and other antennas. The SBCA asked that the FCC (1) clarify that its existing rules preempt local laws that effectively ban antennas; (2) specify which kinds of local regulations are unreasonable; (3) establish an emergency relief procedure to enforce its preemption; (4) initiate a rulemaking to govern the issue of cease and desist orders, and (5) institute an expedited timetable for cease and desist action against local authorities in zoning preemption cases. Replies to comments will be due Aug. 12.

**Big dish, good signal.** By the end of the month, Atlantic Satellite Communications Inc. will add a refurbished 11-meter C-band up- and downlink antenna to its Northvale, N.J., facility. Interconnected via digital fiber and microwave to a co-owned Waterfront Communications network switching hub in Manhattan, the dish, said ASCI, will create additional access for domestic syndication, network and newsgathering satellite transmission.

**Sticking with the qualifiers.** Both foreign and domestic television clients have tapped Keystone Communications to deliver satellite backhaul of the Indianapolis 500 auto race. Favorite sons in Albuquerque, N.M. (the Unsers) have both KOAT(TV) and KGGM(TV) there covering time trials and parade activities. And Sao Paulo-based TV Bandeirantes is following Brazilian racer Emerson Fittipaldi.

Transmission of The NBA playoffs has also proved a boon to Keystone's business this spring. Twelve of 16 teams that entered the postseason, and seven of the final eight, use Keystone for space segment and backhaul transmission services. Dedham, Mass.-based Videocom Satellite Associates provided 36 hours of C-band transmission services for ABC-TV's coverage of the 117th Kentucky Derby.

**Atlantic coast connections.** Boston-based Great American Telecommunications Services has won a contract to deliver commercial television spots for Charlotte, N.C.-based Raycom Sports and Entertainment's Baseball Network. Great American will handle playback, uplink, duplication, coordination and space segment for Raycom, whose affiliates include superstations WTBS(TV) Atlanta and KTLA(TV) Los Angeles.

Great American also won another contract to deliver up to 1,000 hours of Ku-band space segment distance learning programming for the Commonwealth of Virginia's college and university satellite networks.

**Direct to video store.** GTE Spacenet will lease one GStar IV Ku-band transponder through the end of 2003 (the estimated end of the satellite's life) to Video News Network, which "sometime this summer" plans to launch 18 hours per day of entertainment news and promotional video to home video retailers nationwide. The deal was valued at more than \$10 million.

VNN President Allan Lord, whose weekly half-hour *Inside Video This Week* was in broadcast syndication until last year, said VNN will produce half-hour "CNN-like" entertainment news as part of three-hour segments to repeat throughout the day. Lord said the ad-supported service could be edited for syndication or strip. VNN said it has deals with major and independent film studios to provide it with home video release trailers. Washington-based Radiation Systems Inc. is the likely provider of a Ku ground segment to end users, whose inquiries added up to 30,000 downlinks as of last week, said Lord.



# HUGHES EXCELLENCE



*Hughes Communications' satellite replacement program ensures C-band capacity well into the 21st century.*

At Hughes Communications, we give you the most advanced technology and we back it with the most comprehensive service available in satellite communications.

That's the Hughes commitment to excellence.

Our C-band fleet, led by our Galaxy satellites, has earned a reputation as the premiere cable satellite system in orbit today. In addition to our cable and broadcast services, our audio services have taken a leading role in the industry.

Coupling sound engineering with a team of dedicated professionals, we ensure the quality

and continuity of our customers' transmissions, 24 hours a day, 365 days a year.

We are providing even further protection for our Galaxy/Westar customers with Galaxy VI, our in-orbit satellite spare. In fact, long after the turn of the century, we will continue to deliver the level of excellence in satellite communications services that our customers have come to expect of us.

Hughes Communications. Our commitment to excellence will continue to make ideas happen — well into the 21st century.



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WE MAKE IDEAS HAPPEN.®



# TECHNOLOGY

## FCC'S VISION FOR HDTV COMES UNDER ATTACK

*Commission's emphasis on broadcast system is challenged at House hearing by telco and computer interests who say future lies in fiber optics*

**R**epresentatives of the computer and telephone industries last week attacked the FCC and its advisory committee on advanced television service for stressing the development of a broadcast high-definition transmission system rather than a system optimized for fiber optic transmission. FCC Chief Scientist Tom Stanley responded by inviting those industries to participate in the advisory committee and hasten the development of digital interfaces for broadcast, fiber and computer technologies.

The likely level of compatibility the FCC's HDTV transmission standard will have with other digital technologies was raised during the second of two hearings on fiber and HDTV systems called by Tim Valentine (D-N.C.), chairman of the House Technology and Competitiveness Subcommittee last Tuesday (May 21).

"The [HDTV transmission] debate thus far has been between warring entertainment factions, each of which fears for the loss of its already declining pre-eminence rather than planning effectively for what is undoubtedly a digital future. Technological progress is inevitable, if not always desirable," said Kenneth L. Phillips, professor of

telecommunications, New York University. Phillips is also chairman for legislative affairs of the Committee of Corporate Telecommunications Users, which he described as "a group of very large telecommunications users who are critically dependent upon all forms of telecommunications."

The "emerging super highway" of fiber optic telephone lines should be the primary method for delivering HDTV signals in the future, said David Deas, director, technology planning, HDTV and Fiber Optics, Southwestern Bell Corp., St. Louis. Southwestern Bell has installed more than 370,000 miles of fiber and invested over \$430 million in fiber systems. "To establish an HDTV standard that is not compatible with existing fiber systems and does not recognize fiber's potential would be a waste of a valuable national resource."

Convergences between TV and various digital technologies will be inevitable, Stanley said. The trend has already begun, and the chances are high that the FCC's HDTV standard will be an all-digital system. (Four of the six proposed systems to be tested are digital.) "This would be a significant step toward compatibility between broadcast television

technology and other digitally based video applications, including computer video," he said.

Stanley, appearing on an earlier panel with John W. Lyons, director of the Commerce Department's National Institute of Standards and Technology (NIST), predicted the development of a digital broadcast/computer interface in five to 10 years, "regardless of the action we take on an HDTV standard now." He urged those interested in developing such interfaces to take a greater part in the advisory committee. "I'm sure their contribution would be valuable, and, in the long run, hasten the development of a common high-definition interface," he said.

A number of specific system components are not being considered in the development of the HDTV transmission system, computer and telephone witnesses said. They said the system should have flexible field and frame rates for "interoperability" with European 50 hz video systems. The HDTV system should be transmittable over variable bandwidths for use in different types of communications channels (6 mhz broadcaster or wider-band fiber channels), they said. "The FCC testing process has no provision for measuring whether the HDTV systems are scalable, extendable or compatible with the broader ranges of uses being discussed," said Gary Demos, president and CEO, DemoGraFX, Culver City, Calif.

Among the subcommittee members, Valentine was most interested in discussion of a central government committee, possibly through NIST, to oversee HDTV standards. But NIST's Lyons said: "It's just a matter of information exchange.... No, I don't think we need a czar in this field." He said the best way to advance the convergence of computers and HDTV would be for all interested parties to stay in touch through established technical groups. "I think mostly it's just making sure none of the players goes off on a tangent without telling the rest of us," Lyons said.

-RMS

### CALLING ALL ATTC 'EXPERT VIEWERS'

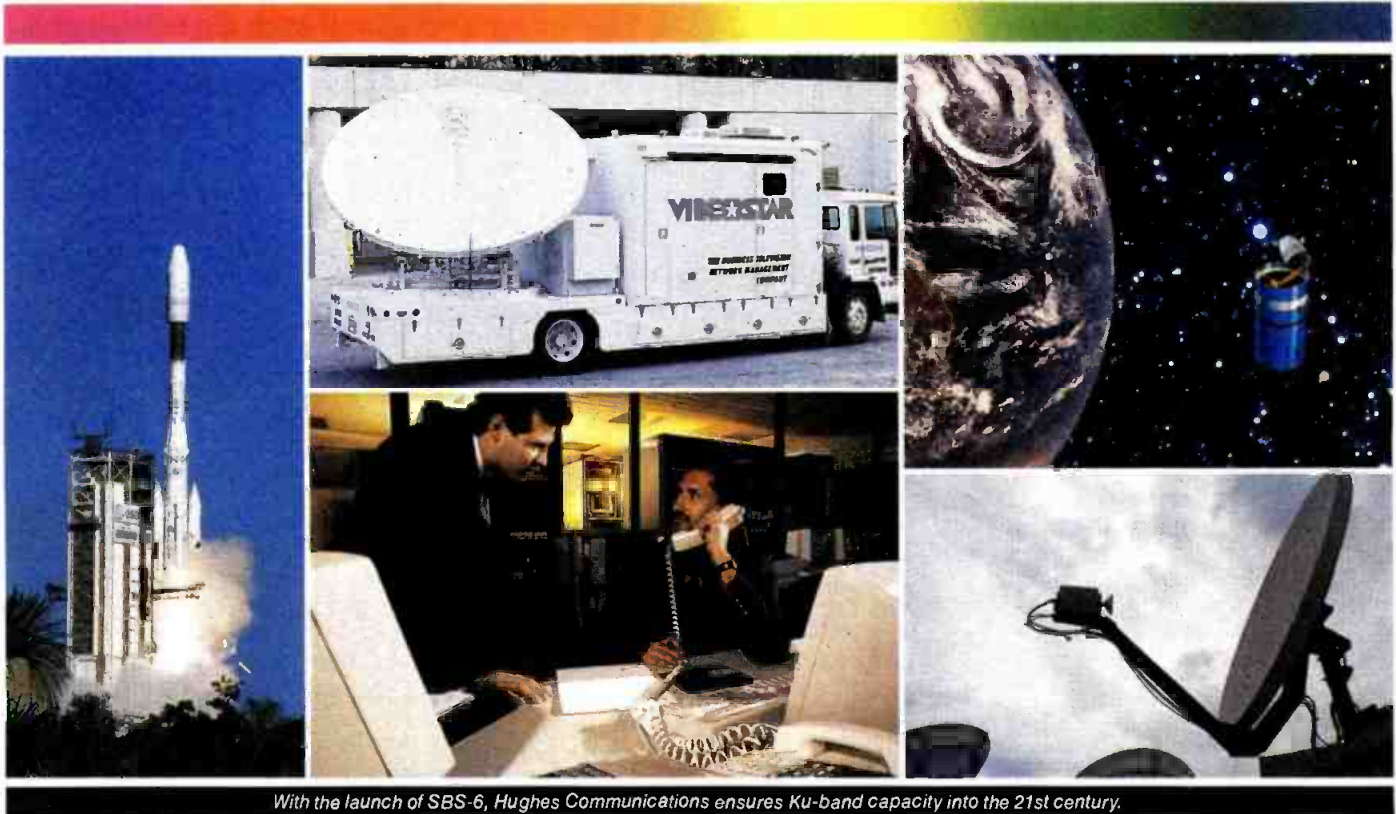
**T**he FCC's advisory committee on advanced television service is seeking volunteers to act as "expert viewers" in subjective testing of proposed high-definition transmission systems. The tests are being conducted at the Advanced Television Test Center (ATTC), Alexandria, Va., from July through June 1992.

Volunteers must be scientists, engineers or technicians familiar with TV technology and with experience in assessing video picture quality. They must not be associated with any of the organizations with systems being tested at ATTC. Panels of three to five expert viewers will evaluate each of the six proposed systems. Volunteers will be required to participate for at least one week per system and will be free to take part in evaluating more than one system.

Interested parties should contact: J.A. Flaherty, chairman, planning subcommittee, FCC Advisory Committee on ATV, 51 West 52nd St., New York 10019, (212) 975-2213, fax: (212) 975-3646; or, Pamela Sheamur, coordinator, ATTC, 1330 Braddock Place, #200, Alexandria, Va., 22314, (703) 739-3850, fax: (703) 739-8442.



# HUGHES SERVICE



*With the launch of SBS-6, Hughes Communications ensures Ku-band capacity into the 21st century.*

Hughes Communications means satellite service that's right for your business. No matter what you need. Or when you need it.

Private satellite network owners entrust their communications to our SBS fleet of Ku-band satellites. They know they can count on Hughes for reliable interactive data, voice and video services. And the successful 1990 launch of SBS-6 reaffirms our dedication to meeting increased customer demand for Ku-band satellite communications.

SBS-6 expands our capacity for business networks. Additionally, SBS-6 enables us to inaugurate services targeted to satellite newsgathering (SNG)

and the occasional use video markets. These services feature a customized transponder reservation system that allows customers to respond to fast-breaking news and special events, quickly and efficiently, with more availability and less contention during peak periods.

Our mandate is to provide unsurpassed satellite communications. That's why Hughes' team of experts continuously monitors the entire Ku-band fleet to ensure quality transmission around the clock. That's service you can count on.

Hughes Communications. We have the services to make ideas happen—well into the 21st century.



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# MULTIPATH TESTS STARTED IN SAN FRANCISCO

**T**he Institute for Telecommunication Sciences (ITS), the National Telecommunications and Information Administration's research facility based in Boulder, Colo., is currently taking measurements in San Francisco to test how multipath interference is likely to degrade the simulcast high-definition television signals when HDTV broadcasting begins in the mid 1990's. Knowledge of multipath's possible impact is especially important, ITS scientists say, because HDTV signals are more complex than conventional, analog NTSC.

"We do believe that the kind of data they are collecting is extremely important," said Jules Cohen of Jules Cohen & Associates, Washington, and head of the field test task force within the FCC's advisory committee on advanced television service. The multipath data will allow proponents to adjust their systems for the optimum amount of error correction. "Where that comes in to be an important factor is that it is really going to determine the extent of the service area. The more error correction that can be built into the system, the farther out you're going to get a useful picture," Cohen said.

Multipath interference is caused by reflections of television signals off of a man-made or natural barrier that reach a television receiver microseconds after a station's primary signal. The multipath "echoes" appear as ghosts on conventional TV sets receiving analog signals. The ITS work has become even more important over the past year with the emergence of four all-digital systems. Multipath on a digital system "doesn't show up as a ghost but as errors on the picture," Cohen said. "If a digital system gets a great deal of multipath distur-

tion beyond what its equalizing filters can accommodate, you lose your picture."

The test signals and procedures ITS is using in San Francisco are nearly identical to those used during tests in the Denver area last year. A "pseudonoise sequence" of pulses were broadcast over the vertical blanking intervals (VBI) of KMGH-TV (channel 7) and KDVR(TV) (channel 31). A van especially equipped with test measurement devices recorded the pulses from about 160 sites in the area to determine whether the signals reached the transmitters in the correct order or were blocked or impaired by various barriers.

Denver was considered a prime location for testing because "it has a tightly clumped island of tall buildings, some of them over 200 meters high.... About 25 kilometers to the west, the Front Range of the Rocky Mountains rises abruptly out of the plains with some of the highest mountains in the contiguous United States," according to a report on the Denver tests released last December.

As bad as the Denver environment can be for TV signals, San Francisco is considered worse. Tests in the Midwest and East Coast are planned, but the Denver and San Francisco tests are expected to give HDTV system developers ample worst-case multipath data for U.S. implementation.

"We've definitely measured sites there that are the worst I've ever seen. We carry a little TV in the van with us, and some of the pictures were completely unwatchable," said ITS's John R. Godwin. "I've taken data in situations where there were more than 10 ghosts on the screen." The San Francisco test signals are being broadcast over KGO-TV (channel 7) and KBHK-TV (channel 44)

and have been recorded in about 100 locations so far, Godwin said last week.

The Denver survey came to several conclusions about multipath characteristics in that region. Echoes were recorded at nearly every site, but were often not considered serious enough to impair the primary TV signal. When the primary signal's signal-to-noise ratio was approximately 35 dB (decibels), multipath interference was found to be "just perceptible" by 80% of ITS's panel of observers. Impairments were found "not yet objectionable" 80% of the time at 25 dB.

The strongest multipath was generally created by man-made, rather than natural objects. It was also strongest over UHF stations and low, omnidirectional antennas. "These rules describe only trends; at individual sites they were often violated," the report said. The San Francisco tests are generally supporting the Denver conclusions so far, Godwin said.

Some adjustments have been made to the test procedures following some criticism of the Denver data. "One problem that we have is that I think that they used an AGC [automatic gain control circuit] in the system so that the amplitude variation in the channel is kind of washed out," Cohen said. The amplitude variation data will be included in a later report, Godwin said.

The most serious problem has been the inability to sometimes record any data in the most severe cases of multipath. "We used a standard Tektronix modulator and in really severe situations the thing has a hard time triggering at the right time," Godwin said. Alternative options are now being used in San Francisco, which are expected to solve the problem, he said. -RMS



The ITS test van last December measuring echoes from man-made (1) and natural objects



# FOR THE RECORD

As compiled by BROADCASTING from May 16 through May 22 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

- **KAXL(FM) Greenacres, CA** (BAPED910502HF; 88.3 mhz; 360 kw; ant. 133 ft.)—Seeks assignment of CP from Greenacres Educational Broadcasting Foundation to Skyride Unlimited Inc. for \$4,000. Seller is headed by Guy P. Hoss and has no other broadcast interests. Buyer is headed by Michael E. McCutchan, John M. Rader and Don Bevilacqua. Bevilacqua is also 33.3% stockholder of Birch Bay Broadcasting Inc., licensee of KARI(AM) Blaine, WA, and 85% stockholder KWSO Inc., licensee of KERI(AM) Wasco, CA; McCutcheon and Rader also have interests in KERI(AM). Filed May 2.
- **WGGA-AM-FM Gainesville and Cleveland, both Georgia** (AM: BAL910429HD; 1240 khz; 1 kw-U; FM: BALH910429HE; 101.9 mhz; 6 kw; ant. 410 ft.)—Seeks assignment of license from Charles Hulsey, receiver to Gainesville Bank & Trust Co. for no cash consideration in bank foreclosure. Seller, Hulsey, has no other broadcast interests. Buyer is headed by F. Abit Massey, chairman (6.75%) and Richard A. Hunt Jr., president (5%). Bennie Hewett, is stockholder and director of Gainesville Bank and Trust, and has 100% interest in WHOD-AM-FM Jackson, AL, and WHFE(AM) Lakeland, and WLBA(AM) Gainesville, all Georgia, and 75% interest in WNGA(AM) Nashville, GA. Filed April 29.
- **WXJO(FM) Bethalto (St. Louis), IL** (BAPH910501HC; 95.5 mhz; 6 kw; ant. 300 ft.)—Seeks assignment of CP from Bethalto Broadcasting Corp. to TS Acquisitions Ltd. for \$650,000. Seller is headed by Robert Howe and has no other broadcast interests. Buyer is headed by TS Broadcasting Corp. (GP, 50% O) and Robert Cox (LP, 50% O). TS Broadcasting Corp. is sole general partner of TS Acquisition Ltd., headed by Robert Cox (43.75%) and John B. Parker (40.75%), and has no other broadcast interests. Filed May 1.
- **WRUS(AM) Russellville, KY** (BAL910507EA; 610 khz; 2.5 kw, 73 w-N)—Seeks assignment of license from Target Communications of Kentucky Inc. to The Tremont Group Ltd. for \$10 and assumption of debt. Seller is headed by Donald J. Alt, who has interests in licensees of WILK(AM)-WKRC(FM) Wilkes-Barre and WNNK-AM-FM Harrisburg, both Pennsylvania; WEZC(FM) Hickory, NC; WODZ(AM)-WRVR(FM) Memphis; WWL(AM)-WLMG(FM) New Orleans, and WDCK(FM) Williamsburg, VA. Alt is also 45% stockholder of Logan Broadcasting Inc., proposed assignee of WFBG-AM-FM Attoona, PA. Buyer is headed by Joseph C. Amatore (35% GP), and is licensee of WKGR(FM) Ft. Pierce, FL; KKMJ-AM-FM Austin, TX; WBVR(FM) Russellville, KY, and KFRG(FM) San Bernardino, CA. Amatore is also licensee of KHGI-TV Kearney, NE, and its satellites KSNB-TV Superior and KWNB-TV Hayes Center, both Nebraska. Filed May 7.
- **WFLT(AM) Flint, MI** (BAL910507EB; 1420 khz; 500 W-D, 142 W-N, DA-2; )—Seeks assignment of license from Metropolitan Missionary Baptist Church to Christian Evangelical Broadcasting Association Inc. for \$225,000. Seller is non-stock ecclesiastical corporation, and has no other broadcast interests. Buyer is headed by Arthur J. Pointer, who is chairman of trustee board of licensee, and has no other broadcast interests. Filed May 7.
- **WAGN(AM) Menominee, MI and WHYB(FM) Peshtigo, WI** (AM: BTC910412EE; 1340 khz; 1 kw-U; FM: BTCH910412HC; 96.1 mhz; 3 kw; ant. 250 ft.)—Seeks transfer of control from Garry R. Johnson to William J. Sauve for \$105,000. Johnson (70%) owns 33.3% of WKTS(AM) Sheboygan, WI, and 50% of WLDY-AM-FM Ladysmith, WI. Sauve (30%) has no other broadcast interests. Filed April 12.
- **WVSB-TV West Point (Columbus-Tupelo), MS** (BALCT910506KF; ch. 27; 2,000 kw-V; 200 kw-A; ant. 180 ft.)—Seeks assignment of license from Venture Systems Inc. to Love Communications Co. for \$1.65 million. Seller is headed by John Dyer and has no other broadcast interests. Buyer is headed by James S. Love III and Robert R. O'Brien Jr. Love has interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, MS, and Sunshine Television Inc., licensee of KDRV(TV) Medford and KDKF(TV) Klamath Falls, both Oregon. Filed May 6.
- **WNCO-AM-FM Ashland, OH** (AM: BTC910429GQ; 1340 khz; 1 kw-U; FM: BTCH910429GR; 101.3 mhz; 50 kw; ant. 500 ft.)—Seeks transfer of control within licensee Ashland Broadcasting Corp. for \$20,500 in stock sale. Sellers are James W. Male and Ross Fichtner. Buyer is Walter R. Stampfli. Ashland Broadcasting is headed by Stampfli (50.31%), Male (24.84%) and Fichtner (24.84%), who are stockholders of North Central Ohio T.V. Corp., licensee of LPTV W59BP Ashland, OH. Filed April 29.
- **KYKN(AM) Salem, OR** (BAL910419EB; 1430 khz; 5 kw-U)—Seeks assignment of license from Capitol Equities Corp. to Willamette Broadcasting Inc. for \$109,161. Seller is headed by Felix L. and Rosemary D. Dilger, and has no other broadcast interests. Buyer is headed by Michael Frith, and has no other broadcast interests. Filed April 19.
- Actions**
- **KWBG-AM-FM Boone, IA** (AM: BAL910328EB; 1590 khz; 1 kw-D, 500 w-N; FM: BAPLH910328EC; 98.3 mhz; 3 kw; ant. 210 ft.)—Granted assignment of license from G.O. Radio Boone Inc. to James Ingstad Broadcasting Inc. for \$800,000. Seller is headed by Glenn Olson, and has 100% interest in KQWC-AM-FM Webster City and 80% interest in KSIB(AM)-KITR(FM) Creston, both Iowa. Buyer, Ingstad, is sole shareholder and president of James Ingstad Broadcasting Inc., licensee of KNUJ(AM)-KXLP(FM) New Ulm and KRFO-AM-FM Owatonna, both Minnesota, and holds CP for new FM at Springfield, MN. Ingstad is also licensee of KOVC-AM-FM Valley City, ND; KWAD(AM)-KKWS(FM) Wadena, MN, and KGLO(AM)-KNIQ(FM) Mason City, IA. Ingstad is 25% shareholder of licensee of KFKA(AM)-KSQI(FM) Greeley, CO (KSQI was recently sold, "Changing Hands," Jan. 28). Action May 9.
- **WREN(AM) Topeka, KS** (BAL910322EC; 1250 khz; 5 kw-U)—Seeks assignment of license from N.E. Paton Jr., trustee, to Wren Broadcasting for \$20,000. Seller has no other broadcast interests. Buyer is headed by Michael Gliner and has no other broadcast interests. Action May 13.
- **KANE(AM) New Iberia, LA** (BTC910322EA; 1240 khz; 1 kw-U)—Granted transfer of control within licensee New Iberia Broadcasting Co. Inc. for \$134,857. Sellers are Roy L. Landry, Michael F. Halphen, Gerald H. Halphen, Vernon A. Voorhies and Alfred Granger Jr. Buyers are Arthur Suberbielle (60.98%), Kenneth J. Romero (12.19%) and Patrick Caffery (26.83%). Principals have no other broadcast interests. Action May 13.
- **WMME-AM-FM Augusta, ME** (AM: BTC901119HV; 1400 khz; 1 kw-U; FM: BTCH901119HW; 92.3 mhz; 50 kw; ant. 500 ft.)—Granted transfer of control from Tri-Group Inc. to Tri-Group Inc. in stock issue and transfer between partners. Transferors are Frederick A. Hessick II and William H. Hessick III, brothers. Transferee is Michael Ferrel. Hessicks also have interests in Goldenberg Broadcasting Inc., licensee of WPKX(FM) Enfield, CT. Frederick A. Ferrel has interest in Southern Shore Radio Ltd., applicant for new FM on 102.9 in California, MD. Action May 8.
- **WWAC-TV Atlantic City** (BALCT910320KE; ch. 53; 25 kw-V; 2.5 kw-A; ant. 307 ft.)—Granted assignment of license from Channel 53 Corp. to Cellular Phone Centers Inc. for \$20,000. Seller is headed by William Gross and has no other broadcast interests. Buyer is headed by David W. Allen (50%) and Harry R. Jenny Jr. (50%), and has no other broadcast interests. Action May 9.
- **WOKR(TV) Rochester, NY** (BTCCT910328KE; ch. 13; 316 kw-V; 39.8 kw-A; ant. 500 ft.)—Granted transfer of control from WOKR Partners to Hughes Broadcasting Partners for \$50 million ("Changing Hands," April 15). Seller is headed by George N. Gillett Jr. and Edward W. Karrels. Gillett owns 100% of GNG Corp. and Gillett Holdings Inc., which, through various licensees, owns 10 TV's, one AM and one FM throughout U.S. Buyer is headed by VS&A Communications Partners L.P. (55.8% class A stock), and Smith Barney Investors L.P. (29.5% class A stock). Hughes holds approximately 5% limited partnership interest in Narragansett Radio Ltd., licensee of WYNK-AM-FM Baton Rouge, KEZO-AM-FM Omaha and KAYI(FM) Musgokee, OK. Action May 10.
- **WPNC-AM-FM Plymouth, NC** (AM: BAL910311GQ; 1470 khz; 5 kw-D; FM: BALH910311GR; 95.9 mhz; 2.6 kw; ant. 350 ft.)—Granted assignment of license from Ralph D. Epperson to Diane Scott Flowers for \$300,000. Seller has interests in WPAQ(AM) Mt. Airy, NC; 40% interest in Chesapeake-Portsmouth Broadcasting Corp., licensee of WPMH(AM) Portsmouth, VA, and 50% interest in Blue Ridge Radio Inc., licensee of WBRF(FM) Galax, VA. Buyer has no other broadcast interests. Action April 30.
- **KXOL(AM)-KSWR(FM) Clinton, OK** (AM: BAL910401EA; 1320 khz; 1 kw-D, 108 w-N; FM: BALH910401EB; 106.9 mhz; 100 kw; ant. 286 ft.)—Granted assignment of license from Gentry Broadcasting Inc. to Custer Broadcasting Inc.; station is being voluntarily returned to previous owner, property is worth indebtedness owed by Gentry, \$222,335. Seller is headed by Frank A. Gentry Jr., and has no other broadcast interests. Buyer is headed by Robert L. (50%) and Norma J. Stephenson (50%), husband and wife, and John W. Fox. Robert Stephenson is 25% owner of Fox Broadcasting Co. Inc., licensee of WWLS(AM) Moore (Norman), OK. Granted May 13.
- **WDXB(AM) Chattanooga, TN** (BAL910401EC; 1490 khz; 1 kw-U)—Granted assignment of license from Chattanooga Sound Inc. to Tennessee Valley Sports Inc. for \$80,000. Seller is headed by W.A. Grant Jr., who has controlling interest, through various licensees, of WZQP-AM-FM Jasper, WJRD(AM) Russellville, WLDX(AM) Fayette and WZBQ(AM) Tus-

caloosa, all Alabama, and WDXB(AM) Chattanooga, TN. Buyer is headed by Richard M. Holtzman (50%) and Jay Sadow (50%), and has no other broadcast interests. Action May 13.

■ **WPLX(AM) Collierville, TN (BAL910318EA; 1170 khz; 5 kw-D)**—Granted assignment of license from Pylant Broadcasting Co. Inc. to Pollack Steel Supply Inc. for \$114,000. Seller is headed by Chancie L. Pylant and Jeffrey D. Pylant, father and son, and James Hoyt. Hoyt has 7% interest in KNNT(AM)-KTEI(FM) Kennett, MO. Buyer is headed by Sydney and Marilyn Pollack (83% and 17%, respectively). Sydney and Marilyn Pollack are each 12.5% shareholders of Pollack Broadcasting Co., licensee of KOSE(AM) Osceola, AR. Action May 8.

■ **WHZZ(FM) Huntingdon, TN (BALH910227HY; 100.9 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of license from William L. Guy, bankruptcy trustee, to Milan Broadcasting Co. Inc. for \$150,000. Seller is trustee for B.J.H. Broadcasting Inc., headed by William A. Casom III, and has no other broadcast interests. Buyer is headed by Russell E. Reviere (50%) and James W. Hoppers Jr. (50%). Milan Broadcasting Co. Inc. is licensee of WKBJ(FM) Milan, TN. Action May 1.

■ **KBRN(AM) Boerne, TX (BAL910329EA; 1500 khz; 250 w-D)**—Granted assignment of license from Seed Broadcasting Co. to Boerne Radio Co. for \$30,000. Seller is headed by Alan Arthur Henberger and Jane Ann Henberger, husband and wife, and John Joseph Henberger, father of Alan, and has no other broadcast interests. Buyer is headed by Wade Andrews, Servando Ozuna and Janice Shafer, and has no other broadcast interests. Action May 13.

■ **WIVI(FM) Charlotte Amale, VI (BAPH901129GR; 96.1 mhz; 2.4 kw; ant. 1,500 ft.)**—Granted assignment of CP from Bantam Broadcasting Co. to Tim G. English for \$19,270. Seller is headed by Marianne English-King, mother of Tim English, the assignee, permittee of WIVI. English was recently granted CP for FM facility on 95.9 mhz at Block Island, RI. Action May 6.

■ **WXGM(AM) Gloucester, VA (BTC910402EC; 1420 khz; 1 kw-D)**—Granted transfer of control from licensee WDDY Inc. to WXGM Inc. for \$165,000. Transferees are William L. Eure Jr., William B. Eure and Thomas W. Robinson. Transferee, WXGM Inc. (100%), is headed by Thomas W. Robinson (55%) and Walter W. Wurfel (45%), and is permittee of new FM at Gloucester, VA. Action May 13.

■ **WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton, all Virginia (WRVA: BAL910327HO; 1140 khz; 50 kw-U; WRVQ: BALH910327HI; 94.5 mhz; 200 kw; ant. 455 ft.; WWDE-FM: BALH910327HP; 101.3 mhz; 50 kw; ant. 505 ft.)**—Granted assignment of license from Edens Broadcasting Inc. to Force II Communications L.P. for \$28 million ("Changing Hands," March 4). Seller is headed by Gary Edens, who also owns WRBQ(AM) St. Petersburg, WRBQ-FM Tampa, both Florida, KQY-AM-FM Phoenix and KKLQ-AM-FM San Diego. Buyer is Force II Broadcasting Ltd., general partner (100%); Force II Inc., general partner (3.2%), and Force II Communications Inc. (96.8%). Force II Communications was formed by Robert F.X. Sillerman and Norman Feuer. Sillerman owns equity interests in Legacy Communications, Capstar Communications, Legacy Broadcasting Partners and Metropolitan Broadcasting Corp. Norman Feuer is president and director of Force II Communications, and holds approximately 6.9% of voting stock in Noble Broadcasting Group, which controls eight AM's and 10 FM's. Action May 13.

## NEW STATIONS

### Applications

■ **Garberville, CA (BPH910503MA)**—Fatima Response Inc. seeks 103.7 mhz; .2 kw; ant. 808 m. Address: 2044 Beverly Plaza, #281, Long Beach, CA 90815. Principal is headed by Kimberly M. Thompson and has no other broadcast interests. Filed May 3.

■ **Zolfo Springs, FL (BPH910430MD)**—Teddy Bear Communications Inc. seeks 106.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 908, Wauchula, FL 33873.

Principal is headed by Ted L. Hite, and has no other broadcast interests. Filed April 30.

■ **Zolfo Springs, FL (BPH910502MF)**—John L. Norman seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 3520 19th Ave. SW, Naples, FL 33964. Principal, Norman, has interests in WSGF(FM) Naples, FL. Filed May 2.

■ **Danville, KY (BPED910415MI)**—Alum Springs Educational Corp. seeks 88.1 mhz; .17 kw; ant. 100 m. Address: P.O. Box 106, Danville, KY 40423. Principal is headed by Donald A. Drake, who, along with wife, Mildred Drake, are president and vice president, respectively, and 50% stockholders of Alum Springs Vision and Outreach Corp., licensee of WDFB(AM) Junction City, KY. Filed April 15.

■ **Searsport, ME (BPH910501ME)**—Searsport Broadcasting Partnership seeks 101.7 mhz; 6 kw; ant. 72 m. Address: P.O. Box 564, Union, ME 04862. Principal is headed by Peter P. Dalton, Daniel B. Spears, James J. Pomfret and Howard L. Soule, and has no other broadcast interests. Filed May 1.

■ **Binghamton, NY (BPED910501MC)**—Arrowhead Ministries Inc. seeks 91.5 mhz; 1.5 kw; ant. 100 m. Address: 308 Harry L. Dr., Johnson City, NY 13790. Principal is headed by Floyd Colwell and has no other broadcast interests. Filed May 1.

■ **Binghamton, NY (BPED910501MB)**—WSKG Public Telecommunications Council seeks 91.5 mhz; .56 kw; ant. 257 m. Address: P.O. Box 3,000, Binghamton, NY 13902. Principal is headed by Chandler Keller, and has interest in WSKG-FM-TV Binghamton, WSQG-FM Ithaca and WSQC-FM Oneonta, all New York. Filed May 1.

■ **Glens Falls, NY (BPH910430MB)**—Lawrence N. Brandt seeks 95.9 mhz; .37 kw; ant. 279 m. Address: 3201 New Mexico Ave. N.W., Washington 20016. Principal has no other broadcast interests. Filed April 30.

■ **New York (BPH910430ME)**—Class Entertainment & Communications Ltd. seeks 104.3 mhz; 3.6 kw; ant. 432 m. Address: 253 W. 138th St., New York 10030. Principal is headed by James H. Dowdy and has no other broadcast interests. Filed April 30.

■ **New York (BPH910501MF)**—Greater NY 92.3 FM Broadcasters seeks 92.3 mhz; 6 kw; ant. 415 m. Address: 2310 Penderosa Dr., #29, Camarillo, CA 93010. Principal is headed by Stuart W. Epperson, and Edward G. Atsinger III. Epperson and wife Nancy A. Epperson have interests in one AM and two FM's, and Atsinger has interests in three FM's and one AM. Stuart Epperson and Atsinger each own 50% of Salem Communications Corp., licensee of nine AM's and five FM's. Filed May 1.

■ **Saugerties, NY (BPH910501MG)**—Peter Moncure seeks 92.9 mhz; 6 kw; ant. 100 m. Address: 1111 Fawn Rd., Saugerties, NY 12477. Principal is headed by Molly Moncure and Peter Moncure and has no other broadcast interests. Filed May 1.

### Actions

■ **Tucson, AZ (BPH10345)**—Granted app. of Tucson Community Broadcasting Inc. for 107.5 mhz; 14.5 kw H; ant. 1,075 m. Principal has no other broadcast interests. Action May 6.

■ **Victorville, CA (BPED900417MP)**—Granted app. of Shepherd Communications Inc. for 89.5 mhz; 1.25 kw; ant. 430 m. Address: 35225 Ave. A, #204, Yucaipa, CA 92399. Principal is headed by David Ferry and has no other broadcast interests. Action May 8.

■ **Five Points, FL (BPH890112MK)**—Granted app. of Carol Jean Lamons for 106.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 1479, Cross City, FL 32628. Principal has no other broadcast interests. Action May 9.

■ **Ankeny, IA (BPH87102MH)**—Granted app. of V.O.B. Inc. for 106.3 mhz; 3 kw H&V; ant. 100 m. Address: 329 Moran Rd., Grosse Pointe Farms, MI 48236. Principal is headed by Steven D. Van Oort, station manager of WWJ(AM)-WJOL(FM) Detroit. Action May 6.

■ **Garapan-Saipan, MP (BPH881221MN)**—Granted app. of Radio Saipan International Inc. for 97.9 mhz; 4.5 kw; ant. 463 m. Address: P.O. Box 49, Saipan, SA 96950. Principal is headed by William B. Brodersen and has no other broadcast interests. Action May 8.

■ **Gallup, NM (BPED900813MI)**—Granted app. of Gallup Public Radio for 91.7 mhz; .100 kw; ant. 342 m. Address: 910 Montgomery Court, Gallup, NM 87301. Principal is headed by Roger Des Prez and has no other broadcast interests. Action May 1.

■ **Roland, OK (BPH880727MD)**—Granted app. of Polly A. Crews for 92.3 mhz; .93 kw H&V; 174 m. Address: 2201½ N. 58th St., Fort Smith, AR 72904. Principal has no other broadcast interests. Action May 6.

■ **Dickson, TN (BPH890117MM)**—Granted app. of Edmission & Eubank Communications Inc. for 93.7 mhz; 3 kw; ant. 100 m. Address: 106A E. College St., Dickson, TN 37055. Principal is headed by Thomas L. Edmission and has no other broadcast interests. Action May 6.

## FACILITIES CHANGES

### Applications

#### AM's

■ **St. Petersburg, FL WSUN(AM) 620 khz**—May 7 application for CP to correct coordinates to 27 52 37N 82 35 26W.

■ **Brookings, SD KBRK(AM) 1430 khz**—May 7 application for CP to correct coordinates to 44 18 12N 96 46 01W.

■ **Cuero, TX KQRO(AM) 1600 khz**—May 2 application for CP to reduce power to .260 kw; make changes in antenna system.

#### FM's

■ **Salinas, CA KRAY-FM 103.9 mhz**—April 30 application for CP to change freq: 103.5 mhz; ERP: 1.20 kw H&V; change ant.: 157 m.; TL: 2.3 km from intersection of Zabala and Old Stage Roads on bearing of 72 degrees E of (T) N at Salinas, CA.

■ **Champaign, IL WLRW(FM) 94.5 mhz**—April 30 application for CP to change ant.: 150 m.

■ **Decatur, IL WYDS(FM) 93.1 mhz**—May 1 application for mod. of CP (BPH880407MU as mod.) to change TL: 2420 Hulett Lane, Decatur, IL.

■ **Medicine Lodge, KS KREJ(FM) 95.9 mhz**—April 15 application for mod. of CP (BPH880218MB new station) to change antenna supporting structure height.

■ **Bardstown, KY WOKH(FM) 96.7 mhz**—April 30 application for CP to change ERP: 3 kw H&V; ant.: 100 m.; TL: approximately .15 km due E of State Rd. #49, 6.1 km at 314 ft. to Balltown, KY.

■ **Le Sueur, MN (no call letters) 96.1 mhz**—April 30 application for mod. of CP (BPH890707MA) to change ERP: 1.70 kw H&V; change ant.: 132 m.; TL: 4.8 km on line bearing 310 ft. (T) from intersection of State Hwys. 93 and 19, in Jessenland Township, MN.

■ **Birch Tree, MO KBMV-FM 107.1 mhz**—April 29 application for CP to change freq: 107.1 mhz ERP: 16.2 kw H&V ant.: 124 m. TL: 6.92 km NE of Mountain View, MO, and 2.1 km ENE of intersection of State Rtes. 00 and ZZ; change to class C3 (per docket #90-411).

■ **Rocky Mount, NC WZBB(FM) 99.9 mhz**—April 29 application for CP to change ERP: 1.20 kw H&V; ant.: 220 m.; change TL: E side of VA 607, 1.3 km S of intersection of VA 606 on Thornton Mt., VA.

■ **Wilson, NC WAHD(FM) 90.5 mhz**—April 29 application for CP to change ant.: 50 m.; change Community of license to Raleigh, NC.

■ **Conway, SC (no call letters) 93.9 mhz**—April 30 application for mod. of CP (BPH880229NI) to change ERP: 6 kw H&V.

■ **Murrell's Inlet, SC (no call letters) 94.5 mhz**—April 30 application for mod. of CP (BPH870724MA as mod.) to change ERP: 3.47 kw; ant.: 130 m.

■ **Harrogate, TN WXJB(FM) 96.5 mhz**—April 30 application for mod. of CP (BPH85114MG) to change to nondirectional circular-polarized antenna and remove beam tilt.

■ **Brownsville, TX KBNR(FM) 88.3 mhz**—May 6 Application for CP to change freq: 88.1 mhz; ERP: 1.20 kw H&V; ant.: 129.6 m.; TL: 7.3 km on bearing



of 343.3 degree (T) from reference coordinates of Brownsville, TX.

■ **Johnson City, TX** KFAN(FM) 107.9 mhz—April 30 application for mod. of CP (BPH890405MD) to change ERP: 37.2; ant.: 170 m.; TL: 3.1 mi SSE of Stonewall, TX, S of E-Weststrech of FM 1623.

■ **Lynchburg, VA** WKZZ(FM) 100.1 mhz—May 1 application for CP to change ERP: 25 kw H&V; ant.: 100 m.; change TL: approximately 10 km NE of Lynchburg, VA; class: C3.

**TV**

■ **Decatur, TX** KMPX(TV) ch. 29—May 6 amendment of BMPCT880616KE for CP to change ant.: 153 m; 32 55 24N 96 57 52W.

**Actions**

**AM's**

■ **Marshfield, WI** WDLB(AM) 1450 khz—May 9 application (BP910123AC) granted for CP to change TL: 0.5 km SE of County Trunk E and Mann St., 3.7 km NNE of center of Marshfield, WI; 44 41 49N 90 09 20W.

■ **Neenah-Menasha, WI** WNAM(AM) 1280 khz—May 10 application (BMP910215AI) granted for mod. of CP (BP890720AG) to change TL: adjacent to E Frontage Rd. of U.S. Hwy. 41, .3 km N of Indian Point Rd., Vinland Township, WI, make changes in antenna system and operate by remote control from studio (location to be determined).

**FM's**

■ **Salinas, CA** KRAY-FM 103.9 mhz—July 13, 1990 application (BMLH900713KA) returned for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Santa Clara, CA** KARA(FM) 105.7 mhz—May 13 application (BMLH900730KD) granted for mod. of license for replacement of main antenna.

■ **Winnfield, LA** KVCL-FM 92.1 mhz—May 3 application (BPH900702IA) granted for CP to change ERP: 6 kw H&V; change ant.: 64.2 kw H&V.

■ **Nelsonville, OH** WAIS-FM 107.7 mhz—May 8 application (BMPH900830IB) dismissed for mod. of CP (BPH880229NJ as mod.) to change ERP: 6 kw H&V.

■ **Big Stone Gap, VA** WAXM(FM) 93.5 mhz—May 27 application (BPH901123IA) granted for CP to change ERP: 2.45 kw H&V; change ant.: 574 m.; TL: 11.21 km 298 D.T from Big Stone Gap, VA; class: C2 (per docket #87-494).

■ **Warrenton, VA** WMJR(FM) 107.7 mhz—May 9 application (BMPH901004IA) granted for mod. of CP (BPH870504IC as mod.) to change ERP: 29 kw H&V; ant.: 197 m.

**TV**

■ **Chillicothe, OH** WWAT(TV) ch. 53—May 9 application (BMPCT910114KE) granted for mod. of CP to change ERP: 3,250 kw (vis); ant.: 207 m; TL: near Williamsport, OH; ANT: Dielectric TFU-36JDAS-(DA)(BT) 39 35 30N 83 06 38W.

**ACTIONS**

■ Established rules and procedures, effective July 30, that will give preferential treatment (Pioneer's Preference) in its licensing processes to parties requesting spectrum allocation rule changes associated with development of new communications services and technologies. (Gen. docket 90-217 by R&O [FCC 91-112] adopted April 9 by commission.)

■ **Tempe, AZ** Generally upheld Review Board's decision denying Tri-State Broadcasting Co. Inc. renewal of stations KUKQ(AM)-KUPD-FM, and granting mutually exclusive applications of Grimm and Clifford for new AM and FM facilities at Tempe. (MM docket 85-355, by MO&O [FCC 91-151] adopted May 7 by commission.)

■ **Sacramento, CA** Upheld Review Board decision granting Royce International Broadcasting's application for renewal of KWOD(FM), and denying Wong Communications Limited partnership's mutually exclusive application for construction permit. (MM docket

87-28 by MO&O [FCC 91-125] adopted April 12 by commission.)

■ **Longmont, CO** Denied appeal by Longmont Broadcasting of ALJ denial of Longmont's request to specify six issues in proceeding involving competing applications for new FM station on ch. 282C1, or alternatively, for renewal of KQKS(FM) Longmont. (MM docket 90-424, by MO&O [FCC 91R-38] adopted April 17 by Review Board.)

■ **Stuart, FL** Granted applications of CRB of Florida Inc. for renewal of license of WZZR(FM), subject to reporting conditions and notified station that it is liable for forfeiture of \$7,500. (Report DC-1856, Mass Media Action, April 15 by MO&O and NAL [FCC 91-129] .)

■ **Agana, GU** Granted application of Agana Guam FM limited partnership for new FM on ch. 270C2. (MM docket 90-349, by Summary Decision [FCC 91D-20] issued April 15 by ALJ Edward J. Kuhlmann.)

■ **Hammond, IN** Granted application of Dontron Inc. to renew license of WYCA-FM over objections of Bernadette Cash Williams. (By MO&O [DA 91-557] adopted April 30 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Campbellsville, KY** Designated for hearing six mutually exclusive applications for new FM station on ch. 260A. (MM docket 91-96, by Order [DA 91-385] adopted March 28 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Baton Rouge** Granted application of Jimmy Swagart Ministries for new noncommercial FM on ch. 203C2, and denied application of Real Life Educational Foundation of Baton Rouge Inc. (MM docket 88-308 by Decision [FCC 91R-39] adopted May 2 by Review Board.)

■ **Monticello, ME** Notified Benito Rish, licensee of WREM(AM) of apparent liability for forfeiture of \$10,000 for willfully violating Communications Act by effectuating unauthorized transfer of control. (Report MM-540, May 1 by Letter [FCC 91-147].)

**ALLOCATIONS**

■ **Waldron, AR** Effective June 27 substituted ch. 276C3 for ch. 276A; modified license of KRWA-FM accordingly. (MM docket 89-249, by MO&O [DA 91-572] adopted May 1 by Chief, Policy and Rules Division, Mass Media Bureau.)

**SUMMARY OF BROADCASTING & CABLE**

**BROADCASTING**

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
<b>Total Radio</b>	<b>10,830</b>	<b>1,495</b>	<b>12,325</b>
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ <b>Total TV</b>	<b>1,470</b>	<b>215</b>	<b>1,685</b>
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ <b>Total LPTV</b>	<b>821</b>	<b>1,188</b>	<b>2,009</b>
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

**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. <sup>1</sup> Construction permit <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

■ **Lemoore and Tipton, CA** Effective June 27, reallocated ch. 285A from Lemoore to Tipton as Class B1 ch.; modified license of KQYZ(FM) accordingly. (MM docket 90-482, by R&O [DA 91-574] adopted May 1 by Chief. Allocations Branch. Policy and Rules Division.)

■ **Appomattox, VA** Effective July 1, substituted ch. 274C1 for ch. 274B at Appomattox, and conditionally modified license of WZST(FM) accordingly. (MM docket 91-8 by R&O [DA 91-580] adopted May 3 by Chief. Allocations Branch. Mass Media Bureau.)

■ **Whiting, Depere, Crandon, Algoma, Brillion, Mishicot, Ripon, Lomira, Sheboygan and Oshkosh, all Wisconsin** Effective July 1, substituted ch. 244C2 for ch. 244A at Whiting, and modified license of WYTE(FM) accordingly; substituted ch. 245A for ch. 244A at Oshkosh, and modified license of WUSW accordingly; substituted ch. 276A for ch. 244A at Crandon; substituted ch. 244C3 for ch. 243A at Algoma, and modified license of WOMA(FM) accordingly; modified facilities of WJLW at DePere to specify operation on ch. 240C3; substituted ch. 298A for ch. 242A at Brillion, and modified construction permit of WEZR accordingly; and substituted ch. 234A for vacant ch. 298A at Mishicot. (MM docket 89-282 by R&O [DA 91-586] adopted May 7 by Chief. Allocations Branch.)

## CALL LETTERS

### Grants

#### Existing FM's

WQWQ-FM WQFN Pathfinder Communications Corp.; Muskegon Hgts., MI  
 WRAF-FM WRAF Toccoa Falls College; Toccoa Falls, GA  
 WROQ(FM) WCKN-FM ABS Greenville Partners Ltd.; Anderson, SC  
 WSKX(FM) WXLQ Hinesville Broadcasting Corporation; Hinesville, GA  
 WSTG(FM) WYJY Gold Coast Broadcasting Inc.; Biddeford, ME  
 WSYZI(FM) WEKX Newburgh Broadcasting Corp.; Newburgh, IN  
 WVAC-FM WVAC Adrian College; Adrian, MI  
 WVXK(FM) WSYI Frank Jennings; Irwinton, GA  
 WWTN(FM) WQLZ American General Media of Nashville Inc.; Manchester, TN  
 WWM(FM) WANS-FM Degree Communications II Inc.; Anderson, SC

WYFD(FM) WBQM Bible Broadcasting Network; Decatur, AL  
 WZBA(FM) WUNI Jackson County Broadcasting Company; Moss Point, MS  
 WZRQ(FM) WBVE Reams Broadcasting Corp.; Hamilton, OH

#### Existing TV's

KITN-TV KITN Nationwide Communications Inc.; Minneapolis  
 KYLE(TV) KHFI-TV Silent Minority Group Inc.; Bryan, TX  
 WABM(TV) WCAJ Celtic Media Inc.; Birmingham, AL

#### Withdrawals

#### New AM's

KMXI(AM) KMJK Rogue Broadcasting Corp.; Vancouver, WA

#### WSN(AM)

WPGR KISS Ltd.; Philadelphia

#### New FM

KMXI-FM KMJK Rogue Broadcasting Corp.; Lake Oswego, OR

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### RADIO

#### HELP WANTED MANAGEMENT

**Business manager** religious format commercial AM stations. Underwriter, fundraiser, PR person inspirational FM network. Resume to Positive Radio, Box 889, Blacksburg, VA 24063. EOE.

**Sales manager:** Happily employed salesperson ready to move into management, but current employer doesn't have an opening? Entrepreneurial, sales-oriented 50KW northern California FM seeks leader to train, manage, and motivate talented, but relatively inexperienced, sales staff. Successful small-medium market radio sales track record required, management experience not required. Only career professionals on the way up need apply. Females/minorities encouraged. GM, KCEZ, Box 7568, Chico, CA 95927. EOE, M/F.

**Baltimore's Classic Rock leader,** 100 GRX is looking for a results-oriented leader with radio management experience who is a trainer, motivator and doer. Opportunity of a lifetime. Send confidential resume with references to: Bill Lynett, President, Shamrock Communications, Inc., 149 Penn Ave., Scranton, PA 18505. EOE.

#### HELP WANTED SALES

**Sales manager:** Exceptional opportunity with a top rated AM/FM combo in Western Colorado. If you are aggressive and self motivated with a proven sales manager track record, contact us. Excellent working conditions! Year round recreation: skiing, hunting, fishing, camping. Send resume, references and billing record to Box C-38. EOE.

**Manager:** Direct business hound to head retail sales team at a leading radio station. Broadcast experience preferred. Send resume and salary requirements to Steve Jason, 700 Monticello Ave., Suite 555, Norfolk, VA 23510. Females and minorities are encouraged to apply. EOE.

**WQRC, Cape Cod's** premier radio station for more than 20 years, has an immediate sales opening. Good list. Letter and resume to Ed Cochran, Sales Manager, WQRC, 737 W. Main St., Hyannis, MA 02601. Fax: 508-775-2605. EOE, M/F.

**Work from your home.** TV/radio promotional publisher seeks person with proven track record in TV/radio sales (print media experience helpful) to call on TV/radio sales managers and general managers. Compensation negotiable. Please send resume to: Dennis Blanchard, Dolphin Publications, 1135 Jay St., Boulder, CO 80302. EOE.

**Sales:** Nationwide outdoor advertising company has unique opportunity for experienced media salespeople. Solicit radio stations - salary plus. Maturity not deterrent, EOE. 1-800-368-1669.

**Top Ohio combo** has opening for account executive. College degree, sales and/or media experience preferred. EOE. Resumes: Sales Manager, WHBC, Canton, OH 44711.

#### HELP WANTED ANNOUNCERS

**Versatile announcer wanted:** 2 positions open. Morning drive, voice, ambition, dependability more important than experience. P/T news/copy/sales and P/T announcer. Needed yesterday. Send resume/tape to WUPY, 610 Greenland Road, Ontonagon, MI 49953 and call 906-884-9668, ask for Skip. Recent graduates urged to apply. EOE/minorities and females encouraged.

#### HELP WANTED NEWS

**Radio/TV news combo.** Akron's #1 radio station, WNIR, and the new TV 29 are expanding. We have openings for news director/anchor and anchor/reporters. Radio news background required. TV news background optional. Send tape and resume to Bill Klaus, WNIR/TV 29, Box 2170, Akron, OH 44309. EEO.

**Houston's NewsRadio 740 KTRH** seeks general assignment reporters. Must have minimum 5 years experience in radio news; be computer literate; possess proven news gathering, story telling skills. Send tape, resume, writing samples to Melanie Miller, News Director, KTRH, PO Box 1520, Houston, TX 77251. No phone calls. EEO.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**KMPC-AM in Los Angeles,** Flagship station of Golden West Broadcasters, seeks afternoon drive sports talk show host for fall. Minimum 5 years major market experience required. Send tapes and resumes to Personnel, KMPC, PO Box 710, Los Angeles, CA 90078. EOE.

**KMPC-AM in Los Angeles,** Flagship station of Golden West Broadcasters, seeks experienced play-by-play and color broadcasters for UCLA football and basketball. Minimum 4 years major market experience required. Send tapes and resumes to Personnel, KMPC, PO Box 710, Los Angeles, CA 90078. EOE.

**Talk host:** Intelligent, articulate and entertaining personality sought for aggressive Florida news/talk leader. Send tape and resume to Mike Dorwart, Operations Director, WOKV AM/FM, 6869 Lenox Ave., Jacksonville, FL 32205. EOE.

#### SITUATIONS WANTED MANAGEMENT

**In search of excellence?** Your next GM/GSM is a trainer, motivator, team builder and goal oriented sales tactician. If your bottom line needs improving, let's talk. Proven success record. Medium markets sought. Rod 719-520-1671.

**13 year pro** with programing/MD experience seeks AMD, Middays at Oldies, AC outlet. Available now! Gary Begin 517-799-2614. Medium or large markets considered.

**Let me bring** your AM back to life - 25 years experience in AM management. I turn AM into profit and prestige. Reply Box C-39.

**I am looking for** a new opportunity. Great record of successful management. Unimpeachable references. Prefer S.E. but will discuss any locale. No challenge is too small or too difficult. Call me in Albuquerque; Charley Jones 505-292-6129. Formerly V.P. NAB; New Mexico Bdcstng; Cosmos Bdcstng.

**Hire the competition!** Cable SM, extensive radio experience, seeks return to radio. Creative, decisive pro, strong background. Metro medium SM/GM position sought. 55K minimum. 305-424-2194.

**Former station owner** who hit the streets every day. Called on ad agencies, watched the budget, conducted sales and staff meetings to motivate his people to new heights. Monitored the other stations as well as his own. Took a hand in programing, even conducted a talk show in Atlanta. Wants back in Broadcasting. Been out 12 years. Great believer in M.B.W.A. (Management by walking around). A leader not a director. 52 years young and a tough competitor. Equity a great incentive to me when I earn it. Investment possible. Let's talk. Reply Box C-1.

**Value-added management package** for your troubled station. Motivated, multi-faceted GM-SM team seeks "win-win" opportunity which offers equity and/or purchase option conditioned upon successful turnaround. Modus operandi: Maximum utilization of resources and cost containment to produce optimum cash flow. GM, former major market air personality, will do winning morning show and bring extensive experience to bear upon sound fiscal policy, increased sales, programing, promotion and community involvement. SM brings street-smarts and agency-savvy to leadership in sales, recruitment and training. Voices and commercial production worthy of top agencies. Need a problem-solving, synergistic pair of talented, dedicated professionals? Prove us. Mid-Atlantic and Northeast preferred but all serious offers considered. Box C-61.

**General manager.** Solid success record in large and medium markets. Programing and sales background. Have turned around sick stations and improved healthy ones. Ego driven to be #1 in ratings. Greed driven to be #1 in sales and profit. Integrity and love of radio drives me to protect licenses and run highly respected stations. I can do it for you soon. Current station being sold. Reply Box L-23.

**20+ years** radio experience in management/sales/programing seeking management position in medium or small market in MidAtlantic SE. 703-261-3882.

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**SITUATIONS WANTED SALES**

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**Jason Jennings trained AE** ready to close direct sales on your team. Radio-TV UMass Amherst graduate with telemarketing media direct sales experience. Raised by radio sales pro father. Kathleen Phelps. 413-253-2587 or 517-321-6607. Invest in a winner!

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**SITUATIONS WANTED ANNOUNCERS**

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**Announcer:** Mature broadcaster interested in Country, Oldies or Adult Contemporary format. Willing to relocate. Available now! Call Ed. 703-799-0739.

**Experienced, hard working sportscaster.** Strong PBP in basketball, football and baseball, seeks collegiate level position with station committed to sports. Over 15 years sports coverage. Has experience in news, boardwork and production. Available soon. Reply Box C-40.

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**SITUATIONS WANTED NEWS**

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**Network foreign correspondent/bureau chief** wants to settle stateside in small to medium market. Strong writing/interview/production skills. Mike Wengert 1337 Braeburn Road, Concord, NC 28027. 704-782-9383 Fax 788-1291.

**Ten years experience** in news, talk show, and college PBP. Seek top 50 SE. Doug 904-376-7935.

**Radio talk show host,** fully experienced, well versed in general subjects with money matters and finance a specialty. Prefers Western states location. Air check avail. Ted L. 331 Walnut St., Costa Mesa, CA 92627. 714-631-1453.

**Free-lance sportscaster** looking for steady paycheck. 13 years experience. PBP all sports. Will re-locate. 404-229-4330 Steve.

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**SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS**

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**Traffic/continuity/sales service.** Experience in TV and radio, using Columbine, J.D.S., Bias and Marktron. Call George 908-417-1923. NY, NJ, CT area.

**Off-air production specialist** seeks professional SE/SW top 100 operation where creativity is appreciated. Offers imaginative copy, award winning creative production, character voices, commitment, dependability, 8-track experience. Larry 205-340-0743.

**Sonny Bloch, host of America's longest running independent, 2-way talk show** about money, business, real estate, and life, would like to work for you for free. He offers 18 hours of programing 6 days per week (take all or part), plus a daily afternoon news show with plenty of openings for your local news, traffic, and weather reports. Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years. The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call. Ask for Susan at 212-371-9268.

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**Make money in voiceovers.** Cassette course of ferns marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

**Air check service:** Air checks by request for Chicago market. Call evenings 312-685-8125.

**Expanding radio broadcaster.** Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Milledge Ave., Athens, GA 30605.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**National sales manager** opportunity for experienced rep or NSM. Immediate opening with market leader, WOKR-TV. Candidates must have strong organizational skills, local a plus. Contact Kent Beckwith, WOKR-TV, PO Box L, Rochester, NY 14623. EOE.

**General manager** 15 years experience. Contract knowledge and programing Resumes only. 1730 S. Clementine, Anaheim, CA 92802. EOE.

**General sales manager:** Candidates must have sales management experience. Qualities that are the most important to us are team building, leadership, initiative and work ethic. Developed skills should include sales training, new business, vendor, research and inter-departmental coordination. This opportunity is with a Northeast affiliate 100+. Reply to Box C-44. EOE.

**Everything is coming up roses** but sales at our SE group owned station. I'm looking for the right leader to take charge of our sales and marketing department. If you've got a "green thumb" plus the experience, ability, and desire to make our garden grow, I'd like to talk to you. Send your resume to Box C-43. EOE.

**Executive TV producer** public TV station, Midwest, seeks a leader. Call for application packet 217-333-1070. AA/EOE.

**Chief engineer.** Midwest UHF commercial independent. Seeking hands on professional to manage staff of six. Requires indepth knowledge and desire to maintain 3/4" format tape equipment. Mail resume in in confidence to Box C-47. EOE.

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**HELP WANTED SALES**

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**Spanish language television** is the wave of the future. California's KCSO-TV is the only Spanish language station serving the Sacramento/Stockton/Modesto market (the 14th Hispanic market in the 21st ADI). Every month has been a growth month, but we need a highly motivated LSM/NSM with a proven track record of success to direct our operation into the 21st century. Must be a strong trainer and innovator, capable of developing and implementing a strategic plan. If you are the person, the sky is the limit. Send resume to our corporate office, Sainte Limited, PO Box 4159, Modesto, CA 95352. EOE.

**WMAR seeks a sales & marketing executive** who is highly motivated and a team player. Minimum 2 years local sales experience preferred. Send resumes to Mark Distler, Local Sales Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212. No phone calls please. EOE M/F.

**Account executive** to join sales team of Spanish language TV station. Looking for aggressive, motivated individual with 2 to 3 years experience in TV sales. Send resume to: Human Resources Dept., WSCV Ch 51, 2340 W. 8 Ave., Hialeah, FL 33010. EOE.

**Marketing consultant** with Mid-Atlantic affiliate. Candidate must have 3-5 years experience in broadcast sales, proven track record in new business development and strong negotiating skills for established list. Vendor support knowledge a plus. Excellent opportunity for growth with market leader. Reply Box C-48.

**Work from your home.** TV/radio promotional publisher seeks person with proven track record in TV/radio sales (print media experience helpful) to call on TV/radio sales managers and general managers. Compensation negotiable. Please send resume to: Dennis Blanchard, Dolphin Publications, 1135 Jay Street, Boulder, CO 80302. EOE.

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**HELP WANTED TECHNICAL**

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**Engineering leader needed now:** Upper Midwest 100+ affiliate needs a chief engineer. Technical and management expertise are equally important to us. Transmitter experience is a must. Please respond immediately with resume and references. to Box C-45.

**TV radio engineer,** installs, maintains video & audio equipment. Must have experience with Sony 3/4" machines. SBE certified preferred. Send resumes to Duane Millsap, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

**Experienced television maintenance engineer** for Houston, Texas network affiliate, UHF station. All new facilities. competitive salary and benefits. Advancement opportunities. KXLN-TV 9440 Kirby Drive, Houston, TX 77054, Attention Personnel Department. EOE.

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**HELP WANTED NEWS**

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**TV news producer:** One of the strongest news operations in the Southeast is looking for a 10 p.m. producer. The successful candidate must be a strong writer with proven production skills who takes the non-traditional approach to each newscast. We have all the toys, including Newstar. Send resume, references, and non-returnable tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE.

**News executive producer/special projects manager** with experience and general management skills, long term news events planning, fluent in Spanish. Send resume and salary requirements to: Human Resources Dept., WSCV Ch. 51 2340 W. 8th Ave. Hialeah, FL 33010. EOE.

**Executive producer** for best news station in this stable NE market. Must be detail oriented and effective at visualizing and executing award-winning newscasts. Will produce 6; help manage team. EOE. Resumes to: Box C-50.

**Weeknight anchor:** After several years, our man is moving to a top 20 market. We need someone with previous anchor experience to complement established female co-anchor. Some reporting and producing required. Non-returnable 3/4" tape and resume to Jack Keefe, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE. M/F.

**Seattle CBS affiliate** seeks experienced news graphics artist. Paintbox experience; Artstar and Vidifont 5 preferred. Tapes, resumes to Gail Neubert, KIRO-TV, 2807 Third Ave., Seattle, WA 98121. EOE.

**Fox TV in Ft. Myers** is looking for an experienced investigative reporter for our award winning "Troubleshooter" show. If you're a creative writer who enjoys the police beat, knows how to develop rapport and wants the chance to produce strong packages, send tape and resume to: General Manager, WFTX-TV, 621 SW Pine Island Rd., Cape Coral, FL 33991. EOE.

**New England affiliate** has an opening for a news director. Individual should have a strong journalistic background with an eye toward local community interests. Strong people skills a must for this newsroom. Send resume to: Box C-51. EOE.



**CBS affiliate in Lubbock, Texas,** seeks primary anchor to complement established male anchor. To secure this job you must have excellent on-camera presence, polished anchoring and reporting skills, a positive attitude and the willingness to be visible in the community. The bucks are good and the benefits are excellent. Tapes and resumes to: Terry Graham, News Director, KLBK-TV, 7403 S. University Ave., Lubbock, TX 79423. EOE.

**WJBF-TV is seeking** an anchor/reporter to compliment our male, for weeknight newscasts. Send non-returnable tapes and resume to Pete Michenfelder, News Director, WJBF-TV, 1001 Reynolds Street, Augusta, GA 30903. EOE.

**News anchor** for 6 & 11 newscasts to complement strong female anchor. Dominant award-winning NBC affiliate on California's beautiful central coast looking for credible communicator, team player to fill potential opening. 3-5 years anchor experience with strong writing, reporting skills. Send non-returnable tapes to Adrienne Laurent KSBW-TV, PO Box 81651, Salinas, CA 93912. EOE.

**Executive producer** medium sized market. Minimum five years on line producing experience, preferably in medium/major market. Experience as reporter and/or assignment editor helpful. Computer literacy and experience a must. Send tape and resume to Don Decker, News Director, WTEN, 341 N. Blvd., Albany, NY 12204. EOE.

**Meteorologist:** NBC affiliate looking for person with strong on-air presence. Two years' experience and an AMS seal are minimum requirements. Severe and changing weather makes this a challenging and high-profile position. Send resume, tape and salary requirements to News Director, KSNT-TV, Box 2700, Topeka, KS 66601. EOE.

**Anchor:** Upper Midwest network affiliate seeks new talent to complement strong anchor. Minimum three years as anchor or anchor/reporter. Resume, current salary and salary requirements to Box C-52. EOE.

**KCCO/KCCW,** a satellite of WCCO-TV, Minneapolis, MN, is looking for news anchor/reporter for local 5,6 and 10 pm newscasts. Position could include news director responsibilities. Operation includes one satellite bureau. Looking for a strong communicator. Need ability to write, report, shoot, and produce. 2-3 years news experience preferred. Resume with references, salary history and tape to Ken Rees, Station Manager, 720 Hawthorne Street, Alexandria, MN 56308. No phone calls. Equal opportunity employer.

**News anchor/reporter:** Dominant station, NBC affiliate in top 100 market, seeks an experienced news anchor/reporter for evening newscasts. Send tape and resume to Keith Silver, News Director, WWLP-TV, PO Box 2210, Springfield, MA 01102-2210. No phone calls please. WWLP is an equal opportunity employer.

**Anchor...**Must be an experienced, solid television journalist, willing to make a long term commitment with a southern medium market. Must possess leadership skills, be community involved and be able to perform with a fast paced co-anchor format. Send resume and salary requirements to: Box C-49.

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

**Anchor** who is also a strong producer for our 10:00 news. Will consider applicants with primarily reporting experience. Send tapes, resumes, and cover letters with salary expectations to: Bonnie Wheeler, WSIL-TV, Route 13, Carterville, IL 62918. EOE.

**Executive producer:** We need a team leader with great news judgement, superb writing ability and extraordinary producing skills. Requires college degree and significant experience as large market producer or previous experience as an executive producer, managing editor or news director. EOE. Send non-returnable tape and resume to Becky Strother, WVTM-TV-13, Inc., PO Box 10502, Birmingham, AL 35202.

**Meteorologist:** Award winning Indy in Minneapolis looking for talented meteorologist. Must be an upbeat communicator, excited about the challenges of covering weather in Minnesota. On-air experience and knowledge of Liveline V computer system required. Minorities encouraged to apply. Send tape of weather anchoring and reporting, along with resume and salary requirements, to Penny Parrish, News Director, KMSP-TV, 6975 York Ave. S., Mpls., MN 55435. No phone calls. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Creative editor needed** for commercial and industrial production with local ABC affiliate ACE editing, ADO, ESS still storer and studio lighting a must. Experienced only. Call John Cannon at 301-742-4747. EOE M/F.

**Promotion coordinator:** Number one station in number one market. If you have 2-3 years of general office & clerical experience, knowledge of advertising & promotion and have strong creative ability...this is the job for you! Duties include: Scheduling and maintenance of on-air promotion inventory, daily log generation and coordination of promotion and press activities. Must be a self-starter and possess excellent phone and people skills. Knowledge of PC a plus. Send resume and cover letter to: David Vianello, WABC-TV, Creative Services, 7 Lincoln Sq., New York, NY 10012. No telephone calls, please. We are an equal opportunity employer.

**WJBF-TV, Augusta, Georgia,** is seeking a hands-on promotion manager for strong number one station. News and programing promotion experience a must! Need a creative, energetic person with strong production skills. Send resume and non-returnable videotape to Angela Byrd, Program Director, WJBF-TV, Box 1404, Augusta, GA 30903. EOE.

**Program director:** Leading, group-owned Independent is seeking an experienced, innovative and high-energy program director who has a flair for scheduling movies and counter-programing. Must be team player able to work in concert with sales and promotion. Equal opportunity employer. Send resume to Box C-53.

**Promotion manager:** Top 30 market Independent seeks dynamic, sales-oriented, creative professional to lead promotion team. Expertise in cross-promotions and value-added campaigns desirable. Equal opportunity employer. Send resume to Box C-56.

**Studio production assistant:** Responsibilities include camera, graphics and audio operation for newscasts and commercial production. Applicants should have prior broadcasting experience. Send resume to: Judy Carrier, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24201. No phone calls. Women and minorities are encouraged to apply. EOE.

**Director: ABC affiliate** with major commitment to news. Must have minimum of three years directing and supervisory experience. Looking for someone who is dedicated to directing newscasts, high-end promotion/commercial production and participation in creative process. Background in technical directing, studio lighting and set design a plus. Send non-returnable aircheck with call track and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #0515BR9101. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

**Lighting director/designer.** Must be motivated individual with designing, supervisory, budgetary and planning knowledge of studio and remote programing. Minimum of 5 years experience in broadcast television. Letter & resume (no calls) to Charles Bradley, Dir. of Programing & Operations, WPVI-TV, 4100 City Line Ave., Suite 400, Phila., PA 19131. EOE.

**Vice president promotion and advertising PBS:** We are seeking a savvy communications/marketing professional to lead the activities of PBS's promotion and advertising department. Responsibilities include strategic planning and policy development; the creation and delivery of advanced promotion and advertising materials to stations and press; generation of press coverage in national and local print and electronic media; the creation and coordination of PBS graphics and the professional development tools for advertising and promotion professionals in the public television system. Qualifications: 10-12 years in broadcasting and promotion, with primary experience in advertising, public relations, and marketing; 5-7 years direct experience as a line manager required. Excellent administrative, marketing, communication, advertising, public relations, promotion, planning, financial, and management skills are essential. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to: PBS Attn.: Carla A. Gibson, 1320 Braddock Place, Alexandria, VA 22314. PBS is an equal opportunity employer.

**Broadcast designer:** You're a design dynamo with at least three years broadcast experience in print and on-air design; can communicate fluently with promotion producers, retail clients, and two in-house assistants called MAC and AVA III; can conceptualize, design and illustrate; and, your boss pales at the thought of losing you...Rush your resume, best non-returnable samples, and tape to: WATL-TV, One Monroe Place, Atlanta, GA 30324. Attn: Ms. Thornton. EOE. No phone calls please.

**KSTP-TV creative services director.** ABC affiliate in Minneapolis-St. Paul is seeking creative services director to manage promotion and public affairs departments. Candidate must have a proven track-record in the development and execution of on-air station promotion, must combine creativity with resourcefulness, and must have proven staff and budget management ability. Successful candidate will develop all news entertainment, and station image promotional campaigns. A minimum of 4 years prior experience in television promotion department is required. Send tapes and resumes (no phone calls please) to: Larry Shrum, Vice President, Assistant General Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

#### SITUATIONS WANTED MANAGEMENT

**General manager.** Involved, active and innovative. 25 successful years in general management, sales, promotion and programing. Available for relocation to a competitive market situation due to sale of present station. Box C-55.

**Business manager/upper management.** 7+ years of extensive Columbine/Lotus 123 with start-up affiliate/independent experience. Reply to Box C-59.



**Highly motivated** 5/91 graduate Calif. State Univ.—Northridge. Degree in radio, TV, film; major in media management; minor in music (voice). Seeking challenging position in television industry with advancement possibilities. Willing to consider relocating to East Coast (NYC). Brett R. Fox 818-508-4908.

**Why settle for promotion** when you want profit? You have seen my work. I am a seasoned, credentialed marketing manager with a track record of success. I am offering a joint venture on a proprietary television service that makes money and promotes your station(s) in exchange for a position from which to launch the project. Top 20 market broadcasters call or write: J. Mark, 1630 Harold, Houston, TX 77006. EOE. 713-526-7681.

#### SITUATIONS WANTED TECHNICAL

**Experienced and versatile** operations engineer. Over 14 years in master control switching, tape operations/editing, satellite operations and production with network affiliates and major cable network. Excellent references. Call 612-432-6430.

#### SITUATIONS WANTED NEWS

**Meteorologist** with on-air experience, exclusive professional broadcasting training, extensive knowledge of ColorGraphics products, seeks on-air weather position. Call Brian 314-432-2566/305-424-3950.

**Excellent, experienced** sportscaster looking for a fine station in which to work, also knowledgeable newperson. 216-929-0131.

**College graduate looking** for general assignment reporting position. Four years of part-time radio and newspaper experience. Television internship. Solid 3/4" taping and editing skills. Tom Overlie, 712-722-0741.

**New York market experienced** past internship. Recent college grad with significant experience in reporting at Midwest affiliate. Looking to move to full time reporting. Also interested in meteorology. Let demo-tape convince you! Ken 614-282-3561 or 201-447-3096.

**Broadcaster with 6 1/2 years** experience in radio news; desires entry level, on-air television position. Phone 717-238-7024.

**UVA graduating female** experienced in reporting, post-production, sports, seeks start in Pittsburgh or surrounding PA areas. Hardworking! Reply Box C-54.

**General assignment** and/or weather reporter, extensive experience in production, writing and drawing weather maps in the sixth largest market in the country with a BS degree in Broadcast Journalism seeks on-air position. Attractive, witty and knowledgeable, extensive knowledge of ColorGraphics V. Call 312-944-2468.

**Action line/hotline reporter** newspaper "White Knight" battle TV viewers rights plus consumer tips tearsheets. Box 1039, NY, NY 10116. EOE.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Aggressive young journalist** with professional experience in television, radio and print journalism. seeks position behind-the-scenes in sports production. Willing to relocate. Call Seth at 516-295-4332.

**Lighting director:** Experienced in broadcast television/film lighting with excellent references in working with a wide variety of clients in major market. Supervisory, budgetary, designing, and planning knowledge in the lighting of studio and remote productions. Seeking position in lighting. Contact David 614-592-1059.

#### MISCELLANEOUS

**Career videos.** Our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format, placement assistance. 708-272-2917.

**For sale LPTV** Murfreesboro, Tenn on air 3 years. MTSU & 4 high school football and basketball. Channel America. Contact John McCreery 615-893-6612.

**How good are you?** Before consultants arrive, get hard-hitting critique, plus focus group response. Send tape and your check for \$45.00 (tape return \$47.00) to Mel Turner and Associates, Box 838, Umatilla, FL 32784.

#### CABLE

##### HELP WANTED MANAGEMENT

**Sales service traffic manager:** National cable network located in the Southwest is looking for an experienced traffic manager to run day-to-day operations. Minimum of three years experience with JDS background. Excellent company benefits. Reply Box C-60.

#### ALLIED FIELDS

##### HELP WANTED SALES

**Ready for a six-figure income?** If you are a self-starter with broadcast sales experience and want to own and build your own business, we have a great opportunity to discuss with you. CASCOM Syndication is looking for full-time representatives to market a wide variety of industry-related products, including a library of stock animated effects, music libraries, pre-produced commercials and custom commercials featuring such characters as Ernest P. Worrell (Jim Varney) and Jose Jimenez (Bill Dana). Markets already committed include New York City, Los Angeles, Philadelphia, DC, Atlanta, Baltimore, Kansas City, Nashville, San Francisco, Portland, Houston, Chicago, Seattle, Miami, Orlando, Salt Lake City, Tampa, Hartford, Jacksonville, Ft. Myers, Bakersfield, Richmond, Raleigh-Durham, Mobile and Evansville. Markets are closing rapidly. If you are serious and qualified, don't wait. Call Lee Michaels at 615-242-8900. EOE.

##### HELP WANTED NEWS

**National media director, Greenpeace USA.** Abused planet seeks skilled media handler to promote its cause. Greenpeace is looking for a creative, committed director for 21-person, press, video and photo department. Extensive media/personnel experience required. Director responsible for shaping multi-media campaigns to promote Greenpeace issues and will serve as part of senior management team. Travel expected. Salary high 30's + DOE. Resume and cover letter by June 10 to: Andrew Davis, Greenpeace Dept. B, 1436 U St., N.W. Washington, DC 20009. EOE.

##### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**PGA TOUR Productions** in Jacksonville, Florida is seeking an art director to fill a creative/management position with 3-5 years experience in computer graphics. Must have the ability to create and execute computer graphic designs and storyboards for all of PGA TOUR Productions. Knowledge of a computer paint system is essential. Send tapes and resumes to: Mrs. Beth Larson, PGA TOUR Productions, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32256. 904-737-7001. EOE.

#### SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

**Hot radio-TV custom jingles/musical themes.** For station call letters, news programs, local productions, etc. Complete package price only \$2999.95. Call Edmond A. Bruneau toll-free today at 800-735-1116.

#### SALES TRAINING

**Kiss your butterflies goodbye!** Speak with comfort, confidence, conviction. Presentation skills workshops for sales people/GSM's/GM's. Videotaping/critiquing. Groups/privately. Make your next presentation your best. Call Jon Rosen, Impact Communications, 212-557-5610. "25 years of broadcast/training expertise."

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

**Reporters.** We market talent to all size markets. Call M.T.C 619-270-6808. News, sports & weather! Demo tape preparation available.

#### EDUCATIONAL SERVICES

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

#### WANTED TO BUY EQUIPMENT

**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" or VHS videotape.** Looking for large quantities. 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.

#### FOR SALE EQUIPMENT

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

**1KW AM transmitters:** Cont. 314R1 (1986), Harris BC1H1 (1974), RCA BTA 1S (1976), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**AM transmitters:** Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), Harris BC10H, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BA5K, 5KW (1980), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**FM transmitters:** BE FM30, 30KW (1983), Collins 831G2, 20KW (1975), RCA BTA 20E1, 20KW (1973), BE FM10B, 10KW (1990), Harris FM10K, 10KW (1980), Cont. 814R-1, 2.5KW (1983), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**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.

**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.

**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.

**Save on videotape stock.** We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

**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.

**500' utility tower.** New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

**UHF TV transmitters** 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

**2 edit systems** with GVG-141 & 110, Graham-Patten 608, all monitoring, console, wired for 4 VTR's. Also Abekas A53D (2ch w/warp), A42, 4 BVW-75, 2 BVW-65. All have low hours and are available immediately. Fax Technical Leasing Co. Attn: Chuck Heuer 212-752-3745 for more info or call 212-752-3010.

**Ampeg VPR-6/TBC-6** and VPR-80/TBC-80 with SI, TC, new heads, 2800 hours. Good condition. \$26K and \$18K. 507-433-0678.

**RCA cameras:** 5 complete RCA TK47 cameras, Fujinon lenses, 2 setup terminals, 1 DSU, Anvil cases, RTS intercom. Spare parts, boards, CPU, camera head, operate panel. Also RCA TK86 cameras. Very reasonable prices. Call Eric Address 215-626-6500.

**Production studio-complete:** Remote multicamera, IKe-CCD's, Sony 3/4" portable, 3/4A-B edit console, racks...the works. Perfect for LPTV 2 years old. Call 602-792-0327.

**Antennas, FM, television and LPTV:** Outstanding performance with SWR's FM and television antennas. All SWR antennas have a five year warranty. Call Jimmie Joynit at 800-279-3326.

**Used/new TV transmitters,** full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

**Continental 315R1.** Serial No. 339. 5/1 KW, 1090KHz. 803-497-0460.

**Madison:** Meters, transformers, big caps, tubes. Receiving tubes \$1-5; Icom, Yaesu - amateur. Madison Electronics. 1-800-231-3057. 1-713-729-7300.

**Audio carts, Fidelipac** model 300, new. \$2. Various lengths. 702-386-2844.

**Everything you need** to build a Class A FM station used, half price. Call for list 419-782-8591.

**90 sections** 6 1/8", 19 1/2 Ft. transmission line. \$200 per section 2 - RCA TR-70C Quad VTRs. One operational, one for parts. \$2000 OBO for both. 50 watt ITFS transmitter, antenna. \$10,000 OBO. Sony VO-4800 portable 3/4" VCR with soft carrying case. Less battery. \$700 All FOB KOZK-TV Springfield, MO. Will trade! Bill Ellis 417-865-2100.

## RADIO

### Help Wanted Management

#### Sales Management Opportunity

New opening created at WHVK-FM, Huntsville, Alabama's new 100,000 watt country blow torch, by one of those time brokerage agreements you've read about. Are you driven by being the best? Can you lead, coach, and motivate a new team? If this sounds exciting, IT IS! If you've got the tools call now:

**Bill Dunnivant**  
(205)830-8300

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### Help Wanted News

**WOOD RADIO**  
AM 1300 FM 105.7

#### The Radio Leader!

Meteorologist at The Radio Leader for Weather. Be the only radio meteorologist in West Michigan, with the tools you need: RADAC, DIFAX, etc. Changable weather here means this is high-profile position; degree in meteorology or equivalent. Contact:

**Robb Westaby, PD, WOOD,**  
180 N. Division,  
Grand Rapids, MI 49503  
EOE

### Business Opportunities

#### FM & TV TOWERS WANTED

Does your station need to pay down debt, buy new equipment, maybe buy another station??? Sell us your tower, lease back its use. Purchase price based on tower cash flow. No naked towers. Call Keith Miller, Miller Tower Company  
212-582-2063

### Business Opportunities Continued

#### NEW FM STATIONS

Computerized study indicates potential new FM channels in your area - \$250.00. Complete technical services available for applicants. Visa/MasterCard/Amex accepted.

**Contemporary Communications**  
Phone: 404/460-6159-FAX: 404/460-6129

## TELEVISION

### Help Wanted Sales

#### WORK FROM YOUR HOME

TV/Radio promotional publisher seeks person with proven track record in TV/radio sales (print media experience helpful) to call on TV/radio sales managers and general managers. Compensation negotiable. Please send resume to:

**Dennis Blanchard**  
Dolphin Publications  
1135 Jay Street  
Boulder, CO 80302

### Help Wanted News

#### NEWS OPERATIONS MANAGER

KCRA-TV NEWS NEEDS A NEWS OPERATIONS MANAGER. THIS PERSON WILL BE A MEMBER OF THE NEWS DEPARTMENT'S MANAGEMENT TEAM, AND WILL WEAR MANY HATS. AMONG THEM:

1. SYSTEMS MANAGER FOR OUR NEW-STAR COMPUTER SYSTEM. WE ARE FULLY COMPUTERIZED AND KEEPING THIS SYSTEM OPERATIONAL WILL BE THE TOP PRIORITY OF OUR OPERATIONS MANAGER.
2. THE LOOK. OUR NEWS OPERATIONS MANAGER WILL DIRECTLY SUPERVISE TAPE EDITORS AND PHOTOGRAPHERS, MAINTAINING A CONSISTENTLY HIGH QUALITY "LOOK" TO OUR PICTURES.
3. MAINTENANCE. CAMERAS, DECKS, EDIT ROOMS, CARS, TRUCKS, AND A HELICOPTER. WE'RE WORKING ON A NEW CONCEPT HERE: PREVENTIVE MAINTENANCE.
4. ADMINISTRATION. YOU'LL WORK WITH THE NEWS DIRECTOR IN SCHEDULING, BUDGETING AND HOLDING A LARGE NEWSROOM TOGETHER.

SEND LETTER, RESUME AND REFERENCES TO:

**BILL BAUMAN,**  
NEWS DIRECTOR,  
KCRA-TV  
3 TELEVISION CIRCLE,  
SACRAMENTO, CA 95814

**NO TELEPHONE CALLS**  
NOTE: ANY OFFER OF EMPLOYMENT IS CONTINGENT UPON PASSING A MEDICAL TEST FOR DRUG AND ALCOHOL USE.

EQUAL OPPORTUNITY EMPLOYER M/F

**Help Wanted News Continued**

**REPORTER/PRODUCER/HOST  
for**

**Turner Broadcasting's  
environmental magazine  
NETWORK EARTH**

The ideal candidate will have credentials in environmental or science journalism, magazine or interview program experience and solid field producer/reporter skills.

Resumes and tapes to:

**Chet Burgess**  
Executive Producer  
NETWORK EARTH  
P.O. Box 105366  
Atlanta, GA 30348

**NOT JUST  
NEWS.**

**NOT JUST NEWS**, a new weekly syndicated kids news program is seeking candidates for the following positions:

**PRODUCER**

Extensive experience in News and/or Childrens programming. Must be creative with strong writing skills.

**ASSOCIATE PRODUCER**

Extensive field producing experience with a creative flair in post production.

All candidates should be able to blend wit with wisdom in presenting news and information in an entertaining and stylized manner.

Rush tape, resume and salary requirement to:

**NOT JUST NEWS**  
c/o Personnel Department  
WTTG/Fox Television Stations, Inc.  
5151 Wisconsin Ave., N.W.  
Washington, D.C. 20016

E.O.E

**Help Wanted Programing  
Promotion & Others**

**PRODUCER**

A great opportunity is available with a daily, live afternoon talk show in the San Francisco Bay Area. Individual will manage and direct a team-oriented production staff, manage program budget, conceive and develop show topics. Must have 3 yrs. experience producing a major market TV talk show. Strong managerial and interpersonal skills are critical. Samples of promotional copy, writing a plus. Send resume to:

**KPIX**  
Human Resources  
855 Battery Street  
San Francisco, CA 94111  
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KPIX IS AN EQUAL OPPORTUNITY EMPLOYER



**Help Wanted Programing, Promotion & Others Continued**



**Research Analysts,  
News and Corporate Groups**

Responsibilities include the analysis of television ratings and other programming based information for Turner and competitive networks. Television research experience preferred. Familiarity with Nielsen media data (NSI/NTI/NHI) a plus. Candidate must have excellent PC skills, quantitative analytical skills and solid oral and written communication skills. EOE

**Send Résumé and Salary Requirements to:**

Research Department-RA  
9 North Tower  
Turner Broadcasting System, Inc./(B)  
One CNN Center  
Box 105366  
Atlanta, Georgia 30348-5366

**No Phone Calls, Please!**

**CREATIVITY AND  
MEDIA COMBINED!**

New York's leading independent TV station has a unique job opportunity as Media Supervisor in our Creative Services Department. You'll handle internal and external media buys, write copy for on-air and print and be involved in a variety of special projects. Strong organizational/communication skills required. 2-3 years television and/or agency experience preferred.

**WPIX-TV**

220 EAST 42nd STREET  
NEW YORK NY 10017  
ATTN: Human Resources Dept.



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We are an Equal Opportunity Employer

**Business Opportunity**

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**One Half Hour Time Periods For Sale**  
• 5,000,000 Watts covering all of Chicago and Northern Indiana  
• Reaching over 7.5 Million Viewers  
• Affiliate with Home Shopping Network  
Agency Representatives Welcome  
Call (708) 633-0001

**62 WJVS  
TELEVISION**

**PRODUCER**

Experienced promotion writer/producer, for multi-lingual network. Bilingual English/Spanish or English/Portuguese preferred. Must have knowledge of motion pictures, TV series and sports knowledge helpful. Send resume and demo tape to:

**TNT/Latin America**  
1050 Techwood Drive NW  
Atlanta, GA 30318

Must be willing to relocate to Atlanta, Georgia  
EOE.

**Situations Wanted Management**

**Results!!!  
Television  
General Manager  
Box C-57**

**DIRECTOR, OPERATIONS & ENGINEERING**

18 years television engineering experience. 11 years in supervisory capacity. Major facility construction; ENG/SNG; Rf systems; Telecommunications; HDTV; Budgets; Team building.

217 Madison Ave.  
Hamilton, VA 22068  
(703) 338-3838

**General Manager**

Successful, Motivated,  
Experienced,  
Seek medium market with  
a committed broadcast group.

**Box C-58**

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Dept. P.R., Ann Arbor, MI 48106



## CABLE

### Help Wanted Management

#### NEW YORK SALES MANAGER NATIONAL CABLE ADVERTISING (NCA)

NCA, the leading national spot cable rep firm, representing major markets to national clients and their agencies, seeks Sales Manager for our New York Office.

Due to extraordinary growth in spot cable and micro-marketing in general, NCA is expanding the New York Sales Management team. Applicants must have minimum of six years experience in either broadcast or cable television. This position requires strategic and operational skills plus the ability to motivate sales people in a fast-paced environment. Duties include calling directly on clients and agency decision-makers. Competitive salary and excellent benefits. Send resume or contact:

**Peter Murray**  
Sr. VP, Dir. of Sales  
or

**Sue Schmalzbach**  
Dir. of New York Sales  
National Cable Advertising  
114 W 47th Street, 17th Floor  
New York, NY 10036

## ALLIED FIELDS

### Employment Services

#### California Broadcast Job Bank

For application information call  
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California Broadcasters Association

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Daily report of TV & Radio Jobs.  
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you want.

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**Broadcast  
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Your Career is on the line

## Employment Services Continued

# SPORTS CAREERS

JOBLINE  
1-900-420-3005 \$2/  
min.

## JOBPHONE

- Press: 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "talking resumes"  
4 To record "talking resumes" and employers to record job openings  
5 Weekly memo to improve your job search technique

**1-900-726-JOBS**  
\$1.99 per min. (5 6 2 7)

### 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.

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CHEAPER OR MORE EFFICIENTLY

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## Public Notices

The Annual Meeting of the Public Broadcasting Service Board of Directors will begin at 2:00 p.m., June 11, 1991, at the Walt Disney World Dolphin Hotel in Orlando, Florida. The tentative agenda includes election of new directors and officers; FY 1992 budget; satellite replacement project; reports from management officers and Board committees; Board/Committee agenda for 1991-1992; and other business.

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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

**Benjamin Tucker Jr.**, executive VP and general manager, Retlaw Broadcasting, Fresno, Calif., named president and VP, director, Retlaw Enterprises, owners of 6 TV's.

**Gary R. Matz**, director of government and community relations, Midwest region, Warner Cable, named VP, government relations, corporate office, Dublin, Ohio.

**Ray Barnett**, retired VP and general manager, KCBS(AM) San Francisco, joins KSSK-AM-FM Honolulu, as interim general manager.

**Ken Rees**, station manager, WCCO-TV Minneapolis-St. Paul, adds duties as VP.

**Dino Ianni**, sales manager, KBCO-AM-FM Boulder, Colo. (Denver), named VP and general manager.

**Kenneth Gamache**, audit manager, KMPG Peat Marwick, joins Chase Communications Inc., Hartford, Conn., as assistant controller, financial reporting.

**Chuck Rhodes**, program director, KWIL-FM Highland Park-Dallas, joins WLAC-AM-FM Nashville, as operations manager.

**George H. Anderson**, president, Diversified Communications, Portland, Me., retired, succeeded by **Garry H. Ritchie**, VP and general manager, co-owned WYOU(TV) Scranton, Pa. (Wilkes-Barre).



Upah

**Dennis J. Upah**, VP and general manager, WEEK-TV Peoria, Ill., named president and general manager.

**Lloyd G. Schermer**, president, CEO and board chairman, Lee Enterprises Inc., Davenport,

Iowa, steps down as CEO, succeeded by **Richard D. Gottlieb**, president and chief operating officer.

**Ronald J. Mario**, VP and general manager, COMSAT Mobile Communications, Washington, named president.

**Betty C. Alewine**, VP and general manager, COMSAT's ISS business unit, named president, COMSAT World Systems.

**Jay Werth**, general sales manager, KSSN(FM) Little Rock, Ark., named VP and general manager.

**Jose Luis Madrigal**, manager, affiliate relations, Spanish Information Service, New York, named VP and general manager.

**David F. Metz**, general manager, WLYH-TV Lancaster, Pa. (Lebanon, Pa.), elected VP.

**Richard Noble**, VP and general manager, WJJR(FM) Rutland, Vt., resigns, succeeded by **Samuel J. Gorruso**, general manager.

**Bob VanDerheyden**, programing and operations consultant, S & P Broadcasting Co., New Canaan, Conn., joins WCDL(AM)-WSGD-FM Carbondale, Pa. (Wilkes Barre/Scranton), as VP and general manager.

**Clyde Helton**, sales manager, KSPR(TV) Springfield, Mo., joins KJAC-TV Port Arthur, Tex. (Beaumont), as VP and general manager.

## SALES AND MARKETING

**Alan M. Leinwand**, local sales manager, WMAL(AM) Washington, named general sales manager.

**Rosemary Serviss** and **Joe Venturini**, senior VP's and creative directors, Saatchi & Saatchi Advertising, New York, appointed to operating committee.

**John C. Deushane**, VP and general manager, KRCG(TV) Jefferson City, Mo. (Columbia), joins WEEK-TV Peoria, Ill., as VP, director of sales.

**Christine Brozovsky**, from KMXX(FM) Phoenix, joins KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., as account executive.

**Sandi Tracy**, director of advertising sales, Central region, The Discovery Channel, Chicago, named VP, advertising sales, Central region.

**Steve Hiramoto**, general sales manager, KHON-TV Honolulu, named VP, marketing.

**Mary Dougherty**, account executive, WSTM-TV Syracuse, N.Y., named local

sales manager. **Bob Eckel**, account executive, WSTM-TV, named senior account executive.

Appointments at National Cable Advertising: **Suzanne Schwartz**, advertising director, *D-Magazine*, named account executive, Dallas; **Sharon Pensa**, marketing manager, Konica Imaging USA, named sales coordinator, Dallas; **Mike Hughes**, marketing consultant, Michael C. Hughes Associates Inc., named account executive, New York; **Mary Beth Perrot**, special projects coordinator, Institutional Investor, named computer coordinator, New York; **Rob Stevens**, sales assistant, named sales coordinator; **Cathi Foster**, Southern regional manager, Concert Music Broadcast Sales, named account executive, Atlanta; **Cathy Eld**, operations assistant, named operations coordinator, Boston; **Karyn DeLacey**, sales assistant, named sales coordinator, Boston; **John Doyle**, account executive and manager, Katz Communications, Chicago, named account executive there, and **Laurie Sharkey**, manager of marketing services, SeaEscape Ltd., Miami, named sales coordinator, Fort Lauderdale, Fla.

Appointments at Katz Radio: **Dominick Milano**, account executive, New York, named sales manager; **Steven Moskowitz**, New York sales manager and VP, named VP, stations; **Bill Froelich**, director of corporate development, Dallas Market Center, named account executive, Dallas; **Mark Dembo**, account executive, WQHT(FM) New York, named to same capacity there, and **Larry Roberts** rejoins Los Angeles as senior account executive. **Caroline Scollard**, national sales manager, WBFS-TV Miami, joins Katz Independent Television, New York, as sales executive. **Kimberly Fox**, sales executive, Katz Television, Denver, named manager, Houston. **Andrea Gilels**, sales assistant, Katz Continental Television, Atlanta, named KOSMIC systems representative, Katz Media Data, New York, and **Til Levesque**, sales manager, Banner Radio, San Francisco, named sales manager, Los Angeles.

**Mary Rawlins**, local and national sales manager, KBCO-AM-FM Boulder, Colo., named general sales manager.

**Joe Fishleigh**, account executive, MMT Sales, Cleveland, joins TeleRep Inc., there as sales manager.



## PROGRAMING

**Glenn Ross**, VP, marketing, Republic Pictures Corp., Los Angeles, named senior VP, marketing.



Ross



O'Sullivan

**Brian O'Sullivan**, account executive, Central division, Worldvision Enterprises, Chicago, named VP, Eastern division manager, New York, succeeded by **John Barrett**, VP, Central division, Guber-Peters Program sales.



Relick

**Kim Relick**, VP, drama coordinator, Grundy Television, Sydney, Australia, named VP, co-productions, Grundy Worldwide, London.

**Heather Cook**, manager, accounting projects, Viacom International

Inc., New York, named controller, Viacom Pictures.

**Radha Bhattacharji**, senior VP, motion picture production, Guber-Peters Entertainment Co., joins Quincy Jones Entertainment Co., New York, as senior VP.

**Les Koll**, VP, marketing, Hanna-Barbera Productions Inc., Los Angeles, resigned.

**Stuart Crowner**, former associate producer and writer, *The Mike Douglas Show*, named co-executive producer, *Jenny Jones*, Chicago.

**Joseph Behar**, former director, *Days of Our Lives* and *Let's Make a Deal*, joins Reg Grundy Productions Inc., Chris-Craft/United Television and Pinelands Inc., as director, *Dangerous Women*, Los Angeles.

**Burt Rosenburgh**, president, Premiere Entertainment Corp., joins MTM Television Distribution, New York, as sales and marketing consultant.

**Steven Flynn**, VP, national promotion and exhibitor relations, Orion Pictures, Los Angeles, named VP, field opera-

tions, national promotions and exhibitor relations, succeeding **Carl Ferrazza**, retired. **Larry Steinfield**, former director, East Coast promotions and special events, Orion Pictures, named director of national promotions and exhibitor relations.

## NEWS AND PUBLIC AFFAIRS

**Bob Schieffer**, Washington chief correspondent, Saturday edition anchor, *CBS Evening News* and substitute anchor, *CBS Evening News with Dan Rather*, adds duties as anchor and moderator, *CBS News' Face the Nation*, succeeding **Lesley Stahl**, correspondent and co-editor, *60 Minutes*.



Schieffer



Polyard

**Dave Polyard**, regional television executive, Associated Press Broadcast Services, Dallas, named director of networks, sales and marketing division, Washington.

**Toby Miller**, producer, ABC Talk Programming, New York, joins *The Sally Jessy Raphael Show*, there as associate producer.

**Susan Baumel**, former broadcast associate, *CBS News' Nightwatch*, joins **John McLaughlin's One On One**, Washington, as associate producer.

**John Culliton**, director of news, WCCO-TV Minneapolis-St. Paul, named VP, news. **John Lansing**, assistant news director, WCCO-TV, named director of news.

**Raul Ramirez**, assistant metropolitan editor, *San Francisco Examiner*, joins **KQED-FM San Francisco**, as news director.

**Roberta Gonzales**, weathercaster, WMAQ-TV Chicago, adds duties as morning weather reporter, WMAQ(AM) Chicago.

**Steve Eagar**, anchor and reporter, KVBC(TV) Las Vegas, joins **KSL-TV Salt Lake City**, as co-anchor, *Focus*.

**Linda Wright**, control room producer, C-SPAN, Washington, named international producer. **Craig Arnold**, production and video director, InterAct Inc., Los Angeles, joins C-SPAN, there as

California producer.

Appointments at **KMVT(TV) Twin Falls, Idaho**: **Doug Maughan**, 6 p.m. anchor and news director, named full-time news director; **Ken Rickey**, 10 p.m. anchor, named 6 p.m. anchor and reporter; **Mark Berryhill**, weekend anchor, named 10 p.m. weeknight anchor, and **Rich Wright**, reporter, adds duties as weekend anchor.

Appointments at **KLTV(TV) Tyler, Tex.:** **Steve Linscomb**, from **WSYX(TV) Columbus, Ohio**, named daybreak weather anchor; **David Berkley**, from **KMOL-TV San Antonio, Tex.**, named chief photographer; **James Lynch II**, **KTVE(TV) Monroe, La.**, named weekend anchor, and **George Stephenson**, from **WSEE-TV Erie, Pa.**, named news director.

**Tom Rosenbaum**, from **WALA-TV Mobile, Ala.**, joins co-owned **KBAK-TV Bakersfield, Calif.**, as station manager and news director.

**Tim Burquest**, photographer, **WWSB(TV) Sarasota, Fla.**, named chief photographer. **Rick Kelley**, photographer, *The El Paso Post* and *Palm Beach Post*, joins **WWSB(TV)** in same capacity.

**Susan Mach**, 10 p.m. producer, **KXAN-TV Austin, Tex.**, joins **KNSD(TV) San Diego, Calif.**, as 11 p.m. producer. **Keith Esparros**, executive producer, **WWL-TV New Orleans**, joins **KNSD** as managing editor.

**Diana Penna**, general assignment reporter and 11 p.m. anchor, **WUTR(TV) Utica, N.Y.**, joins **WBRE-TV Wilkes-Barre, Pa.**, as general assignment reporter, Scranton bureau.

**Jim Barry**, 6 p.m. producer, **WHTM-TV Harrisburg, Pa.**, joins **WGAL-TV Lancaster, Pa.**, as weekend and special projects producer.

**Cathy Hobbs**, general assignment reporter, **KGET(TV) Los Angeles**, joins **KGET(TV) Columbus, S.C.**, as nightbeat reporter.

**Jeff Johnson**, former promotion director, **WBT-FM Charlotte, N.C.**, joins **WJZY(TV) Belmont, N.C. (Charlotte)**, as public affairs director.

**Terry L. Heaton**, news director, **KGMB(TV) Honolulu**, joins **WCTI(TV) New Bern, N.C.**, in same capacity.

Appointments at **WMDT(TV) Salisbury, Md.:** **John Phillips**, weekend sports anchor and co-host, *Sportstalk* at the *Downs*, named host; **Karla Krengel**, tape operator, named assignment editor and 6 p.m. producer, and **Amy Hesser**, general assignment editor, **WTAJ-TV Altoona, Pa.**, to same capacity.

**Bruce DePuyt**, reporter, **Cable News 21, Rockville, Md.**, named assistant news director.

## TECHNOLOGY



Mauck

**Patti Mauck**, VP, sales and marketing, Editel, Los Angeles, joins Digital Magic, Santa Monica, Calif., as executive producer.

**Trevor Smith**, national service manager, Panasonic Broadcast Systems Co.,

joins BTS, Salt Lake City, as manager of customer service, United States, Canada and Latin America.

**Sharon Baldocchi**, marketing manager, Oak Switch Systems Inc., Crystal Lake, Ill., joins Switchcraft Inc., Chicago, as marketing manager, components division.

**David H. Davies**, from 3M Company, joins Ampex Recording Media Corp., Redwood City, Calif., as VP, development engineering.

## PROMOTION AND PR

**Theresa Ward**, VP, James Phillips Distribution Co., joins SSA Communications, Los Angeles, as director of international media relations.

**Kristy Loveman**, program publicity manager, Ha! The TV Comedy Network, New York, named manager of marketing and sales publicity, MTV Networks.

**Paul Manuele**, VP, Ketchum Communications, joins McAdams Richman & Ong Inc. Public Relations, Bala Cynwyd, Pa., as VP, account manager. **Kirsten T. Jorgensen**, from Weightman Group, Philadelphia, joins McAdams Richman & Ong, as senior media planner and buyer.

**Cindy McCashin**, creative services coordinator, WRCB-TV Chattanooga, Tenn., named promotion and advertising man-

**John Mason**, director of programing, promotion and operations, WNOL-TV New Orleans, joins WTXS(TV) Waterbury, Conn., as director of promotion and programing.

**John J. O'Connor**, VP, public relations, BBDO New York, joins The Lund Group Inc., New York marketing and public relations agency, as executive VP.

**Bob Steele**, program director, WLWV(AM)-WQHQ(FM) Salisbury, Md. (Ocean City), joins WETT(AM)-WWTR-FM Bethany Beach, Md. (Ocean City), as director of promotions.

**Caroley Planicka**, assistant account executive, Abramson Associates Inc., Washington, named account executive.

**Stacey DeOrzio**, from DDB Needham, McLean, Va., joins Abramson Associates Inc., Washington, as account coordinator.

## ALLIED FIELDS

**Michael J. Conly**, senior VP, Harte-Hanks Communications and National Association of Broadcasters board member, named NAB's representative to TV board for Electronic Media Rating Council, New York, succeeding **Gary Chapman**, president, LIN Television.

**Gary G. Montanus**, senior VP, marketing, Worldvision, New York, elected president, Advertising Syndicated Television Association.

**Lynn McIntyre**, manager, affiliate relations, Southeast region, CBS-TV, joins Television Bureau of Advertising, New York, as territory manager, station relations.

**Allen Kay**, chairman, Corey Kay & Partners, New York, appointed to campaigns review board, Advertising Council.

**Wilder Baker**, chairman and CEO, Warwick Baker & Fiore Inc., elected 46th president, The Advertising Club of New York.

New officers elected at American Women in Radio and Television, Philadelphia: **Dava Guerin**, Weightman Public Relations, president; **Valena Dixon**, Greater Media Cable, president-elect; **Lynn Sturdivant**, WPEN(AM)-WMGK(FM), secretary, and **Susan Goldberg**, Gerez Productions, treasurer.

**Jennie Buckner**, VP, news, Knight-Ridder Inc., and **Julian Scheer**, senior VP, corporate affairs, LTV Corp., elected to board of trustees, The Washington Journalism Center.

**Thomas S. Murphy**, chairman of board, Capital Cities/ABC Inc., New York, awarded New York University's Albert Gallatin Medal.

## DEATHS



Revercomb

**Everett E. Revercomb**, 77, veteran National Association of Broadcasters executive, died in McLean, Va., of cancer May 18. Revercomb was an auditor for NAB in 1935, and was named assistant treasurer in 1946. His most recent position was secretary-treasurer from 1956 until his retirement in 1976. He is survived by his wife, Elouise, and two sons.

**Alexander Kendrick**, 80, retired CBS correspondent, died of heart attack May 17 in Philadelphia. He was foreign correspondent in cities including Moscow, London and Vienna and served as London bureau chief. Kendrick wrote biography on CBS colleague Edward R. Murrow in 1969. He is survived by his sister, Julisa and brother.

**Warren Curtis Brown**, retired chief engineer, KVNI(AM) Coeur d'Alene, Idaho, died of heart failure Feb. 1 at his home near there. His body was discovered April 13. Brown started his broadcasting career in 1946 with stints at KPQ(AM) and KWNW(AM), both Wenatchee, Wash.; KREM-TV and KXLY(TV), both Spokane, Wash., and KNDO(TV) Yakima, Wash. He joined KVNI in 1964 and retired in 1987. He is survived by four daughters, Sharon, Michele, Heather and Nissa; five sons, Mark, Erik, John, Aaron and Curtiss, and 11 grandchildren.

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# FIFTH ESTATE

## BOB PETTIT: FCC'S LEGAL POINT MAN

**W**hen FCC General Counsel Bob Pettit went to the U.S. Court of Appeals in Washington last January to defend the FCC's 24-hour-a-day ban on broadcast indecency, he suspected the three-judge panel might give him a hard time. He was right.

The judges barely gave him a chance to speak, firing one hostile question after another without waiting for answers. It was clear the judges had already made up their minds to strike down the ban. As Pettit stepped onto the elevator after the ordeal, he offered his recap: "I think we have 'em on the run."

The quip was characteristic of the FCC's 38-year-old top lawyer. Whether arguing before the appeals court, working out fine legal points with FCC commissioners or briefing reporters, Pettit maintains his good humor.

The hard work he put into building and defending a rationale for the legally suspect indecency ban is also characteristic, according to past and present associates. Pettit is the "ultimate professional," says former FCC Commissioner Mimi Dawson, for whom Pettit served as chief legal assistant between 1982 and 1984. "In all those years, the man never gave me a piece of bad advice," she says.

"He is one excellent, level-headed attorney," says FCC Chairman Alfred Sikes, who recruited Pettit two years ago.

According to those who know Pettit well, the irony in his appearance before the appeals court is his distaste for the indecency ban. Although Pettit will not comment on the ban, he will say he feels "strongly" about broadcasters' First Amendment rights. "If I were a broadcaster, I wouldn't want government telling me—this will sound odd for someone who argued the indecency case—what I could or couldn't put on the air," he says. "I wouldn't like that at all. I guess that's because I was basically a reporter who went to law school."

As a teenager in the town of Ava, Mo., he pursued his early interest in journalism at the town's 500-watt AM daytimer, KSOA (now KKOZ), doing everything from news to sales. He went on to journalism school at the University of Missouri, concentrating on broadcast journalism and anchoring newscasts on the school's noncommer-



cial KBIA(FM).

But a course in broadcast law had the effect of diminishing his interest in broadcasting while heightening it in law. Upon graduating in 1974, Pettit headed for Duke Law School.

Pettit interned as a law student in the summer of 1976 in the office of then FCC Chairman Richard Wiley. That experience led to a job in the FCC's Broadcast (now Mass Media) Bureau after Duke and a career devoted to broadcast law with the notable exception of a year as a high-ranking official at the Department of Transportation late in the Reagan administration.

After just one year at the FCC, he joined the communications law firm of Fletcher, Heald & Hildreth, where he learned in depth the regulatory obligations of broadcasters.

In 1982, Pettit signed on with Dawson and the FCC's deregulatory revolution. Four years later, he joined Wiley's law firm, Wiley Rein & Fielding, as a partner, but did not stay long. When Dawson was appointed Deputy Secretary of Transportation in 1988, she helped Pettit win an appointment as associate deputy secretary.

When Bush took office in January 1989, Pettit returned briefly to Wiley, Rein. FCC Chairman nominee Alfred Sikes's search for a general counsel led to Pettit's door; Pettit took the post in October.

Pettit had hoped to win an appointment to the FCC. When two Republican seats opened up in 1987, he campaigned for one of them and was interviewed by the White House. But the nominations went to communications attorney Susan Wing and FCC staffer Bradley Holmes. Due to strained relations with Congress, the nominations were never confirmed.

Having come of age professionally during the Reagan era, Pettit possesses a pro-marketplace philosophy that may go beyond that of any of the Bush appointees now on the commission (Sikes, Ervin Duggan, Sherrie Marshall and Andrew Barrett).

One of the "curious" things that happened during the 1980's was the about face broadcasters have done on regulation, says Pettit. When he first went to work for Dawson in 1982, he said, broadcasters and the government believed "deregulation was good for the industry and good for the public." But later in the decade, the broadcasting establishment "felt they might be better off to be regulated because we can ask for some protections like must carry. So we don't want to be totally deregulated."

"They might wind up 20 years from now being the only folks in the entertainment business pervasively regulated by the federal government."

Although somewhat anxious to return to private practice and its more lucrative rewards, Pettit says he is likely to stay on as

general counsel as long as Sikes remains chairman (his term expires in June 1993).

Asked what he does for fun, Pettit feigns surprise. "Isn't this fun?"

### Robert Lester Pettit

*General counsel, FCC, Washington; b. August 14, 1952, Springfield, Mo.; BA, journalism, University of Missouri, Columbia, 1974; JD, Duke University, Durham, N.C., 1977; staff attorney, renewal branch, broadcast bureau, FCC, 1977-78; associate, Fletcher, Heald & Hildreth, Washington, 1978-82; senior legal adviser, FCC Commissioner Mimi Weyforth Dawson, 1982-86; partner, Wiley, Rein & Fielding, Washington, 1986-87; associate deputy secretary, Department of Transportation, 1988-89; partner, Wiley, Rein & Fielding, 1989; present post since October 1989; m. Jane Munger, March 17, 1977; children: Christopher, 7; Sara, 4; Andrew, 2.*



# IN BRIEF

**Stations are buying into Columbia Pictures Television's all-barter plan for *Designing Women***, which bows in syndication in fall 1992. After just two weeks in marketplace, show has cleared over 40% of country, according to Barry Thurston, president, CPT's syndication division. Thurston said he expects show to be cleared in over 50% of the country by this week or next. About 70% of clearances to date are affiliates, and 30% independents. Thurston said he thinks over 50% of stations picking up show, which has been renewed on CBS for next season, will double run it. Recent additions include: KXAS-TV Dallas, WISH-TV Indianapolis, KTVI-TV St. Louis and WTXN-TV Hartford, Conn. Show is being offered for straight barter (first for launch of major off-network sitcom) for two-year license (BROADCASTING, May 13.)

Tribune Entertainment and Brillstein-Grey Productions have signed *Saturday Night Live* veteran **Dennis Miller to host syndicated late night talk show** set to debut in January 1992. Tribune President Donald Hacker said one-hour strip, *Dennis Miller*, so far has commitments from Tribune Broadcasting Co. group—KTLA(TV) Los Angeles; WPIX(TV) New York; KWGN-TV Denver; WGNX(TV) At-

lanta; WGN-TV Chicago and WGNO(TV) New Orleans—and Gaylord Broadcasting Co.'s KTVT(TV) Fort Worth; WKTV(TV) Houston; KSTW(TV) Tacoma, Wash., and WVTM(TV) Milwaukee. Show will target viewers 25-40 specifically, and 18-49 broadly, said Hacker, and expects to tap into late-night audience not currently watching NBC's *Tonight Show* or syndicated *Arsenio Hall*. **Dennis Miller** will carry 7-minute local/7 minute national cash/barter split and has signed Procter & Gamble as first major sponsor.

**ABC News in near future will announce cost-cutting moves** recommended in post-war study of division expenses, according to VP Robert Murphy. Last Friday, ABC News was still evaluating recommendations made in just-completed report, and would not comment on speculation that plans include staff reductions on each ABC News show.

In cost-cutting move, **CBS owned-and-operated TV stations will drop Arbitron ratings service effective June**. Stations are said to have spent at least \$2 million annually on service. According to one source, Johnathan Rodgers, president, CBS Television Stations, said that if individual stations want service they can

get it. Rodgers could not be reached to confirm statement. WCBS-TV New York had been trying since last year to get out of its Arbitron contract.

**Radio and Television News Directors Foundation last Wednesday awarded its John F. Hogan Distinguished Service Award to**



**Oregon Republican Senator Bob Packwood (I) and C-SPAN Chairman-CEO Brian Lamb.**

In accepting his award at black-tie dinner in Washington, Packwood reaffirmed his commitment to securing full First Amendment rights for broadcast journalists. Lamb kept his remarks light, reading from an article in the current issue of *Mirabella* twitting C-SPAN and Lamb. "Brian Lamb, who started the network after a slow-track career in government, is the man at the eye of C-SPAN's calm," Lamb read. "Never has a talking head fit so squarely inside its box and never has a host's own views been so maddingly unobtrusive."

Controlling interest of Colorado Springs, Colo.-based **Business Radio Network has been sold to group of Colorado Springs business executives** for undisclosed price. Richard Faulkner, BRN chairman, announced he would retain stock in company as well as seat on board. Investment group is led by brothers Lester B. and Gary O. Loo. Lester will serve as chairman and Gary will assume responsibilities of departing president, Lou Mellini.

Financially strapped **Orion Pictures said that it has started exchange offers for \$285 million of its roughly \$515 million of debt**. Under terms of offer, debtholders would receive \$750 principal amount of zero coupon convertible senior subordinated debentures due May 15, 1998, and

## GRASSROOTS CHILDREN'S TV WATCHDOGS TO SPROUT

**A** grudging, stingy, contemptible interpretation of the will of Congress." That's what Peggy Charren, president of Action for Children's Television, thinks of the FCC's rules enacting the Children's Television Act. She spoke last Thursday at a Federal Communications Bar Association luncheon in Washington, criticizing the commission's approving "even 10-second spots" as "fully" satisfying broadcaster obligations.

"We're telling people that the law requires programs," she said, describing a "Choices for Children" campaign to "guide grassroots activities to assure that stations fulfill the mandate" of the Children's Act. License renewal dates for all U.S. TV stations are among materials being disseminated through national organizations, including the Consumers Union and National PTA.

At the community level, with two-year funding from the Benton Foundation, the Center for Media Education will spearhead a program described by Charren as like "union organizing." Markets with "large populations of children at risk," and in those states that will be the first to demonstrate compliance with the act (Illinois and Michigan license renewal deadlines are among those in 1992), will be targeted first, said Center founders Kathryn Montgomery—author and former UCLA communications professor—and Jeffrey Chester, who helped independent TV producers gain an \$8 million set-aside fund at the Corporation for Public Broadcasting two years ago, and who recently took charge of the Ralph Nader-blessed Teledemocracy Project to raise public support for cable reregulation (BROADCASTING, April 29). —PDL

either 42 or 37 shares of Orion common stock, (depending on the ranking of the subordinated debt) to be exchanged for each \$1,000 principal amount of subordinated debt. Orion also filed its 10-K and reported loss for year of \$62.9 million. Orion's television division lost \$12.3 million as two of studio's shows for networks were canceled. Orion is said to be interested in selling its TV division to Time Warner.

**Charging that delays in releasing FCC orders have sometimes been "unjustifiably long," House Energy and Commerce Committee Chairman John Dingell (D-Mich.) asked FCC last week to be informed of each order released more than 30 days after its adoption.** But, he said in May 21 letter to FCC Chairman Alfred Sikes, he currently has "no specific plans to address this situation through the legislative process." In response to request, FCC provided Dingell with list of 157 actions since January 1986 in which order was delayed at least 30 days. Dingell said list was too long. "The public is entitled to know the details of a commission decision promptly after it is made," he said. However, Dingell acknowledged there has been improvement. In 1988, Dennis Patrick's last full year as chairman, 47 actions were on list. In 1990, Sikes's first full year, just 27 made it.

**Senator Daniel Inouye (D-Hawaii) introduced FCC reauthorization bill last week.** It contains same funding request that agency is seeking; \$133.5 million for fiscal 1992 and \$163.5 million for fiscal 1993.

**John Evans, CEO of Hauser Communications, was appointed chairman of C-SPAN's executive committee last week,** succeeding outgoing chairman Amos Hostetter Jr., chairman of Continental Cablevision. C-SPAN also elected five new board members: J.C. Sparkman, executive VP, TCI; June Travis, COO, Rifkin & Associates; Fred Nichols, COO, TCA Cable; Allan Block, co-CEO, Blade Communications, and Myron Pattison, CEO, Cardinal Communications. C-SPAN board also approved \$16.4 million operating budget for fiscal 1992.

**QVC Network reported 19% jump in first-quarter revenue to \$192 million and gross profits of \$78 million.** Net income was \$1.4 million, versus loss of \$5.8 million last year.

**LBS Communications and Warner Bros. Inc. came to out-of-court settlement** of countering lawsuits over allegations LBS failed to make payment of \$7.4 million for distributing animated *Police Acade-*

## 'UNSOLVED MYSTERIES' SOLD TO LIFETIME

**D**espite making commitment to launch sales of *Unsolved Mysteries* (targeted to follow prime access and in early fringe) in syndication (BROADCASTING, March 25), Buena Vista Television instead sold the hour off-network series last week to basic cable's Lifetime Television network.

As a result of mounting active pitches to several cable networks (BROADCASTING, May 20), a source close to Lifetime said the cable network was able sign a five-year cash licensing agreement—starting in September 1992—trimming down the lengthier seven-year maximum terms that apparently led to a cold reception by stations to BVT's initial launch.

Mort Marcus, senior VP of sales at Buena Vista, said The Walt Disney Co.-owned division viewed *Unsolved's* launch as going into "one marketplace, which we consider to be both cable and syndication, and where we could get the most lucrative offer. We're extremely satisfied with the deal we made with Lifetime."

While Marcus declined to talk about how much Lifetime's winning per-episode bid was, several sources estimated the license fee to be between a low of \$70,000 to over \$200,000 per episode for the 100 episodes purchased. Others put the figure in the \$120,000-\$130,000 range per episode. Even with Lifetime intending to also split the hour episodes into 200 half-hours, a source close to Lifetime said the network will only pay a single license fee for the original 100 episodes. Using the low-range estimate, that means BVT would gross \$7 million over the five-year term, \$12.5 million in the mid-range, and at least \$20 million in the upper-range.

"I don't know if I would pay much heed to those rumors about Buena Vista paying a \$12 million [upfront] guarantee to Cosgrove-Meuer [Productions] for the distribution rights," a New York station rep source said. "I think Buena Vista didn't realize how soft the station market is, and tried to find the quickest way to get a return on its investment in one spot [Lifetime]. Disney is one of the smartest organizations out there and I would be extremely surprised if they took a \$5 million hit."

Under terms of the deal, Lifetime will have updated segments within the half-hour episodes, complete with a 900 number phone line for viewers to call in tips on fugitives' whereabouts, according to Pat Fili, senior vice president of programming and production at Lifetime. Cosgrove-Meuer Productions, which has produced the NBC series (Wednesdays, 8-9 p.m.) since 1987, will shoot the updated segments. Fili says Lifetime, which targets female viewers, picked up *Unsolved* because its viewer composition on NBC is 65% female and 35% male. Lifetime plans to possibly run the series, hosted by Robert Stack (*Untouchables*), as an access and/or late fringe strip.

my. Warner Bros. also claimed, from original 1988 agreement, that LBS promised two-thirds of production cost on strip from distribution revenue. No terms of settlement were disclosed.

**WNTR(AM)-WDBA(FM) Morristown, N.J., was sold by Drexel Hill Associates to Signal Communications of New Jersey for \$7.3 million.** Original price of \$12 million approved by FCC ("For the Record," Jan. 7, 1991) was not consummated. Seller is headed by Peter Arnow and Robert Linder and is also licensee of WKIZ(AM)-WEOW(FM) Key West, Fla. Buyer is headed by Larry Patrick, E. Burke Ross Jr., James G. Hall II and John Thomas. Patrick also heads Legend Communications, licensee of WYCL(FM) Boyertown, Pa.; KMNS(AM)-KSEZ(FM) Sioux City, Iowa, and WSOM(AM)-WQXK(FM) Salem, Ohio.

**WNCZ(FM) Winston-Salem, N.C. was sold by**

**Nationwide Communications to HaPa Inc. for \$1.6 million.** Seller is headed by Steve Berger and owns three AM's, 11 FM's and four TV's. Buyer is headed by Victor Rumore, who is also acquiring WGFX(FM) Gallatin-Nashville, Tenn., and has 50% interest in KFRR(AM) Englewood, Colo. Sale was brokered by Kalil & Co.

After four years as VP-GM of KCBS-TV Los Angeles, **Robert Hyland has resigned** and was replaced last Thursday by Steven Gigliotti, station's VP-station manager since February 1990. No reason was given for Hyland's resignation, which was announced by Jonathan Rodgers, president of CBS Television Stations Division. However, competing station sources said Hyland's exit stemmed from Roger's dissatisfaction with KCBS-TV's continued third-place finish among O&O's at 5-6:30 p.m. and 11 p.m. newscasts.

# EDITORIALS

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## LIMITED VICTORY

**T**he FCC finally ran out of rope two weeks ago as the U.S. Court of Appeals for the District of Columbia threw out as unconstitutional its 24-hour ban on indecent broadcasts (BROADCASTING, May 20). The decision came as no surprise to observers of the two-and-a-half-year odyssey, but although it was a victory in principle, it was less so in banishing the spectre of content regulation that still threatens broadcasters.

To say that the FCC lost its case would be a misnomer. It never had a case. The appeals court in effect took the commission to the woodshed in 1989, staying the ban—adopted in 1988—and asking the FCC to explain how an absolute prohibition could possibly be the most “narrowly tailored” method of regulating protected speech. It couldn’t.

To be fair, the commission was technically a spear carrier for Congress, which, led by Jesse Helms, slapped the ban onto the underbelly of a huge appropriations bill. Still, the commission has seemed more than willing to use that spear, its periodic protestations to the contrary notwithstanding. (In fact, there was talk that the commission might appeal the decision to the Supreme Court, although we assume that the wiser heads at 1919 M will prevail and let the thing rest).

What happens now? Although broadcasters have won a battle on an important point of law, it was clearly a limited practical victory. The court threw out the ban, and although the FCC must come up with a definition—and justification—of a safe harbor, the court left untouched the FCC’s ad hoc, ex post facto decisionmaking process on indecency rulings. Although some broadcasters were left hoping the decision meant the FCC would now have to give them some clue as to what was or wasn’t indecent, that was, alas, not the case. The decision leaves the industry much where it was three years ago, cautiously navigating toward an indistinct harbor shrouded in the fog of a vague indecency standard. Who can blame it for programing with extreme caution?

## RETURN OF THE 60’S

**S**eemed like old times in Washington these past two weeks. Nick Johnson telling Congress the FCC should be “whipped” until it performs a more activist job in enforcing the public interest standard, and that an “Audience Network” should be established to democratize television. Peggy Charren telling the Federal Communications Bar Association that the FCC had already shredded the congressional mandate in the Children’s Television Act—and at the same time distributing a list of license renewal deadlines to keep up the pressure on broadcasters. A new generation of public interest advocates coming to town to manipulate the new levers of power that Congress and a compliant National Association of Broadcasters/TV network coalition have put at their command.

If things haven’t yet gotten out of hand, they soon will. Broadcasters, presumably responsible for their programing decisions, will be making more and more of them under the whip of pressure groups, cheered on by a Congress whose respect for the First Amendment ends where radio and television begin.

Broadcasters gave ‘em an inch. Don’t be surprised when they take a mile.

## GROWING SEASON

**W**hen the *The Simpsons* beat *Cosby* in the prime time ratings two weeks ago, it may have been an anomaly, but it may also have been a portent. Although Fox saw some ratings slippage in the past season, along with everyone else, and there is still some fine tuning to be done on its format, there is also reason for confidence.

If it didn’t get all it wanted, it got all it may have needed from the FCC’s fin-syn decision, which allows it to grow to 15 hours of prime time programing without having to comply with the new rules that prevent the networks from participating fully in the syndication business. Then there was Fox beating its different drum last week with the announcement that it would adopt a year-round development and series launch policy, as well as increase some of its series orders from 22 to 30 or more. If such a strategy is a calculated risk, Fox’s addition of Lucie Salhany to head up all television production for the company is closer to a sure thing. Fox’s gain is, of course, Paramount’s loss, which saw its syndication division flourish under Salhany—a blow undoubtedly cushioned by the addition of Brandon Tartikoff, no stranger to success himself, to head the studio later this year. The Salhany appointment followed hot on the heels of news that George Vradenberg, CBS’s general counsel, was joining such earlier acquisitions as Preston Padden (ex-INTV) on Barry Diller’s farm team.

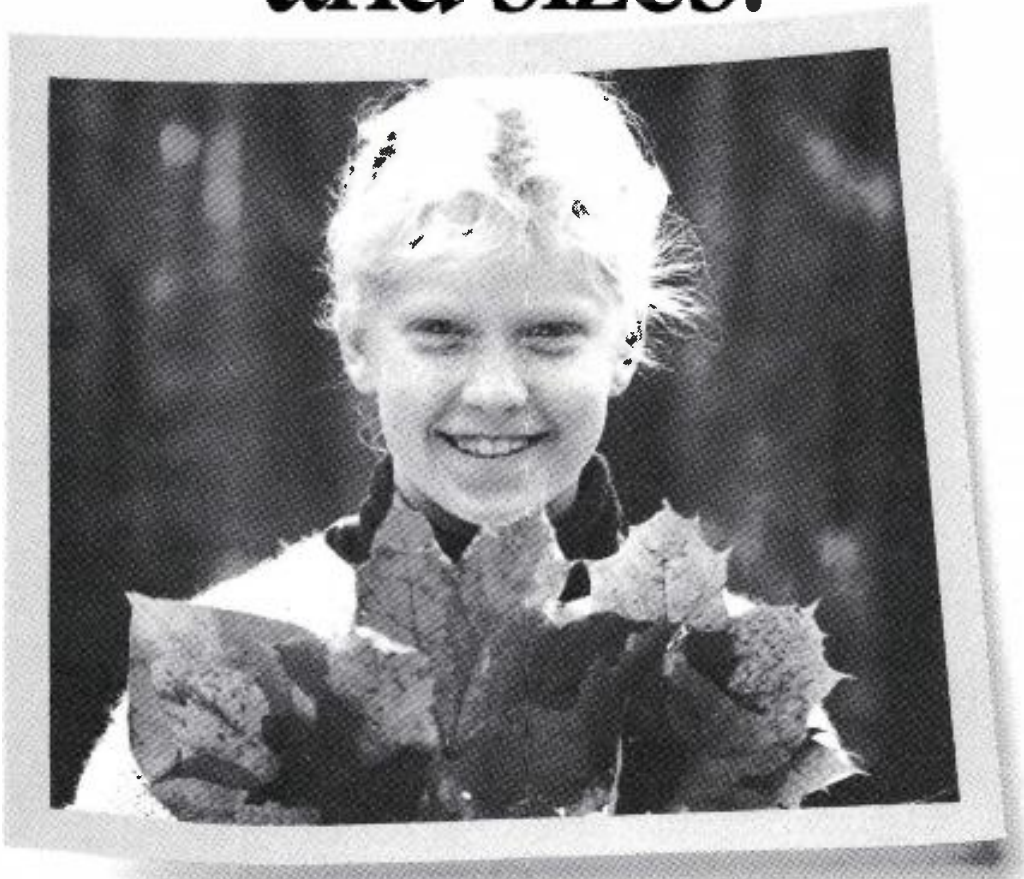
Fox is looking more like an oak and less like an acorn all the time.



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