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Networks schedule 1991-92 with caution; MCA signs Kitty Kelley

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CBS has international oldies show; Arbitron to extend its survey?

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One is better than two in the ratings service game

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Sikes's plan to ease ownership rules is in trouble

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FCC to tighten cable rate rules
At last: Fin-syn order emerges from FCC

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**Come January of 1992, Tribune
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whole new attitude.**



THIS WEEK

27 / NEW 'EFFECTIVE COMPETITION' STANDARD EXPECTED

The FCC is expected to revamp the "effective competition" standard at its June 13 meeting, empowering cities to regulate the rates of thousands of cable systems.

27 / QUELLO TO GET FIVE-YEAR FCC TERM

President George Bush said he intends to nominate James H. Quello to a fourth term at the FCC.

29 / FOX CONTINUES ITS EXPANSION

Fox affiliates heard upbeat reports during last week's affiliates meeting in Los Angeles that the network will continue to expand on both a nightly basis and on a national coverage level.

Additionally, affiliates learned that Fox Children's Network has "supplemented" a preexisting deal with Warner Bros. Domestic Television Distribution to take delivery of at least six programs starting next season through 1995. Some see the move as a boon to Fox affiliates' and Warner Bros.' attempts to grab a major share of the youth audience during Monday-Friday afternoons.

31 / CBS PREDICTS PRIME TIME VICTORY

CBS executives tell affiliates that the television network's momentum from last season, coupled with current ratings



President Bush intends to nominate James Quello to another FCC term (page 27)

patterns and upcoming sports attractions, will carry CBS to first place in prime time for the 1991-92 season.

32 / DARK DAYS LOOMING FOR N.Y. COURTS

An impasse over conflicting bills in the New York state senate may allow an experimental law permitting cameras into New York state courts to expire.

33 / SHARED SITCOM

In an unprecedented deal between a broadcast network and a basic cable network, a new half-hour situation comedy, *Honey, I'm Home*, will be seen on both ABC and Viacom's Nick at Nite starting in mid-July. ABC will air six episodes of the series. Nick at Nite, which is producing the show, will repeat those episodes later in the week.

34 / ENCORE FLURRY

Encore, the mini-pay cable programming service of hit movies from the 1960's through the 1980's, was set to launch on TCI, Storer and United Artists systems serving 6.5 million subscribers June 3, despite activity in several states to stop the service's launch.

35 / CLOSE ENCOUNTERS

Aside from the departure of critically acclaimed but narrow appeal series *thirtysomething*, *China Beach*, *Twin Peaks*, *Midnight Caller* and *Shannon's Deal*, reaction to the network schedule announcements has focused on the overall continuity of the lineups compared to last year, and the anticipated tightness of the ratings race in the upcoming season.

36 / MCA SIGNS KELLEY

Although her previous TV exposure has been limited to interview appearances on various shows, controversial author Kitty Kelley has been signed by MCA TV to develop and host an hour-long daytime talk show strip for a likely fall 1992 debut in first-run syndication.

39 / ONE TO A STATION

The decision by CBS to go with only the Nielsen ratings service for its owned and operated stations is part of an ongoing trend of stations opting for only one ratings service. Nielsen, according to a Petry Television study, is picking up stations at Arbitron's expense.

46 / STRIP TEASE

WCBS-FM New York air personality and CBS Radio Networks' *Cruisin' America* host "Cousin" Brucie Morrow has filled his plate for summer: June 30 he emceeds the *Freedom Show 91* "welcome home party" for 100,000 returning Persian Gulf troops and their dependents; July 6 his weekly *Oldies Party* debuts in the UK on some 20 stations, and Aug. 6 he appears as himself in the storyline of that month's Archie Comics. "It's a riot, really bizarre," Morrow said. "I've always considered myself a comic strip, and now I am."

47 / LESS IS MORE?

Responding to a resolution passed by the Arbitron Radio Advisory Council to

increase sample size and usable in-tab diaries. Arbitron said it will poll all radio and advertiser subscribers to determine whether stations in the top 99 markets wish to switch from four 12-week audience surveys to three 16-week surveys. While such a move theoretically could lead to improved reliability of the Arbitron surveys, it also could have some long-range effect on station operations, media buying plans and the ratings process itself.

50 / STALLED SCA, PRIME TALKS

Merger talks between SportsChannel America and Prime Network—which have been going on and off for the last couple of years—have been called off again. But if a deal is completed in the relatively near future, it could mean some changes in the regional sports landscape, including SCA becoming a sports news service, and changes in the National Hockey League's approach to its upcoming television rights negotiations.

51 / CABLE COMPLIANCE DEADLINE

The deadline for complying with the customer

WPEC(TV) West Palm Beach, Fla., is among growing number of stations increasing their environmental reporting (page 56)



CBS Radio's "Cousin" Brucie Morrow in Archie Comics (page 46)

service standards issued by the National Cable Television Association is less than a month away. Most of the major cable companies are expected to meet the voluntary guidelines.

53 / TROUBLE AT THE FCC

Relaxation of the broadcasting ownership restrictions—central to FCC Chairman Alfred Sikes's agenda—is in trouble. None of the other four commissioners seems to want to go nearly as far as the chairman appears to in relaxing radio's and television's regulations limiting the number of stations a broadcaster may own nationally and locally.

56 / GREEN ALERT

Stations are finding that a strong commitment to environmental reporting has helped establish a strong identity in their markets. Said Jim Willi of Audience Research & Development: "Environmental reporting has tested very well from Portland, Me., to Toledo, Ohio."

57 / SHORTWAVE LIFE EXPECTANCY

Entrepreneurs are planning new digital, satellite radio technologies while the budgets for state-run shortwave radio broadcasters worldwide are being cut drastically. "Is shortwave obsolete?" was a central question asked during a conference of international broadcasters sponsored by CSIS.

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Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television** 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.

The Fifth Estate TELEVISION, Broadcasting Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2.50 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$85, two years \$160, three years \$225. Canadian and other international subscribers add \$40 per year. U.S. and possessions \$400 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Yearbook* \$115, *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036. © 1991 by Broadcasting Publications Inc.





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accurate presentation of commercials. And we can format the station with confidence because we know this cart machine will deliver an on-air look we can be proud of. Best of all, I don’t have to worry about makegoods any more.

A great deal of time and research went into choosing this cart machine. We traveled to California, talked to the folks at Odetics, and toured their facilities. Then we visited one of the stations in Los Angeles that uses the Odetics Cart Machine. After watching the TCS2000 in operation and talking to the people at the station, our decision was easy.

If we had it to do over again, we’d buy that same piece of equipment. It’s been good to us in every way. If you’re shopping around for a cart machine, you really should give strong consideration to the Odetics TCS2000.”

*Roger Ottenbach, General Manager
KCPQ-13 Seattle*

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CLOSED CIRCUIT

WASHINGTON

Swing vote?

Now that Jim Quello reappointment to the FCC is off President's desk, Washington speculation has turned to what White House will do next June 30 (1992) when Sherrie Marshall's term is up. Among questions: Will she seek reappointment? Will she get it? Marshall incurred wrath of White House chief of staff John Sununu when she joined—some would say led—successful uprising against presidentially backed repeal of financial interest/syndication rules. Animosity has already blocked Marshall's hope to be general counsel of Republican party during 1992 campaign. Speculation leads to such possibilities as President appointing candidate who might provide Chairman Al Sikes with third vote should fin-syn come back to FCC on remand.

Checking it out

House Telecommunications Subcommittee member Dennis Eckart (D-Ohio) is concerned that FCC may not be functioning at optimum level and is meeting with commissioners to assess situation. He has met with commissioners Jim Quello and Ervin Duggan and plans to sit down with others—Chairman Al Sikes and commissioners Andrew Barrett and Sherrie Marshall. Eckart spokesman said congressman wants "to feel that everyone is trusting in the process." He said Eckart would meet with former FCC commissioners too.

At long last

After numerous delays, testing of six proposed high-definition television transmission systems at Advanced Television Test Center (ATTC), Alexandria, Va., appears ready to begin. Final test schedule, beginning next month and extending through June 1992, is expected to be released this week by FCC's advisory committee on advanced television service. Dry run of ATTC's test procedures begun last month using conventional NTSC equipment is running slightly ahead of



C-SPAN Executive Committee Chairman Amos Hostetter Jr. (l), chairman and chief executive officer of Continental Cablevision, hands over the network's gavel to John Evans (r), who was elected chairman of the network's executive committee at a board meeting in Washington two weeks ago. Evans is chief executive officer of Hauser Communications and is based in nearby Montgomery County, Md.

schedule. ATTC is gathering volunteer expert viewers for subjective assessment of proposed systems (BROADCASTING, May 27).

Most persistently bothersome barrier to testing commencement—video format converter—is now ready (approximately year behind schedule). Device, designed by ATTC and Tektronix Inc. specifically for ATTC tests, allows specially encoded 1,125-line HDTV video materials to be played back in alternative 1,050-line, 787-line and 525-line progressive formats needed by some proponents. ATTC, Canada's Advanced Television Evaluation Laboratory (performing audience subjective testing), and all system proponents that ordered format converters have accepted delivery.

NEW YORK

Report card

CBS officials said last week they were pleased with abbreviated affiliate

meeting format in New York, and bore with good humor numerous jokes aimed at network's fiscally conservative approach to this year's meeting. But, jokes aside, early reaction from affiliates was mixed. "A little extra expenditure to romance the affiliates can't be considered a bad expense," said one affiliate manager, who hopes meeting will not be held in New York next year. But another countered that business presentations were well done and that loss of social events and spouses at meeting was "no big deal." Tony Malara, president, affiliate relations, CBS, said: "I think we have a workable format and routine" for future meetings. In current economic environment, he said, "the question is how much entertainment and social activity is appropriate?" Network won't make decision on next year's meeting until hearing further from affiliates. NBC, which had their meeting in New York two weeks ago, has already decided to return to more exotic setting next year, in Hawaii in March.

More meters

Nielsen Media Research is currently in discussions with at least six markets about metering, and hopes to have new metered markets within next 12 to 18 months. Markets most likely to be metered in future include Pittsburgh and Baltimore. (Company earlier said that Charlotte, N.C., has signed on for meters that will launch next month.) Nielsen is also going after group owners to sign Nielsen-only contracts. Combined Broadcasting (three TV's) is said to have signed on and company hopes to land other groups soon.

Topping list

Veteran TV station executive Stephen J. Cohen, currently executive producer for Time Warner's Courtroom Television Network, is said to be leading candidate to head company's planned 24-hour news channel on its New York City cable systems, set to launch in early 1992. Cohen, no stranger to running news operations, picked up number of local Emmys during career as news director at WCBS-TV New York, KNXT-TV Los Angeles and WNAC-TV Boston. Cohen also spent seven years as vice president and general manager of WCAU-TV Philadelphia.

Search continues

After slow start designed to bring board of directors into process, Radio Advertising Bureau presidential search now is in full swing. Member of Search Committee told BROADCASTING that New York headhunter Joe Sullivan has received 40 nominations and expects to add another 20 names to field before paring list down to five or six candidates by mid-July. Committee member indicated that replacement for retiring RAB President Warren Potash "should be in place by the end of the summer."

Sports fan

In on-again, currently off-again merger talks between SportsChannel America and Prime Network (see story, page 50) another potential partner is emerging. Sources say MSG Network owner Paramount has been active in trying to get equity stake of merged national network and/or regional network affiliates. Paramount is likely to continue to try to get piece of Prime even if no merger goes through. MSG, with more than 4.4 million subscribers in New York area, is Prime affiliate and largest regional sports net-

work in country.

SEATTLE

On verge

Look for deals to be announced soon for some of King Broadcasting's radio stations. Word from broker Kalil is that Seattle stations are in "due diligence" stage, with deal expected to be announced within days. Portland stations, said Kalil, are approaching final stages of dealmaking process and should be disclosed in about two weeks.

San Francisco stations have several interested suitors, most notable among them is Group W Radio. Word in industry is that Group W will walk away with KSFO(AM)-KYA(FM). Company, which owns KPIX(TV) in city, will need waiver from FCC to acquire radio stations. Asking prices for properties are \$10 million, \$15 million and \$25 million, respectively.

LOS ANGELES

Show and tell

Two-time Olympic gold medalist Katarina Witt, who just signed as commentator for CBS Sports coverage of the 1992 and 1994 winter Olympic games, may don skates as part of deal with network. Although Witt's role last week was presented strictly as commentator, CBS Sports executives are said to be interested in having Witt share some of her award-winning skills as part of network's ambitious Olympics programming plans.

Signing up

Portland, Ore., news/talk KXL(AM) will begin broadcasting *Rush Limbaugh Show* beginning June 3. Station becomes 350th affiliate of country's top-rated talk show. Program is estimated to have 7.1 million listeners, according to Arbitron numbers, and is broadcast daily from 12 noon to 3 p.m. Limbaugh, whose program is distributed by EFM Media Management, is based in New York.

PHILADELPHIA

Name dropping?

Founding home of *Eyewitness News* format, Group W-owned KYW-TV Philadelphia, is considering dropping name from its newscasts after 23 years. Possibility surfaced last week as KYW-TV announced it would eliminate its noon newscast and implement around-clock hourly news updates on June 3, first in series of anticipated news changes at station.

ATLANTA

Board shuffle

Among matters for Turner Broadcasting board meeting on Friday (June 7) is election of five directors—four incumbents and newcomer Nick Nicholas, co-chief executive officer of Time Warner. Nicholas is running in slot being vacated by Warner Cable President Jim Gray. It's one of three Time Warner seats on board (HBO's Michael Fuchs and ATC's Joe Collins are other two).

'QUANTUM' LEAPS TO SYNDICATION

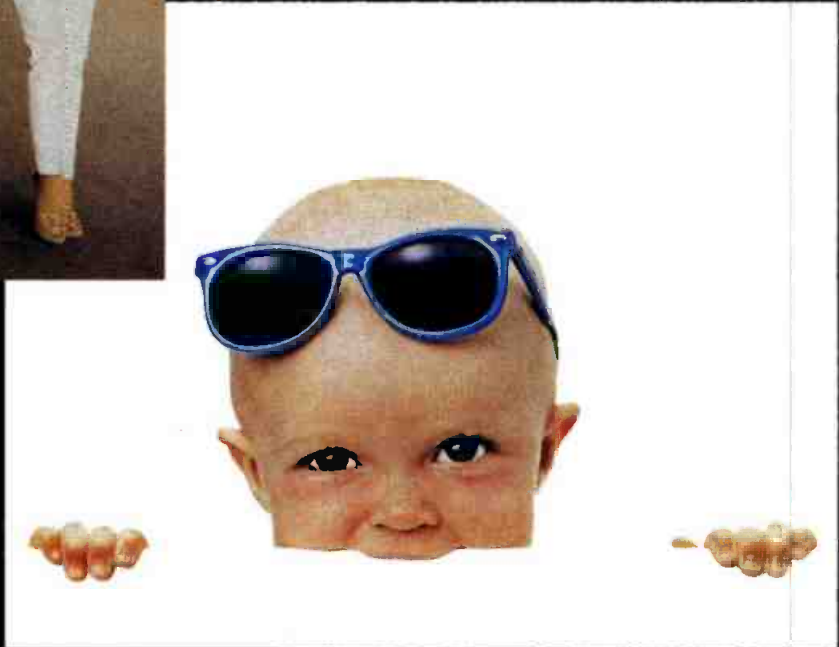
According to MCA TV syndication president, Shelly Schwab, his division is taking *Quantum Leap*, the Universal Television production that has just been renewed by NBC, into off-network syndication starting in the fall of 1993. The move bucks a trend of going the basic cable route that has been the industry norm for hour dramas over the past five years. Schwab's more immediate sales focus will be on the fall 1993 off-network launch of the CBS sitcom *Major Dad*, for which Schwab says the "marketplace will dictate" an eventual marketing formula. (*Coach*, the MCA sitcom projected to reach a 90-episode plateau if renewed by ABC beyond next season, is also earmarked for a likely fall 1993 launch, but "is not a primary focus" at MCA TV right now, he said.) As regards *Quantum Leap*, Schwab said no specific marketing plan has been set (the options are cash, barter or a combination of both) but sales will likely be launched some time around next January's NATPE convention in New Orleans. Counting *Quantum's* 22-episode pickup from NBC, Schwab says MCA TV will guarantee a minimum of 90 episodes for *Quantum* stripping. MCA TV salesmen, he says, will also be pushing for second cycle renewals of hours *Magnum P.I.*, *Knight Rider* and *The A-Team*.



Steel Magnolias



PE



LOOK WHO'S TALKING



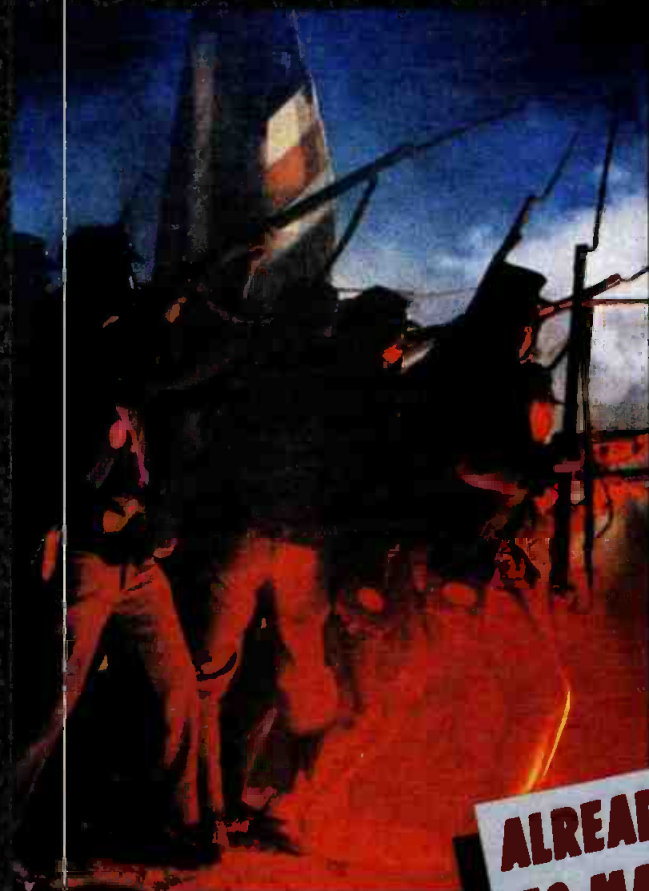
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MONDAY MEMO

A cable work force commentary from Jill Slavin, president, Women in Cable, and director of affiliate services, HBO

There is a new kind of competition barreling down the pike that is going to make any of our present struggles for market or audience share look like a playground scuffle. Unless all of us in the electronic media industries move quickly to deal with this new challenge, the year 2000 could find us with highly evolved technical products and services that cannot be efficiently delivered to our consumers.

In 1989, the board of directors of Women In Cable undertook an examination of global economic trends as part of its long-range strategic planning process. The information uncovered relating to the composition of the American work force was, and is, shocking in terms of our ability to compete effectively in the new century. As a result, WIC commissioned the Hudson Institute to conduct a study of the cable industry and its work force and compare the findings with national trends. The result was a study entitled "CableForce 2000: The Work Force As A Strategic Resource."

Here's what we learned. The labor pool from which we, and every other American industry, will be drawing our work force from during the '90s will look quite different from what we have seen in the past. Hudson projects some startling statistics about incoming, entry-level workers in the 1990's:

- The population will increase by only three-quarters of 1% at a time when the economy will be about twice as large as it was in the 1970's; nine million fewer people will be seeking work.

- There will be 5.3 million fewer workers aged 20-29, and the average worker's age will be 39.

- Nearly two-thirds of the new entrants into the work force will be women, and white males will compose only about 15% of the total new work force.

- Nearly one-third of all new workers will be members of a minority group.

- About seven million immigrants, the majority of whom will not be fluent in English, will enter the work force.

- Between 25% and 30% of young people will not finish high school and over 10% will be functionally illiterate. In the 1990s, twice as many jobs will fall into the highest skill categories.

CableForce 2000 demonstrated that because of the high level of reasoning



and technological skills needed for virtually every facet and job level of the cable industry, the skills shortage in the entry-level work force will be even more of a challenge.

The human resource problems facing us will not be about affirmative action. The composition of the work force may well make EEOC issues moot. The challenge we will face will be to find ways to attract, train and retain workers in what will definitely be a buyer's market. We need to begin now to explore ways to make this new work force comfortable, satisfied and productive in our industry. Because of the glamour associated with broadcasting and cable, we are used to having a large pool of talented workers from which to choose. In the year 2000 we will no longer have a work force beating down our doors to get in. We need a strategic and creative plan or we will lose workers to other industries.

Many companies are already feeling the impact of these trends, especially in the Northeast. Some have gone so far as to relocate worker-intensive activities to areas where more workers are readily available. Others are taking creative approaches to recruitment. On-site daycare and eldercare programs, jobsharing, training and re-training, flexible work schedules and literacy action programs are among the steps we need to take.

The CableForce 2000 study recommends three specific strategies to be implemented immediately in order to remain competitive. The first is to upgrade the human resources function within corporations—the top human resources official should have a title and power commensurate with the top financial, marketing and operations officials. Second, companies need to develop a work force plan that is an integral part of their business plan—forecasting worker needs and strategies to fill those needs on a systematic basis. Finally, the study recommends adopting an inclusive employment strategy. That is simply to consider everybody for hiring, promotion and training rather than to look for the traditional candidates, and to think in terms of groups of skills rather than job descriptions.

Because the urgency of work force issues is so great, WIC has formed a CableForce 2000 awareness committee made up of other industry associations: the Cable Television Administration and Marketing Association, the National Association of Minorities In Cable and the Cable Television

Public Affairs Association. Its function will be to make the cable industry aware of these trends; to help companies assess their own needs in terms of the new work force, and to explore successful strategies to meet these needs.

One final thought. If the entering work force looks startlingly different from the traditional labor pool, so, in time, will the group of workers available for hiring and/or promotions into middle and senior level positions. Our ability to deal with these changes may depend on substantive changes in our corporate cultures.

It is no longer a matter of what is "the right thing to do." It has become an economic and business necessity to embrace the diversity of the work force and to make sure that its composition reflects our customer base. If, in the process of improving our productivity, we produce some long-needed social change—so much the better.

"The challenge we will face will be to find ways to attract, train and retain workers in what will definitely be a buyer's market."

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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

MAJOR MEETINGS

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* 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: 1-800-225-6183.

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, 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) 589-4220.

April 22-25, 1992—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 26-30, 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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tional 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.

ALSO IN JUNE

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

June 9-12—*Radio-Television News Directors Association/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.

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**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: William Simon and Stephen Unger, partners and co-managing directors, Worldwide Entertainment Division, Korn/Ferry International, on "How the Changing Face of



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If you didn't read *Broadcasting* May 27, you missed our exclusive on the White House study that could fuel broadcast/cable deregulation.

ERRATA

Name of company of **May 27 "Monday Memo" author Tom Burkhardt** was listed incorrectly. He is VP and general manager of Pittsburgh-based **Marshall Marketing & Communications**.

Computer Concepts Corp.'s \$2,000 stereo audio switcher designed to add commercial playback and automatic satellite program recording to its Digital Commercial System ("Technology," May 13) is **2 input by 8 output** unit, not 2x2.

WZBB(FM) on 99.9 mhz is in **Rocky Mount, Va.**, not North Carolina, as listed in "For the Record," May 27 issue. It has applied for a facilities change.

Article in April 15 issue inadvertently suggested distinction between veteran and newer broadcasters' attitudes toward **community service**. No such judgment toward **ABRY Communications** or other newer broadcasters was intended.

the Television Industry Affects Current and Future Jobs: What Is Needed to Succeed in the Expanding Marketplace" Copacabana, New York. Information: (212) 768-4510.

■ **June 19**—*Society of Broadcast Engineers*, chapter 15, facility tour of Lifetime and WFAN(AM) New York. Information: Jim Seaman, (718) 361-9122, or David Bialik, (914) 634-6595.

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**—TV Day luncheon, sponsored by *Advertising Club of Metropolitan Washington*. Keynote speaker: Jim Joyella, president, Television Bureau of Advertising. Washington Hilton and Towers, Washington. Information: (301) 656-2582.

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 conference. 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-Taishoff 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**—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Topic: "Building Comedy Central...The New 24-Hour Advertiser-Supported Basic Cable Service Formed Through the Merger of HBO's The Comedy Channel and Viacom's Ha! The Comedy Network." Copacabana, New York. Information: (212) 768-4510.

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 Festival's 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

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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**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jerry Baldwin, senior vice president, Synchronal Corp., on "Infomercials: What They Are and Where They're Going."

Continues on page 60.

OPEN MIKE

ANSWERING OBUCHOWSKI

EDITOR: In Janice Obuchowski's May 20 "Monday Memo" she decries the ultimate consequence of an FCC lottery for the Cape Cod rural cellular license in 1989. She states the lottery winner who sold the construction permit for \$40 million "owned nothing but the right to use a certain band of very scarce and valuable radio spectrum, an asset that had belonged to the government but which it gave away for nothing." It should be pointed out that the licensee holds the license as a trustee for the community and the grant of the license must meet

the statutory public interest standard. Obuchowski apparently believes that the marketplace can do a better job than a licensing process employing lotteries, comparative hearings and anti-trafficking rules. She fails to support what must be her conclusion: that the marketplace, rather than meaningful regulation, best serves the public interest. Although it must be recognized that the comparative hearing process can be greatly improved and the anti-trafficking rules need to be reexamined, it is clear that a lottery that permits a sale such as the Cape Cod license does not serve the public interest. This is another area subject to FCC

jurisdiction that calls for intensive oversight study and action by Congress.—*Reuben Lozner, Chevy Chase, Md.*

EDITOR: In her "Monday Memo" of May 20, Janice Obuchowski properly calls attention to the abuses of cellular lotteries. But in doing so, she also criticizes the Washington Post Co. and Wayne Schelle for profiting from the sale of cellular licenses that the government "gave away for nothing." She compares us to companies that won cellular licenses in a lottery "exactly like Lotto America," who "didn't develop anything," and who quickly sold a bare license for enormous profit. Such abuses of the lottery system undoubtedly occurred, which is one reason that we have always opposed lotteries. But we did not win our licenses in a lottery, nor did we speculate in bare licenses. Instead, we pioneered cellular service from an idea, through the experimental license stage into the first nonwireline commercial system in the United States. We risked the capital to construct facilities and enter an unproven new line of business at a time when cellular franchises were in much less demand than they are today. The profits we earned were not a mere lucky windfall; we were rewarded for the value we added to the franchise by our considerable investments and years of effort.

As veterans of the comparative hearing process, we have suggested a number of specific ways that it can be streamlined and improved. But we do not agree that such hearings are a futile "hair splitting exercise." There is a wide range in the quality of service provided by different cellular systems, reflecting the significant differences in the qualifications of the applicants and their proposals. Comparative hearings, unlike lotteries and auctions, can identify these distinctions and select the applicants best qualified to provide service. In

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KVUE (ABC)

Champaign

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KLFY (CBS)

La Crosse

WKBT (CBS)



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cases where the process can winnow out the less deserving applicants but cannot pick the best one, tie-breaking mechanisms might be developed.

We are proud of the systems that we built and operated in Washington, Baltimore, Miami and elsewhere, and we believe they are among the best in the nation. We think that the public benefited because these systems were constructed by companies with the entrepreneurial expertise and commitment we brought to the task. We could not object to safeguards protecting the effectiveness of the comparative decision, such as initial holding periods, or a transfer tax on quick sales made before any substantial development of the system. But forcing the developers of new communications technology to bid for spectrum would unduly burden and discourage their activities.—*Martin Cohen, vice president, Washington Post Co., and Wayne Schelle, chairman, American Personal Communications, Washington.*

POWER SOURCES

EDITOR: The May 6 issue of BROADCASTING carried a brief summary of the Federal Trade Commission staff comment to the Federal Communications Commission regarding the FCC's rule-making on the "effective competition" standard for the regulation of basic cable service rates. After reading this summary, I am concerned that BROADCASTING's readers may come away with a mistaken perception of our analysis.

The news summary states that "(w)ith the advent of tiering, the provision of an 'antenna service' has become the only possible source of market power for cable." Instead, the staff comment notes that another potential source of cable system market power is the distribution of nonlocal signals. However, local authorities cannot regulate the rates subscribers are charged for nonlocal signals if these signals have been placed on service tiers that do not also contain retransmitted local broadcast signals. If "retiering" occurs (as it apparently has on many systems), then the only potential source of market power that can be locally regulated is the "antenna service" for local broadcast signals.—*John L. Peterman, director, Bureau of Economics, Federal Trade Commission, Washington.*

MIND THEIR OWN BUSINESS

EDITOR: Republican Senator Conrad Burns (Mont.) wants our country to adopt a national industrial policy as a

means to make us more competitive in the world. Specifically, he wants the government to mandate construction of a nationwide fiber network by telcos. Mandating the direction of our nation's major industrial groups through a national industrial policy dictated by elected or appointed federal officials is truly a scary thought. Maybe these folks could do a little better job running the government before they try to manage the rest of our nation's economy.—*James A. Hirshfield Jr., Bellevue, Wash.*

ANTI NEWS MERGER

EDITOR: I read that CBS and Turner Broadcasting may cooperate in the gathering of national and international news. In short, TBS will be the winner and CBS the loser if this idea comes to fruition. Turner will secure another news service, and CBS will surrender control over aspects of its news coverage.

True, world events affect Americans more every day, and a large news service can cover these events best. However, as news services merge, competition shrinks. True, CBS suffers from well-publicized financial woes, and it needs to adapt to the changing international climate. But when Eric Ober and CBS sit down with TBS, they should keep two things in mind. By striking an association with Turner Broadcasting, CBS (1) compromises its competitive edge and (2) threatens its hard-earned tradition of quality news coverage.

To best serve the public, news organizations must have competition. The spectre of competition pushes news executives and reporters alike to strive for "scoops" and the best coverage possible. Without competition, would CBS newsman Bob McKewan have forged into Kuwait before the other networks? Without competition, would Dan Rather have given us an exclusive look at the 1989 student protest in Beijing? I think not.

Will we have the same confidence in CBS coverage if we know that TBS actually produced a report from Manila or Managua? Does CBS want its tradition built by Murrow, Cronkite, Rather, Collingwood, Severeid, Kuralt, Friendly and others to be handed over to or shared with TBS?

I challenge CBS to renew its commitment to news and realize the news division's home and role within CBS Inc. Do not be alarmed by short-term misery. Instead, look to the larger benefits associated with having sovereignty over news gathering.—*Michael Streissguth, Damascus, Md.*

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Broadcasting Publications Inc.

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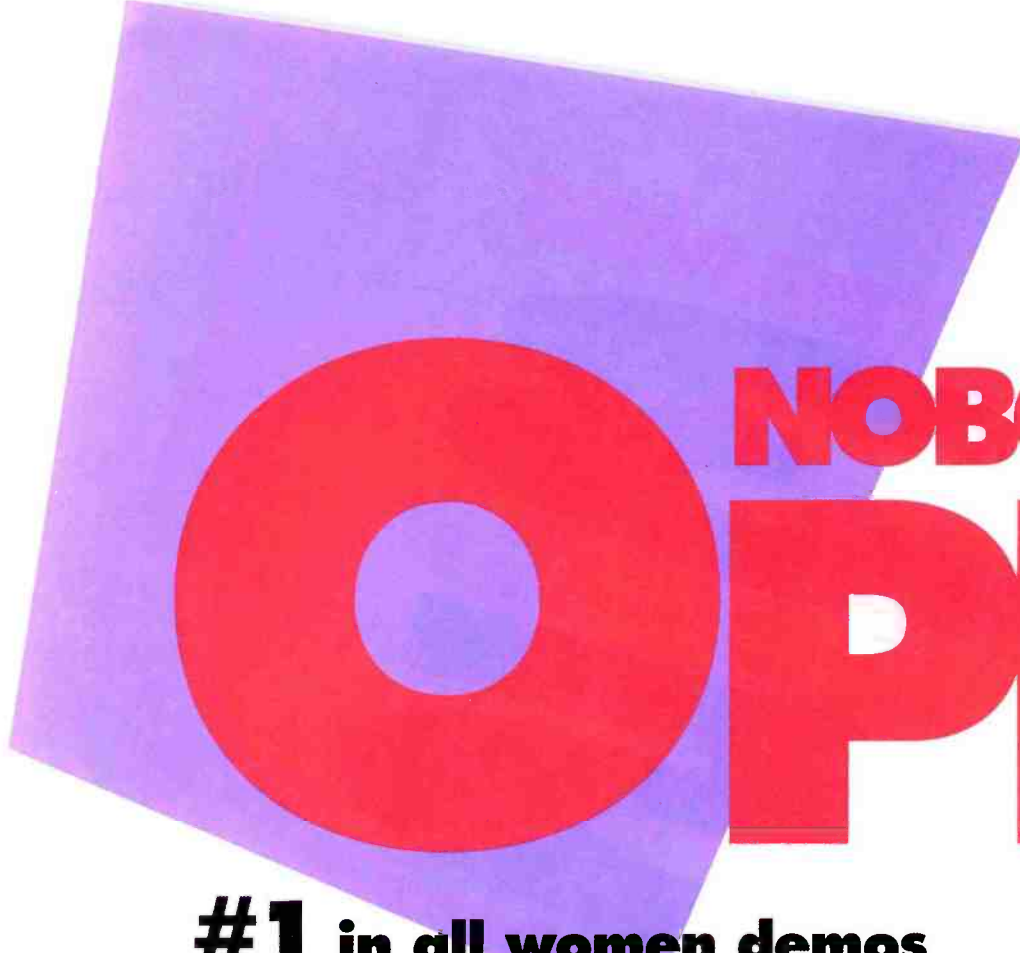
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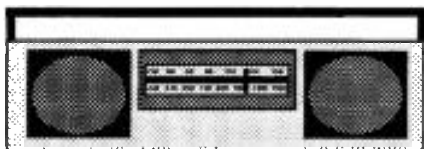
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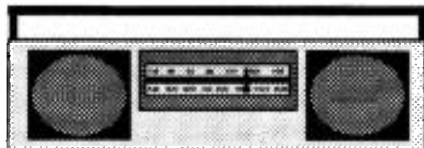
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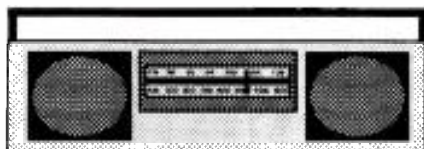
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November 11

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TOP OF THE WEEK

FCC TO PUT CITIES BACK IN CABLE REREG BUSINESS

NCTA says new standard would expose 61% of nation's cable systems to local regulation; effective competition would be redefined to mean six broadcast signals in the cable system's market or another multichannel video provider reaching half the homes

The FCC is set to adopt a new "effective competition" standard next week (June 13) that would expose thousands of additional cable systems to something they had hoped they had seen the last of: municipal rate regulation.

And compounding the misery for the cable industry, the FCC action may not be enough to head off more onerous and sweeping regulation by Congress.

The Cable Act of 1984 prohibits local regulation of basic rates of systems facing "effective competition" as defined by the FCC. The agency's original definition—three broadcast signals—proved such an easy standard to meet, most systems escaped regulation.

The proposed new standard would increase what constitutes "effective competition" to six broadcast signals or another multichannel video provider (overbuilding cable systems, satellite broadcasting or wireless cable service) reaching half the homes in the cable system's market and serving 10% of them.

According to the National Cable Television Association, the new standard would expose 61% of the nation's 9,400 systems serving 34% of its 55 million subscribers to local regulation.

The action is not as onerous as it appears. Many municipalities newly empowered to regulate rates may refrain from doing so. And the Cable Act entitles every system to at least a 5% rate hike each year.

The FCC is considering providing some relief for small cable systems by modifying its guidelines for local regulation. The Community Antenna Television Association, which represents small systems, and other cable representatives have been asking for a small-system exemption from the new standard.

Not expected to be part of the standard is must carry. At the urging of the National Association of Broadcasters and the Association of Independent

Television Stations, FCC Commissioner James Quello has been pushing to condition a system's exemption from local regulation under the six-signal test on the additional requirement the system carry the six signals.

Although Quello has been unable to

persuade any of his fellow commissioners to go along with adding a must-carry element next week, the idea or some other must-carry scheme independent of "effective competition" may be resurrected in a separate proceeding.

(In a "backgrounder" released last



FIVE MORE YEARS FOR QUELLO

It's official. Well, almost. President Bush last week announced his intention to renominate James H. Quello to another term as FCC commissioner. Quello, at 77 the FCC's senior member, is expected to meet little resistance at a Senate confirmation hearing expected later this month.

Quello's present term expires at the end of the month. He was originally nominated by President Richard Nixon in September 1973, and began his 17-year stint as a commissioner in April 1974. President Reagan reappointed him in July 1981 and again in May 1984. This latest term will expire in five years.

Quello said he is "pleased and gratified to learn that President Bush has renominated me.... I am honored that the President believes I have made a positive contribution and is asking me to continue in this job. I also am very thankful for the support I have received from both sides of the political aisle

Continues on page 34.

week, NCTA said it also supported Quello's must-carry plan.)

The FCC last year proposed a much more complex standard, including a so-called "good actor" test. Under it, a system could avoid regulation if its basic rates and service were in line with those of systems facing "effective competition" under either the six-signal or multichannel-provider tests.

But after reviewing the comments in the proceeding, the FCC Mass Media Bureau, with the blessing of FCC Chairman Alfred Sikes and other commissioners, elected to jettison the "good actor" test for a variety of reasons, not the least of which is the enormous administrative burdens it would place on the agency.

The National Cable Television Association has been hoping whatever standard the FCC adopts, it will be tough enough to dissipate the momentum that has been building in Congress for legislation that would put a lid on cable rates and promote competition to cable.

Congress is principally motivated by the steadily rising cable rates since most systems were freed of municipal regulation by the Cable Act in December 1986.

Alarmed the two-part standard the FCC is now considering is not tough enough, the NCTA two weeks ago proposed coupling the six-signal test with the further requirement that a system's rates for services other than pay and PPV services not "deviate substantially from those on comparably sized systems."

The proposal, which one FCC official called the "evil twin" of the FCC's own discarded "good actor" test, appeared dead on arrival at the agency. And lobbying forays last week by NCTA President James Mooney and General Counsel Brenda Fox failed to revive it.

"Obviously, they are trying to avoid further damage on the Hill," said Commissioner Andrew Barrett. "But if they think they are going to use us to negate the role of Congress, I don't think they are going to get too much sympathy

around here."

An aide to another commissioner said the NCTA proposal is flawed as a rate-controlling mechanism because cable systems could increase rates as long as they did it in lock step with comparably sized systems. "You don't have to be a brain surgeon to figure that out," the aide said.

Of the five commissioners, only FCC Commissioners Sherrie Marshall and Ervin Duggan appear ready to even consider it. "If there are some ways of overcoming some of the objections that sank the [original "good actor"]," said Duggan, "I would be interested."

Prior to filing its proposal at the FCC, the NCTA attempted to find someone in Congress or at the FCC to float it for the industry, according to FCC and Hill sources. Had the NCTA been successful in the effort, the proposal might have received a better reception at the FCC and, had it been adopted by the FCC, it might have a better chance of discouraging Congress's regulatory ambitions. —**HU**

FCC WANTS TO DETERMINE LOWEST UNIT RATE VIOLATIONS

The FCC is expected to ask state courts to let it decide if TV stations have violated the commission's lowest unit rate charge rules. Civil suits have been filed against stations in Alabama and Georgia by political candidates who say they were overcharged for campaign spots.

Following a closed meeting last week, the commissioners agreed to circulate an item at their June 13 meeting this week that would authorize staff to intervene in those cases and assert that the agency should determine if there has been a violation. The commission would not assert that it has exclusive jurisdiction, something the National Association of Broadcasters had sought. Instead, if the FCC concludes that a station has not complied with its lowest unit charge rules, the matter would still go back to the courts, which would award damages.

Said one FCC official: "I think we are going to get involved in the litigation, but how far we can go I don't know."

A commission audit last year revealed that a number of radio and TV stations were not complying with agency rules requiring broadcasters to charge political candidates the lowest rate charged commercial advertisers during the 45 days prior to primary elections and 60 days preceding general elections. Since then, a class action suit has been filed against stations in Alabama, and WXIA(TV) Atlanta is also being sued. Lawyers representing political candidates in those states claim that broadcasters violated their contracts by overcharging.

"This has always been and will always be a two-front war," said lawyer Bobby Kahn, who has filed suit against WXIA. He said the FCC should be prosecuting these claims and "redressing these gross overcharges and rip offs." Moreover, Kahn said there is "plenty of justification for taking licenses away."

"The situation has gotten out of control," said Jeff Baumann, NAB executive vice president and general counsel. Baumann said stations in other states, including Arkansas, Kentucky, Texas, Florida and Virginia, are being threatened with law suits.

Baumann also acknowledged that while NAB hoped the commission would assert exclusive jurisdiction, "we feel any action on the part of the FCC to assert jurisdiction is a step in the right direction."

After the audit last year, the FCC issued new compliance guidelines for the lowest unit charge rules, and the NAB has since asked the commission to prepare a new primer explaining what the new guidelines mean. The commission is expected to release a notice of proposed rulemaking on a revised primer this week. —**KM**

HOLLYWOOD, NETWORKS GEAR UP FOR FIN-SYN APPEALS

Lawyers for Hollywood and the broadcast networks last week scrambled to prepare their FCC and court challenges to the new financial interest and syndication rules.

The activity was triggered last Wednesday (May 29) by the release of the FCC report and order detailing the new rules—nearly two months after they were adopted 3-2 by a deeply divided commission.

The publication of the order in the *Federal Register*, expected early this week, begins the 45-day countdown to the rules' effective date and opens the door to appeals.

Generally satisfied with the new rules, which preserve significant restrictions and safeguards on the networks' ability to acquire interest in and distribute programming, Hollywood plans to petition the FCC to impose a few additional restrictions and, perhaps, strengthen safeguards against the networks' extracting interest and rights in outside-produced programming.

According to Len Hill, president of

Leonard Hill Films, and a member of the negotiating team of the Coalition for the Preservation of the Financial Interest and Syndication Rule, the Coalition will likely seek, among other things, a cap on the movies and mini-series the networks may produce in-house to protect independent producers of such programming. As now written, the networks have a powerful incentive to produce TV movies and mini-series only in-house, he said.

Although the coalition will not settle on strategy until it meets this week, Hill said he does not believe the Coalition will go beyond the FCC petition for reconsideration. "There is little enthusiasm for a stay and considerable distaste for a court challenge," he said. "I don't think we are going to challenge the basic rules."

The distaste for the courts does not extend to NBC. Convinced the FCC should have gone much farther in lifting the rules, the network said it would take its case for repeal or near repeal to the U.S. Court of Appeals in Washington. "We definitely intend to go to court," said Richard Cotton, general counsel, NBC. "As [FCC Chairman] Al Sikes said in his dissent, the new rules are 'bad law, bad economics and bad policy.'"

ABC and CBS were still weighing their options last week. But late last week it appeared likely that CBS—and possibly ABC—would join NBC in federal court.

One or more of the networks may also petition the FCC, asking for particular changes in the rules as a hedge against the failure of their attack on the rules as a whole.

Hollywood and the networks are also likely to square off in federal district court in Los Angeles over the consent decrees that duplicate the old fin-syn rules. Hollywood representatives said they would agree to modify the decrees to conform to the new rules, but not to repealing them. Any attempt to repeal them "would cause a pitched battle," according to one Hollywood representative.

The one party to the fin-syn proceeding not considering appeals last week was Fox, which is exempt from the new rules as long as it keeps its prime time schedule to no more than 15 hours a week. "For the short term, we are fine," said Preston Padden, senior vice president, affiliate relations. "For the long term, we hope ultimately to convince the FCC that we are a pro-competition phenomenon that should be encouraged rather than capped and discouraged." —NAJ



Dick Robertson; Margaret Loesch; Bill Jenkins, chairman, Fox Children's Network oversight committee, and vice president-general manager, WXIX(TV) Cincinnati; Jean MacCurdy, senior vice president-general manager, Warner Bros. Animation, and Kevin O'Brien.

FOX AFFILIATES PLEASSED WITH NETWORK'S PLANS

Murdoch, Diller attend meeting; network continues expansion of schedule

If Fox affiliates had a laundry list of complaints for Fox Broadcasting executives coming into the affiliates meeting in Los Angeles last week as had been reported, their concerns apparently dissipated following announcements made by Rupert Murdoch, chairman, News Corp. Ltd.; Barry Diller, chairman and chief executive officer, Fox Inc., and others regarding the continued expansion of the network on both a nightly basis and on a national coverage level. Other announcements involved the Fox Children's Network and an expanded deal with Warner Brothers to provide new programming for Fox's Monday-Friday and Saturday children's schedules, and the unveiling of the fall prime time lineup and the network's planned year-round roll-out of new programming.

Both Diller and Murdoch, with the latter making an unexpected and rare visit before Fox affiliates, assured station executives of Fox's commitment to push forward to an eventual seven-night-a-week schedule. While praising Fox executives for the network's growth to date, Murdoch admitted "that we were not ready" for last year's growth from a three-day-a-week service to a five-day schedule.

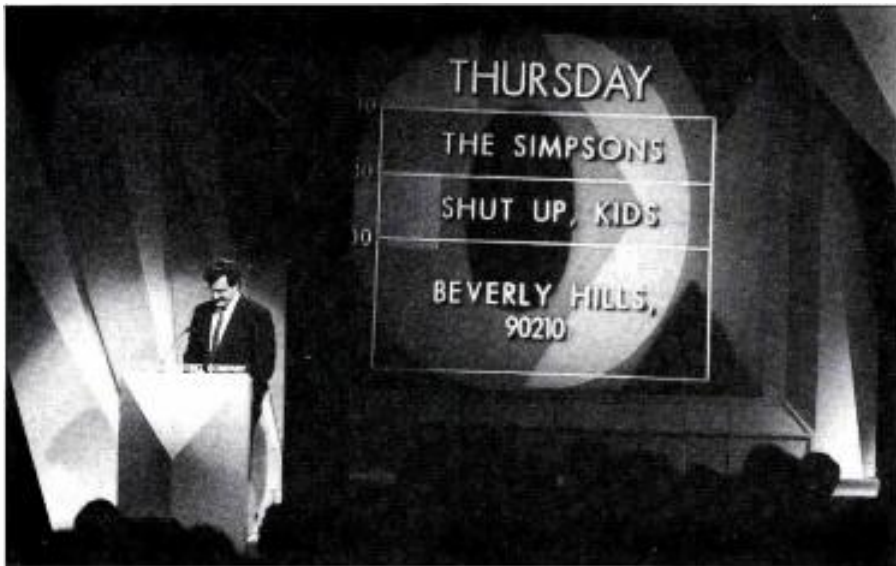
Although no specific timetable has been given for the nightly expansion, "we were assured by Diller that Fox will

be at six to six-and-a-half nights of product by the end of 1993," said Kevin O'Brien, vice president and general manager, KTVU San Francisco.

Within the next year, affiliates can also expect the Fox network to reach 95%-96% of the country through their link-up with TCI, which will bring Fox into areas of the country not served by broadcast television. Fox currently serves approximately 91% of the country.

With Fox Children's Network inaugural strip, *Peter Pan and the Pirates*, suffering from sub-par ratings this season, FCN President Margaret Loesch eased affiliates' concerns by "supplementing" a preexisting deal with Warner Bros. Domestic Television Distribution (BROADCASTING, Oct. 22, 1990) to take delivery of at least six programs starting next season through 1995. The move, as viewed by industry observers, is a boon to both Fox affiliates' and Warner Bros.' attempts to grab a major share of the youth audience Monday-Friday afternoons.

Already signed to produce *Beetlejuice*, *TAZ-MANIA* and *Batman* cartoons over the next two seasons, Warner Bros., under the new arrangement, has also agreed to pull *Tiny Toon Adventures* and *Merrie Melodies* from syndication after next season to clear both on FCN in 1992-93. Additionally, Steven Spiel-



Peter Chernin, president, Fox Broadcasting Group

berg's Amblin Entertainment, which co-produces *Tiny Toons*, will re-team with Warner Bros. Animation to create and produce 65 episodes of a new (unidentified) early fringe series for the 1993-94 season.

The new arrangement also commits Warner Bros. Animation to the development of other series properties through 1998. Industry sources say the new series commitments are valued at over \$100 million.

After scattered complaints from some Fox affiliates about Fox Broadcasting Co. possibly reducing its financial commitment to the kids cooperative and taking a rumored additional 30 to 60 seconds of local ad spot time away, Loesch said the new barter ad terms offer "minimum risk, with maximum benefits to our affiliates."

In fact, one affiliate general manager said he found the barter terms "favorable"—two minutes local and four minutes for Fox in the toy-driven second and fourth quarters. During the first and third quarters, Fox retains three-and-a-half minutes of ad time, while affiliates get an increased two-and-a-half minutes.

Under terms of the original secondary contract (which was originally obtained by BROADCASTING [Jan. 7, 1991]), it was stipulated that Fox Broadcasting Co. make guaranteed "upfront" payments of \$290,000 per episode of programming delivered in 1991-92 and \$304,000 per episode in 1992-93.

Although Dick Robertson, Warner Bros.' president of domestic syndication, declined to indicate whether the "guaranteed payments" clause was part of the supplement contract, he confirmed that his company will recoup its licensing revenues—for all six pro-

grams—from Fox Broadcasting Co.'s sales of national ad inventory. One rep source, who wished to remain anonymous, suggested Warner Bros. may have reduced or dropped the guarantee clause in return for FCN picking up *Tiny Toon Adventures* for a three-year term (starting in fall 1992) and *Merrie Melodies* for an initial single-year term following the conclusion of their two-year syndication runs at the end of the 1991-92 season.

To insure maximum ad revenues, Robertson said "penalties" will be taken against Fox if FCN should not provide it "guaranteed" time slots in the key 3-5 p.m. early fringe time slots. Sources say those "penalties" will be in the form of an increased share of Fox's take from national barter revenues.

Warner Bros. may not need to worry. With *Beetlejuice* the only strip Warner Bros. will deliver next season, Loesch says it will go in the Monday-Friday, 4-4:30 p.m. time slot next season. (She added that stations will be free to schedule the 4:30-5 p.m. slot with their own programming. However, during the week of Sept. 2, Loesch said FCN will give *Little Dracula*, a five-part mini-series, a try at 4:30 p.m.) Citing feedback from stations, Loesch said *Peter Pan and the Pirates* will be played Monday-Friday at 8 a.m., where stations felt it may gain more sampling.

The kids cooperative will have to guarantee early fringe slots for three Warner Bros.-produced half-hours within the pending two-hour block, 1992 through 1995. *TAZ-MANIA*, which will be introduced in 1991-92 as a weekly entry, Saturdays at 9:30 a.m., does not commence stripping until fall 1993. *Barman* is slated to be stripped in 1992-93,

leaving an opening for *Tiny Toons* as the third half-hour strip.

Loesch indicated that *Merrie Melodies*, which features classic Warner Bros. cartoons, would get Saturday morning play in 1992-93. The untitled Spielberg project could be used as a strip starting in 1993-94, she said. As in the original contract, FCN will have the option to renew each series on single-year extensions.

The most immediate impact in the growing programming alliance between Fox and Warner Bros. could be felt by non-Fox independent stations, who will lose the currently top-rated syndicated strip, *Tiny Toons* (4.3/12, NSI, weighted metered market average for May sweeps), next season. Although Robertson said that informing incumbent client stations that they cannot exercise renewal options was a "tough decision," he vowed that Warner Bros. will continue to develop and produce children's programming for syndication.

Robertson acknowledged that the lucrative early fringe time periods will be "dominated by two camps," Buena Vista Television's two-hour *Disney Afternoon* block and soon-to-be two-hour FCN. "It's a matter of simple arithmetic—there are three-station, multiple independent markets in maybe 10% of the country," Robertson said. "Outside of Disney and Fox programming, that leaves very few quality early fringe slots available, and to successfully get this kind of expensive animation launched, I can't just settle for a majority of our clearances in the morning."

Overall, the mood among Fox affiliates was upbeat, with most crediting the network for moving ahead with the plan to roll-out original programming on a year-round basis, as well as the recently-announced fall schedule.

"The most excitement [among affiliates] was for the 52-week schedule," said O'Brien. "We're excited because premiering shows throughout the year means more first-run product, and we feel it will bring more audience to our stations at a time when we are traditionally strong. Those times being during the summer or whenever the other networks are running repeats. Fox is the first customer-friendly network and this is a viewer-friendly oriented move," he said.

"It's a good, positive group," said Jim Major, general manager, WTFS(TV) Tampa. "Compared to the other three networks, we have more reason to be positive. We're going in one direction and they're going in the other and I'd rather be going in the direction that we're going." —MF,SC

CBS PREDICTS RETURN TO FIRST IN '91-'92

Sagansky and Poltrack tell affiliates that combination of momentum from last season with big-ticket sports attractions will give it prime time victory

Momentum can be a fleeting thing in network programming, as ABC can attest, having had it last spring only to see it all but evaporate by the time the new season arrived. There was a lot of talk last week at the CBS affiliates' meeting in New York about momentum. CBS now is said to be the network that has it, and two of its key executives went out on a limb, predicting the network's momentum would carry it to first place in prime time for the 1991-92 season.

They were CBS Entertainment President Jeff Sagansky and David Poltrack, the network's senior vice president, research. To some extent, of course, it's their job to make such pronouncements, especially if it gets the affiliates' blood pumping for the upcoming season.

Sagansky based his prediction on the network's progress this season, when it became a viable contender (just four-tenths of a rating point off NBC's prime time lead), and what he sees as strong development for the coming season. "When the next broadcast season is over, it will be clear that CBS is the network for the '90s," said Sagansky. "I really believe this is going to happen."

Poltrack predicted CBS would move into first place next season, based on current ratings patterns that reflect historical trends of ascending and descending networks.

For example, said Poltrack, NBC's and ABC's performance among top 20 shows eroded significantly this past season, while CBS posted important gains. And, he said, "in the past three transitional periods, the dethroned leader experienced greater losses in young adult audience than in household audience, while the emerging leader showed greater gains in younger viewers than in households." That pattern also emerged in 1990-91, he said, with NBC on the decline, and CBS on the rise.

CBS's returning schedule, said Poltrack, is also the only one, on average, to show a ratings gain this season. Those factors, coupled with a strong trio of sports events next season—the World Series, Super Bowl and winter Olympics—will put CBS over the top, he predicted.

Poltrack even predicted the ratings: CBS, 13.0, with NBC and ABC in a tie at 12.5.

Asked whether he thought the network would capture first place next sea-



At the CBS affiliates' meeting in New York: Jeff Sagansky, Mick Schafbuch, Laurence Tisch, Tony Malara and Howard Stringer.

son, Howard Stringer, president of the CBS/Broadcast Group, responded: "I have complete confidence in the ability of Jeff and David to make such predictions and fulfill them."

Even the company's chief executive officer, Laurence Tisch, got into the act. "This is the year we've been waiting for," he said. "Our patience, investment and focus will pay off in 1991. We've confounded the experts by achieving parity. With three strong nights, we are now ready to return to ratings leadership."

All the cheerleading had a fairly positive effect on affiliates. They were clearly impressed by both the Poltrack presentation and by the improvements in prime time spearheaded by Sagansky and his top lieutenant, Peter Tortorici.

But few affiliates were predicting their network would be number one next season with the same confidence as Sagansky and Poltrack. "There are an awful lot of if's," said Phil Jones, president of Meredith Broadcasting. "If the World Series does well, and if the Super Bowl and Olympics do well, not to mention new and returning shows, then we could eek out a win."

And to hear some affiliates tell it, winning prime time next season is not at the top of their list of goals anyway.

"We're more concerned about what's going on in Washington vis a vis the competition," said Mick Schafbuch, vice president and general manager, KOIN-TV Portland, Ore., and chairman of the CBS affiliates' advisory board. "Our future is going to depend on get-

ting retransmission consent and fin-syn relief. Affiliates are finally recognizing that the quality of the network is the quality of our programming."

Indeed, a "we're-in-this-together" atmosphere dominated the closed sessions at the meeting, according to sources. Three years ago, at least one affiliate stood up at a closed meeting and suggested that Tisch resign.

"There was none of that" last week, said Neil Pugh, vice president and general manager, WHIO-TV Dayton, Ohio. Added Ellis Shook, vice president, general manager, KOLR-TV Springfield, Mo.: "I think we've come to realize we all have to get along. Frankly, we need each other."

There was some news last week on the issue of shifting prime time back one hour (7-10 p.m.) on the West Coast. CBS and its San Francisco affiliate KPXTV are co-funding a study that could lead to a test of a prime time shift on that station (and on KMST-TV in the overlapping Salinas-Monterey market) as early as next January.

According to Glenn Wright, executive vice president and general manager, KIRO-TV Seattle, the sentiment for a shift in prime time is as strong among CBS affiliates (or close to it) as among NBC affiliates. (The latter group has a commitment from NBC for a shift on the West Coast if the other two network affiliate groups do it simultaneously.)

"There are some exceptions," said Wright. "It probably couldn't happen all at once. But my feeling is it will happen at some point," Wright said. —SM

NEW YORK COURTS MAY GO DARK

Conflicting bills in state senate may allow law permitting cameras in court to expire

Proponents of greater media access to courtrooms were braced for a major disappointment on Friday as an experimental law allowing cameras into New York state courts appeared likely to expire.

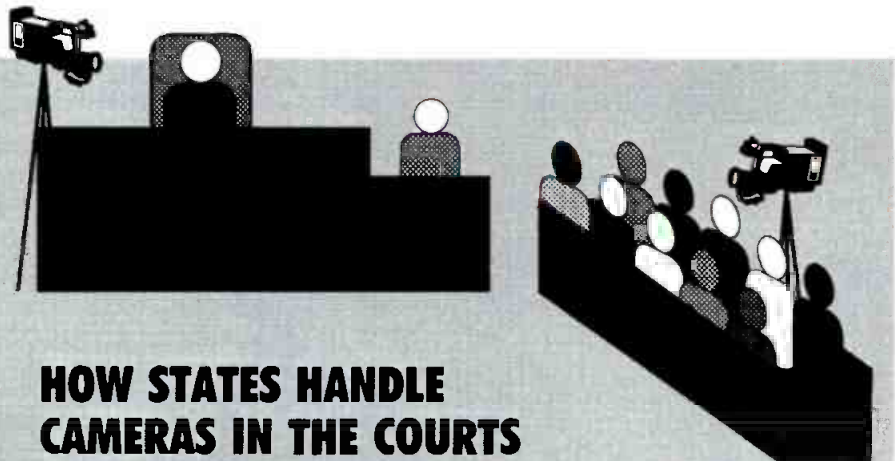
The state senate and assembly last week passed conflicting bills calling for an extension of the 42-month-old law, and lawmakers at press time appeared unlikely to reach a compromise. That would leave New York state, home of some of the nation's more celebrated trials, among the few states that do not allow cameras in the courtroom. And the situation could be prolonged as state lawmakers focus instead on closing on a budget already eight weeks overdue.

The state senate last week raised eyebrows by passing a bill that would extend the experimental law but would add a provision allowing witnesses to refuse to be photographed. Opponents of the senate bill charged that such a law would essentially bar cameras from most courtrooms. The state assembly bill, on the other hand, called for a simple extension.

"It's a matter of finding a common ground, and so far we haven't found any," said Edward H. Cole, chief counsel for New York State Senator Christopher J. Mega (R.-Brooklyn) who, as chairman of the judiciary committee, presented the senate bill. Cole said he was hopeful a compromise could be reached before the close of the current session later this month, but added that a resolution did not appear imminent. Following the session, state lawmakers will not reconvene until January.

"When you think of the history of New York state and its position as the media center of the country, it doesn't make sense to me," said Ian Rae, news director at WNYW-TV New York. "It would seem to me a bit ironic that New York state would be going back into the dark ages; it clearly denies the viewers a right to see what's going on in the courts."

During its experimental run, the New



HOW STATES HANDLE CAMERAS IN THE COURTS

This table is a distillation of information gathered by the Radio-Television News Directors Association (as of Jan. 1). All states in which coverage is indicated permit audio and video coverage for radio and television, plus still photography.

Legend: A—Appellate courts; B—Background shots only; C—Certain types of cases only; D—Day(s); E—Experimental rules; N—No; P—Permanent rules; S—Supreme Court only; T—Trial courts; U—Upon approval of judge, or Unless juror objects; Y—Yes. Asterisk indicates further categorizations of trial coverage are not included because guidelines have not been issued.

	Civil	Criminal	Court's Consent Required	Party's Consent Required	Coverage of Participants Limited	Coverage if Jurors
Alabama (P)	T,A	T,A	Y	Y	Y	B
Alaska (P)	T,A	T,A	Y	C	N	N
Arizona (P)	T,A	T,A	Y	N	N	B
Arkansas (E)	T,A	T,A	N	Y	Y	N
California (P)	T,A	T,A	Y	N	N	B
Colorado (P)	T,A	T,A	Y	N	N	B
Connecticut (P)	T,A	T,A	Y	N	Y	B
Delaware (E)	A	A	N	N	N	—
District of Columbia	—	—	—	—	—	—
Florida (P)	T,A	T,A	N	N	N	Y
Georgia (P)	T,A	T,A	Y	N	N	B
Hawaii (P)	T,A	T,A	N-A	N	Y	N
Idaho (P)	A	A	N	N	N	—
Illinois (P)	A	A	N	N	N	—
Indiana	—	—	—	—	—	—
Iowa (P)	T,A	T,A	Y	C	Y	B
Kansas (P)	T,A	T,A	N	N	Y	B
Kentucky (P)	T,A	T,A	Y	N	N	Y
Louisiana (P)	A	A	N	N	N	—
Maine (E)	A	A	Y	N	N	—
Maryland (P)	T,A	A	Y	N-A	Y	Y
Massachusetts (P)	T,A	T,A	N	N	N	B
Michigan (P)	T,A	T,A	Y	N	Y	N
Minnesota (P,E)	T,A	T,A	N-A	N-A	Y	N
Mississippi	—	—	—	—	—	—
Missouri	—	—	—	—	—	—
Montana (P)	T,A	T,A	N	N	N	Y
Nebraska (P)	A	A	N	N	N	—
Nevada (P)	T,A	T,A	Y	N	N	B
New Hampshire (P)	T,A	T,A	Y	N	N	U
New Jersey (P)	T,A	T,A	Y	N	Y	B
New Mexico (P)	T,A	T,A	N	N	Y	N
New York (P,E)	T,A	T,A	Y	C	Y	N
North Carolina (P)	T,A	T,A	N	N	Y	N
North Dakota (P,E)	T,A	T,A	N-A	C	Y	B
Ohio (P)	T,A	T,A	Y	N	Y	N
Oklahoma (P)	T,A	T,A	Y	C	Y	U
Oregon (P)	T,A	T,A	N-A	N	Y	N
Pennsylvania (E)	T	—	Y	N	Y	—
Rhode Island (P)	T,A	T,A	N	N	N	B
South Carolina	—	—	—	—	—	—
South Dakota	—	—	—	—	—	—
Tennessee (P)	T,A	T,A	N	C	Y	U
Texas (P)*	T,A	A	Y	Y	N	—
Utah (P,E)	T,A	T,A	Y-S	N	Y	N
Vermont (P,E)	T,A	T,A	N	N	N	B
Virginia (E)	T,A	T,A	N	N	Y	N
Washington (P)	T,A	T,A	Y	N	Y	U
West Virginia (P)	T,A	T,A	Y	N	N	Y
Wisconsin (P)	T,A	T,A	N	N	Y	B
Wyoming (P)*	T,A	T,A	N	N	N	—

York state experimental law allowed cameras to cover a number of trials that gained national attention, including the so-called "Fatal Attraction" trial of Carolyn Warmus, the trial of alleged mobster John Gotti and the 1988 Joel Steinberg child abuse case.

The failure to reach an agreement seemed peculiar to many observers, considering a March report by the state's chief court administrator that came out in favor of the experimental law (BROADCASTING, April 15). That 40-month test found that 98% of jurors responding said the presence of cameras in the courtroom did not make them feel pressured either to convict or acquit, and 94% of the judges said the coverage did not affect the fairness of the trial.

The experimental New York state law was "by no means a perfect piece of legislation" but was better than no access at all, said Richard Winfield, an attorney with New York-based Rogers & Wells, a firm specializing in media issues. Winfield and other proponents of improved media access were also discouraged by the New York state senate bill, which they said would make an already strict law even more strict.

The New York state Senate proposal would be a "big step backward," said J. Laurent Scharff, attorney for the Radio-Television News Directors Association, which has lobbied in favor of greater access in the state. "The New York rule was already unduly limited," he said. The experimental New York state law required consent by judges and, in some cases, the parties themselves.

Of the 44 states that currently allow cameras in the courtroom, Scharff said the favored law among reporters tends to be in Florida. In that state, there is a presumption in favor of openness to the press, and cameras may be forced out of the courtroom only when strong reasons for doing so are presented to the judge.

Ironically, as New York last week prepared to close the doors on its courtrooms, the federal court system was preparing to open its doors to the media. The federal courts on July 1 will launch a three-year experiment to allow limited television and still photography in civil cases upon request of the news media.

The opening of the federal courts should prove helpful to Time Warner's Courtroom Television Network, which is scheduled to launch at the same time. Executives at the 24-hour cable network were not pleased with the developments in New York last week, but were optimistic about court coverage nationally.

"We want New York; it's critically important to us," said Stephen J. Cohen, executive producer, "but we have 44 other states."

ABC, VIACOM SIGN DEAL TO AIR SAME TV SITCOM

Six episodes of 'Hi Honey, I'm Home' will be seen on ABC, then on Nick at Night later in week

Old sitcoms never die. They just get reassigned to real life. That's the premise of a new half-hour sitcom, *Hi Honey, I'm Home*, which will be seen on both ABC and Viacom's Nick at Nite starting in mid-July.

In an unprecedented deal between a broadcast and a basic cable network, ABC will air six episodes of the series, and Nick at Nite, which is producing the show, will repeat those episodes later in the week. The night and time the show will air on the networks have not yet been set.

Nick at Nite has ordered 13 episodes, and ABC has an option on those remaining episodes of the show, which throws together as New Jersey neighbors a single-parent 90's household and the Nielsens, a 50's family relocated from a 50's Donna Reed-like sitcom called *Hi Honey, I'm Home*.

If ABC picks up the series following the six-episode run, it will have sole television rights, and Nick at Nite will give up its "instant rerun" rights to the show. If ABC does not pick up the option, the remaining seven episodes will be seen solely on Nick at Nite.

"This is unusual and it shows some creative thinking on the part of both the networks. [For Nick at Nite] it means we can launch our program with a degree of difference," said Geoffrey Darby, senior vice president, programming and production, for Nick at Nite. ABC programming executives were unavailable for comment, but Robert Iger, ABC Entertainment president, said in a statement: "We are continually looking to expand our horizons for acquiring program material and this agreement allows us to do that, while at the same time, offering original programming on our schedule this summer." Ironically, the need for original summer programming on the broadcast networks has been instigated largely by competition from cable.

Nickelodeon/Nick at Nite had a development deal with ABC to produce a sketch comedy show called *Nickelodeon Gets Real Mature*, which was not picked up for ABC's fall schedule. *Hi Honey, I'm Home*, was already being produced for Nick at Nite as its first ever original series, and was shown to ABC as "a courtesy," said Darby.

Hi Honey has a network-size produc-



Two homes for 'Hi Honey, I'm Home'

tion budget, said Darby, which means a cost of about \$500,000 an episode. What ABC is paying in license fees, however, doesn't cover the entire production budget. "Nick at Nite is deficit financing this," said Darby, although he did not elaborate.

ABC and Nick at Nite will cross promote *Hi Honey, I'm Home*. Immediately before the premiere of just the first episode on ABC, Nick at Nite and Viacom's other cable networks (MTV, VH-1, and Comedy Central) will all run one-minute promotional spots for the program. In return, Nick at Nite will get a 30-second promotional spot for whatever Nick program it chooses in each of ABC's six episodes.

The pilot was produced last December, and Nick at Nite decided to pick it up in February, with plans to air it in August, before it made the deal with ABC. "We have not changed the product because ABC decided to pick it up," said Darby, although as of now, only the pilot has been shot. *Hi Honey, I'm Home* begins production next week and is executive produced by Rick Mitz, who worked on the failed Norman Lear series a.k.a. *Pablo* for ABC in 1984.

Nick at Nite said it has no immediate plans to produce any more series for broadcast network television, but "hopefully, we will have opportunities

in the future to do series for all the networks, including ABC," said Darby. Co-owned MTV also had a development deal with ABC for a variety series called *Heads Will Roll*, which ABC did not pick up for the fall. MTV's 10th anniversary special might find its way onto ABC, however.

Other cable networks say the idea intrigues them as well, but not necessarily in the same fashion as Nick. "What's important to us if we did a joint project, is that we would want the initial air," said Pat Fili, senior vice president, programming and production, Lifetime Television. "Otherwise, it would be an off-network product. It's just that the windows would be a lot sooner." Fili said episodes of a program airing both on broadcast and cable, as is *Hi Honey*, should premiere on cable first. "Once a show's exposed to a broader audience [on network TV], I lose more of my audience. If it is shown first on basic cable, then it hasn't been exposed that much," said Fili.

The ABC/Nick at Nite arrangement "is a win-win situation," according to Betsy Frank, senior vice president, Saatchi & Saatchi. "It probably says a lot about survival, it sounds like it could be the start of an on-going collaboration." **-SDM**

QUELLO

Continued from page 27.

and from various industry groups whose interests are not always in harmony."

Although Quello, a Democrat and former broadcaster from Michigan, has been at odds with broadcasters from time to time (he has long advocated reducing sex and violence on television, favors actions such as Senator Paul Simon's anti-violence in TV bill), he has also championed must-carry rights for broadcasters.

"His experience and institutional wisdom are an incalculable asset."

-FCC Chairman Al Sikes

Most seem to agree that in a still relatively inexperienced FCC (Chairman Alfred C. Sikes is second in seniority, having assumed office on Aug. 14, 1989), Quello's years at the commission are seen as more valuable than ever.

Sikes certainly thinks so. He said:

ENCORE UNDER ATTACK

Encore, the mini-pay cable programming service comprising hit movies from the 1960's through the '80s, was set to launch on TCI, Storer and UA systems serving 6.5 million subscribers today (June 3) despite a flurry of activity in several states to stop the service's launch.

Several state attorneys general have filed lawsuits to stop TCI systems from launching Encore, and a host of other states are looking into the matter. What the states object to are the "opt out" provisions of Encore's marketing plan. The state of Florida filed an injunction, and both sides were arguing their case in state circuit court last week, in a hearing that began Wednesday and continued into Friday. Meanwhile, Encore sued the Florida attorney general in U.S. District Court for the Southern District in Florida on behalf of itself and a Florida resident to enjoin the state's bid to block the launch of the service. Encore argued the state's action was unconstitutional by prior restraint since the state's complaint was partially based on allegations of the service's programming content.

George Stein, Encore senior vice president, said: "We are absolutely incredulous that the Florida Attorney General today would seek in advance to enjoin distribution of a programming service based partially on issues on content."

A hearing is scheduled for tomorrow on the state of Washington's injunction request.

Encore said the offer of a free preview to allow viewers to sample the service is regularly used by other pay cable networks. Encore said operators provide lockout devices for customers who might deem some programming objectionable. Encore also said Storer is satisfied that its method of launching Encore (providing Encore as part of the basic offerings for a free trial period, then increasing the rate if subscribers wish to keep the service) meets all legal requirements and helps Storer keep the cost of Encore low to its subscribers. Encore said Storer will give at least seven notices to subscribers, including prepaid postcards and toll-free numbers to insure that anyone who doesn't want to pay for Encore won't have to. **-MS**

"Jim Quello has been an outstanding commissioner and a good friend to me and to the entire agency. His vast experience and institutional wisdom are an incalculable asset to the commission as it continues to make decisions that shape the future of telecommunications. I am delighted that President Bush will renominate him to serve on the FCC for another term, and I look forward to his speedy confirmation by the Senate."

In his statement, Commissioner Ervin S. Duggan agreed: "Jim Quello is like every commissioner's affectionate older brother. He is our role model, counselor and peacemaker. His renomination is great news."

Quello said "it is a challenging time to be at the FCC. This is a period of revolutionary growth, contentious developments and technological advancements in all fields of communications."

David Bartlett, president of the Radio-Television News Directors Association, "in times like these, it is very important to have a little institutional memory." He said "Quello has stood with us on a number of important issues over the years...we are very pleased."

Quello said he has "been around long enough to have had the opportunity to vote against everyone at least once, so the widespread support is particularly gratifying."

Edward O. Fritts, president of the National Association of Broadcasters, said: "We enthusiastically support the Administration's action and look forward to an early confirmation. Fritts added: "Commissioner Quello's years of experience and service have provided him with a keen understanding of both the substance and context of communications issues."

The Association of Independent Television Association's David Donovan, vice president, legislative and legal affairs, said: "We are simply delighted. Quello is one of the outstanding public servants in Washington [and] is one of the best decision makers. The American public is well served by having James Quello at the FCC."

The Satellite Broadcasting and Communications Association's president, Chuck Hewitt, was also pleased: "We have publicly supported Quello 100% and we are delighted to see him renominated."

To many FCC observers, it seems as if Quello has always been on the scene. And some, like Peggy Charren, president of Action for Children's Television, don't see that changing anytime soon. Said Charren: "I expect James Quello to be on the commission until I die." **-PJS**

program in which a Japanese celebrity was invited to spend a day in New York and carry out his or her wildest dream, just finished a two-year run in Fuji-TV.

The affiliate also handles the American and Canadian segments of the ongoing global mini-program, *See the World by Train*, sponsored by the Fujitsu Com-

puter Co. According to Lounsbury, the program, which is filmed wherever passenger railways run in the world, has nothing to do with computers, but nonetheless has become an enormous part of Fujitsu's corporate identity, having aired daily for more than three years on the Asahi network.

This year, according to Telecom producer Taku Nishimae, Telecom also plans to launch two new cable channels in Japan. One, a sports channel, he described as a Japanese version of ESPN, while the other channel will be devoted to children's programming. —Stephanie Rose,

international correspondent

SYNDICATION MARKETPLACE

Group W Productions has given the go-ahead for production of *Way Cool*, a half-hour weekly "pro-social" program for children. Produced by Scholastic, the largest English-language publishers of children's books and educational materials, *Way Cool* has been cleared in 85 markets representing over 75% U.S. coverage. Preproduction of the series begins in June for debut of 13 original episodes starting next September. Group W is offering *Way Cool* on a 3-minute local/2½-minute national barter basis, in which latter is being sold by Group W Productions Media Sales.

Buena Vista Television, in anticipation of Walt Disney Pictures' summer release of "The Rocketeer," is offering an hour preview special, *The Rocketeer: Excitement in the Air*, for a June 13-21 broadcast window. The feature film will reach theaters nationally on June 21. BVT is also offering *Siskel & Ebert's June Special*, which features interviews with Bruce Willis, Jodie Foster and Michael Caine. The hour special is being offered for a June 14-23 broadcast window to *Siskel & Ebert* client stations.

Samuel Goldwyn Television has given *GAMEPRO* a firm go for first-season production of the weekly video game magazine, with 78 markets cleared—27 of the top 30 markets—representing over 70% domestic coverage. The half-hour series will begin production July 1 at KCRA-TV Sacramento and will debut in national syndication Sept. 28. Kelly News and Entertainment, a production division of Kelly Broadcasting, which is owner of KCRA-TV and KCPQ-TV Tacoma, is co-producing in association with PyeJaffe Productions. Chris Pye (*Totally Hidden Videos* and *Haywire*) is the show's executive producer, along with Bob Jaffe (*Fan Club*) and Susan Simons (*Designing Women* and *Houston Knights*). Hosted by J.D. Roth, the weekly magazine will focus on videogame software and strategy. Goldwyn Television is offering *GAMEPRO* on a 3½-minute local/2½-minute national barter basis. Group W Productions Media Sales is handling sales of national ad time.

A **Twentieth Television** spokeswoman confirmed that *Kick It With The Fly Girls* will not be entering syndication for the 1991-92 season, despite clearances representing 56% U.S. coverage. The show was planned as a weekly hour dancing spinoff from Fox Broadcasting Co.'s *In Living Color*, but the producers, brothers Damon and Keenan Ivory Wayans and Eric Gould, according to a Fox spokeswoman, "felt they couldn't deliver a quality show without cutting back other ongoing commitments."

Cluster Television's planned three-part miniseries, *Bucky O'Hare and the Toad Wars*, has been cleared in over 100 markets representing 88% U.S. coverage for its June 3

debut. Following airing of the second mini-series in August, the animated extraterrestrial action-adventure will premiere as a 13-episode half-hour weekly series beginning in September 1991.

Buena Vista Television, in another major tie-in promotion for its *Disney Afternoon* syndicated two-hour animation block, is teaming with Capcom USA—a national software game manufacturer for Nintendo video games—on "Capcom Presents *The Disney Afternoon* Video Game PlayTour" to appear this June in 31 shopping malls and 24 markets nationwide. A BVT spokeswoman said Capcom is planning the national tour to provide exposure to licensed *DuckTales* and *Chip 'n' Dale's Rescue Rangers* video games based on BVT's highly rated animated series, with special launch of *Tale Spin* game for sale in stores by September 1991.

Hearst Entertainment reports it has cleared *Marquee II*, its 10-title film package, in 69 markets representing over 80% U.S. coverage. Sold in 19 of the top 20 markets, *Marquee II* includes such titles as "Doing Life," "Fresh Prince of Bel Air," "Thompson's Last Run," "Brotherhood of Justice" and "Silent Witness." Scheduled to trigger on stations in January 1992, the package is being offered on a 16-minute local/8-minute national barter split. Top stations signed for the package are WWOR-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia and KTVU-TV San Francisco.

LBS Communications and **Warner Bros. Inc.** came to an out-of-court settlement of countering lawsuits over allegations that LBS had failed to make payment of \$7.4 million for distributing the animated *Police Academy*. Warner Bros. also claimed, from the original 1988 agreement, that LBS promised to cover up to two-thirds of production cost on the strip from distribution revenues. Terms of the settlement were not disclosed.

Republic Pictures Domestic Television reports that it has cleared 104 markets, representing 78% of the U.S., for the September 1991 off-network syndication launch of *Beauty and the Beast*. New stations added to the clearance list are WXIA-TV Atlanta, KNLC-TV St. Louis, KITN-TV Minneapolis and WTVX-TV West Palm Beach, Fla. The fantasy drama (starring Linda Hamilton and Ron Perlman) is currently completing a one-year cable run on The Family Channel, but will trigger a two-year syndication window starting next season. *Beauty and the Beast*, which aired on CBS from 1987-89, is being offered on 7-minute local/5 minute national barter advertising split.

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 5/20	ABC 11.6 / 20		BEST OF DISNEY: 50 YEARS OF MAGIC (17) [12.0 / 20] 12.0 / 22 12.6 / 22 11.8 / 19			11.6 / 18	20/20 SP. EDITION (27) [10.8 / 19] 10.8 / 18 10.8 / 19	
	CBS 12.6 / 21		AMERS. MISSING KIDS (34) [10.2 / 18] 9.7 / 18	10.7 / 18	MURPHY (1) BROWN 15.0 / 24	DESIGNING (5) WMN. 13.7 / 22	N. EXPOSURE (9) [13.1 / 23] 13.4 / 22 12.7 / 23	
	NBC 12.2 / 21		FRESH PRINCE SP. (21) [11.7 / 21] 11.4 / 21 12.0 / 21		NBC MONDAY NIGHT MOVIE—REASON FOR LIVING (15) [12.5 / 21] 12.2 / 19 12.4 / 19		12.7 / 21 12.8 / 23	
	FOX 6.4 / 11		FOX NIGHT AT THE MOVIES—OMEN IV: THE AWAKENING (63) [6.4 / 11] 5.5 / 10 5.9 / 10 6.6 / 11			7.4 / 12		
TUESDAY 5/21	ABC 11.7 / 20		WHO'S THE BOSS (39) 9.9 / 18	ROSEANNE (3) [14.5 / 24] 13.4 / 23	15.6 / 25	STAT (23) 11.5 / 18	THIRTYSOMETHING (40) [9.4 / 17] 9.6 / 16 10.2 / 18	
	CBS 11.0 / 19		RESCUE 911 (16) 12.3 / 23	CBS TUESDAY NIGHT MOVIE—FATAL ATTRACTION (29) [10.7 / 18] 9.5 / 16 9.2 / 15 10.8 / 17			12.0 / 20 12.1 / 21	
	NBC 9.0 / 15		1ST PERSON—M. SHRIVER (49) [7.7 / 14] 7.6 / 14	7.8 / 13	HEAT OF THE NIGHT (44) [9.3 / 15] 8.6 / 14 10.0 / 16		SHANNON'S DEAL (33) [10.1 / 17] 10.1 / 17 10.0 / 18	
WEDNESDAY 5/22	ABC 9.9 / 18		WONDER (36) YEARS 10.0 / 20	GROWING (33) PAINS 10.5 / 19	DOOGIE (28) M.D. 10.7 / 19	ANYTHING (45) B.LOVE 8.9 / 15	AMER. DETECTIVES (43) [9.5 / 17] 9.4 / 17 9.7 / 19	
	CBS 9.7 / 17		AMER. MEMORY TST. (58) [7.2 / 14] 7.3 / 14	7.2 / 13	48 HOURS—FOR BETTER FOR WORSE (26) [10.9 / 19] 10.6 / 19 11.9 / 20			11.3 / 20 9.9 / 19
	NBC 12.9 / 24		UNSLVD. MYSTERIES (4) [14.0 / 27] 13.0 / 26	15.0 / 28	NIGHT COURT (20) [11.8 / 20] 11.6 / 20	12.0 / 21	QUANTUM LEAP (12) [12.8 / 24] 12.4 / 21 13.2 / 25	
THURSDAY 5/23	ABC 7.5 / 14		FATHER DOWLING (60) [6.8 / 13] 6.7 / 13	7.0 / 13	MY LIFE & TIMES (69) 5.4 / 10	MY LIFE & TMS. SP. (71) 5.2 / 9	PRIMETIME LIVE (32) [10.5 / 20] 10.9 / 20 10.2 / 20	
	CBS 7.3 / 14		TOP COPS (53) [7.5 / 15] 6.8 / 14	8.2 / 15	ANTAGONISTS (50) [7.6 / 13] 7.3 / 13	7.9 / 14	AFL—K. DOUGLAS (59) [6.9 / 13] 6.8 / 13 7.0 / 14	
	NBC 11.9 / 22		COSBY (22) 11.5 / 23	DIFFERENT (11) WORLD 13.0 / 24	CHEERS (2) 14.8 / 26	SEINFELD (18) 11.9 / 21	L.A. LAW (37) [10.0 / 19] 9.9 / 18 10.1 / 20	
	FOX 7.7 / 14		SIMPSONS (42) 9.6 / 19	BABES (66) 5.9 / 11	BEVERLY HILLS 90210 (51) [7.6 / 13] 7.1 / 13 8.2 / 14			
FRIDAY 5/24	ABC 12.2 / 25		FULL (14) HOUSE 12.6 / 28	DINOSAURS (13) 12.7 / 27	FAMILY (8) MAT. 13.1 / 27	PERFECT (25) STRGN. 11.2 / 22	20/20 (19) [11.8 / 24] 12.2 / 24 11.5 / 23	
	CBS 6.8 / 14		GUNS OF PARADISE (65) [5.9 / 13] 5.5 / 12	6.3 / 13	CBS FRIDAY NIGHT MOVIE—INDISCREET (55) [7.3 / 15] 7.0 / 14 7.2 / 14			7.4 / 14 7.8 / 16
	NBC 7.3 / 15		MOVIE OF THE WEEK FRIDAY—SOMETHING IS OUT THERE (56) [7.3 / 15] 6.5 / 15 6.7 / 14 7.0 / 14			7.7 / 15	8.1 / 16 7.8 / 16	
	FOX 3.3 / 7		WORLDS GRT. STUNTS (78) [4.0 / 9] 3.9 / 9	4.2 / 9	DEA: SP. TASK FORCE (82) [2.6 / 5] 2.4 / 5 2.8 / 6			
SATURDAY 5/25	ABC 6.7 / 15		YOUNG RIDERS (67) [5.6 / 13] 5.2 / 13	6.0 / 14	ABC SATURDAY NIGHT MOVIE—THUNDERBOAT ROW (54) [7.3 / 16] 6.2 / 13 6.8 / 14			8.0 / 17 8.4 / 18
	CBS 6.1 / 13		CBS SATURDAY NIGHT MOVIE—ALIENS (64) [6.1 / 13] 5.1 / 13 5.8 / 13			6.0 / 13	5.9 / 12	6.7 / 14 6.8 / 15
	NBC 10.2 / 23		AMEN (52) 7.5 / 19	AMER. (48) DREAM. 8.0 / 19	GOLDEN (10) GIRLS 13.0 / 28	EMPTY (7) NEST 13.1 / 27	SISTERS (41) [9.8 / 21] 9.9 / 21 9.6 / 21	
	FOX 3.3 / 7		TLY. HID. (81) VIDEO 3.0 / 7	YEAR- (83) BOOK 2.0 / 5	COPS (79) 3.8 / 8	COPS 2 (75) 4.5 / 9		
SUNDAY 5/26	ABC 7.8 / 17	LIFE GOES ON (74) [4.5 / 11] 4.1 / 10 4.9 / 12	AMR. FUN (38) VIDEO 9.9 / 22	AMR. FUN (31) PL.P. 10.6 / 23	ABC SUNDAY NIGHT MOVIE—PLYMOUTH (46) [8.3 / 17] 8.3 / 17 7.9 / 16			8.3 / 16 8.6 / 18
	CBS 11.6 / 25	60 MINUTES (6) [13.1 / 33] 12.4 / 32 13.7 / 33	MURDER SHE WRT. (30) [10.6 / 23] 10.2 / 23	11.0 / 24	CBS SUNDAY MOVIE—BLUEGRASS PT. 1 (24) [11.3 / 23] 10.7 / 22 11.7 / 23			11.5 / 23 11.2 / 23
	NBC 5.9 / 13	BLCK JACK SAV. (76) [4.2 / 11] 4.0 / 10 4.3 / 10	EXPOSE (74) 4.7 / 11	REAL LIFE (72) 5.1 / 11	NBC SUNDAY MOVIE—DESPERADO: BADLANDS JUSTICE (57) [7.3 / 15] 6.3 / 13 7.2 / 14			7.8 / 15 8.0 / 16
	FOX 5.6 / 12	TRUE CLR. (80) 3.6 / 9	P. LEWIS (77) 4.1 / 10	IN LIVING (62) COLOR 6.4 / 14	GET A LIFE (70) 5.2 / 11	MRD. WITH (47) CHILD. 8.1 / 17	TOP OF (61) HEAP 6.5 / 13	BEVERLY HILLS 90210 (68) [5.5 / 11] 5.4 / 11 5.6 / 12

WEEKLY PRIME TIME AVERAGE ABC 9.6 / 18 CBS 9.4 / 16 NBC 9.7 / 19 FOX 5.3 / 11

SEASON PRIME TIME AVERAGE ABC 12.2 / 20 CBS 12.1 / 20 NBC 12.5 / 21 FOX 6.4 / 11

NIGHTLY RATING / SHARE (##)—RANKING [##)—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

YELLOW = 1/2 HR WINNER

*—PREMIERE

BUSINESS

STATIONS OPTING FOR ONLY ONE RATINGS SERVICE

Nielsen picking up stations at Arbitron's expense, according to Petry study

CBS's recent decision to choose Nielsen over Arbitron as the ratings service for its five TV O&O's continues the trend of stations deciding to buy only one ratings service. While much of the trend is attributed to current cost cutting, there are some who wonder if there is room for two ratings services in the future.

According to a study by Petry Television done after the February sweeps, the majority of 811 television stations (54%) now subscribe to a single service, and the number of dual subscribers is at 43%—down 5% from the last Petry study of May 1990. Of those 811 stations, 592 (73%) subscribe to Nielsen and 543 (67%) subscribe to Arbitron. Subscribers to both services have declined since the last survey, when Nielsen had 603 stations and Arbitron 568. Arbitron parent Control Data Corp. said in its annual report that revenue growth for Arbitron may be constrained by this trend, while Nielsen parent Dun & Bradstreet reported "modest growth" in 1990.

The decision to go with one service cuts across the industry, with the only established trend being that where Arbitron has been flat, Nielsen has gained clients, according to the Petry survey. Since May 1990, 51 stations have dropped one service—with 32 dropping Arbitron and 19 dropping Nielsen. In the top 100 markets, 25 stations have dropped one service, while 26 dropped a service in markets beyond the top 100. Arbitron lost 17 top-100 stations while Nielsen lost only eight. In May 1990, the two ratings services each had 23% of single-service subscribers in the top-50 markets. Since then, Nielsen has 28% of

NEUTRAL TERRITORY

Alan Gottesman, media analyst for PaineWebber, gave a sober view of broadcast network and advertising agency stocks on a recent broadcast of PBS's *Wall Street Week*. Gottesman said he was "neutral" on those stocks because of "advertisers' reluctance to spend," and the effect of that reluctance on ad pricing, a situation he foresaw lasting at least for the "balance of the year." The network television business has gotten poor reviews in a number of other media venues lately, including *Adam Smith's Money World* and *Business Week*.

Other Wall Street analysts by and large have a similar view of the business. Consensus 1991 earnings for CBS, as measured by Zacks Investment Research, slid from \$9.53 26 weeks ago to \$7.12 13 weeks ago to \$5.19 last week. Estimates for Capital Cities/ABC have been revised down slightly as well.



top-50 market single service subscribers to Arbitron's 21%.

In top-100 markets, Nielsen's share of stations has gone from 21% in May 1990 to 26% in February 1991, while Arbitron's share has been flat at 26%. Affiliates subscribing to both services fell from 53% to 47% over the same time period.

It is a similar story in markets 101-plus. Affiliates subscribing only to Nielsen grew from 29% in May 1990 to 33% in February 1991, while Arbitron-only stations have risen at a slower rate, from 25% to 27%. Stations subscribing to both services fell from 47% to 38% over the same period.

Among independent stations in top-100 markets the numbers have been fairly stable from May 1990 to February 1991. According to the Petry study, 46% of independent stations subscribe to both services; 29% to Nielsen only and 17% to Arbitron only. Outside the top-100 markets, 31% of independents subscribe to both services, 43% to Nielsen and 17% to Arbitron.

The metering of markets also plays a major part in a station's decision to drop one service. Among stations in the 13 markets metered by both Nielsen and Arbitron, more than 75% of network affiliates choose Nielsen, while 67% of independents prefer Arbitron.

Many are wondering whether this trend will eventually force either Nielsen or Arbitron to get out of the ratings business. Gary Chapman, president of LIN Broadcasting's television group and a member of the National Association of Broadcasters subcommittee on local television audience measurement (COL-

TAM), said: "The tendency now is to go with one service." Explained Chapman: "When the meters came in, the expenses went out and it came down to one service with fewer stations thinking that they could finance both." There are some stations that have picked up both services. However, those stations may have chosen one knowing that they would not renew the other service when the contract expired.

Obviously, both companies are looking at ways to improve their business. Nielsen, according to Robert Taragan, senior vice president, director of marketing, is planning to send questionnaires to its customers asking about the different areas where Nielsen spends money. The ratings service is also working with Dun & Bradstreet subsidiary Donnelley Marketing on "National TV Conquest," a personal computer-based system that merges ratings data so it can be used more effectively as a sales tool.

Both services are also working with COLTAM on a television diary the subcommittee has proposed (BROADCASTING, Dec. 3, 1990). Chapman said the return rate on current diaries is dropping, and he hopes Arbitron and Nielsen will conduct tests on the COLTAM diary by November. Both Arbitron and Nielsen doubt they will be ready to test the diary that soon. Arbitron executive vice president of sales, Ken Wollenberg, said that November would be "pre-mature." He added that both Arbitron and Nielsen will "work as closely [on the diary] as the law allows us," and Arbitron is in the process of questioning clients about the diary.

—JF

CHANGING HANDS

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

KAZN(AM) Pasadena, Calif. □ Sold by P D&G Pacific Rim Broadcasting Ltd. to Bang Kim and Edward A. Kim for \$7.5 million. Seller is subsidiary of Media Ventures Ltd., which owns GKC Broadcasting Ltd., licensee of KOQO(AM)-KQPW(FM) Clovis-Fresno, Calif. Buyers, Bang and Edward Kim, mother and son, have no other broadcast interests. KAZN has Asian programming on 1300 khz with 5 kw day and 1 kw night.

WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey □ Sold by Drexel Hill Associates to Signal Communications of New Jersey for \$7.3 million ("Closed Circuit," May 20). Original sale for \$12 million approved by FCC ("For the Record," Jan. 7, 1991) was not consummated. Stations were last sold in 1970. Seller is headed by Peter Arnow and Bob Linder, who are licensees of WIIS(FM) and 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 (Reading), Pa., KMNS(AM)-KSEZ(FM) Sioux City, Iowa, and WSOM(AM)-WQXK(FM) Salem, Ohio. WMTR has business format on 1250 khz with 5 kw day and 1 kw night. WDHA-FM has AOR format on 105.5 mhz with 3 kw and antenna 564 feet above average terrain.

KOKH-TV Oklahoma City □ Sold by KOKH Acquisition Corp. to Channel 25 Acquisition Corp. for \$7 million. Station last sold for \$9 million in 1989. Seller is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett has interest in WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and TV translator K62AK La Jolla, both Calif.; WJW-TV Cleveland; WJBK-TV Detroit and WITI-TV Milwaukee. Buyer is subsidiary of Heritage Media Corp., and is headed by James J. Robinette and Jim Hoak. Heritage has interest in KDAY(AM) Santa Monica, Calif.; WIL(AM)-WRTH(FM) St. Louis; WBBF(AM)-WBEE-FM Rochester and WPTZ(TV) North Pole (Plattsburg), both New York; KRPM-AM-FM Seattle-Tacoma; KKSJ-AM-FM Vancouver-Portland, Ore.; WEMP(AM)-WMYX(FM) Milwaukee; WEAR-TV Pensacola, Fla., and KIVV-TV Lead, KDLT(TV) Mitchell and KEVN-TV Rapid City, all South Dakota, and is selling KAUT(TV) Oklahoma City (see below). KOKH-TV is independent on ch. 25 with 1,410 kw visual, 141 kw aural and antenna 1,540 feet above average terrain.

WQZQ(FM) Dickson, Tenn. □ Sold by American Communications Inc. to Mont-

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$15,370,000 □ 7
 FM's □ \$5,460,067 □ 11
 AM-FM's □ \$2,000,000 □ 3
 TV's □ \$8,500,000 □ 2
 Total □ \$31,330,067 □ 23

Year to Date:

AM's □ \$44,913,218 □ 104
 FM's □ \$81,326,772 □ 111
 AM-FM's □ \$121,079,908 □ 85
 TV's □ \$256,699,000 □ 36
 Total □ \$504,018,898 □ 336

For 1990 total see Jan. 7, 1991 BROADCASTING.

gomery Broadcasting Co. for \$1.638 million. Station was last sold in 1985. Sale is contingent upon grant of transfer of control of station between principles D. Todd Christofferson and C. Stan Hawkins for \$10 (stock trade). Seller, American Communications Inc., is headed by Hawkins, and has no other broadcast interests. Buyer, Montgomery Broadcasting Co., is headed by Bayard H. Walters, president and 100% stockholder of Lenk Broadcasting Co. Inc., which owns WCTZ(AM) Clarksville, WHAL(AM)-WYCQ(FM) Shelbyville, both Tennessee; WMCJ(FM) Mattoon and WSHY(AM)-WEJT(FM) Shelbyville, both Illinois; WVEL(AM)-WGLQ(FM) Pekin, Ill.; WKCM(AM) Hawesville, Ky., and permittee of WKCM(AM) Cannelton, Ind. WQZQ has MOR format on 102.5 mhz with 50 kw and antenna 500 feet above average terrain.

WKZL(FM) Winston-Salem, N.C. □ Sold by Nationwide Communications to HaPa Inc. for \$1.6 million. Station was last sold for \$5 million in 1981. Seller is headed by Steve Berger and is wholly owned subsidiary of Nationwide Mutual Insurance Co., licensee of WATE-TV Knoxville, Tenn.; WBAY-TV Green Bay, Wisc.; WRIC-TV Petersburg, Va.; KITN(TV) Minneapolis; WPOC(FM) Baltimore; WGAR-FM Cleveland and WNCI(FM) Columbus, both Ohio; KLUC(AM) Las Vegas; WOMX-AM-FM Orlando, Fla.; KZAP(FM) Sacramento, Calif.; KNST(AM)-KRQQ(FM) Tucson; KZZP-FM Mesa, Ariz.; WKZL(FM) Winston-Salem, N.C.; KISW(FM) Seattle, and KHM-FM Houston. Buyer is headed by Victor Ru-

more, who is also acquiring WGFX(FM) Galatin-Nashville, Tenn., and has 50% interest in KFRR(AM) Englewood, Colo. WKZL has CHR format on 107.5 mhz with 100 kw and antenna 500 feet above average terrain. Broker: Kalil & Co.

KAUT(TV) Oklahoma City □ Sold by Heritage Media Corp. to Oklahoma Educational TV Authority Foundation Inc. for \$1.5 million. Station last sold for \$5.5 million in 1985. Seller is headed by Jim Hoak (see KOKH-TV Oklahoma City item above). Buyer is headed by Gene Rochelle and Carri A. Bell, and is licensee of KETA(TV) Oklahoma City, KOED-TV Tulsa, KOET(TV) Eufaula and KWET(TV) Cheyenne, all Oklahoma. KAUT is independent on ch. 43 with 1,950 kw visual, 195 kw aural and antenna 1,560 feet above average terrain.

KQNG-AM-FM Lihue, Hawaii □ Sold by John Hutton Corp. to Sanchez Communications Corp. for \$1.5 million. Station was last sold for \$400,000 in 1986. Seller is headed by John H. Weisser Jr., and has no other broadcast interests. Buyer is headed by Rodney T. Sanchez and William F. McCready and has no other broadcast interests. KQNG is fulltimer with oldies format on 570 khz with 1 kw. KQNG-FM has CHR format on 93.5 mhz with 100 kw and antenna 236 feet above average terrain.

WVVY-FM Grifton, N.C. □ Sold by W&B Media Inc. to Willis Broadcasting Corp. for \$800,000. Seller is headed by Howard Wilcox and George G. Beasley. Beasley heads Beasley Broadcasting, and has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVTI(AM) North Fort Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAV(AM) Little Rock, Ark., and KQLD(FM) Port Sulphur, La. Buyer also has interests in WRKU-FM Grove City, Pa.; KGSR(FM) Bastrop, Tex.; WXXM(FM) Upper Arlington, Ohio; WKXC-AM-FM Aiken, S.C., and WYSY-AM-FM Aurora, Ill., and WBSS-FM Millville, N.J. Buyer is headed by L.E. Willis Sr., who owns Willis Broadcasting Corp., licensee of KDFT(AM) Desoto, Tex.; KSNE(FM) Marshall, KLRG(AM) North Little Rock, KFTH(FM) Marion and KMZX(FM) Lonoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, Ill.; WSRC(AM) Durham, WBXB(FM) Edenton, WVRS(FM) Warrenton and WGSP(AM) Charlotte, all North Caroli-

wvvy has adult contemporary format on 99.5 mhz with 16.5 kw and antenna 830 feet above average terrain.

WKJA-FM Belhaven, N.C. □ Sold by Belhaven Christian Radio Inc. to Spirit Broadcasting Inc. for \$655,000. Station last sold for \$566,000 in 1989. Seller is headed by L.E. Willis Sr. Buyer is headed by Celestine L. Willis, daughter of seller, and is licensee of WGTM(AM) Wilson, N.C. WKJA(FM) has country format on 92.1 mhz with 3 kw and antenna 282 feet above average terrain.

WSFL-AM-FM New Bern, N.C. □ Sold by Caravelle Broadcast Group of Coastal Carolina Inc. to W&B Media Inc. for \$500,000. Seller is subsidiary of Caravelle Broadcast Group Consolidated Inc., owner of WIOU(AM)-WZVZ(FM) Kokomo, Ind. Buyer is headed by Howard Wilcox and George G. Beasley (see wvvy-FM Grifton, N.C., item above). WSFL-FM has adult contemporary format on 106.5 mhz with 100 kw and antenna 915 feet above average terrain. WSFL(AM) is daytimer simulcasting FM's programming on 1380 khz with 5 kw.

WBLQ(FM) Block Island, R.I. □ Sold by Ann Allen and Kermit S. Allen, husband and wife, to Richard H. Bolt for \$398,057. Station went on air in 1988. Sale is transfer of control among principles of WCRN Inc., licensee of WBLQ(FM). Sellers currently have majority interest in WCRN Inc. and have no other broadcast interests. Buyer currently has minority interest in WCRN Inc. and has no other broadcast interests. WBLQ has adult contemporary format on 99.3 mhz with 4.6 kw and ant. 300 feet above average terrain.

WGGH(AM) Marion, Ill. □ Sold by Marion Broadcasting Co. to Tri-State Christian T.V. for \$380,000. Seller is headed by George W. Dodds and has no other broadcast interests. Buyer is headed by Garth W. Coonce and is licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich.; WNYB-TV Buffalo, N.Y., and WINM(TV) Angola, Ind., and is licensee or permittee of several LPTV's. WGGH is daytimer with Christian format on 1150 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 63.

NETWORKS' REGIONAL EFFORTS CONCERN REPS, STATIONS

Regional advertising by the three networks rose to 4% in the first quarter of 1991 from its average of 1.8%, according to a report by Blair Television. The increase in regional advertising by the networks is a reflection of the soft economy and has reps and group owners concerned, since it is taking even more money out of the national spot market.

LIN Broadcasting Television Group President Gary Chapman said the soft economy has forced the networks into regional advertising, and he hopes it is not a "trend in development." Said Chapman: "We are concerned. It is not in the best interest of the networks." He said more regional advertising could put a strain on affiliate relations. Some CBS affiliates are said to be concerned about the increase.

Regional advertising is also more work for the networks since they have to piece together many advertisers for the same positions. "From a sales standpoint," Chapman said, "it is less efficient."

Reps are also worried about the trend. Katz Television President Pete Goulazian said that while the 4% is small for the networks, it represents 6% to 7% of total spot volume. "I get uncomfortable when I see that network percentage growing," Goulazian said.

According to the Television Bureau of Advertising (TVB) regional network report, advertisers spent \$33.8 million regionally on the networks in the first quarter of 1991, a 42% jump over first quarter 1990's figure of \$23.7 million. The number of brands advertising regionally also increased in the first quarter from 81 to 88.

If the growth in regional advertising continues throughout 1991, it could surpass the 1990 total of \$131.6 million. If that happens, it would be the first time regional advertising by the networks has increased in back-to-back years in some time. After 1987, when advertisers spent \$193.1 million on the networks regionally, the numbers have been declining rapidly to \$143.1 million in 1988 and \$129 million in 1989.

Although total dollars spent on regional advertising increased in 1990 compared to 1989, the number of brands did not, falling from 282 to 236.

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POST-NEWSWEEK
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BLAIR TELEVISION

FOCUS ON FINANCE

Media stocks were mixed in week ending last Wednesday, during which broader market averages rose roughly 2%. Associated Communications declared a 100% stock dividend. Media General was off 8%, perhaps due to delayed reaction to May 17 annual meeting, at which group owner/publisher's executives said 30% owner, Mario Gabelli, "insists that he is

investing in our company for the long term." Park Communications was up 12%, to \$16. Also, in perhaps delayed reaction, Orion Pictures dropped 48%, to 4 1/2 more than week after company's release of disappointing financial results and announcement it would attempt restructuring of debt. QVC Networks rose 26%, following improved quarter.

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

A (BHC) BHC Comm.	57	55	3/8	1	5/8	02.93	-7	1,605
N (CCB) Cap. Cities/ABC	445	446	3/4	-1	3/4	-00.39	17	7,458
N (CBS) CBS Inc.	153	7/8 153	3/4		1/8	00.08	69	2,036
A (CCU) Clear Channel	15	14				07.14	-250	86
O (JCOR) Jacor Commun.	2	7/8 2	7/8			00.00	-3	28
O (OSBN) Osborn Commun.	7	7/8 7	3/4		1/8	01.61	-10	55
O (OCOMA) Outlet Comm.	8	9		-1		-11.11	-12	52
N (PL) Pinelands	14	1/2 14	5/8		1/8	-00.85	-39	247
A (PR) Price Commun.		7/16	7/16			00.00	133	7
O (SCRIP) Scripps Howard	41	1/2 42			1/2	-01.19	18	428
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-16	5
O (TLMD) Telemundo	3	1/2 3	1/2			00.00	-1	79
O (UTVI) United Television	29	7/8 29	3/4		1/8	00.42	3	324

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	31	3/4 30	1/2		1/4	04.09	24	594
A (AK) Ackerly Comm.	2	7/8 3	1/8		1/4	-08.00	-2	44
N (AFL) American Family	22	3/4 21	3/4		1	04.59	14	1,853
O (ACCMA) Assoc. Comm.	16	1/2 33		-16	1/2	-50.00	28	307
N (CCN) Chris-Craft	28	3/8 27	7/8		1/2	01.79	11	731
O (DUCO) Durham Corp.	30	5/8 30	3/4		1/8	-00.40	15	258
N (GCI) Gannett Co.	42	1/4 41	3/4		1/2	01.19	19	6,717
N (GE) General Electric	74	5/8 70	7/8		3/4	05.29	15	65,156
O (GACC) Great American	2	1/16 2			1/16	03.12		74
A (HTG) Heritage Media	4	1/4 4	3/8		1/8	-02.85	-5	191
N (JP) Jefferson-Pilot	43	1/8 42	7/8		1/4	00.58	9	1,488
N (LEE) Lee Enterprises	28	1/4 29	5/8		3/8	-04.64	14	651
N (LC) Liberty	43	3/8 40	1/4		3/8	07.76	14	340
O (LINB) LIN	66	1/2 63	1/4		3/4	05.13	-15	3,416
N (MHP) McGraw-Hill	61	1/2 61	1/8		3/8	00.61	17	3,009
A (MEGA) Media General	18	3/8 20		-1	5/8	-08.12	18	475
N (MDP) Meredith Corp.	29	3/4 29			3/4	02.58	16	500
O (MMEDC) Multimedia	27	5/8 27	1/8		1/2	01.84	19	955
A (NYTA) New York Times	22	5/8 22	1/8		1/2	02.25	32	1,748
N (NWS) News Corp. Ltd.	13	5/8 12	3/4		7/8	06.86	8	3,657
O (PARC) Park Commun.	16	14	1/4		1/4	12.28	18	331
O (PLTZ) Pulitzer Pub.	25	5/8 25			5/8	02.50	24	268
O (SAGB) Sage Bcsg.	1	3/8 1	1/4		1/8	10.00	-1	5
O (STAUF) Stauffer Comm.	116	116				00.00	48	144
N (TMC) Times Mirror	29	1/4 28	3/4		1/2	01.73	23	3,758
N (TRB) Tribune Co.	43	5/8 45	7/8		2/4	-04.90	30	2,798
A (TBSA) Turner Bcsg.'A'	14	1/8 13	5/8		1/2	03.66	-33	2,107

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPC) Washington Post	215	1/2 219	1/2		-4	-01.82	17	2,559
N (WX) Westinghouse	28	1/4 26	1/2		3/4	06.60	52	8,179

PROGRAMING

O (IATV) ACTV Inc.	2	1/2 2	1/2			00.00		2
O (AACI) All American TV	1	1/2 1	1/2			00.00		2
N (CRC) Carolco Pictures	6	5/8 7	3/8		3/4	-10.16	13	177
O (DCPI) dick clark prod.	6	5	1/2		1/2	09.09	31	49
N (DIS) Disney	119	118	3/8		5/8	00.52	20	15,459
A (FE) Fries Entertain.		3/4	3/4			00.00		3
A (HHH) Heritage Ent.		3/4	11/16		1/16	09.09		6
N (HSN) Home Shop. Net.	5	3/4 5	3/8		3/8	06.97	21	501
O (IBTVA) IBS	1	1/8 1	1/8			00.00		3
N (KWP) King World	33	1/4 32	1/8		1/8	03.50	14	1,259
O (KREN) Kings Road Ent.		5/16	5/16			00.00	-1	1
N (MC) Matsushita	121	120			1	00.83	15	251,788
A (NNH) Nelson Holdings			3/4			08.26		3
O (NNET) Nostalgia Net.		11/16	11/16			00.00		3
N (OPC) Orion Pictures	4	5/8 8	7/8		1/4	-47.88	-10	104
N (PCI) Paramount Comm.	37	3/4 37	3/4			00.00	19	4,441
N (PIA) Playboy Ent.	5	7/8 6	1/8		1/4	-04.08	65	108
O (QNTXQ) Qintex Ent.		1/8	1/8			00.00		26
O (QVCN) QVC Network	11	3/8 9			2/3	26.38	-11	198
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00	-16	85
O (RPICA) Republic Pic.'A'	9	9	1/4		1/4	-02.70	52	38
A (SP) Spelling Ent.	5	5				00.00	35	165
O (JUKE) Video Jukebox	6	1/2 6	3/4		1/4	-03.70	-50	68
O (WONE) Westwood One	2	7/16 2	5/8		3/16	-07.14	-1	36

CABLE

A (ATN) Acton Corp.	5	5				00.00		7
O (ATCMA) ATC	42	43	3/4		1/4	-04.00	35	4,580
A (CVC) Cablevision Sys.'A'	27	5/8 28			3/8	-01.33	-2	618
A (CTY) Century Comm.	10	9	1/2		1/2	05.26	-10	704
O (CMCSA) Comcast	16	1/2 16	3/8		1/8	00.76	-10	1,907
A (FAL) Falcon Cable	8	3/8 8	7/8		1/2	-05.63	-4	53
O (JOIN) Jones Intercable	10	3/4 11	1/2		3/4	-06.52	-3	128
N (KRI) Knight-Ridder	52	5/8 54			3/8	-02.54	18	2,602
T (RCI.A) Rogers'A'	12	1/4 12			1/4	02.00	-17	349
O (TCAT) TCA Cable TV	15	5/8 16	1/4		5/8	-03.84	65	382
O (TCOMA) TCI	15	7/8 15	3/8		1/2	03.25	-19	5,682
N (TWX) Time Warner	118	117	1/2		1/2	00.42	-8	6,782
O (UAECA) United Art.'A'	15	1/4 14	5/8		5/8	04.27	-12	2,142
A (VIA) Viacom	30	1/4 29	7/8		3/8	01.25	-42	3,228

BOTTOM LINE

WOODS OPENING BROKERAGE FIRM

SunGroup President Frank Woods is leaving the group owner (three AM's, 11 FM's) to form MediaOne Inc., a station brokerage and strategic planning firm. Replacing Woods is John Biddinger, chairman of SunGroup's executive committee and treasurer of the company.

Woods said the first priority for his firm will be to "seek attractive radio acquisitions and introduce funding sources to clients." Woods said the current cycle of media industry revenue pressures might make the next year a "time for commitment in station trading and debt restructuring by all parties." MediaOne will be based in Nashville.

GANNETT SELLS TO GANNETT

The Gannett Foundation said its proposed sale of \$670 million in Gannett stock back to the company was approved by the Supreme Court of New York. The

foundation said the sale is expected to close June 19, after which the foundation name will change to The Freedom Forum. The sales agreement said that after the closing, the foundation would transfer, "as soon as practicable...all rights...to use the name 'Gannett', the name 'Gannett Foundation Inc.' or a variation of the name 'Gannett.' "

TENDER TROUBLE

One complicating factor in the proposed tender offer for shares of United Artists Entertainment Co. (UAE) is a lawsuit filed by rightsholders against the MSO's directors, executive officers and against its principle shareholder, Tele-Communications Inc. (TCI). The latter has made an offer for both UAE stock and for 30 million "rights," each of which required TCI to purchase, in either January 1992 or January 1995, from rightsholders one share of common stock for 90% of the per-share value. Per-share value was defined as the greater of either company's going concern or of the liquidated value as determined by appraisers.

The consolidated lawsuit, filed in state court in Delaware, said that TCI, as the majority owner of UAE, had "a fiduciary relationship with plaintiffs and the other public stockholders of UAE." The suit alleges that TCI instead structured its offer to "coerce" rightsholders "into tendering their rights into the tender offer without the benefit of material information." The suit cited the fact that appraised per share value of the company would not be known until after the tender offer had closed. Additionally, TCI, said the suit, did not advise rightsholders of "(a) the respective financial benefits of participating in the buyout plan versus exercising rights pursuant to the rights agreement, or (b) the reasons they were unable or unwilling to provide any such analysis."

The TCI offer is \$4.75 per right, and 0.9 shares of TCI stock for each share of UAE. The suit said that as of late last year analysts projected a 1991 asset value for the company of \$25.50 per share. One major investor speculated that the offer might be sweetened to a direct one-for-one swap for stock.

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (NMM) 3M	90	1/2	87	3/4	2	3/4	03.13	15	19,894
N (ARV) Arvin Industries	22	1/4	21	5/8	5/8	02.89	17	418	
O (CUB) C-Cor Electronics	5	3/4	6		1/4	-04.16	575	25	
O (CTEX) C-Tec Corp.	15	1/2	15	3/8	1/8	00.81	-19	255	
N (CHY) Chyron		11/32		0/36	-	10/32	-50.00		3
A (COH) Cohn	10	1/8	10	1/4	-	1/8	-01.21	8	19
N (EK) Eastman Kodak	40	3/4	40	7/8	-	1/8	-00.30	18	13,228
N (HRS) Harris Corp.	25	3/4	24	3/4	1	04.04	36	1,001	
N (IV) Mark IV Indus.	11	3/4	11	1/2	1/4	02.17	6	167	
O (MATT) Matthews Equip.	3	7/8	3	5/16	9/16	16.98	193	23	
O (MCDY) Microdyne	10	3/8	9		1	3/8	15.27	-15	42
O (MCOM) Midwest Comm.		11/16		29/32	-	7/32	-24.15	1	2
N (MOT) Motorola	68	1/2	62	3/4	5	3/4	09.16	18	9,021
A (PPF) Ples Products		3/4		11/16		1/16	09.09		2
N (SFA) Sci-Atlanta	13	1/2	14		-	1/2	-03.57	9	304
N (SNE) Sony Corp.	44	5/8	43	3/4	7/8	02.00	21	14,812	
N (TEK) Tektronix	22	3/8	21	3/8	1	04.67	-20	652	
N (VAR) Varian Assoc.	44	3/4	44	3/4		00.00	101	847	
O (WGNR) Wipac	1	1/2	1	1/2		00.00	-3	10	
N (ZE) Zenith	7	1/8	6	3/4	3/8	05.55	-2	207	

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O (AFTI) Am. Film Tech.	5	1/2	5	7/8	-	3/8	06.38		59
O (BSIM) Burnup & Sims	7	1/2	8		-	1/2	-06.25	-32	94
A (CLR) Color Systems	3	3/4	3	3/8		3/8	11.11	-4	39
N (CQ) Camsat	30	5/8	29		1	5/8	05.60	-34	572
N (CDA) Control Data	11	1/2	11	5/8	-	1/8	-01.07	95	489
N (DNB) Dan & Broadstreet	47	5/8	46		1	5/8	03.53	17	8,506
N (FCB) Foots Cone & B.	24	7/8	24	3/8		1/2	02.05	11	271
O (GREY) Grey Adv.	141		141				00.00	12	159
O (IDB) IDB Commun.	8	1/8	8			1/8	01.56	73	51
N (IPG) Interpublic Group	43	7/8	41	3/4	2	1/8	05.08	18	1,611
N (OMC) Omnicom	30	1/4	28	1/2	1	3/4	06.14	15	848
O (RTRSY) Reuters	45	1/4	42	1/4	2		07.10	15	19,628
N (SAA) Saatchi & Saatchi	1	1/8	1			1/8	12.50	-1	178
O (TLMT) Telemation		1/4		1/4			00.00		1
O (TMCD) TM Century		5/16		5/16			00.00		6
A (UNY) Unitel Video	8	7/8	8	7/8			00.00	11	13
O (WPPGY) WPP Group	5	5/8	6		-	3/8	-06.25	2	231

Standard & Poor's 400	456.60	448.31	+8.29	+1.8%	--
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RADIO

COUSIN BRUCIE PROVIDES SUMMER 'COMIC RELIEF'

W CBS-FM New York air personality and CBS Radio Networks' *Cruisin' America* host "Cousin" Brucie Morrow has pulled a hat trick this summer with the debut of a new international oldies program, a "welcome home" concert for returning Persian Gulf marines and his personal debut in an upcoming edition of *Archie Comics*.

Cousin Brucie's Oldies Party is a two-hour weekly program co-hosted by Morrow and British disk jockey Paul Burnett. The program is scheduled to air Saturday afternoons starting July 6 on London's Capital Gold station and will be carried by some 20 stations nationwide. Each "Oldies Party" will feature a particular week from the 1960's and will include a top three countdown of U.S.-UK hits from that week, songs that were popular in both countries but possibly recorded by different artists, interviews with American rock artists, discussions of trends of the times and other "Cousin Brucie-isms," Morrow told BROADCASTING.

The program will be distributed live on tape using a new Switch 56 technology that digitally enhances real-time telephone transmissions between Morrow and Burnett. Morrow and co-producer Joe McCoy, program director at WCBS-FM New York, also have plans to localize the show for Australia, France and Japan.

The "welcome home troops" show, *Cousin Brucie's Freedom Show 91*, is scheduled for June 30 at New River Marine Air Corps Base in Jacksonville, N.C. Morrow said the base is expecting 100,000 marines, dependents and others to attend the live concert, which features music from "virtually every pop music format." Artists already signed to perform are country singer Crystal Gayle, oldies artists Connie Francis, Leslie Gore, Bobby Rydell, and the Coasters. The concert and performances will be recorded by CBS Radio Networks for broadcast in August on *Cruisin' America*.

Also in August, Morrow will appear in the storyline of that month's *Archie Comics*. That issue celebrates the 50th anniversary of the characters (reflected in the comic book as the 50th anniversa-



CBS Radio's Cousin Brucie hosts a record hop for Archie and the gang.

ry of Riverdale High School, since Archie, Reggie, Jughead, Betty and Veronica have yet to graduate), and Cousin Brucie is called in to host a record hop. (See comic, above).

Archie Comics editor Barry Grossman said the idea to use Morrow as a comic character developed when he learned that they both attended James Madison High School in Brooklyn. "Cousin Brucie was a natural for this," Grossman

said. "He is so similar to Archie. On his radio show, he gives out a lot of positive information for kids; he's all-American. I grew up listening to him in Brooklyn, and he's a part of everybody's life." The comic book goes on sale at comic shops July 16, and will appear at newsstands Aug. 6.

"It's a riot, really bizarre," Morrow said. "I've always considered myself a comic strip, and now I am." **-REB**

FARM FACTS

The Katz Radio Group Farm division has introduced an agri-marketing, multi-media planning system designed to gauge the impact of advertising schedules on farmers. The Katz Agri-Marketing Planner (KAMP) is a PC-based software package compatible with spreadsheets. It is designed to identify strengths and efficiencies of major agricultural media through the use of "ag-specific quantitative and qualitative data."

According to Katz, KAMP comprises three separate planning models that can generate a variety of computerized analyses. Two of the models provide the ability to build plans for individual market areas, entire states or geographical regions along with related crop and livestock data.

The third model, which focuses on media mix options, can evaluate a variety of media mix combinations based on a fixed budget or on pre-established client goals. The program is designed to analyze the best mix of agricultural media vehicles, including radio, television and print, as well as outdoor and direct mail.

The KAMP system, which became available to advertisers and agencies last week, draws on the U.S. Department of Agriculture data for crop and livestock information, as well as on Doane Marketing Research information regarding farm operator listening habits in individual marketing areas.

ARBITRON POLLS SUBSCRIBERS ON EXPANDED SURVEY

Vote by subscribing stations, advertisers may determine whether ratings company adopts 16-week, three-book survey in top 99 markets

Responding to a resolution passed by the Arbitron Radio Advisory Council for increased sample size and usable in-tab diaries, Arbitron has announced it will poll all radio and advertiser subscribers to determine whether stations in the top 99 markets wish to switch from four 12-week audience surveys to three 16-week surveys. Theoretically, by condensing the current 48 weeks of sampling from four reports into three, sample size would increase 33% for each report, potentially reducing sampling error.

Sample size historically has been a problem for those stations that target two specific listener groups—ethnics and males 18-34—which have poor diary return rates. Increasing sample size would produce more usable in-tab diaries for these two audience segments, thus requiring less statistical weighting and yielding less “ratings wobble” between books.

Two of the council’s resolutions stem from its request two years ago that Arbitron improve its usable in-tab sample by 5%, a request with which Arbitron complied. The result was a 5% increase in target sample in the fall 1990 survey, with a similar 5% increase planned for fall ’91. Council Chairman John Kravens, president-general manager of WHY(FM) Detroit, said that Arbitron’s action actually produced only a 1.4% improvement in in-tab retrieval, far short of what the council requested. Kravens said Arbitron did not renege on its promise but, because of poor communications, did not improve what the council thought it was requesting.

Kravens explained that the Advisory Council did not necessarily endorse the 16-week survey, because subscriber stations will reap the benefits or suffer the consequences. “All we’ve said is: ‘Let the people who pay for this service have a chance to vote’ on it,” he said. “Wouldn’t it be embarrassing if we broadcasters, who complain that people don’t fill out diaries, don’t vote on this?”

Ken Wollenberg, Arbitron executive vice president, sales and marketing, said Arbitron is very receptive to exploring the council’s recommendations to increase sample size with no increase in cost to subscribers. “We have tried to work with the council in several ways, and one concept that came up was the

possibility of taking the current sample and, instead of having four 12-week reports, have three 16-week reports instead.” Wollenberg said the 16-week surveys wouldn’t increase survey reliability by a third, but would increase it “somewhere in double digits, between 10% and 20%.” In addition, Wollenberg cautioned that, increasingly narrow age-breaks in demographic data will continue to pose a sampling challenge, “but this might be a step” in reducing sampling error.

Wollenberg said that Arbitron will collate the survey results by type of station, and will discuss the results at the August council meeting. If the 16-week survey passes industry muster, he said, the first such survey probably would occur no sooner than the beginning of 1992.

One member of the council who wished not to be identified claimed that Arbitron is “stuck between a rock and a hard place” because many group contracts expire before 1992, and “they have to give the industry something to dust off their image.” He said the 16-week survey may not be perfect, but it’s better than nothing and “if the industry says they don’t want this, they’d better shut up about sample size.”

Improved sample size should not sacrifice the integrity of the survey process and the use of the survey in the radio marketplace, according to Jhan Hiber, a former Arbitron executive, now a research/programming consultant in Carmel, Calif. Hiber said the 16-week diary is

the byproduct of an emotional issue which, in practice, could produce little sample size improvement. “Statistically, the sample size would have to be doubled to increase reliability 25%, which this move will not do,” he said. The 16-week book conceivably could produce more reliable estimates for programmers who blame Arbitron for their poor numbers, he said, but “there’s no guarantee of that at all.”

Also, the advertising community will balk at survey changes, Hiber predicted. “Very few have serious qualms about the Arbitron estimates, and if they do they can always do multi-book averages.” Survey schedule changes most likely would confuse advertisers’ buying and planning cycles, forcing them to use older data or force Arbitron to start surveys too early in the year to produce usable data, he said. “How well would a spring report conducted from February to June that comes out in August apply to media plans for December?” Hiber asked.

Additionally, a 16-week survey also could disrupt local marketing plans and individual station budgets, with an end result of helping stations with large cumes aimed at diary keeper payoff, because longer surveys would create longer periods for these stations to recruit diarykeepers, Hiber added. Three yearly surveys also would increase the number of monthly Arbitron reports, creating a “Book of the Month” situation that neither the stations nor the advertisers want, he said. -REB

MENOWSKI FORMS MERGER, ACQUISITION FIRM

Communications Equity Associates Radio Division Vice President Tim Menowski has announced plans to leave the Tampa, Fla.-based brokerage firm to establish his own company, Media Mergers and Acquisitions. MMA will specialize in pairing financially troubled radio station operators with healthier groups or financial institutions seeking to assume assets or restructure debt prior to entering bankruptcy proceedings.

Menowski told BROADCASTING that radio’s economic woes cannot be blamed solely on banks and cannot be solved by inexperienced workout consultants unwilling (or unable) to inject equity into a situation. “The 1990’s will prove to be an unforgiving environment for the untrained manager and the solution to many owners’ problems will be development of acquisition needs, financial advising and deal restructuring.” The result: strategic mergers between companies that need stations and/or cash, he said.

Menowski said he will remain with CEA until all current station transactions are finalized and then make a “smooth transition” to his new company.

GROWING OLD GRATEFULLY: ADULTS 55 +

Radio reaches 93% of all adults aged 55 and older at least once a week, according to a just-released report from The Interep Radio Store's Research Department, "Prosperity and Plenitude: Adults 55+." This is good news for radio operators, since the older demographic has the second highest level of discretionary income per capita of any age group and controls about 70% of the nation's wealth, according to the report.

Total discretionary spendable income in the U.S. is more than \$319 billion, according to numbers provided to Interep by the U.S. Bureau of the Census. Adults 55 and older control 35% of that total, versus adults 25-34 (19%) and persons 25 and younger (3%). Adults 35-54 control 43% of total discretionary income.

The top format choice for the older demographic is news and news/talk—16.3% prefer the format. The second most popular format is MOR/nostalgia

(14.9%), followed by country (11.3%). Adult contemporary and soft rock are preferred by 10.9%, and easy listening and talk by 6.9% and 6.5%, respectively.

Another finding of the report that bodes well for radio is the older demographic's love affair with the automobile. According to Interep's findings, 47% of all new domestic cars are purchased by persons 55 and older. Furthermore, these same adults purchase 43% of all new luxury cars. The automotive industry advertising dollar is vital to radio, as the recent Radio Advertising Bureau efforts to target that market indicate (BROADCASTING, Feb. 4).

The report also finds that the segment—52.9 million strong—will grow rapidly in the coming years. Currently it represents 21% of the total U.S. population. In the next decade, the market is expected to increase by 11%, and by another 40% after that. Coupled with advances in medicine, nutrition and fit-

ness, the older demographic is expected to reach almost 75 million by 2010. Marketers will be targeting this age group, as most of them no longer have mortgage obligations and are reaping the benefits of investments made earlier.

The average per capita discretionary income in the U.S. is \$4,633. But for persons 55 and older it's much higher: \$5,759 for persons 55-59; \$6,188 for 60-64; \$6,280 for 65-69, and \$6,073 for 70 and over.

AM stations in particular can benefit from the older population. Numbers provided by the report (based on Arbitron ratings) show that AM came ratings in the top-25 metro markets, for adults 55 and older, Monday-Sunday, 6 a.m.-midnight, total 74.5%. Shares of listening are also greater on the AM dial, totaling 53.7 in the top 25 metro markets for adults 55 and older, Monday-Sunday, 6 a.m.-midnight and 60.9 Monday-Friday, 6-10 a.m. —LC

RIDING GAIN

MORE TALK FOR GARVEY

ABC Radio Networks has named Cyndy Garvey as interim host for its talk show vacated by Sally Jessy Raphael, which will be permanently hosted by former NBC-TV *Today* show co-anchor Deborah Norville starting in September (BROADCASTING, May 20). Garvey previously served as substitute host for Raphael, as well as a substitute host on WOR(AM) New York in 1984-85. She also was co-host of *AM Los Angeles* from 1977-81, co-host of *AM New York* from 1982-85 and host of *Motherworks* on Lifetime from 1988-89.

SPORTS SIGNINGS

KMOX(AM) St. Louis will carry Major League Baseball's St. Louis Cardinals through 1996. The first year of a new five-year deal, 1992, marks the CBS Radio affiliate's 50th year carrying Cardinals baseball since the station went on the air in 1929.

The NBA Los Angeles Clippers has extended its regional radio contract for a third consecutive year with KRLA(AM) Pasadena, Calif., through the 1991-92 season.

BBC VISITS TWIN CITIES

In a joint venture with Minnesota Public Radio, the British Broadcasting Corp.'s Radio 3 is broadcasting live from MPR's Minneapolis-St. Paul studios June 1-2. *The BBC Weekend from Minnesota* is only the second such remote by the arts and drama service of the BBC, which traveled to Berlin in 1990. Following that "highly successful trip," said Radio 3 head John Drummond, "we wanted to visit somewhere with a diverse and accessible artistic life and a cosmopolitan background which could surprise and excite" the 144 million Radio 3 listeners worldwide.

TRIBUTE TO PORTER

The 100th birthday anniversary of lyricist-composer Cole Porter, best known for musicals such as *Anything Goes* and *Kiss Me Kate*, will be celebrated by National Public Radio with the broadcast of a two-hour special, *Easy To Love*. Joining host Kitty Carlisle Hart will be lyricist-composer Stephen Sondheim, cabaret artist Bobby Short and actress Celeste Holm.

Highlights include early original cast recordings of Porter's shows with Ethel Merman, Gertrude Lawrence, Bert Lahr, Fred Astaire and rare archival pieces of Porter performing and talking about his works. *Easy To Love* will air in June.

UNIVERSITY DISCOUNT

The Radio Advertising Bureau will lower the price of its Radio Sales Universities to less than half their original cost. RAB members will pay \$99 for the two-day course on the basics of radio marketing, down from the \$225 Radio Sales University tuition fee.

The seminars, generally intended for radio sales representatives with less than two years experience, are scheduled to take place in six markets this fall.

LISTENER LOYALTY

Denver-based Paragon Research surveyed 565 radio listeners on loyalty to stations. The results, which are not format specific, reveal that 72% of listeners switch between only three or fewer stations, and that 37% have one favorite

station they prefer for music. Listeners with two favorite stations (liked about evenly for music) comprised 34% of the respondents, while 29% said they listened to three or more stations for music with no favorites.

Listener loyalty, results revealed, is built over a period of time. Respondents who expressed a preference for the same station for two or more years were 56% of those surveyed, while 15% had the same favorite station from one to two years, and 18% for six months to a year; 10% had a favorite station that they had been listening to for less than six months.

Music is the main reason listeners prefer one station over another, according to 72% of the respondents. The next reason is morning shows, 6%; news and information, 6%; disk jockeys, 3%; community involvement, 1%, and contests and prizes, 1%.

The majority surveyed listened to two stations (32%), while 19% only listened to one station and 21% listened to three. Listeners who listed more than four stations totaled 28%.

ELECTRONIC TRANSMISSION SYSTEMS

Through an arrangement with DDS, The Interep Radio Store will have access to AT&T's Easy Link system, enabling it to transmit advertising orders and changes from its computer terminals



electronically to its client stations. The system is expected to be fully implemented at all Interep Store offices over the next two months. Pictured above: David Solomon (l), president of Donovan Data Systems, and Marc Gould, president, marketing division, The Interep Radio Store.

L.A.'S TOP 10 ADVERTISERS—FIRST QUARTER 1991

Radio ad revenues from the top 10 categories of advertisers in the Los Angeles market rose between the first quarter of 1990 and the first quarter of 1991, according to L.A. Radio X-Ray Report. The greatest percentage rises were registered by food (70.2%), public utilities (64.5%), transportation (51.2%) and grocery stores (50.6%).

The financial services category decreased by 3.2% and department and discount stores decreased by 0.7%.

In the automobile category, Audi increased expenditures over first quarter 1990 by 246% to lead the category. Buick Dealers of Southern California increased their spending by 75% to \$263,000, and Avis increased its budget 634% to \$262,000. In the food category, Washington State Apples increased expenditures by 124% to lead the category with \$377,000, followed by General Mills' entry into the market with \$374,000. The biggest dollar increases were in the grocery store category with Lucky Stores, Von's, Alpha Beta and Pavillions holding down four of the top 10 spots.

Advertiser	1st Q '91	1st Q '90	% chg
Lucky Stores	\$1,290,135	\$1,045,865	23.4%
Pacific Bell	1,178,174	651,160	80.9%
KABC-TV	1,007,210	760,631	32.4%
The Broadway	892,799	726,157	22.9%
California Lottery	790,902	1,154,126	-31.5%
Nissan	778,743	781,383	-0.3%
Los Angeles Times	764,616	577,539	32.4%
Von's	757,997	496,387	52.7%
Alpha Beta	736,180	312,133	135.9%
Pavillions	677,530	440,605	53.8%

Source: L.A. Radio X-Ray produced by Miller, Kaplan, Arase, CPA's, and Southern California Broadcasters Association.

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CABLE

SCA, PRIME NETWORK CALL TIME OUT

Off again, on again sports service merger talks off again

Executives at SportsChannel America and Prime Network publicly are conceding—at least for now—that merger talks between the two services aren't going anywhere (see "Closed Circuit," May 27). Talks between the two parties have been going on—and off—for the last couple of years, and there is little reason to think the latest round of conversations has been the last. But if a deal doesn't get done in the relatively near future, it could mean that some changes in the regional sports landscape, including SCA becoming a sports news service, and changes in the approach by the National Hockey League in its imminent TV rights negotiations.

It has been widely perceived among industry observers that SCA needs the merger more than Prime. The suggestion that SCA has not been in the catbird seat during negotiations can be found in reports that the tentative merger had Prime Network as the managing partner. Additionally, it was Prime minority partners, most notably Bill Daniels (who has equal say with partner TCI on a merger), whose dispute over concepts of the deal has been instrumental in stalling, if not ending, the talks, sources say.

Although talks on merging regional networks in Los Angeles and San Francisco (there's also overlap in New York and Florida) have been separate from national negotiations, those discussions have also fallen off, according to Daren Miller, director of business development, Liberty Sports. "The mood is pretty pessimistic right now," he said, adding "But I've been wrong before...like when I was optimistic we'd have a deal." The likelihood of TCI buying a stake in SportsChannel Chicago (which had been a part of national merger discussions) has also fallen apart, although the plans to move SportsChannel from a pay tier to basic (which SC had wanted) are still underway, since the move was made primarily for consumer reasons, said Miller.

Owners Cablevision and NBC might also lose some of their hold on the regional SportsChannels. Sharon Patrick, president of parent Rainbow Programming

Holdings Inc., said recently that several regional networks have been looking at what she termed "restructuring"—in essence swapping MSO equity for carriage in markets where the SportsChannel regionals are floundering. There have been talks, said sources, about Warner Cable purchasing a stake in SportsChannel Cincinnati, and passing discussion about Continental buying a stake in SportsChannel Ohio, but as one top MSO put it: "Not a lot of operators are running around looking for equity in regional sports networks. Any impetus for that sale [on the part of SportsChannel] would be to lay off some of its liabilities somewhere else."

The merger talks logjam could also be a pressing problem for the NHL, which had planned to sign its new television package (or packages) this month, and could find itself short of bidders. If the merger had gone through, a combined Prime Network-SCA had planned to bid on an NHL package, some sources say. But on its own, Prime has no intention of bidding for the package, say some on the programming side. "It doesn't fit into either our programming or business plan," said Liberty's Miller. But some on the operational side of Prime say the network could still have some interest in an NHL package, and possibly even split the games with SCA.

SportsChannel America, which ponied up \$53 million for a three-year NHL package that ended with a Pittsburgh Penguin Stanley Cup victory two weeks ago, has said the NHL is still on its agenda, but observers question if it will really want to take a chance on it. "That's the key question: How much will the NHL take?" said one observer close to the situation.

NHL still has ESPN interested in taking some games, most likely a game per week and the Stanley Cup playoffs, and that would give the league the coverage it wants, but would still leave the NHL

without a broad national package if no one else came in. A source said ESPN has made its position known to NHL and is waiting to hear back from the league.

Any continuation of the relationship between the NHL and SCA will rely heavily on whether the network decides to forego event programming and dedicate itself simply to being a sports news service. NBC Cable President Tom Rogers said in BROADCASTING last week SCA becoming a sports news service is now "far more in the cards" if a merger does not go through.

Sports news would be a "fine alternative," said Jim Corno, vice president, SportsChannel's Midwest division. For SportsChannel Chicago, which is on the air 24 hours a day and produces 65% of its own programming, there would be little problem in having a sports news service fill in the programming gaps. For services that rely on SCA more, such as SportsChannel Cincinnati or Ohio, "if the backdrop service isn't as strong, there's more regional high school and college product out there that they can use," said Corno. Even the absence of a backdrop service isn't worrisome to him. "It wasn't so long ago that no backdrop service existed and the regionals still survived," said Corno. SCA, though, is also a standalone in several markets, and if continued would become a 24-hour sports news service in those areas.

If SCA decides to go into the sports news business, it will find some competition from Prime Network. Jack Stanfield, senior vice president, Prime Network, said the company continues working on its business plan to bring several hours of sports news, in a wheel format, to its affiliates. Stanfield said Prime is looking at a late summer introduction, possibly fall, but still during the baseball season. The concept remains as originally announced several months ago: sports news in 15-minute intervals starting at roughly 10 p.m. Eastern time and continuing through the time zones until West Coast regional networks have completed their wrapup programs.

Stanfield said the merger talks between Prime and SCA have been a factor

in terms of timing, but he said, "the level of interest has always been there" from Prime networks and affiliates. The first task, he said, will be "to serve the group we have on board now."

Bob Thompson, vice president and general manager of Prime Sports Network, which oversees Prime's operations in Minnesota, Denver, Salt Lake City and Indianapolis, said "we're real

interested in sports news because it would fill out our schedule of programming." Those individual services would find it too expensive to produce sports news on their own, he said. **-SDM, MS**

CABLE OPERATORS PURSUE SERVICE COMPLIANCE

Systems have one month to meet NCTA standards for answering phones, making repairs; most major companies expect to meet guidelines

Cable systems across the country are less than one month away (July 1) from the deadline for meeting minimum, voluntary customer service standards issued by the National Cable Television Association.

The standards carry no legal weight, but rather signify a cable operator's willingness to comply with standards involving responses to outages and answering phones.

Cable systems that come into compliance are eligible to receive an NCTA seal of approval, but only after a system has been in compliance for one year. Thus, while July 1 is the target date for compliance, far fewer than 100% of the country's cable systems will have the seal because they have not been in compliance for one year. The industry announced the standards in February 1990, thus making February 1991 the earliest date any system could receive the seal of approval. Only those who may have already been in compliance, or reached compliance, by July 1, 1990, will have seals on July 1, 1991.

The move by NCTA has also led to customer service guidelines being implemented by many state cable associations, as well as some state governments. Some state guidelines are even tougher than the standards. For instance, California law requires those companies who provide services to stick to a four-hour appointment window or risk being fined.

Continental President and Chief Operating Officer Mike Ritter said 60% of the company's systems were in compliance as of March 31 and he expects all but a handful of Continental's systems to be in compliance by July 1.

Ritter said the major areas of work for Continental were installing new phone systems and tallying statistics. "A lot of it really was quantifying for validating purposes," he said. "A number of systems had no measuring device but were in compliance."

He said the most expensive part of

meeting the standards "has been the investment in telephone systems." Ritter said many systems would have gotten around to installing new phone systems to improve efficiency, but the standards "prodded us on." He estimated that Continental has installed about 15 new phone systems across its 150 systems. In another 20 to 30 systems, modifications were made to phone systems to meet the standards, he said. There have also been some selective additions of staff where it has been needed, Ritter said.

In the handful of systems that may not be in compliance, Ritter said: "We are doing random monitoring and logging where they can't justify the expense of a new system." Those five affected systems, said Ritter, have fewer than 10,000 subscribers each.

Cox Cable will have 21 of its 23 systems with a seal, and the other two systems will be in compliance by July 1, according to Frank Modrak, director of customer service. A chief reason is that the company instituted its own customer service standards in January of 1989, upon which some of the NCTA standards are based. Modrak said Cox's standards included tougher requirements on technical areas and more phone statistics. NCTA standards, for instance, call for 95% of weekday service calls to be completed in 36 hours. Cox's, said Modrak, call for 80% of calls to be cleared the same calendar day, whether it is weekday, weekend or holiday.

Cox has invested money over the years in fiber plant, which has improved reliability and thus cuts down on service complaints, Modrak said. And all Cox systems also have automatic call distribution telephone plant, which reduces customer waiting times, a key element in the standards. Modrak said additional labor costs to meet the standards has not been significant. One reason is that "we've become better and smarter about workload distribution," he said, scheduling personnel for peak load times.

Anne Draper, director of community

affairs for Tele-Communications Inc., said about 60% of TCI systems are now in compliance and she expects another 20% to reach that level in the next 30 days. Another 10% are meeting the standards but haven't reached the year-long requirement yet, she said. In many of the other systems that haven't met the standards, there is no equipment to measure performance. TCI has put in new phone systems, hired people and extended office hours, she said, although much of that was done when the company announced its own customer service standards, Customer 1st, in September 1989.

Tim Hanlon, vice president, customer service, Warner Cable, said 63% of Warner's systems have the seal now and he expects that to reach 75% by July 1. Upwards of 90% of the systems will be in compliance by July 1, he estimated, while the other 10% will be working on it. Hanlon said the company has spent \$900,000 on phone systems over the past four years and millions of dollars in training, some of which was directly related to meeting service standards.

An ATC spokesman said it remained the company's intention to have all systems in compliance by July 1. As a decentralized company, ATC had no current figures on the number of systems in compliance.

Any political benefits the cable industry might have gained from having standards would have occurred when they were announced, Ritter believes. "The better customer service the industry provides the better off we are with customers," he said, "and legislators respond to constituents."

Ritter said that in his conversations with legislators, more of the complaints focus on rates rather than customer service. But the industry "will need to do special things," said Ritter, beyond the existing standards if it wants to reach penetrations of 70% and 80%. "People expect more," he said. Customer service "is just good business," he said. **-MS**

CABLECASTINGS

TWO ON ONE

HBO is not the only pay service with multiplexing plans. The Disney Channel plans to begin testing a second Disney Channel in some markets within the next nine months. The concept would be similar to HBO in terms of timeshifting programming. If Disney does that, "then we've added value for consumers at a marginal incremental cost," said John Cooke, the channel's president. The testing of the dual service "will be as widespread as cable operators let it be," he said.

Cooke cautions that the maneuver is not revenue-driven. "We're not trying to generate additional revenues, but to add value for our subscriber base and for those subscribers we acquire."

Disney would not aim to timeshift its dayparts, each of which is currently aimed at audiences of differing ages, but to offer a different choice to the target audience of the daypart. For example, if a movie were being shown in prime time, a different movie, not an afternoon teen show, for example, would be shown on the second Disney channel.

USA ORIGINAL

The USA Network is taking another step into original programming with the new series *Beyond Reality* (working title), replacing another original show, *Alfred Hitchcock Presents*, which USA says has run its course. *Beyond Reality*, featuring dramatic reenactments of supernatural experiences, appears in *Hitchcock's* Friday, 9 p.m., time slot, beginning Sept. 20. USA acquired 26 episodes of *Hitchcock* from NBC in November 1986 and produced 55 of its own.

VISION ADDITION

The Vision Interfaith Satellite Network will receive a major boost July 1 when it debuts on Time Warner's Manhattan and Paragon Cable systems, adding 250,000 subscribers to the service. VISON President Nelson Price said the service will begin working with local religious groups on developing localized programming. Time Warner

said it expects to add VISON to its Brooklyn and Queens systems later this year.

CELLULAR IN ST. LOUIS

Ameritech has moved to become a dominant player in cellular operations in the St. Louis area with its purchase of CyberTel Financial Corp., its subsidiaries and CyberTel RSA Cellular for \$512 million from CyberTel management and JMB Realty Corp.

CyberTel and its affiliates provide cellular operations to an area with three million people in the St. Louis area. Other rural cellular properties and paging services near St. Louis and Minneapolis are also included.

Ameritech services 380,000 cellular customers in 22 markets with a population of 20 million in five Midwest states.

NOTES FROM ALL OVER

Encore, which launches today on TCI, Storer and UA systems serving some 6.5 million subscribers, will

be listed in nine regional editions of *TV Guide*, beginning June 17. Markets include Buffalo, N.Y.; Chicago; Pittsburgh; Salt Lake City; San Francisco; Seattle; parts of Texas, and the states of Oregon and Montana. Encore also said it signed licensing deal with Peter Jones Productions for interstitial features. ■ Showtime will premiere second special from comedian Mike MacDonald, *My House! My Rules!*, on Saturday, June 15 at 10:35 p.m. ■ American Express Information Services Corp.'s Cable Services Group is moving its data center from Omaha to Denver in third quarter of year. ■ Harron Communications (200,000 subscribers) has joined National Cable Television Cooperative, making it second-largest member behind TCA Cable (440,000 subscribers) in two million subscriber co-op. ■ Adelphia, Star Cable and Douglas Communications have signed deals for NuCable's Cable Ad Channel System, cable photo advertising service.



HEAD COUNT

CNN said Headline News's local edition has reached 6.1 million subscribers, including 10 of the top 20 markets. Since January, local edition has picked up 1.8 million homes, including KRON-TV San Francisco, WJW(TV) Cleveland, WSB-TV Atlanta, WTSP(TV) Tampa, KMOV-TV St. Louis and WFTV(TV) Orlando, Fla.

Shown above are (l-r): Paul Bermel, director of sales, Local Edition; Chris Schmidt, news director, WFTV; Lynne Russell, Headline News anchor; Jim Rozier, ATC Orlando division vice president for marketing, and Linda Hudson, account executive, Turner Cable Network Sales. WFTV launched the service May 1 for ATC's system in Melbourne, Fla. It has been supplying ATC's Orlando system with the local news insert since October 1989. CNN also said last week that Headline News now reaches more than 46 million homes, surpassing the 50% penetration mark of U.S. homes.

WASHINGTON

COMMISSIONERS BALK AT ATTIC-TO-BASEMENT TRIP

Relaxation of ownership restrictions that is central to FCC Chairman Al Sikes's agenda lacks full support of commission

FCC Chairman Alfred Sikes's attack on broadcasting ownership restrictions—the principal deregulatory initiative of his two-year-old administration—is in trouble.

None of the other four commissioners seems to want to go nearly as far as Sikes appears to in relaxing radio's and television's structural regulations, which limit the number of stations a broadcaster may own nationally and locally.

"Sikes is going to have a tough time bringing them home," said one FCC official. "But maybe he doesn't care about bringing them home," the source said. "Maybe he just wants to prove how deregulatory he is by putting out the notices."

The first indication of trouble came even as the four joined Sikes in voting unanimously May 9 to launch a rulemaking proposing liberalization of the radio rules.

Commissioners James Quello, Ervin Duggan and Andrew Barrett issued lengthy statements making clear their votes for the rulemaking did not constitute support for any of the proposed changes and raising serious concerns about them.

The FCC "must be careful not to place disproportionate emphasis on competition at the expense of public interest, localism, diversity and minority ownership," said Quello in his statement.

The radio rulemaking constituted the first leg of Sikes's much heralded "attic-to-basement" review of broadcasting's structural regulation. The second leg—a notice of inquiry into television rules—was supposed to come up for a vote at the FCC's scheduled June 13 meeting. But the latest word is that action on it will slip until the July meeting because the FCC's Office of Plans and Policies has yet to finish its study on the evolving television marketplace, which is providing the economic justification for at least reviewing the rules.

Sikes reportedly opted for an inquiry instead of the rulemaking in the case on the television rules because television deregulation has traditionally been a

tougher political sell and an inquiry is less threatening. "The inquiry is more exploratory than a rulemaking," said one FCC official.

Sikes has much at stake in the proceedings. If he can overcome the concerns of the other commissioners and win a healthy measure of deregulation, he will have gone far in reestablishing his leadership, diminished by his failure



FCC Chairman Al Sikes

to repeal the financial interest and syndication rules (BROADCASTING, April 15).

Sikes will also have dispelled the notion of his being a regulatory-minded chairman, a reputation he began to acquire last year due to his strict enforcement of FCC rules, particularly those prohibiting broadcast indecency.

Sikes three weeks ago defended the radio proceeding against "critics" who claim relaxing the limits will undermine diversity in programming. The "real issue" in the rulemaking is "whether radio must continue as a fragmented, perpetually small business or whether government will allow radio entrepreneurs more choices," he said in a speech at a conference sponsored by American Women in Radio and Television. "Will they have the option of gaining economic strength or collectively developing new programs: to become better, to be more competitive and to provide their listeners with better service?" he asked.

The national multiple ownership rules

prohibit the common ownership of any more than 12 AM's, 12 FM's and 12 television stations. Broadcast groups may go to 14 stations in any one service if at least two of the stations are controlled by minorities. Television ownership is also capped at coverage of 25% of the nation's television homes (30% in the case of minority broadcasters).

The local duopoly rules prohibit ownership of more than one AM, FM or TV in the same market. (Ownership of an AM and an FM in the same market is permitted.)

The network-cable crossownership rule prohibits broadcast networks from owning cable systems.

Although Sikes would have a tough time mustering a majority for any sweeping liberalization of the rules, he could probably put together the votes for a few specific changes. For instance, there seems to be strong sentiment to relax the multiple ownership and the duopoly rules for AM radio, which has seen its fortunes plummet over the past 20 years. And Duggan, for one, has said he is ready to take a serious look at dropping the broadcast network-cable crossownership restriction.

Part of Sikes's problem is that no strong constituency exists within the broadcast industry for changing the rules. Although most broadcasters, when asked, applaud the effort, the industry's principal trade association, the National Association of Broadcasters, has not made relaxation of the rules a priority.

These days, NAB is far more interested in winning a must-carry requirement and retransmission consent rights. The former would guarantee television stations carriage on cable systems; the latter would give stations a right to charge cable systems to carry their signals.

Although NAB's attentions are elsewhere, the White House may eventually endorse relaxation of the rules, a move that could not easily be ignored by the other commissioners. Assuming Quello wins Senate confirmation, all will owe

their jobs to Bush.

The President's Council on Competitiveness, chaired by Vice President Dan Quayle, is taking a look at the rules as part of its broad review of broadcast and cable regulation and is more likely than not to recommend relaxation.

Working on the report is James Gattuso, on detail from the FCC's Office of Plans and Policy. Gattuso's presence on the drafting team has fueled speculation at the FCC that Sikes pushed for the White House study primarily to bolster the prospects for his initiative.

But while the effort has failed to attract a constituency, it has certainly generated some opposition on Capitol Hill and among citizen's groups, which see relaxation as a threat to broadcast diversity. Advocates of minorities led by the National Association of Black Owned Broadcasters have protested that rules changes will be detrimental to the goal of increasing minority ownership of broadcast properties. The opposition is clearly reflected in the statements Quello, Barrett and Duggan issued in voting for the radio rulemaking.

The proposed reforms could hurt diversity by "rewarding station owners with the deepest pockets at the expense of those who can best serve their local communities," said Duggan. "Minorities, woman, small station owners and rural broadcasters...those who provide the diversity we value so highly—may have difficulty acquiring a broadcast license or keeping a struggling station alive in such an environment," Duggan said. "Should we sacrifice our traditional concerns for localism and diversity in order to encourage consolidation and mergers, presumably to enhance the economic viability of the industry?"

Barrett said he is reluctant to tamper with the ownership rules because they have "created opportunities" for newcomers in the broadcasting business. "In fact, many of the stations currently owned by minorities or women came about after mergers and the need to spin off stations under the commission's multiple ownership limitations," he said. "The ownership limits have insured that more than a handful of people run this nation's broadcast stations."

And Barrett warned that the rules have to be looked at in the context of digital audio broadcasting, the advanced radio service that may eventually replace the AM and FM service. If AM and FM stations upgrade to DAB, enabling them to produce "CD quality sound, it may make less sense to allow too much concentration" of ownership," he said. "In addition, without a full understanding of the impact of DAB, many small-market

radio stations may be encouraged to sell to speculators."

Like Duggan and Barrett, Quello also raised concerns about the impact of rule changes on minority ownership. Some of the proposals could result in reducing opportunities for minorities to buy into the business, he said. "Such an outcome runs contrary to commission objectives and policies to increase minority ownership of broadcast stations."

Quello also voiced practical concerns about new ownership limits based on audience levels. "The commission could find itself mired in local population figures and local radio audience shares in its efforts to resolve disputes or to establish the appropriate bench-

marks," he said.

Sikes's justification for relaxing the rules stems from the financial difficulties many stations are facing as a result of the increase in the number of stations and competition from other media.

The economies of scale that derive from common ownership may be just what broadcasters need to survive and thrive in the 1990's, said one proponent of the television inquiry at the FCC. "It really does boil down to the question of: 'Do you not make changes and allow stations to go dark or do you make the changes and give these guys a chance,'" he said. "Our old notion of diversity—one person, one station—may not be economically sustainable anymore." **-HAI**

FCC LOOKS FOR OUTSIDE HELP

The FCC's adoption of alternative dispute resolution (ADR) and negotiated rulemaking methods could greatly improve the agency's efficiency in everything from awarding of new licenses to resolving complaints to drafting new rules, according to communications lawyers and government officials at a Federal Communications Bar Association seminar on the new methods.

Charles Pou, of the U.S. Administrative Conference, said ADR works. It expedites the process, costs a lot less and usually reflects the interest of the parties better, he said. Even if it is not done more quickly, he said, "you can frequently get a better result because there is better communication among the parties....Anything that is controversial is likely to be a candidate" for ADR.

ADR also heads off court appeals because the parties come "to a conclusion that they agree to," Pou said.

Howard Wilchins, vice president of Arnold S. Tesh Advisors, said ADR "gives the commission, the communications industry and the communications bar a rare opportunity to benefit collectively and individually."

Although many areas of the FCC will be affected by implementation of ADR, it does have its limits, said Robert Foosaner, a partner with Jones Day Reavis & Pogue, and former chief of the FCC's Private Radio Bureau. It "will never work in allocations cases...[and] will be very difficult with petitions to deny," he said.

Congress last year passed legislation authorizing the FCC and other federal agencies to use ADR and negotiated rulemaking methods. To draft implementing rules, the FCC has opened a rulemaking. Comments are due June 17;

replies July 2.

According to the U.S. Administrative Conference handbook, "An Introduction to ADR and the Roster of Neutrals," ADR methods include the gathering of parties for conflict assessment, mediation, facilitation, conciliation, negotiated rulemakings, neutral evaluation and fact finding, both binding and non-binding arbitration and several types of mock trials.

Stuart N. Brotman of Brotman Communications said the FCC proceeding aimed at reforming the financial interest and syndication rules was "an area that could have ultimately been solved by ADR." Must carry and children's television are also areas that could benefit from ADR, said Brotman.

Terrence J. Leahy, of ENDISPUTE Inc., said the primary factors lawyers should weigh when considering ADR include the delay, expense and uncertainty of litigation.

Leahy said ADR is "not a panacea that will eventually supplant court or agency adjudications...[but] increasingly lawyers are going to be expected to use the full range of options to help satisfy [their client's] dispute."

Paul J. Berman, a partner with Covington & Burling, said two questions plague ADR: "How do we create incentive for the other party to sit down and discuss something? How do we deal with the lack of incentive for clients to come to the table?"

Wilchins, former deputy chief of the FCC's Enforcement Division, said, "The faster the bar recognizes [the value of ADR], the faster the commission can implement new rules [and] the faster the public can be served." **-PJS**

WASHINGTON WATCH

CAMPAIGN DISCOUNT BILL

The Senate passed a campaign finance reform bill, 56-42, that would require broadcasters to offer "eligible" Senate candidates 50% discounts for fixed spots at the lowest unit rate. Eligibility is based on whether a candidate agrees to the legislation's spending limits. Chances of the bill becoming law are considered very remote. President Bush says he will veto the measure, and most observers feel the House and Senate are deeply divided on the issue, and it will be impossible to reach a consensus.

Under the measure, candidates who do not comply with the spending limits would still be able to obtain fixed spots at the lowest preemptible rate. "The drastic, double discount for candidates contained in this bill would have a serious impact on station finances and hamper many stations' ability to maintain their current level of news and public affairs programs," said James May, National Association of Broadcasters executive VP, government relations. May said NAB does not think the bill will be enacted but that the association will work with Congress to insure that "whatever final approach is adopted, it is fair to both broadcasters and candidates."

The Senate also rejected an amendment (54-44) by Senator Don Nickels (R-Okla.) that would have removed a 50% discount. It also refused to pass an amendment (72-19) by William Roth (R-Del.) that would have forced broadcasters to give away air time.

AAF'S PRESIDENTIAL ADDRESS

President George Bush will appear in both Nashville and Orlando, Fla., the morning of June 11, live via satellite, first to speak to advertisers, then to public television executives.

The President is scheduled to address the general session of the American Advertising Federation 1991 National Advertising

Conference at 9:30 a.m. The AAF said more than 600 delegates are expected to attend the June 7-11 meeting. Later that day, more than 750 attendees of the June 8-11 annual 1991 PBS Meeting at the Walt Disney World Dolphin Hotel will hear from the President.

GANNETT GO-AHEAD

The New York State Supreme Court in Rochester has approved the sale of The Gannett Foundation's 10% stake in Gannett Co. stock to Gannett for \$670 million and the change of the foundation's name to

The Freedom Forum. The Washington-based nonprofit trust dedicated to fostering First Amendment freedoms said the closing of the transaction is scheduled for June 19 and the name change becomes effective July 4. The foundation also announced the formation of a task force to make recommendations to trustees on the organization's future. Gerald Sass, senior vice president of the foundation, will head the task force. Alan H. Neuharth and John Quinn, chairman and deputy chairman, respectively, of the foundation, will serve as ex officio members.

INTERACTIVE AT AWRT

Applications of interactive television was the topic of "The Transformation of Television: Interactivity" program sponsored by the Washington chapter of American Women in Radio and Television.

The medium is being used successfully by educators in the classroom. Sandra Welch (standing), vice president of education for PBS, offered examples of The Kentucky Network's satellite system, which delivers live interactive courses in math, science and foreign languages, and the Satellite Education Resources Consortium, which is made up of educators and PBS stations in 22 states responsible for the production of programs over the system.

Welch said: "We believe telecommunications and the use of television



combined with interactive technology will open up a new world of possibilities in education." Along with a demonstration of the technology, the discussion of future uses also included business, science, consumer and home entertainment.

Panelists for the event were (l-r): Michael Garr, Interactive Game Network; Alan Daley, director of external affairs, Bell Atlantic Corporation; Dr. Barry Whalen, senior vice president, Microelectronics and Computer Technology; Welch, and moderator Mark Recher, director of engineering and computer services, PBS.

JOURNALISM

NEWSROOMS HIT PAYDIRT WITH ENVIRONMENT

A number of stations are becoming increasingly involved in environmental reporting, with some finding that a strong commitment to such coverage has proven helpful in establishing a strong identity in their market. The Radio-Television News Directors Association has helped establish a new entity to accommodate growing station interest in the topic, and news services such as Conus are adapting to meet the increased demand.

"A lot of stations are taking environmental reporting much more seriously," said David Bartlett, president of the RTNDA. "It affects a lot of people in a lot of ways, and that's the definition of a good story for television."

The downturn in the economy has slowed a trend toward hiring full-time environmental reporters at stations, said Morris Ward of the National Safety Council, which distributes the monthly *Environment Writer*. But even newsrooms that are not hiring specialists are showing heightened interest in finding environmental stories and assigning them to general assignment reporters, said David Smith, manager, TV consultation, Frank N. Magid Associates.

"Environmental reporting has tested very well from Portland, Me., to Toledo, Ohio," said Jim Willi, executive vice president of Dallas-based consultant Audience Research & Development. "There is no one regional area that is more intense about it than other areas."

Among stations that have hired a specialist to handle environmental coverage is WDSU-TV New Orleans, where correspondent Gerard Braud often covers as many as five stories a week as well as a topical series each month for the evening news. WDSU-TV has expanded its newsroom efforts in covering the environment to include *Earthcare*, a promotional effort that has advertiser-supported public service announcements and, since January, a monthly award given by the station for outstanding environmental acts.

Since early 1990 WPEC(TV) West Palm Beach, Fla., has positioned its environmental news efforts as a significant part of the station's identity. In the past year, the station has aired more than 4,000

public service announcements tied to the environment and has produced three half-hour, issue-oriented specials, according to John Emmert, news director.

WPEC recently was awarded a local Emmy for its environmental efforts, and competitors WPTV(TV) and WPBF(TV) have also added environmental reporters. "Some stations take on the homeless and the unemployed, and it's hard for some people to relate to that," said Emmert, referring to its environment-oriented promotional campaign. "We all can relate to the environment."

Many stations showing success with their environmental reporting are doing so through stories that are geographically and regionally specific, said Joe Kirik, vice president of consulting for Southfield, Mich.-based Reymer & Associates. Among his clients, KCAL(TV) Los Angeles has one reporter assigned to cover daily stories on the drought, and WLVI-TV Boston has focused on underground gasoline storage tanks in the region. "Stations in the past might have taken a more generic approach toward it, but they are now spending more time doing research," said Kirik. "Viewers are more savvy; there's a heightened awareness."

Conus, the national news cooperative, several months ago began to meet demand by offering stations a weekly feed

of environmental stories, "The Green Feed." The feed and a full-time environmental news producer were put in place at Conus following a July 1990 meeting of its News Directors Advisory Board. Many station executives at the meeting expressed interest in establishing environmental news as a station franchise that would, in turn, lend itself to saleable segments.

"Our experience with the stations is that they have a very strong interest in environmental reporting," said Tim Rudell, vice president of Conus Washington. "When we do pieces out of Washington of an environmental nature, we get a lot more stations responding to those types of stories than we did historically."

The RTNDA's Radio and Television News Directors Foundation, along with the Washington, D.C.-based Media Institute, are hoping to meet the growing interest of local stations in environmental reporting through The Environmental Reporting Forum, an effort designed to help through seminars, workshops and other projects. Last Thursday marked the first meeting of the advisory council for the Forum, which later this month will release a broadcasters' environmental reporting primer and will present a number of workshops at the RTNDA's September convention in Denver. **-RB**

NEWS VIEWS

Liz Trotta, a 20-year veteran of CBS News and NBC News, whose maverick career included a stint as the first woman correspondent to cover the war in Vietnam, criticizes a number of network executives and laments today's state of TV news in her soon-to-be-released autobiography, *Fighting for Air: In the Trenches with Television News*.

Trotta, a three-time Emmy winner who left the network news business in 1986 when she was cut loose by CBS, writes that TV news has become a "world of hype and hipness." TV reporting is no longer a serious profession of perception and analysis, she notes, but "simply a job of going places on a lot of airplanes."

"A new blase, breezy style of news delivery soon evolved into a singsongy, mock-serious rendition of world events," writes Trotta of changes in the network news business. "For slaughter in Romanian streets, furrowed brows; for newborn pandas, a smile to show personal warmth or a set of new caps; for Vietnam memory lane stuff, a faintly censorious tilt of the head; for child abuse, fear and loathing in a blank stare. It had been a long journey from covering to vamping the news."

TECHNOLOGY

SHORT FUTURE FOR SHORTWAVE?

International services may be threatened by development of digital satellite delivery

High-frequency (HF) shortwave radio, one of the oldest broadcast mediums, may be on the brink of extinction in the wake of new digital satellite technologies.

Shortwave radio networks have been broadcasting in dozens of languages (mainly with news and other voice-only programming suited to HF's low fidelity) to international audiences for more than 60 years. "Is shortwave radio going to become obsolete? Is it going to meet the times? Not a small issue is: 'Who's going to fund it?'" said Diana Lady Dougan, chairman of the International Communications Studies Program of the Center for Strategic & International Studies (CSIS). Within the next three years, some say, international satellite networks delivering digital FM- or compact disk-quality audio will be operating.

Most of the panelists at CSIS's "Turning Up the Volume on International Radio" conference in Washington agreed the death of shortwave is not close. There is a significant shortwave audience, especially in Third World nations (where HF is sometimes the primary band for domestic broadcasting) and among world travelers. "As a consumer, I must say in years of globetrotting, it's been very important to me," said Bill Plante, CBS State Department correspondent, who moderated one of the CSIS panels.

But as the new technologies approach, the long-established, state-owned shortwave networks are in an era of decline. Panelists from Voice of America, Radio Canada International, Radio Japan and Radio Moscow complained of heavy budget cuts resulting in equipment cutbacks and fewer hours of broadcasting in fewer languages. Commercial broadcasters are "a greatly expanding phenomenon," Dougan said. But some panelists doubted the existence of a large marketplace for international shortwave programming.

With the exception of VOA, most of the pro-satellite advocates were private entrepreneurs. "The Voice of America and the National Aeronautics & Space Administration are the only two Ameri-

can government organizations that are currently supporting basic research in this field," said VOA Deputy Director Robert Coonrod. Establishment of satellite services will depend greatly on what happens at the 1992 World Administrative Radio Conference (WARC) in Barcelona, where world allocation of spectrum in the L band (frequencies near 1500 mhz) for satellite sound is expected to be a major issue.

Satellite radio is urgently needed in

the Third World to deliver educational information on population control, AIDS, agriculture and other pressing needs, said Noah A. Samara, president, Worldspace Inc., Washington. "Very few countries in Africa can actually cover their entire territory with broadcast capability and to do so has costs related to it which satellite sound broadcasting can beat," he said.

Worldspace owns subsidiary companies that are planning FM-quality digital satel-



Some of the CSIS panelists commenting on the technological and financial future of international radio broadcasting included (above, l-r): Hiroshi Iwamoto, Radio Japan; Denis Louche, Radio France International; Anatoly Tupikin, Radio Moscow; Eugene Pell, Radio Free Europe/Radio Liberty; Allan Familiant, Radio Canada International; Robert Coonrod, Voice of America; Diana Lady Dougan, CSIS; John Tusa, BBC; Bill Plante, CBS, and Michael O'Hara Garcia, CSIS. Pictured below (l-r): John Ballard, Technology for Communications International; Michael Antonovich, Pan American Satellite; Tom Rogers, Radio Satellite Corp.; George Jacobs, George Jacobs & Associates Inc.; Noah A. Samara, Worldspace Inc., and Larry Magne, International Broadcasting Service Ltd.



lite broadcasts on L band to Africa, Asia and Latin America. Satellite construction and launch contracts have been signed for AfriSpace, Worldspace's most advanced subsidiary, and comments on Worldspace's FCC petition to launch the service were all favorable, Sumara said. AfriSpace could begin broadcasting to Africa and the Middle East in 1993, depending on the outcome of WARC '92. "AfriSpace has solidly moved beyond the proposals stage. It is a living, dynamic business. This is something that is happening," Samara said.

Thomas Rogers, an engineer and physicist with vast experience in satellite and shortwave transmission, said he has become frustrated with shortwave. "The technology has been advanced as far as it can go. We are at the mercy of the ionosphere and the scattering properties of the Earth's surface," he said. Rogers is chief scientist of Radio Satellite Corp., a start-up company also planning digital L band service. (Rogers' company is not the same Radio Satellite Corp. in Long Beach, Calif., which is planning a 1994 start-up of FM-quality digital audio and other services to mobile receivers over satellites launched by American Mobile Satellite Corp. and Telesat Mobile Inc. of Canada. [BROADCASTING, Dec. 31, 1990].)

International satellite radio networks "are perhaps a bit dreamy, but they're dreams worth dreaming. I think in time we'll see systems.... The difference I have is time period. I think they're decades away," said consultant George Jacobs, an advisor to the *Christian Science Monitor*. He also disagreed with Rogers' assessment of potential HF quality im-

provement. "Shortwave will never be a high-fidelity medium, but there is the possibility of higher quality," Jacobs said.

Most of the shortwave frustration Rogers mentioned could be solved with better receivers now entering the market, said John Ballard, president, Technology for Communications International, an HF equipment company. "We intend to be introducing techniques in the near future to help the broadcaster steer the beam to be sure it's landing on the intended target with the maximum strength that can be delivered," he said.

"Jamming, another residual headache, has recently fallen into disfavor worldwide, and rightly so," said Larry Magne, president, International Broadcasting Services, who publishes a directory of shortwave broadcasters worldwide and their frequencies. "If this trend continues, there eventually may be enough spectrum to allow for digital shortwave broadcasting and, if we think boldly, still pictures to accompany it."

Worldwide broadcasting into all countries in a manner protected by international law was another reason given to maintain shortwave over the new satellite technologies. "What happens if the Burmese government protests to the ITU about programs in Burma on the 1.5 ghz band directed at Burma? At the moment there is nothing any country can do about shortwave broadcast. There is no regulation that can stop any broadcast anywhere in the world.... It's not going to be the same in space," said Graham Minten of BBC Audience Research.

"The way we are introducing the service to the world community is to create intrinsic interest for the service," Sama-

ra said. Worldspace has attempted to create interest by gaining the support of African governments. Suppression of satellite reception in those countries would be fairly easy, Samara admitted. The government could simply block the importation of satellite radios.

Some also questioned satellite advocates' claims of lower operating costs. Existing shortwave broadcasters would have to maintain both HF and L band transmission facilities during the transition, he said. "How you get there from here is also always a sensitive and tricky matter," Rogers said. "It will take time, it will take imagination, it will take courage and it will take money, but I don't think you should position yourselves to say it will double costs."

Cost is an extremely important issue to the world's state-run shortwave broadcasters. Many of them are facing increasingly tight budget restraints. "We have fewer resources to gather and present the news when there is more news than ever to report," VOA's Coonrod said. Hiroshi Iwamoto, director general of Radio Japan, Japan Broadcasting Corp.'s (NHK) foreign radio service, said NHK is more interested in establishing an international video news service to compete with CNN than expanding its shortwave networks. Radio Japan's budget is about \$60 million, 1.6% of NHK's total budget. "Whenever the Diet, the Japanese parliament, discusses NHK's annual budget, all parties regularly agree to attach a resolution emphasizing the need to expand Radio Japan's operation," Iwamoto said. "However, the government is always reluctant to allocate the full amount of money necessary to do so."

The most dire financial straits were described by Allan Familiant, acting director of Radio Canada International. RCI's new five-year budget was approved last March 22. It provides for \$13 million a year (approximately \$11.3 million U.S.), down from \$20 million. RCI was forced to cut from 14 to nine languages, and English and French feeds will be taken from the main Canadian Broadcasting Corp. networks.

On March 20, Canadian Prime Minister Brian Mulroney got a question from the press about RCI during a visit to a remote part of the country. "The Prime Minister, certainly not expecting a question on Radio Canada International somewhere way out in the boondocks, replied: 'Oh, Radio Canada International is truly important to Canada.' We had that on tape," Familiant said. "I learned subsequently that the decision had been made to close us down. The only thing that saved us was that slip of the tongue."

-RMS

TOWER TROUBLES, POSSIBLE SOLUTION

A number of broadcast tower owners and lessors were recently fined amounts up to \$2,000 by the FCC for inadequate lighting and painting. FCC and Federal Aviation Administration regulations require owners to maintain visibility of towers to avoid collisions with aircraft. Some of the fines may have been avoided had more tower owners known of the new FlashGuard 2000 medium-intensity beacon, say its manufacturers, EG&G Electro-Optics, Salem, Mass. The FlashGuard 2000 is less expensive, smaller and designed to be easier to maintain than conventional helical flashlamps or red incandescent beacons and exceeds all federal regulations, the company said.

Most beacons today use the heavy, bulky Fresnel lenses, invented in 1821 for lighthouses. The FlashGuard is covered by a \$60 acrylic material, which is "nothing more than a protective cover. It's not a lens at all, compared to the other beacons," said Pamela Harrington, EG&G marketing executive. The cover provides a narrower beam width (3-5 degrees compared to 7-10 on conventional beacons), "a benefit to any residence or business on the ground," Harrington said. Also, because of smaller surface area, the EG&G beacon's wind loading is reduced to 72 pounds at 152 miles per hour. The average price of the FlashGuard (including installation) is \$3,095, compared to \$3,500-\$3,990 for other systems. FlashGuard's lamps last three years, compared to two years for helical, and six to nine months for incandescent lamps, the company said.

SATELLITE

FOOTPRINTS

Consumer showtime for SkyPix. SkyPix, which was expected to announce a new equity partner in its proposal to launch a 41-watt Ku-band home video store in the sky this summer, is aiming to place at least one receiver and three-foot satellite dish in each of thousands of retail outlets by mid-June, said a retailer in the Washington area. Retailers would then be provided two hours of sales training a day for 30 days via SkyPix's capacity aboard Hughes Communications' SBS-6.

Manufacturer representatives for SkyPix were assuring potential sellers that SkyPix announcements planned for the June 1-4 International Consumer Electronics Show in Chicago would include naming an equity investor so well known that "any schmoo on the street would recognize the name," said the retailer, who had yet to finalize an agreement to market the \$700 systems.

Among concerns remaining at the retail level, he said, were whether a three-foot standard SkyPix antenna will deliver quality video in all regions and whether Mitsubishi and other manufacturers will generate enough consumer units to meet the number of units that SkyPix is requiring retailers to order in two initial releases one month apart. However, he said, if SkyPix meets its stated targets, "this will be the biggest thing since VCR's; we'll be able to sell hundreds of thousands of units."

Nashville satellite cats. Executives from Hollywood, Washington and the cable programming community have agreed to participate in what Satellite Broadcasting and Communications Association President Chuck Hewitt says will be "the best seminars we've ever had" during the SBCA's summer trade show, July 11-13, at Nashville's Opryland Hotel. The futures of sports programming, telephone company entry into video distribution and technology are slated for specific attention.

On opening day, Timothy Clott, executive vice president for Paramount Pictures' Video Division, will discuss a broad range of issues with Larry Irving, senior counsel to the House Telecommunications Subcommittee; Roy Neel, assistant to Senator Albert Gore (D-Tenn.); Robert Caird, president of HBO Satellite Services and SBCA chairman, and John Cusick, president of Primestar Partners in an "Industry Leaders Forum" to be moderated by Hewitt.

On July 12, Satellite Sports Network's Glenn Gurgiolo will moderate "The Future of Sports on Satellite Television," featuring panelists Ed Desser, vice president of NBA Television Ventures; Mark Henderson, vice president of NBC Pay-Per-View Olympics; Ed Frazier, president of Prime Network, and Sid Almira, senior vice president of affiliate affairs and business development for Madison Square Garden Network.

Later that day, GTE Corp.'s Larry Sparrow, vice president of regulatory and government affairs, will discuss "Telcos in TV: Fair or Foul?" with Decker Anstrom, executive vice president for the National Cable Television Association; Bob Pepper, Chief of the FCC's Office of Plans and Policy; Mark Ellison, communications attorney and former SBCA general counsel, and Dan Tate, legislative assistant to Representative Billy Tauzin (D-La.). Andrew Paul, the SBCA's senior vice

president of regulatory and government affairs, will moderate.

World class sports. The National Basketball Association gets an opportunity this week to quantify its television reach worldwide: 73 nations on six continents will view the NBA Championship Finals either live or tape delayed. And as of last week, approximately 15,000 "transmit minutes" had been reserved on six Intelsat satellites to deliver the French Open Tennis Tournament to nations in the Atlantic, Pacific and Indian Ocean regions.

Inter-Intersputnik. The FCC last week authorized AT&T, IDB Communications Group and TRT-FTC to use the Soviet Union's Intersputnik satellite system to establish C-band interconnection between the U.S. and Soviet Union and other nations in Eastern Europe. Additionally, IDB gained authority to provide service between the U.S. and Poland, Hungary, Albania, Czechoslovakia, Romania and Bulgaria.

The authorizations are subject to review by the State Department and the FCC after six months to determine, in part, whether use of Intersputnik causes "significant migration of traffic from commercial systems" and should be, therefore, discontinued.

The commission authorized five T-1 (1.544 megabits per second) circuits to IDB and two 2.048 mbps circuits each to AT&T and international common carrier TRT-FTC. AT&T was also granted permission to construct an 18.3 meter earth station to handle Intersputnik transmissions. Applicants can file for additional circuits after the six-month review.

Public network policy pickle. Last week in Washington, an inter-agency Policy Coordinating Committee continued developing international telecommunications policy recommendations it will make to the White House—including a position on Intelsat's continued exclusive access to public switched telephone networks (PSN's) in the U.S. Wary of suggesting a specific deadline by which determinations would be made, Kenneth Blakely, senior deputy and U.S. coordinator for the State Department, said the process is basically on the 75-day schedule set by National Telecommunications and Information Agency Director Janice Obuchowski in February.

Late last month, the Center for Security Policy, a Washington-based nonprofit "educational corporation," recommended to the committee that privately owned competitors to Intelsat and U.S. signatory Comsat be allowed to provide international PSN service "subject to a case-by-case determination" by the FCC "that both national security and economic interests would be advanced should the requisite licenses be approved."

Noting that "no other nation has chosen to impose such a blanket restriction" on private carriers, the center suggested that "the interests of both the American consumer and telecommunications industry would be far better served [and] promoting democratic forces and institutions overseas... would be immeasurably assisted... should monopolistic access to the American publicly switched network system be ended."

-PDL

DATEBOOK

Continues from page 18.

Copacabana, New York. Information: (212) 768-4510.

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 24-26—*Cable Television Administration and*

Marketing Society annual conference. Opryland, Nashville. Information: (703) 549-4200.

July 28-Aug. 2—"Democracy in the Information Age," seminar sponsored by *Aspen Institute, Program on Communications and Society*. Aspen, Colo. Information: (202) 637-6677.

July 30-Aug. 1—*Florida Cable Television Association* annual convention. Hyatt Grand Cypress, Orlando, Fla. Information: (904) 681-1990.

July 31-Aug. 2—*National Religious Broadcasters, Southwest chapter*, annual convention. Dallas. Information: (602) 254-5001.

July 31-Aug. 2—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

AUGUST

■ **Aug. 1**—Deadline for TV program entries in *New York Festivals* 34th annual awards competition for TV programming and promotion. Information: (914) 238-4481.

Aug. 1-4—*North Carolina CATV Association* annual meeting, to be held jointly with *South Carolina Cable TV Association*. Grove Park Inn, Asheville, N.C. Information: Kelly Edwards, (919) 821-4711.

Aug. 2-3—*South Carolina Broadcasters Association* 44th annual summer convention. Myrtle Beach Martinique, Myrtle Beach, S.C.

Aug. 6-8—*Cable Television Administration and Marketing Society* service management master course. Denver. Information: (703) 549-4200.

■ **Aug. 10-12**—*Georgia Association of Broadcasters* 57th annual convention. Callaway Gardens, Ga.

Aug. 11-13—*Arkansas Broadcasters Association* annual convention. Excelsior Hotel, Little Rock, Ark.

Aug. 11-16—*National Association of Broadcasters* development seminar for television executives. Northwestern University, Evanston, Ill.

Aug. 15-17—*Colorado Broadcasters Association* 42nd annual convention. Breckenridge, Beaver Run, Colo.

Aug. 22-25—*West Virginia Broadcasters Association* 46th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (304) 344-3798.

Aug. 25-27—*Nebraska Broadcasters Association* annual convention. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 252-2454.

Aug. 25-30—"Leadership in Photojournalism," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

SEPTEMBER

Sept. 6-10—Beijing International Radio & TV Broadcasting Equipment Exhibition '91, organized by *China Central Television and Chinese Institute of Electronics*. China World Trade Center, Beijing. Information: (in Hong Kong) 575-6333.

Sept. 8-13—"Media Criticism," seminar for broadcast and print media critics, ombudsmen, news directors and producers, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Sept. 11-14—Radio '91, sponsored by *National Association of Broadcasters*. Programming keynote: recording executive Quincy Jones. Moscone Convention Center, San Francisco. Information: (202) 429-5420.

Sept. 12—Ribbon-cutting ceremony for scheduled opening of new building for *The Museum of Television and Radio* (formerly known as Museum of Broadcasting). 25 West 52nd Street, New York. Information: (212) 752-4690.

Sept. 12—Second entry deadline (for commercials produced during summer of 1990) for 34th annual New York Festivals, annual awards competition for television-cinema advertising and public service announcements. Information: (914) 238-4481.

Sept. 12-13—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Sept. 14-16—Showbiz Expo East, production industry exhibition for feature film, broadcast television, cable, advertising and corporate video. Meadowlands Convention Center, Secaucus, New Jersey. Information: (213) 668-1811.

Sept. 16-18—*Kentucky Cable Television Association* annual fall convention. Campbell House Inn, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

Sept. 17-20—*Cable Television Administration and Marketing Society* sales management master course. Denver. Information: (703) 549-4200.

Sept. 18—Fiber optic technology, "roundtable discussion with people who have implemented fiber in their systems," seminar sponsored by *Society of Cable Television Engineers, Penn-Ohio meeting group*. Cranberry Motor Lodge, Warrendale, Pa. Information: Rich Flanders, (716) 664-7310.

Sept. 19—*International Radio and Television Society* newsmaker luncheon. New York.

Sept. 19-20—41st annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Hotel Washington, Washington.

Sept. 20-21—*Radio Advertising Bureau* radio sales university. Holiday Inn/Downtown, Providence, R.I. Information: (212) 254-4800.

Sept. 20-22—*Maine Association of Broadcasters* annual convention. Sebasco Lodge, Sebasco Estates, Maine. Information: (207) 623-3870.

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Sept. 24-29—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Sept. 25—*Association of National Advertisers* media workshop. New York.

Sept. 25-28—*Radio-Television News Directors Association* annual convention. Among speakers: CNN's Bernard Shaw and NBC's Jane Pauley. CBS's Mike Wallace to receive Paul White Award. Colorado Convention Center, Denver.

Sept. 27-28—*Radio Advertising Bureau* radio sales university. Ramada Inn/East, Columbus, Ohio. Information: (212) 254-4800.

Sept. 30—*Cable Television Administration and Marketing Society* Northeast regional conference. Atlantic City, N.J.

Sept. 30-Oct. 4—Basic videodisk design/production workshop, sponsored by *Nebraska ETV Network, University of Nebraska-Lincoln, Video-disc Design/Production Group*. University of Nebraska, Lincoln. Information: (402) 472-3611.

OCTOBER

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

Oct. 2—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421

Oct. 3-4—*Alaska Broadcasters Association* 27th annual convention. Hotel Captain Cook, Anchorage, Alaska.

Oct. 3-5—*Texas Association of Broadcasters* annual convention. George Brown Convention Center, Houston. Information: (512) 322-9944.

Oct. 3-6—*Society of Broadcast Engineers* sixth national convention, in conjunction with *Texas Association of Broadcasters*. George R. Brown Convention Center, Houston. Information: (800) 225-8183.

Oct. 4-5—*Radio Advertising Bureau* radio sales university. Holiday Inn (Pacific Highway South), Seattle. Information: (212) 254-4800.

Oct. 4-6—*Oregon Association of Broadcasters* annual fall conference. Inn of the Seventh Mountain, Ore.

Oct. 6-11—"Ethical decisionmaking/broadcast," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

Oct. 8-10—*Mid-America Cable TV Association* 34th annual meeting. Kansas City, Mo. Information: (913) 841-9241.

Oct. 10-14—*MIPCOM '91*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. (212) 750-8899.

Oct. 11-12—*Radio Advertising Bureau* radio sales university. Ramada Airport Hotel, Tampa, Fla. Information: (212) 254-4800.

Oct. 12—*Women in Communications* presentation of Clarion Awards, recognizing excellence in communications. Atlanta. Information: (703) 528-4200.

Oct. 14-16—*Broadcast Cable Credit Association* 26th credit and collection seminar. Palmer House, Chicago. Information: (708) 827-9330.

Oct. 16-18—*Indiana Broadcasters Association* fall convention, Indianapolis. Information: (317) 638-1332.

Oct. 16-20—*Society of Professional Journalists* national convention, including presentation of Sigma Delta Chi Awards. Cleveland. Information: (317) 653-3333.

Oct. 17-18—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Oct. 17-19—*National Religious Broadcasters* Eastern regional convention. Sandy Cove's Chesapeake Lodge, North East, Md. Information: Steve Cross, (703) 534-2000, or Dave Eshleman, (703) 896-8933.

Oct. 17-20—*Minnesota Broadcasters Association* 42nd annual fall convention. Austin, Minn.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Marriott Inn North, Columbus, Ohio. Information: (614) 228-4052.

Oct. 23-25—*Kansas Association of Broadcasters* annual convention. Hilton East, Wichita, Kan. Information: Harriet Lange, (913) 235-1307.

Oct. 24-26—*Friends of Old-Time Radio* 16th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 25-26—*Missouri Broadcasters Association* fall meeting/seminars. Holiday Inn Executive Center. Columbia, Mo. Information: (314) 636-6692.

Oct. 25-27—*Illinois Broadcasters Association* annual fall convention. Fairmont Hotel, Chicago. Information: (217) 753-2636.

Oct. 26-29—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Information: (914) 761-1100.

Oct. 27-29—*Association of National Advertisers* 82nd annual meeting and business conference. Arizona Biltmore, Phoenix. Information: (212) 697-5950.

Oct. 27-29—*National First Amendment Congress*. Virginia state capitol building and Omni Hotel, Richmond, Va. Information: (303) 556-4522.

Oct. 27-30—*Southern Educational Communications Association* conference. Omni Charlotte, Charlotte, N.C. Information: Kathleen Kraynick, (803) 799-5517.

Oct. 27-Nov. 1—"Ethical decisionmaking," seminar for broadcast and print journalists, photographers, editors and newsroom managers, sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

Oct. 30-Nov. 1—*Howard University School of Communications* 20th anniversary celebration communications conference and job fair. Main campus, Howard University, Washington. Information: Carol Dudley, (202) 806-5806.

NOVEMBER

Nov. 1-2—*Radio Advertising Bureau* radio sales university. Ramada Inn/Southwest Airport, Memphis, Tenn. Information: (212) 254-4800.

Nov. 5-7—*Cable Television Administration and Marketing Society* service management master course. St. Louis. Information: (703) 549-4200.

Nov. 8-9—*Radio Advertising Bureau* radio sales university. Ramada Inn/Airport East, Phoenix. Information: (212) 254-4800.

Nov. 10—Ninth annual dinner-dance of *Caucus for Producers, Writers and Directors*, featuring presentation of Executive of the Year Award, Member of the Year Award and Distinguished

Service Award. Los Angeles. Information: (818) 792-0421.

■ **Nov. 12**—Presentation of seventh annual Nancy Susan Reynolds Awards for "outstanding portrayal on television of family planning, sexuality and reproductive health," sponsored by *Center for Population Options*. Beverly Wilshire Hotel, Los Angeles. Information: (818) 766-4200.

Nov. 14-15—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Nov. 14-17—*National Association of Farm Broadcasters* annual meeting. Kansas City, Mo.

Nov. 19—*Cable Television Administration and Marketing Society's Pay-Per-View* 1991. Anaheim, Calif. Information: (703) 549-4200.

Nov. 19-22—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

Nov. 20—Meeting of *Society of Cable Television Engineers, Penn-Ohio Meeting Group*. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

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. Information: (800) 225-8183.

Nov. 22-24—Fourth annual national conference of *National Association of College Broadcasters*, including annual college radio/TV satellite affiliates conference (Nov. 22). Brown University, Providence, R.I. Information: (401) 863-2225.

DECEMBER

Dec. 8-13—"Producing Newscasts," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 10-12—*Cable Television Administration and Marketing Society* service management master course. Atlanta. Information: (703) 549-4200.

Dec. 11-13—Ninth annual Private Cable Show. Westin Resort, Hilton Head, S.C. Information: (713) 342-9655.

JANUARY 1992

Jan. 7-10—*Association of Independent Television Stations* annual convention. San Francisco. Information: (202) 887-1970.

Jan. 10-16—*National Association of Broadcasters* joint board meeting and legislative forum. Palm Springs, Calif.

Jan. 12-15—"Regional Interests and Global Issues: The Challenge of Telecommunications Integration for the Pacific," 14th annual conference sponsored by *Pacific Telecommunications Council*. Sheraton Waikiki, Honolulu. Information: (808) 941-3789.

Jan. 20-24—*NATPE International* convention. New Orleans.

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

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

FOR THE RECORD

As compiled by BROADCASTING from May 22 through May 24 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

- **WRDJ(AM) Daleville, AL (BAL910513EC; 1560 khz; 5 kw-D)**—Seeks assignment of license from Ed Carroll Inc. to Ashley Norman Davis Jr. for \$85,000. Seller is headed by Ed Carroll and has no other broadcast interests. Buyer, Davis, has interests in LPTV W24M and WZEP(AM), both Defuniak Springs; WBG(AM) Chipley, and WCNU(AM) Crestview, all Florida. Filed May 13.
- **KAZN(AM) Pasadena, CA (BAL910514EC; 1300 khz; 5 kw-D, 1 kw-N)**—Seeks assignment of license from P, D & G Pacific Rim Broadcasting Ltd. to Bang Kim and Edward A. Kim for \$7.5 million. Seller is subsidiary of Media Ventures Ltd., which owns GKC Broadcasting Ltd., licensee of KOQO(AM)-KQPW(FM) Clovis-Fresno, CA. Buyers, Bang and Edward Kim, mother and son, have no other broadcast interests. Filed May 14.
- **WECY-AM-FM Seaford, DE (AM: BAL910507HJ; 1280 khz; 1 kw-D, 250 w-N; FM: BAL910507HK; 98.3 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of license from Beach Broadcasting Inc. to South Jersey Radio Inc. for \$520,000 ("Changing Hands," May 27). 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, WONZ(AM) Hammonton and WMGM-TV Wildwood, all New Jersey, and WENY-AM-TV and WLEZ(FM) both Elmira, N.Y.; and is permittee of LPTV W07CE Atlantic City, NJ. Filed May 7.
- **WMKO(FM) Millen, GA (BALH910507HR; 94.9 mhz; 16.1 kw; ant. 420 ft.)**—Seeks assignment of license from Radio Millen Broadcasting Co. Inc. to WMKO Radio Inc. for \$410,000 ("Changing Hands," May 27). Seller is headed by Jerry Kiefer and Bryan Tolby, and has no other broadcast interests. Buyer is headed by Hugh J. Wheeler (75%) and Lonnie Griffin (12.5%) and Grace Simon (12.5%), and has no other broadcast interests. Filed May 7.
- **KCCN-FM Honolulu (BTCH910514HY; 100.3 mhz; 5 kw-U)**—Seeks transfer of control from Lee Optical & Associated Companies Retirement & Pension Fund Trust to B.J. Glascock; purchase agreement

to be filed as amendment in near future. Seller has no other broadcast interests. Buyer, Glascock, is 49% stockholder of licensee Honolulu Broadcasting Corp., and 100% stockholder of KCCN Broadcasting Inc., licensee of KCCN-AM Honolulu, HI. Filed May 14.

- **KQNG-AM-FM Lihue, HI (AM: BAL910515EA; 570 khz; 1 kw-U; FM: BALH910515EB; 93.5 mhz; 100 kw; ant. 236 ft.)**—Seeks assignment of license from John Hutton Corp. to Sanchez Communications Corp. for \$1.5 million. Seller is headed by John H. Weisser Jr., and has no other broadcast interests. Buyer is headed by Rodney T. Sanchez (90%) and William F. McCready (10%), and has no other broadcast interests. Filed May 15.
- **KIZN-FM Meridian (Boise), ID (BALH910506HI; 92.3 mhz; 44 kw; ant. 2,500 ft.)**—Seeks assignment of license from Mary Lake Communications of Idaho to West Group Broadcasting Corp. for \$650,000 ("Changing Hands," May 27). Seller is subsidiary of Mary Lake Communications Inc., headed by John C. Culpepper III, and has interests in WTBB(FM) Bonifay, FL. Buyer is headed by Paul Meacham (28.27%) and Richard M. Reider (28.27%), and is general partner of West Group Broadcasting Ltd., licensee of KFSB(AM)-KIXQ(FM) Joplin, MO. Filed May 6.
- **WGGH(AM) Marion, IL (BAL910508ED; 1150 khz; 5 kw-D)**—Seeks assignment of license from TRAS Marion Broadcasting Co. to Tri-State Christian T.V. for \$380,000. Seller is headed by George W. Dodds, and has no other broadcast interests. Buyer is headed by Garth W. Coonce and is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI; WNYB-TV Buffalo, NY, and WINM(TV) Angola, IN, and is also licensee or permittee of several LPTV's. Filed May 8.
- **KCJJ(AM) Iowa City, IA (BTC910513EA; 1560 khz; 1 kw-U)**—Seeks transfer of control within licensee Braverman Broadcasting Inc. for \$100,000. Sellers are A. Kent Braverman and Cordell Braverman, and have no other broadcast interests. Buyers are Michael Roelf and Rosemary Roelf, and have no other broadcast interests. Filed May 13.
- **WBNZ(FM) Frankfort, MI (BALH910507HP; 99.3 mhz; 145 w; ant. 410 ft.)**—Seeks assignment of license from Forum Communications Inc. to Crystal Clear Communications Inc. for \$84,000. Seller is headed by Robert P. Brink, and is licensee of WQXC-AM-FM Otsego and WMSH-AM-FM Sturgis, both Michigan. Buyer is headed by Marc Rosseels, who is treasurer and 15% stockholder in licensee. Filed May 7.
- **WVOM(AM)-WFXO(FM) Iuka, MS (AM: BAL910510GO; 1270 khz; 1 kw-D; FM: BALH910510GP; 104.9 mhz; 1.79 kw; ant. 410 ft.)**—Seeks assignment of license from Segars Communications Inc. to Billy R. McLain for undisclosed price. Seller is headed by Kelly S. Segars and has no other broadcast interests. Buyer is headed by Billy R. McLain and has no other broadcast interests. Filed May 10.
- **KQAM(AM)-KEYN-FM Wichita, KS (AM: BAL910510EB; Y; 5 kw-D, 1 kw-N; FM: BALH910510EB; 103.7 mhz; 100 kw; ant. 860 ft.)**—Seeks assignment of license Radio Management Services to Clear Channel Communications Inc. for \$2 million ("Changing Hands," April 22). Seller is management company for receiver Central Trust Co. of Cincinnati. Buyer is headed by L. Lowery Mays and is also purchasing KLRT(TV) Little Rock, Ark. ("Changing Hands," April 22). Clear Channel Communications owns WOAI(AM)-KAJA(FM) San Antonio, KPZ(FM) Austin, KALO(AM)-KHYS(FM) Port Arthur, KTAM(AM)-KORA-FM Bryan, all Texas; KAKC(AM)-KMOD-FM Tulsa, KTOK(AM)-KJYO(FM) Oklahoma City, all Oklahoma; WE-

LI(AM) New Haven, CT; WQUE-AM-FM New Orleans; WHAS(AM)-WAMZ(FM) Louisville, KY. Clear Channel Communications owns 100% of stock of Clear Channel Television Inc., licensee of WPML(TV) Mobile, AL; KTTU-TV Tucson, AZ; WAWS(TV) Jacksonville, FL; KOKI-TV Tulsa, OK; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. Filed May 10.

- **KMRF(AM) Marshfield, MO (BAL910513EB; 1510 khz; 250 w-D)**—Seeks assignment of license from T. H. Media Inc. to Goode Music Inc. for \$5,000. Seller is headed by William E. Williams, and has no other broadcast interests. Buyer is headed by Eugene P. Muse (50%) and Denney F. Goode (50%), and has no other broadcast interests. Filed May 13.
- **WKBK-AM-FM Keene-Winchester NH (AM: BAL910514HW; 1220 khz; 1 kw-D; FM: BAPH910514HV; 98.7 mhz; 6 kw; ant. 328 ft.)**—Seeks assignment of license from Radio Keene Inc. to Roberts Communications Inc. for \$850,000 ("Changing Hands," May 27). 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, and has no other broadcast interests. Filed May 14.
- **WKJA-FM Belhaven, NC (BAPLH910513GF; 92.1 mhz; 3 kw; ant. 282 ft.)**—Seeks assignment of CP from Belhaven Christian Radio Inc. to Spirit Broadcasting Inc. for \$655,000. Seller is headed by L.E. Willis Sr., who owns Willis Broadcasting Corp., licensee of KDFT(AM) Desoto, TX; KSNE(FM) Marshall, KLRG(AM) North Little Rock, KFTH(FM) Marion and KMZX(FM) Lonoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WSR(AM) Durham, WBXB(FM) Edenton, WVRS(FM) Warrenton and WGS(AM) Charlotte, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WKS(AM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WZZZ(FM) Franklin and WUCA(AM) Gary, both Indiana, and WKSO(FM) Orangeburg, WWP(DM) Marion and WKWQ(FM) Batesburg, all South Carolina. Willis Broadcasting is also buying WVVY(FM) Grifton, NC (see below). Levi E. Willis II, son of L.E. Willis, is 50% shareholder of Radio Crusade Inc., licensee of WTNC(AM) Thomasville, NC. Buyer is headed by Celestine L. Willis, daughter of seller, and is licensee of WGTM(AM) Wilson, NC. Filed May 13.
- **WVVY-FM Grifton, NC (BALH910513GN; 99.5 mhz; 16.5 kw; ant. 830 ft.)**—Seeks assignment of license from W & B Media Inc. to Willis Broadcasting Corp. for \$800,000 (see WSFL-AM-FM New Bern, NC and WKJA-FM Belhaven, NC, above, for buyer and seller interests). Filed May 13.
- **WSFL-AM-FM New Bern, NC (AM: BAL910514HZ; 1380 khz; 5 kw-D; FM: BALH910514GE; 106.5 mhz; 100 kw; ant. 915 ft.)**—Seeks assignment of license from Caravelle Broadcast Group of Coastal Carolina Inc. to W & B Media Inc. for \$500,000. Seller is subsidiary of Caravelle Broadcast Group Consolidated Inc., 100% owner of licensee of WIOU(AM)-WZVZ(FM) Kokomo, IN. Buyer is headed by Howard Wilcox (51%) and George G. Beasley (49%), and is selling WVVY(FM) Grifton, NC (see above). Beasley heads Beasley Broadcasting, and has at least 45% interest in licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVTI(AM) North Fort Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadel-

phia; KRTH-FM Los Angeles; KAAY(AM) Little Rock, AR, and KQLD(FM) Port Sulphur, LA. Beasley also has interests in WRKU-FM Grove City, PA; KGSR(FM) Bastrop, TX; WXXM(FM) Upper Arlington, OH; WKXC-AM-FM Aiken, SC, and WYSY-AM-FM Aurora, IL, and WBSS-FM Millville, NJ.

■ **KOKH(TV)** Oklahoma City (BTCCT910509KE; ch. 25; 1,410 kw-V; 141 kw-A; ant. 1,540 ft.)—Seeks transfer of control from KOKH Acquisition Corp. to Channel 25 Acquisition Corp. for \$7 million. Seller is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett owns 100% of stock of GNG Corporation and Gillett Holdings Inc. GNG Corporation owns 100% of outstanding class A stock of SCI Television Inc. SCI Television Inc. is 100% owner of WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and TV translator K62AK La Jolla, both California; WJW-TV Cleveland; WJBK-TV Detroit, and WITI-TV Milwaukee. Buyer is subsidiary of Heritage Media Corp., headed by James J. Robinette and Jim Hoak, and is selling KAUT(TV) Oklahoma City (see below). Filed May 9.

■ **KAUT(TV)** Oklahoma City (BALCT910509KF; ch. 43; 1,950 kw-V; 195 kw-A; ant. 1,560 ft.)—Seeks assignment of license from Heritage Media Corp. to Oklahoma Educational TV Authority Foundation Inc. for \$1.5 million. Seller is headed by Jim Hoak and owns KDAY(AM) Santa Monica, CA; WIL(AM)-WRTH(FM) St. Louis; WBBF(AM)-WBEE-FM Rochester and WPTZ(TV) North Pole (Plattsburg), both New York; KRPM-AM-FM Seattle-Tacoma, KKSNA-AM-FM Vancouver, WA-Portland, OR; WEMP(AM)-WMYX(FM) Milwaukee. WEAR-TV Pensacola, FL, and KIVV-TV Lead, KDLT(TV) Mitchell, KEVN-TV Rapid City, all South Dakota. Buyer is headed by Gene Rochelle and Carri A. Bell, and is licensee of KETA(TV) Oklahoma City, KOED-TV Tulsa, KOET(TV) Eufaula and KWET(TV) Cheyenne, all Oklahoma. Filed May 9.

■ **WWCS(AM)** Canonsburg (Pittsburgh), PA (BAL910506EC; 540 khz; 7.5 kw-D, 500 w-N)—Seeks assignment of license from Waro Broadcasting Inc. to WKYN Inc. for \$750,000 ("Changing Hands," May 13). Seller is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warsaw. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Warsaw is partner with wife Miriam and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, NC. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, NY; WNDZ(AM) Portage, IN, and WVVX(FM) Highland Park (Chicago), IL; WCBW(FM) Columbia, IL (St. Louis), and KPCC(AM) Pasadena, Calif. Buyer is headed by Robert M. Stevens and also owns WKYN(FM) St. Marys, PA. Filed May 6.

■ **WBLQ(FM)** Block Island, RI (BTCH910502HS; 99.3 mhz; 4.6 kw; ant. 300 ft.)—Seeks transfer of control within licensee WCRN Inc. for \$398,057. Sellers are Ann Allen and Kermit S. Allen, husband and wife, and have no other broadcast interests. Buyer is Richard H. Bolt and has no other broadcast interests. Filed May 2.

■ **WQZQ(FM)** Dickson, TN (BTCH910509HV; 102.5 mhz; 50 kw; ant. 500 ft.)—Seeks transfer of control from licensee American Communications Inc. to C. Stan Hawkins for \$10 and assumption of debt. Transferees are Stephen H. Coltrin, D. Todd Christoferson, Ivan R. Waldorf and Albert Choules Jr., and have no other broadcast interests. Transferee, Hawkins, has filed simultaneous application for assignment of license of station (see below). Filed May 9.

■ **WQZQ(FM)** Dickson, TN (BAPLH910509HU; 102.5 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from American Communications Inc. to Montgomery Broadcasting Co. for \$1.638 million; sale is contingent upon grant of transfer of control of station (see WQWQ(FM) above). Seller is headed by C. Stan Hawkins and has no other broadcast interests. Buyer is headed by Bayard H. Walters, president and 100% stockholder of Lenk Broadcasting Co. Inc., licensee of WCTZ(AM) Clarksville, WAL(AM)-WYQC(FM) Shelbyville, both Tennessee; The Cromwell Group Inc. of Illinois, licensee of WMCI(FM) Mattoon and WSHY(AM)-WELT(FM) Shelbyville, both Illinois; Petaz Communications Inc., licensee of WVLE(AM)-

WGLO(FM) Pekin, IL, and Hancock Communications Inc., licensee of WKCM(AM) Hawesville, KY, and permittee of WKCM(FM) Cannelton, IN. Filed May 9.

■ **KRYL(FM)** Gatesville, TX (BALH910515GG; 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Gatesville Broadcasting Co. to LDR Broadcasting Ltd. for \$125,000. Seller is headed by Gaylon W. Christie, who is 50% general partner of Cove Broadcasting Co., licensee of KOOV(FM) Coppas Cove, TX. Buyer is headed by L. Max Rudolph (75%) and Roger G. Fant (25%), and has no other broadcast interests. Filed May 15.

■ **WVGN(FM)** Charlotte Amalie, VI (BALH910508HL; 105.3 mhz; 50 kw; ant. 1,532 ft.)—Seeks assignment of license from Erik B. Henriksen, bankruptcy trustee, to St. Croix Wireliss Co. Ltd. for \$160,000. Seller, Henriksen, is trustee to Sandy Isle Broadcasting, which was headed by former group owner Ian Wheeler. Buyer is headed by John T. Galanses, and is permittee of WAVI(FM) Christiansted, St. Croix, VI. Filed May 8.

Actions

■ **KSMT(FM)** Breckenridge, CO (BALH910117HZ; 102.3 mhz; 3 kw; ant. -230 ft.)—Granted assignment of license from Summit Broadcasting Inc. to Gardiner Broadcasting Corp. for \$750,000. Seller is headed by Ron Fowler and has no other broadcast interests. Buyer is headed by Clifton H. Gardiner (75%), Rex R. Miller (15%) and Patrick J. O'Keefe (10%), and has application pending for KKMx-AM-FM Hayden, CO (see "Changing Hands," Feb. 4). Action May 15.

■ **KFLJ(AM)** Walsenburg, CO (BAL891201EA; 1380 khz; 1 kw-D)—Dismissed app. of assignment of license from Floyd Jeter to Jupiter Communications Corp. for \$10,000. Seller has no other broadcast interests. Buyer is headed by Diane Burns has no other broadcast interests. Action May 16.

■ **WBKL(FM)** Callaway, FL (BTCH910320HG; 103.5 mhz; 100 kw; ant. 475 ft.)—Granted transfer of control from Martin Family Trust (Catherine S. Williams, trustee) to Catherine S. Williams, Marc S. Williams, William Eaton and Tracy Eaton; transfer will distribute shares of trust to beneficiaries for purpose of retaining corporation's legal status. Transferees Catherine Williams (33.3%), Tracy Eaton (33.3%) and William Eaton (33.3%) are siblings, and have no other broadcast interests. Action May 9.

■ **WHUT(AM)-WLHN(FM)** Anderson, IN (AM: BAL910306GH; 1470 khz; 1 kw-D, 25 w-N; FM: BALH910306GI; 97.9 mhz; 50 kw; ant. 489 ft.)—Granted assignment of license from Jeffrey Peek, receiver, to Anderson Radio for \$1.5 million. Seller has no other broadcast interests. Buyer is headed by Gary Todd, Jon Mark Lamey and Experience Communications Inc., and has no other broadcast interests. Action April 30.

■ **KXDJ(FM)** North Fort Riley, KS (BAPH910128GL; 102.5 mhz; 50 kw; ant. 150 ft.)—Granted assignment of CP from Anita Kay Cochran to Lesso Inc.; purchase agreement to be filed as amendment. Seller is headed by Anita Cochran, and has no other broadcast interests. Buyer is headed by Larry Steckline (100%), and owns KXXX(AM)-KQLS(FM) Colby, KYUU(AM)-KSLs(FM) Liberal and KWLS(AM)-KGLS(FM) Pratt, all Kansas, and KXLS(FM) Enid, OK. Steckline's son Greg Steckline owns 100% of Communications Group Inc., licensee of KEGS(FM) Emporia, KS, and is permittee of new FM at Augusta, KS. Action May 9.

■ **KARL(FM)** Tracy, MN (BTCH910226HE; 105.1 mhz; 3 kw; ant. 325 ft.)—Granted transfer of control from Karon Lundeen to Brad and Joyce Strootman, husband and wife, for \$1. Licensee, Plum Creek Broadcasting Co., is headed by Brad Strootman. Transferor has no other broadcast interests. Transferees Brad and Joyce Strootman (each 50%), have no other broadcast interests. Action May 9.

■ **KPQD(TV)** Billings, MT (BAPCT891113KG; ch. 6; 100 kw-V; 10 kw-A; ant. 479 ft.)—Granted assignment of CP from BHC Associates Ltd. to Big Horn Communications Inc. for \$200,000. Seller owned by Tom Curtis and estate of Dan Coon. Buyer is headed by Thomas Hendrickson and is licensee of KOUS-TV Hardin, KCTZ(TV) Bozeman, KYUS-TV Mile City

and KMMZ(AM)-KZMQ(FM) Greybull, all Montana. Action May 3.

■ **KMMK(FM)** Las Vegas (BALH910321HE; 103.5 mhz; 100 kw; ant. 353 ft.)—Granted assignment of license from Internart Broadcasting of Las Vegas Inc. to George Tobin for \$2 million. Seller is headed by James E. Martin, and has no other broadcast interests. Buyer has no other broadcast interests. Action May 10.

■ **WSCG(FM)** Corinth, NY (BALH910327HJ; 93.5 mhz; 3 kw; ant. 422 ft.)—Granted assignment of license from Hastings Broadcasting Corp to Target Market Radio Inc. for \$475,000. Seller is headed by Gordon H. Hastings and owns WDOS(AM)-WSRK(FM) Oneonta, N.Y. Buyer is headed by Edward M. Bartholomew Jr., and has no other broadcast interests. Action May 17.

■ **WKFD(AM)** Wickford, RI (BAL901017EA; 1370 khz; 500 w-D, 160 w-N)—Dismissed app. of assignment of license from Wickford Wireless Inc. to Nancy Boyd for \$157,000. Seller is headed by Benjamin B. McGowan and Jeannemarie Volk McGowan, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Action May 14.

■ **WLLX(FM)** Minor Hill, TN (BALH910326HM; 92.1 mhz; 1.2 kw; ant. 460 ft.)—Granted assignment of license from Prospect Communications to Bill Moore for \$199,584. Seller is headed by Roger Wright, and has interest in WLLX(AM) Lawrenceburg, TN. Buyer is headed by Bill Moore, and has no other broadcast interests. Action May 13.

■ **WVFA(FM)** Hartford, VT (BAPH910315HF; 104.3 mhz; 2 kw; ant. 120 ft.)—Granted assignment of CP from Higher Ground Broadcasting to Harvest Broadcasting Inc. for \$100,000. Seller is headed by William A. Wittik and has no other broadcast interests. Buyer is headed by Arthur McEwing (37%) and Alexander D. McEwing (51%), father and son. Harvest Broadcasting Inc., D/B/A Family Broadcasting Inc., is licensee of WLGy(FM) Waterbury, VT, and is permittee of LPTV W39AS Burlington, VT. Action May 9.

■ **WVGO(FM)** Richmond, VA (BALH910327HQ; 106.5 mhz; 7.6 kw; ant. 1,233 ft.)—Granted assignment of license from Daytona Group of Virginia Inc. to Benchmark Radio Acquisition for \$4 million ("Changing Hands" March 25). Seller is headed by Norman S. Drubner, who owns KZRQ(AM)-KIVA-FM Albuquerque/Santa Fe, NM; KZRC(AM)-KXYQ(FM) Salem (Portland), OR, and KGRX(FM) Globe (Phoenix), AZ. Buyer is headed by Joe Mathias and Phillip Rainwater, who also own WDOV(AM)-WDSO(FM) Dover, DE, cable systems in Virginia and California and recently purchased WUSQ-AM-FM Winchester, VA ("Changing Hands" March 4). Action May 17.

NEW STATIONS

Actions

■ **Lagrange, IN** (BPH880707MI)—Granted app. of Lagrange County Broadcasting Co. for 105.5 mhz; 3 kw H&V; ant. 100 m. Address: 1322 Homewood Lane, Annapolis, MD 21401. Principal is headed by Dennis J. Kelly and Carol A. Kelly and has no other broadcast interests. Action May 10.

■ **Petersburg, NJ** (BPH900118MO)—Granted app. of Absecon Island Associates for 102.7 mhz; 3.3 kw H&V; ant. 90 m. Address: 11 N. Durby Ave., Ventnor, NJ 08406. Principal is headed by Steven D. Knight and J. Donald Powers. Powers owns 49% of WMKX(FM) Brookville, PA; 100% of KJDE(FM) Sandpoint, ID, and WREY(AM) Millville and WIBG(AM) Ocean City, both New Jersey. Action May 10.

■ **Petersburg, NJ** (BPH900118MI)—Dismissed app. of Andrew Morris for 102.7 mhz; 3.1 kw; ant. 95 m. Address: 101 W. 12th St. Apt. 17M New York, NY 10011. Principal has no other broadcast interests. Action May 12.

■ **Petersburg, NJ** (BPH900118MQ)—Dismissed app. of Jersey Shore Broadcasting Corp. for 102.7 mhz; 3.4 kw H&V; ant. 85 m. Address: P.O. Box 100, Manahawkin, NJ 08050. Principal is headed by Joseph J.

Knox Jr. and Joseph J. Knox Sr., and is licensee of WJRZ(FM) Manahawkin, NJ. Action May 10.

■ **Allentown, PA** (BPED900905ML)—Returned app. of Beacon Broadcasting Corp. for 89.3 mhz: .150 kw; ant. 245 m. Address: 401 N. 17th St. Suite 205, Allentown, PA 18104. Principal is headed by John P. Hentosh, and has no other broadcast interests. Action May 10.

FACILITIES CHANGES

Applications

AM

■ **Springfield, MA** WHYN(AM) 560 khz—May 14 application for CP to correct coordinates to 42 11 37N 72 41 02W.

FM's

■ **Modesto, CA** KJSN(FM) 102.3 mhz—May 9 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Oxnard, CA** (no call letters) 102.1 mhz—May 10 application for mod. of CP (BPH880505NB) to change ERP: 5.8 kw H&V.

■ **Wray, CO** KATR-FM 98.3 mhz—May 2 application for CP to change ERP: 50 kw H&V; ant.: 83 m.; class: C2.

■ **Venice, FL** WCTQ(FM) 92.1 mhz—April 19 application for mod. of license (BLH890525KC) for CP to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Watertown, FL** WQLC(FM) 102.1 mhz—May 13 application for CP to change ERP: 9 m.; TL: 1.4 km E of Wellborn, FL along S.R. 250; change to class C3 (per docket #90-306).

■ **Folkston, GA** WOKF(FM) 92.3 mhz—May 7 application for mod. of CP (BPH9008061D) to change ERP: 6 kw H&V.

■ **Lahaina, HI** KPOA(FM) 93.5 mhz—May 13 application for CP to change class to C3; ERP: 0.346 kw; ant.: 738 m. H&V; TL: atop Waiakeakua; 6 km SE of Lanai City, HI (per docket #89-160).

■ **Barbourville, KY** WYWF-FM 93.5 mhz—May 13 application for CP to change ERP: 25 kw H&V (per docket #90-568).

■ **Monticello, KY** WKYM(FM) 101.7 mhz—May 10 application for CP to change ERP: 1.75 kw H&V; ant.: 188 m.; change antenna supporting-structure height.

■ **Brusly, LA** KIEZ(FM) 96.3 mhz—April 30 application for CP to change ERP: 43 kw H&V; ant.: 137 m.; TL: .24 km S of the intersection of French Town Rd. and Planchet Rd., Baton Rouge, LA; change to channel 241C2 (per docket #87-121).

■ **Salisbury, NC** WNDN-FM 102.5 mhz—May 10 application for CP to change freq: 87.9 mhz; ERP: .01 kw H&V; change TL: 2613 Craig Ave., Concord, NC 28027, change main studio location; other: Amend to channel where station can operate per 73.509 of rules, change channel to 200D (per docket #20735).

■ **Nyssa, OR** KGZH(FM) 98.7 mhz—May 6 application for mod. of CP (BPH890324MH new station) to change ERP: 100 kw H&V; ant.: 108 m.; TL: approximately 1 mi of French John Hill and .5 mi W of Rte. 95 near Hot Springs, ID; class: C1 (per docket #90-304).

■ **Georgetown, SC** WTUB(FM) 93.7 mhz—April 30 application for CP to change ERP: 6 kw H&V.

■ **Marion, SC** WKSJ(FM) 100.5 mhz—May 13 application for CP to change class to C3; ERP: 11.2 kw H&V; ant.: 148 m.; TL: 1.2 mi SW of the intersection of interstate 95 & State Hwy. 38, 1.7 mi S of Oak Grove, SC (per docket #90-33).

■ **Sioux Falls, SD** (no call letters) 101.9 mhz—May 10 application for mod. of CP (BPH870311MK) to change ant.: 177 m.; change TL: approximately 4.2 km SE of Colton, SD; change antenna supporting height.

■ **Dickson, TN** WQZQ(FM) 102.3 mhz—May 13 application for mod. of CP (BPH8710301C) to change

ERP: 41 kw H&V; change ant.: 152 m.

■ **Taylor, TX** KRGT(FM) 92.1 mhz—May 3 application for CP to change ERP: 3 kw H&V; ant.: 72.6 m.

■ **St. Thomas, VI** WIUJ(FM) 88.9 mhz—May 6 application for CP to change freq: 102.9 mhz.

■ **Lebanon, VA** (no call letters) 107.3 mhz—May 14 application for mod. of CP (BPH861001TC) to change ERP: 0.53 kw H&V; change ant.: 236 m.; TL: 300 m W of State Rte. 673, approximately 3.7 km E of Dickensonville, VA.

Actions

AM's

■ **Ozark, AL** WFSF(AM) 1200 khz—May 16 application (BP910201AD) granted for CP to change TL: to intersection of County Dirt Rd. and County Hwy. 61 in SW 1/4 of the NW 1/4 of section 24, township 5 N, range 25 E, Dalect. 3.5 km SE of Brown's Crossroads, AL 31 23 46N 85 30 01W; and make changes in antenna system.

■ **Jacksonville Beach, FL** WXTL(AM) 1010 khz—

May 16 application (BMP890829AE) granted for mod. of CP (BP850122AD) to change city of license to Baldwin, FL; reduce power to 10 kw; change TL: to .8 km W of SR119 and W. Beaver St. intersection, 5.8 km E of Baldwin, FL and make changes in antenna system.

■ **Walla Walla, WA** KTEL(AM) 1490 khz—May 14 application (BP901002AE) granted for CP to change TL: to S 3rd Ave., .15 km N of Whitney Rd., Walla Walla, WA 46 20 33N 118 20 20W.

FM's

■ **Springdale, AR** KCIZ(FM) 104.9 mhz—May 15 application (BPH9007131E) granted for CP to change ERP: 2.75 kw H&V.

■ **Anderson, CA** KEWB(FM) 94.3 mhz—May 14 application (BMPH9101071C) granted for mod. of CP (BPH8803081G) to change ERP: 4.2 kw H&V; ant.: 477 m.; TL: S Fork Mtn., 13 km NW of Redding, CA.

■ **Gonzales, CA** KPUP(FM) 104.3 mhz—May 16 application (BPH9003131E) granted for CP to change

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
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. ¹ Construction permit ² Instructional TV fixed service ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research

ERP: 6 kw H&V.

■ **Paradise, CA** KCHH(FM) 92.7 mhz—May 14 application (BMPH9101141B) granted for mod. of CP (BPH9003051D) to change to non-directional antenna

■ **Avon, CO** KZYR(FM) 103.1 mhz—May 14 application (BPH8906301C) dismissed for CP to change ERP: 26 kw H&V; class: C2; TL: Upper Dowd electronic site 6.4 km E of Avon (per docket #88-253).

■ **Glasgow, KY** WWQ(FM) 105.5 mhz—May 13 application (BPH9102261B) dismissed for CP to change channel 288A to channel 287C3 (per docket #90-210).

■ **Heidelberg, MS** WEEZ(FM) 99.3 mhz—May 10 application (BPH910041B) granted for CP to change ERP: 50 kw H&V; change ant.: 150 m.; TL: 1 mi N of the Jones and Jasper County line and .7 mi E of the Smith & Jasper County line. 5.2 mi NW of Soso, MS; class: C2 (per docket #89-4711).

■ **Missoula, MT** KZOQ(FM) 100.1 mhz—May 20 application (BPH9103251C) returned for mod. of CP (BPH9006261B) to change ERP: .48 kw H&V; ant.: 681.9 m.; TL: atop of Mt. Dean Stone. 8 km S SW of Missoula, MT

■ **Yellow Springs, OH** WYSO(FM) 91.3 mhz—May 15 application (BPE910116MW) returned for CP to change ERP: 50 D.A. max (H&V); ant.: 148 m.; TL: 3.5 km at 144.6 degrees to Moraine, approximately .8 km due W of W Carrollton Rd.. OH; change to class B.

■ **Everett, PA** WSKE-FM 104.3 mhz—May 13 application (BMLH900803KB) granted for mod. of license to increase ERP: .68 kw H&V (pursuant to docket #88-375).

■ **Trenton, TN** WL0T(FM) 97.7 mhz—May 14 application (BPH9101111C) granted for CP to change freq: 97.5 mhz; change ERP: 25 kw H&V; ant.: 100 m.; TL: Keely Mill Rd.. .52 km NNE of intersection with Taylor Rd.. 5.7 km ENE of Dyer. TN; class: C3. (per docket #89-446).

■ **Crystal City, TX** KHER(FM) 94.3 mhz—May 17 application (BPH9104051E) returned for CP to change ERP: 3 kw H only.

■ **Roosevelt, UT** KBWL(FM) 98.5 mhz—May 17 application (BPH9104101C) returned for CP to change ERP: 3.19 kw H&V; change ant.: 515 m.; TL: 16 km N310 degree E of Vernal, UT.

TV

■ **Block Island, RI** WOST-TV ch. 69—April 12 application (BMPCT890131KH) granted for mod. of CP to change ERP: 17.7 kw (vis); ant.: 38 m; antenna: Bogner B16UO; TL: on Block Island. 1.9 km. E of Beacon Hill. RI 41 10 30N 71 34 10W.

ACTIONS

■ **Montecito, CA** Granted application of James Evans for new FM on channel 225A and denied competing applications of Shawn Phalen, Ellwood Beach Broadcasting Ltd., and Spirit Broadcasting. (MM docket 87-426 by Supplemental Initial Decision [FCC 91D-26] issued May 13 by ALJ Walter C. Miller.)

■ **Roswell, GA** Granted application of Ivan M. Miles for new FM on channel 298A at Roswell; denied seven competing applications. (MM docket 89-337, by ID [FCC 91D-24] issued May 9 by ALJ Richard L. Sippel.)

■ **Eden Prairie, MN** Denied N. Walter Goins review

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of Review Board decision affirming ALJ dismissal of Goins' application for new FM on channel 289A for failure to demonstrate financial qualifications. (MM docket 89-387 (Report C-1878, May 20 by Order [FCC 91-162].)

■ **Jackson, MS** Ordered David R. Price to show cause why his license for WOKJ(AM) should not be revoked, and issued Price notice of apparent liability for forfeiture of up to \$250,000 for violating Commission's rules by failing to light station's towers, failing to respond to Commission directives and discontinuing operation without authorization. (MM docket 91-136 by Order to Show Cause and Notice of Forfeiture [FCC 91-138] adopted April 23 by Commission.)

■ **Crestwood, MO** Fined KSHE(FM) \$25,000 for broadcasting false emergency alert. (By Letter [FCC 91-109] adopted April 24.)

■ **Bedford, NH** Upheld Review Board's grant of application of Donna MacNeil for new FM station on channel 243A at Bedford and denial of three competing applications. (MM docket 88-3, by MO&O [FCC 91-127] adopted April 15 by Commission.)

■ **Reno, NV** Granted Sarkes Tarzian, Inc., licensee of KTVN(TV) channel 2 (CBS) waiver of its short-spacing rules, subject to conditions. grant was made over objections of KTVU, Inc., licensee of KTVU(TV), channel 2 (independent) Oakland, CA. and Association of Maximum Service Telecasters, Inc. (By MO&O [FCC 91-137] adopted April 23 by Commission.)

■ **Poughkeepsie, NY** Upheld Review Board grant of application of Wicrae Equities Limited for new FM on channel 241A; upheld denial of competing applications. (MM docket 88-279, by MO&O [FCC 91-139] adopted April 24 by Commission.)

■ **Syracuse, NY** Affirmed Review Board decision which upheld dismissal of Huston Telecom Inc.'s application for new FM on channel 290A. (MM docket 89-311, Report DC-1863, May 3 by Order [FCC 91-148].)

■ **Northumberland, PA** Upheld conclusions of ALJ granting application of William Phillip Zurick for new FM, and denying competing application of Rebecca L. Boedker. (MM docket 88-304, Report DC-1860, April 26 by MO&O [FCC 91-143].)

■ **Hartsville, SC** Granted application of Hartsville Broadcasting Co. Inc. for new FM on channel 253A; denied competing application of Sunshine Broadcasting, Inc. (MM docket 90-43 by ID [FCC 91D-25] issued May 8 by ALJ Joseph Chachkin.)

■ **Johnson City, TN** Notified Mountain Signals Inc., licensee of WETB(AM) that it is apparently liable for forfeiture of \$10,000 for unauthorized transfer of control. (By Letter [DA 91-593] adopted May 14 by Chief, Mass Media Bureau.)

■ **Nolanville, TX** Granted application of Capricorn Broadcasting Company Inc. for new FM on channel 297A, and denied competing applications of Oliver Kelley and Mary Ann Kelley, Joint Tenants with Right of Survivorship, Val-Jo Communications Inc., and Martha Jean Sullivan. (MM docket 88-401 by Initial Decision [FCC 91D-22] issued April 29 by ALJ Joseph P. Gonzalez.)

■ **San Antonio, TX** Upheld staff action granting consent to transfer of control of Nueva Vista Productions, Inc., permittee of KVDA(TV) from David A. Davila, Nicasio O. Flores and Maria Norma Flores to Tele-mundo Group Inc. (By MO&O [FCC 91-161] adopted May 13 by Commission.)

■ **Charlottesville, VA** Denied application of Communications Audio Video Corp. for review of Review Board decision affirming earlier ID that granted application of Spectrum Broadcasting Corp. for new FM on channel 298A and disqualified CAVC for being financially unqualified. (MM docket 88-440, by Order [FCC 91-142] adopted April 25.)

ALLOCATIONS

■ **Union City, TN** Effective May 9 allotted channel 289A; filing window: July 9-August 8. (MM Docket 90-128, by R&O [DA 91-610] adopted May 9 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau)

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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.

The University of Florida, purchasing division, Gainesville, Florida 32611, announces that competitive sealed proposals will be received and opened by the division of purchasing, Weil Hall, Room 545 for the following: 92N-11: Radio station sales manager. Preproposal Meeting: June 20, 1991. Proposal Opening: July 12, 1991. Information and/or proposal packages may be obtained by calling: Mr. Joseph L. Pandur, Associate Director, Purchasing, Weil Hall, Room 545, University of Florida, Gainesville, FL, 32611, 904-392-1331 EOE.

GM needed for dominant small market AM with FM cp, west Texas. Great buy-in opportunity for an experienced, hard worker who enjoys life in a small, friendly community. EOE. Send resume to Box D-1.

GSM immediate and extraordinary opening. Wilmington Delaware's billing and ratings leader is looking for a highly motivated, creative, community oriented person to train and lead our staff. Proven track record in sales and management required. Excellent compensation and benefit package. Send resume and salary history to Personnel, WJBR FM/WJBR AM, PO Box 7230, Wilmington, DE 19803. EOE.

Sales manager: Live along the coast in beautiful Ventura County. Fast growing AC station is looking for experienced local sales manager to guide great staff. Be part of our California-based communications group, in one of the hottest growth markets in the nation. Resume to Tim Curtin, KKUR 105.5FM, 1691 Spinnaker Drive, #206, Ventura, CA 93001. EOE.

Sales manager: AM/FM Richmond-Lexington, Missouri. \$30K plus. New facilities. Excellent staff. Shellby Hendee, KMRN, Cameron, MO 816-632-6661. EOE.

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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.

Top performer wanted: Sunbelt, southwestern college town, fantastic four-season lifestyle in the sun. Dominant, class C FM Adult Contemporary leader has an immediate opening for a very, very good small/medium market radio account executive. If you're a hard-working, proven top performer and are ready to relocate to our beautiful college town to earn more and learn more, reply in confidence today to Box L-43. Immediate reply to all inquiries. Equal opportunity employer.

Very lucrative compensation plan for a proven salesperson. If you know small market radio sales you will find this position most rewarding. Advancement plus potential equity position. Immediate opening. Contact Steve Kenny, KSEK/KYPG Radio, 316-232-1340, PO Box 0, Pittsburg, KS 66762. EOE.

WLWI is accepting applications for future openings in the sales department. Send resumes to: WLWI, Attn: Rick Brown, PO Box 4999, Montgomery, AL 36195. Minorities are encouraged to apply. EOE.

Account executive: If you're in a small market ready to move up we would like to talk to you. EZ-104, Milwaukee has evolved from beautiful music to soft A/C. This has created exciting opportunities for our sales people and the need to expand our staff. We think it's counter productive to hire from within our market. We're looking to bring in two bright, enthusiastic and aggressive sales reps. Prove what you're worth, we'll pay it. Multi-media Inc. is the parent company of WEZW. Great opportunities and opportunity for growth. Send resume and cover letter telling us a little about yourself to Brian Baumann at WEZW, 735 W. Wisconsin Ave., Milwaukee, WI 53233. WEZW is an equal opportunity employer.

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Our morning man has been hired away by KUSC. Can you fill his shoes? 105,000-watt all-Classical WNED-FM seeks experienced professional. Must demonstrate engaging on-air style, facility with languages and thorough knowledge of classical music and the concert world. Stimulating arts environment in seventh largest North American market (Buffalo-Toronto). Competitive salary, excellent benefits, including 100% company-paid medical, dental, life insurance. Air-check and resume (with references specified) to: Peter Goldsmith, WNED-FM, 23 North Street, Buffalo, NY 14202. WNED-FM is an equal opportunity employer.

HELP WANTED TECHNICAL

Fully qualified engineer to split duties between two small northern California markets. Starting salary: \$25,000. Contact: Rod Chambers 916-257-2121. Equal opportunity employer.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Immediate opening for mornings/PD at Classic Rock combo. #1 in market. Creativity, good management skills a must. T/R with reference WMDM Radio, PO Box 600, Lexington Park, MD 20653. EOE, 301-475-8383.

Greater Media's WCTC in NJ seeks PD for successful news/talk/FS. Great opportunity in a great company. Send resume to Rich White, Box 100, New Brunswick, NJ 08903. EOE.

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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.

GM/GSM seeking AM/FM combo. 20 year pro, owner, GM/GSM, engineer, talk-show host, network VP. Len Gibson 407-369-8583.

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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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Energetic, dynamic, experienced grad of Syracuse University's Newhouse School of Communications with great voice & style looking for announcing/VO/DJ position. East coast preferred, but very willing to travel. Contact: Corey S. Klein, 843 Sumner Ave., Syracuse, NY 13210. 315-476-3166.

Broadcaster with 20 years experience wants to relocate. News is my main thing. Good voice, creative, reliable. Available from September. Please phone John Shepard if you want details and a tape. Tel. 504-882-3301.

Major market talk show host wants back in business. Dropped out to teach public school this year. Help. 314-325-4465.

SITUATIONS WANTED TECHNICAL

Maintenance engineer with 20 years experience in directional AM/FM and TV. Top 20 market. Will do operation or maintenance. Available for vacation relief. Mike. 407-862-7346.

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SITUATIONS WANTED NEWS

Ten years experience in news, talk show, and college BBP. 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. BBP all sports. Will re-locate. 404-229-4330 Steve.

Washington-experienced talk host. No shock jock but authoritative, affable, entertaining. Very knowledgeable generalist with outstanding phone and interview skills. Reply Box D-2.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

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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.

WCPX-TV, Orlando, is seeking a results oriented individual to fill local sales manager position. Managerial experience preferred. Send resumes to Box D-3. No calls please. EOE.

Controller/chief financial officer: WOKR-TV, the ABC affiliate in Rochester, NY, is seeking a self-motivated achiever with strong accounting, data processing and managerial skills. Candidate should have Big 6 public accounting background and a minimum of 2 years broadcast accounting experience. Position responsible for station accounting functions, budgeting and financial reporting. Position may lead to expanded responsibilities beyond WOKR-TV for the right candidate. Send resume to: Larry Haugen, Gillett Group Management, 555 17th Street, Suite 3300, Denver, CO 80202. EOE.

University of Missouri: Assistant news director/managing editor to supervise daily news operations at KOMU-TV, the University of Missouri's NBC affiliate. Must have the passion and patience to coach student journalists and the creativity and leadership to maintain our number one ratings. Must have strong commitment to covering diversity in the community and valuing it in the newsroom. Faculty position that also involves classroom teaching and advising. Masters degree required. Minorities encouraged to apply. Send resume, statement of news philosophy and references to: Karen Frankola, School of Journalism, University of Missouri, PO Box 838, Columbia, MO 65205. Application deadline June 10, 1991. EOE.

National sales manager: Candidate must have television sales experience (television sales management experience preferred). Must be self-motivated, aggressive and goal oriented, and possess excellent communicative skills. Candidate must understand inventory control, pricing, sales marketing and research, and be adept at analyzing economic conditions. Position is based in the Phoenix market. Send resumes to Mike Durand, General Sales Manager, KUTP-TV, 4630 S. 33rd Street, Phoenix, AZ 85040. No phone calls please. KUTP is an equal opportunity employer.

WJLA seeks traffic manager with 5 yrs TV traffic experience. Prefer JDS/IBM Sys36 experience. No phone calls. Send resume to: WJLA-TV 3007 Tilden Street, NW Washington, DC 20008 Attn: Human Resources. EOE M/F/V/H.

KIXE-TV in Redding, California, seeks applicants for general manager for a public television station with excellent studio equipment and facilities. Ideal applicant should have five years experience in top level management position, preferably at a public television station, but not mandatory. Candidates should have a strong background in community fundraising, administrative leadership, fiscal planning and personnel management. College degree required, with advanced degree preferred. Position available in early 1992. Applicants should send a cover letter and complete resume, three references, current salary and desired salary to: Sandy Boyd, Search Committee Chairman, 5 Walnut Circle, Chico, CA 95926. Phone: 916-891-5760 before June 30, 1991. EOE.

SC Coast NBC affiliate seeks marketing director. Individual with exceptional skills in developing long-range marketing and advertising plans in a highly-competitive television market. Experience to include writing and producing promotional campaigns with ability to supervise community and public service efforts. Hands-on ability to edit and produce required. As member of management team, demonstrated leadership skills necessary. Tapes and resumes to Steve Brock, General Manager, WCIV-TV, PO Box 22165, Charleston, SC 29413. EOE M/F.

HELP WANTED SALES

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. EOE.

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.

WBRC-TV in Birmingham is seeking an energetic, creative salesperson with exceptional service skills and the ability to develop new business. Three years television sales experience and basic computer skills helpful. A commitment to excellence a must. Respond in confidence to LSM, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE.

Salesperson-TV with food or kitchenware industry contacts to sell time on popular TV cooking series. 718-852-5190. EOE.

HELP WANTED TECHNICAL

TV radio engineer, installs, maintains video & audio equipment. Must have experience with Sony 3/4" machines. SBE certified preferred. Send resumes to Duane Millsap, KTVB-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Chief engineer: KLSB-TV Nacogdoches, TX is seeking a hands on self starter with strong maintenance background. Supervisory and organizational skills will be required for this start up UHF facility. Must have minimum 5 years as C.E. or A.C.E. and FCC or SBE certification. Send resume and salary requirements to KETK-TV, 5656 N. Jackson St. Jacksonville, TX 75766. Attention: Chief Engineer. EOE.

TV broadcast maintenance technician. VTR experience essential. General broadcast background desirable. Good benefits and working conditions. Send resume to: Jim Bowen, KVAL-TV, PO Box 1313, Eugene, OR 97440 EOE.

Veteran broadcasters with 7+ years experience wanted by KTLA, the leading independent station in Los Angeles. If your specialty is digital videotape maintenance or electronic editing (CMX, GVG, 151, etc.) or technical directing (GVG 300 + Kscope) or all-around ACE operator capable of floating among videotape, audio, camera and computer system positions, we have immediate openings. Expedite your resume via fax 213-460-5527 or send to Human Resources, KTLA, 5800 Sunset Blvd., Los Angeles, CA 90028. EOE.

Engineering manager for expanding Pittsburgh International Teleport. Must have solid hands on 8-10 years minimum experience in satellite communications including design, microwave, tape playback, TOC and transmitter maintenance with knowledge of FCC rules. Send resume with salary requirements to: General Manager, Pittsburgh Int'l Teleport, PO Box 14070, Pittsburgh, PA 15239. M/F EOE.

HELP WANTED NEWS

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.

Fox TV in Ft. Myers is looking for an experienced investigative reporter for our award winning "Trouble-shooter" 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.

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. 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.

WCPX-TV, Orlando, is seeking a news director. B.A. in Journalism and minimum of two years experience as news director. Must be people oriented with strong communication skills and a team player. Send resume to Box D-4. No calls please. EOE.

We're looking for a weekend or noon anchor with the skills, polish and maturity to fill in on the week-day 6 and 11 as needed. Strong reporting and liveness skills required. Strong writing a must. This is a key position in a growing, aggressive newsroom. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #0601BR9101. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

News director: Dynamic news professional needed to design and implement top 30 market Fox affiliate newscast. High energy level, imagination and innovation a must for this non-traditional news approach program. Creative marketing concepts, hands-on management, in addition to a minimum of 3 years of journalistic supervisory background required. Please forward news philosophy and resume to: WXIN-TV, PO Box 59, Indianapolis, IN 46206, Attn: Program Manager. EOE.

We're three fourths of the way toward the best anchor team in the market...we need that rare individual who can combine weather skills with personality. We're not looking for either a weather druid or a clown...but a polished performer who can communicate weather to real people. Our timetable is tight, so send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #0601BR9102. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F

Needed: Washington reporter: Washington based television news organization is looking for a rising star. We want a reporter seasoned in packaging news and doing live shots on a moment's notice. We're looking for creativity in the approach and style or reporting in the nation's capital. We want someone who will fight to be on the air everyday, and who isn't bothered by working long days and weekends. If our challenging job description fits your profile, send us your resume with salary requirements in confidence to: Box D-5. EOE.

Dominant station in an active weather market is seeking a dynamic, experienced meteorologist for #2 position on staff. Will work with Kavouris graphics, Doppler radar. Serious professionals send tape and resume to: Steve Pritchett, News Director, KVII-TV, One Broadcast Center, Amarillo TX 79101. EOE.

Weather anchor: Prestigious news operation seeks experienced, personable on-air meteorologist for national and international weathercasting. Must demonstrate strong behind-the-scenes production skills, including computer graphics generation. Send resume, plus salary requirements, to Box D-6. EOE.

Chief photographer: Assist news director in managing photography and editing staff. Establish and maintain photography and editing quality standards. EOE. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202.

Community oriented sports director: Individual will shoot, write, edit and anchor two shows a night. Priority is area high school, college, professional sports, outdoor recreation and participatory activities. Strong on air presence but solid content wins over cliched presentation. If you are fast, accurate, competitive; if hardwork and dedication are your watchwords; if "The Kids Come First" is your motto, then send a non-returnable tape to: Mr. Dave Etti, News Director, KAPP TV, 1610 S. 24th Avenue, Yakima, WA 98902-6199. Degree and one year experience preferred. Applications accepted through May 31, 1991. Must be one board by early June. EOE.

News: We need an 11 o'clock producer/news manager. Two years producing experience. Resumes & tapes to Mark Helinger, WPBF-TV 3970 RCA Blvd., Palm Beach Gardens, FL 33410. EOE.

North Carolina's news leader is looking for an aggressive, experienced general assignment reporter. Excellent writing skills and extensive live experience required. Investigative reporting background a plus. Minimum five years reporting experience, three of which must be in a large or medium-sized television market. College degree or equivalent experience required. Submit resume and non-returnable 3/4" or VHS tape to Capitol Broadcasting Company, 711 Hillsborough Street, Raleigh, NC 27605. EEO M/F.

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.

Director - production: Requires strong editing, shooting, lighting and digital effects skills. 2 years commercial or promotion production experience required and degree preferred. If you are ready to move to a clean-air environment, at a growing independent station in the 40th market, we would like to hear from you. (EOE M/F). Send resume to: Brian Hill, KOCB-TV Channel 34, Box 13034 Oklahoma City, OK 73113.

Television conceptual designer: New York, NY. Formulate design concepts, select locations/settings, direct/coordinate set design, construction, erection activities for television productions. Assign assistants/staff to complete design ideas, prepare sketches, illustrations, detailed drawings of sets. Direct/coordinate set construction, erection, decoration. Formulate design concepts for costumes, makeup, photographic effects, titles, related production items. 40 hrs. per wk. \$42,500.00 per yr. B.F.A. in conceptual planning of art or film & television production. 1 yrs. exp or 1 yr. exp. as teacher of conceptual design. Supervise 2 carpenters. Fluent Japanese. Letter/resume in dup. to CJ #103, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

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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.

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AM transmitters: Collins 820E/F, 10KW (1974), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BA5K, 5KW (1980), McMartin BA2.5K, 2.5KW (1981), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

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E.O.E

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Payable in advance. Check, money order or credit card (Visa or MasterCard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

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

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

FATES & FORTUNES

MEDIA

Steven Gigliotti, VP and station manager, KCBS-TV Los Angeles, named VP and general manager, succeeding **Robert Hyland**, resigned.



Gigliotti



Servodidio

Pat Servodidio, president, RKO General, New York, joins WKYC-TV Cleveland as vice president and general manager, succeeding **John Llewellyn**, who left station May 31. Since 1987, Servodidio has been president of RKO General, where he presided over divestiture of company, and served as president of RKO Television from 1982 through 1987. He joined RKO in 1966. His career has included posts as VP and general manager of WNAC-TV Boston and WOR-TV New York. Servodidio assumes his post June 10.

Donald K. Parsons, vice president and general manager, Telemundo-owned WNJU-TV Newark, N.J., has resigned. **Stuart Levin**, senior vice president and general manager of Telemundo's KVEA-TV Los Angeles, succeeds him. **Augustine Martinez**, most recently vice president, business and station management, KVEA-TV, named vice president and general manager of station, succeeding Levin. Levin's and Martinez's appointments are effective June 3.

Norman C. (Rick) Reeves, general manager, WTAJ-TV Altoona, Pa., named VP of parent, Gateway Communications.

Jennifer Friedberg, VP, marketing and information systems, Tactics Inc., joins WNET-TV Newark, N.J. (New York), as director of membership.

Bill Ramsey, marketing director, KSSN(FM) Little Rock, Ark., joins WBYR(FM) Van Wert, Ohio (Fort Wayne, Ind.), as VP.

Dennis Andersen, program director, KOQL(FM) Oklahoma City, joins co-owned WYUU(FM) Safety Harbor, Fla., as operations manager.

Norman Lewis, president, Norman Lewis Advertising, joins WNCN(FM) New York as director of new business development.

SALES AND MARKETING

Jerrold Gottleib, executive VP, general manager, Hal Riney & Partners/New York, joins Backer Spielvogel Bates there as executive VP, with responsibility for BSB's Mars Confectionery business in U.S.

John Humphries, account executive, WSOC-TV Charlotte, N.C., named local sales manager.

Eric Simon, sales manager, WMGK(FM) Philadelphia, joins WKSZ(FM) Media, Pa. (Philadelphia), as general sales manager.

Leon Luxenberg, senior VP, Western media sales and administration, Warner Bros. Domestic Television Distribution, retires effective July 7. Luxenberg has held post since January 1989 merger of Warner Bros. and Lorimar Telepictures' syndication efforts, having joined Lorimar Telepictures in 1986 as vice president, Western media sales.



Luxenberg



Hawley

Tom Hawley, senior VP, sales, marketing and client services, Leigh Stowell & Co. marketing research company, Seattle, joins KIRO-TV there as director of marketing.

John Dowd, VP, sales, News Corp of America, Pittsburgh, joins KTUL-TV Tulsa, Okla., as general sales manager.

Paul Damp, supervisor, advertising sales traffic, Arts & Entertainment Net-

work, New York, named manager, advertising sales traffic. **Mitch Goldman**, advertising sales traffic manager, A&E, New York, named director, advertising sales traffic.

Harriet Jones, account executive, KISS-AM-FM San Antonio, joins KONO(AM)-KSRR(FM) there in same capacity. **Diane Velvek**, account executive, *San Antonio Light*, joins KONO-KSRR in same capacity.

Appointments at The Interep Radio Store: **Dee Fludine**, executive development consultant, D.C. & Associates, San Diego, named account executive, Schubert Radio Sales, Los Angeles; **Jill Hoppie**, account executive, WLTJ(FM) Detroit, joins HNWH Radio Sales there in same capacity, and **Mark Riordan**, manager, Republic Radio, named account executive, McGavren Guild Radio, St. Louis.

Andy Reeves, from Reeves Communications Marketing Group, joins WEMT(TV) Greenville, Tenn., as general sales manager.

Beth Bowen, account executive, WFMS(FM) Indianapolis, named to same capacity, WCXI(AM)-WWW(FM) Detroit. **Kelly Flynn**, account executive, WOOD(AM) Grand Rapids, Mich., joins WCXI-www in same capacity.

Mark J. Jollie, general sales manager, KBAK-TV Bakersfield, Calif., joins WLUK-TV Green Bay, Wis., as VP, marketing. **Christine Wertz**, account executive, WLUK-TV, named national marketing executive.

PROGRAMING

Robert T. Fleming, VP, finance and administration, Twentieth Television, Los Angeles, named senior VP, finance and administration. **Cheri F. Vincent**, director, accounting, Twentieth Television, Los Angeles, named VP, television distribution accounting.

Nancy Aries, account executive, Mediatech, joins Zodiac Entertainment, New York, as sales coordinator for such programs as *Widget* and *Mr. Bogus*.

David E. Gray, formerly from Jack Morton Productions, joins dick clark corporate productions inc., Burbank, Calif., as VP, Western region.

Donna Wolfe, development executive, Orion Television, joins VH-1, New York, as director of production and original programs.

King World Productions has appointed **Tony Kiernan**, most recently vice president and general manager of WLWT-TV Cincinnati, as director of corporate affairs for New York-based syndicator. In newly created position, Kiernan will be responsible for exploring new methods for "exploitation of television programming, including pursuit of appropriate commercial tie-ins and other market considerations."

Appointments at Lifetime Television, New York: **Andrea Modafferi**, affiliate relations coordinator, Eastern region, named sales executive, Eastern region, affiliate relations; **Cretha Carrell**, affiliate relations coordinator, Central region, Chicago, named sales executive, Central region, affiliate relations; **Holly Atkinson**, VP, programming and medical affairs, Lifetime Medical Television (LMT), named senior VP, programming and medical affairs, Lifetime Healthcare Communications; **Dan McKillen**, VP, national sales manager, LMT, named senior VP, sales, LMT, and **Valerie Schaefer**, director of production, named VP, production.

William Cavness, host, *Reading Aloud and Chamberworks*, WGBH(FM) Boston, retires.

André Macaluso, VP and general manager, Audio Plus Video International/International Post, Northvale, N.J., named group VP.

J. John Esteban, business manager, Devillier-Donagan Enterprises, Washington, named VP, finance and information systems.

Eleanor Lawrence, international sales manager, Amaya Distribution, Paris, joins TVNZ International, London, as international executive.

Terry Castle, senior producer and writer, on-air promotion, Nickelodeon/Nick at Nite, New York, named executive in charge of production. **Bill Aiken**, former supervising producer of original programs, HBO's Comedy Channel, joins Nickelodeon/Nick at Nite, New York, as executive in charge of production.

Leslie Marshall, host, WNWS(AM) South Miami, Fla., joins WGR(AM) Buffalo, N.Y., as mid-day host.

Jill Brodsky, group assistant, Sunbow Productions International, New York, named international sales and operations coordinator.

Tom Wait, creative services director, WTLV(TV) Jacksonville, Fla., named production manager.

Tamera Smith Barnes, VP, program development, Corridor Broadcasting

Corp., owners of 2 TV's, Washington, named head of children's programming.

Appointments at The Discovery Channel: **Lori McFarling**, senior manager, affiliate sales, Bethesda, Md., named senior manager, educational outreach and market development; **Richard Freedman**, account manager, affiliate sales and relations, San Francisco, named senior manager, affiliate sales and relations, and **Kimberly Franke**, account executive, 3M/Media Networks Inc., named manager, Northeast region, Bethesda, Md.

Appointments at ESPN Inc.: **Douglas Matthews**, supervisor, national broadcast sales, Daley and Associates, named junior account executive, Los Angeles; **Gary Brooks**, director of operations, Phone Program Inc., named network operations and traffic controller, Bristol, Conn., and **John Cuddihy**, VP, Hispanic television sales, named director, international sales, New York.

NEWS AND PUBLIC AFFAIRS

Allen Alter, producer, *CBS Evening News with Dan Rather*, New York, named deputy foreign editor and senior foreign producer.

V. R. Furnad, VP, senior executive producer, CNN, Atlanta, named senior VP, senior executive producer.

Carol Arlia, production assistant, *Jim Kerr & The Morning Crew Show*, WYNY(FM) Lake Success, N.Y. (New York), named producer.

Pat Costello, assistant news director, WTHR(TV) Indianapolis, joins WJZ-TV Baltimore as news manager, on-air department.

Micah Johnson, 6 p.m. and 10 p.m. anchor, KTSM-AM-FM-TV El Paso, adds duties as managing editor of news.

Cathy Hobbs, general assignment reporter, KGET(TV) Bakersfield, Calif., joins WOLO-TV Columbia, S.C., as featured nightbeat reporter.

Jay Ariano, 6 p.m. and 11 p.m. reporter, WSLS-TV Roanoke, Va., joins WTVR-TV Richmond, Va., as 11 p.m. reporter.

Appointments at WLOS(TV) Asheville, N.C.: **E. Glenn York**, general manager, WABG-TV Greenville, Miss., named production supervisor; **Kenneth Ratcliffe**, production assistant, named senior production assistant, and **Chris Salerno**, communications director, Diocese of Raleigh, N.C., named part-time reporter.

Melissa White, from computer operations department, KLRD(FM) Yucaipa, Calif., named partnership director.

TECHNOLOGY

J. Davidson Johnson, accounts manager, sales department, Siecor, Hickory, N.C., named sales manager, cable TV market. Siecor is manufacturer of fiber optic cables and video accessories.

Gary Migdal, from Modern Video Film, Los Angeles, joins Varitel Video there as vice president of sales and marketing.

J. Preston Windus Jr., executive VP, Fairchild Data Corp., Scottsdale, Ariz., named president and chief operating officer, succeeding **Milton Deever**, resigned.

Thomas Spain, director of national accounts and sales administration, Marantz, Aurora, Ill., joins Revox America, Nashville, as national sales manager.

Maura Maloney, technical operations engineer, University of Massachusetts, Amherst, joins ESPN Inc., Bristol, Conn., as transmission technician.

David Peeler, from Actmedia, joins Broadcast Data Systems, New York, as director of sales, advertising services.

Eileen Kim, freelance designer, NBC, New York, joins Digital Images, Boston, as design director. **Blaine Cohen**, 3D animator, Post Perfect, New York, joins Digital Images, as 3D design director.

Jim Moore, chief engineer, KOMU-TV Columbia, Mo., joins WDAF-TV Kansas City, Mo., in same capacity.

Gregg Miller, East Coast regional director of sales and marketing, Enigma Records, joins Broadcast Data Systems, New York, as senior sales executive, recordtrack service.

PROMOTION AND PR

Suzanne Worden, VP, Grey Advertising, joins Network Television Association, New York, as VP and director of public relations.

Ken Roupenian, manager, visual and print services, Columbia Pictures Television, Los Angeles, named director, visual and print services.

Nancy Overfield-Delmar, manager of special events and publicity, JC Penney Co., Dallas, joins Fox Inc., Los Angeles, as VP, marketing, licensing and merchandising.

Mark Magistrelli, host, "When Swing was King," WVXU(FM) Cincinnati, joins WSTR-TV there as promotion writer and producer, succeeding **Ted Tegenkamp**, promotion writer and producer,

KCAL(TV) Norwalk, Calif. (Los Angeles).

ALLIED FIELDS

G. Scott Souchock, graphic and computer software design specialist, TRW Inc., Fairfax, Va., joins Community Antenna Television Association, there as director of publications.

Jamie V. Capra, formerly from Kraft and Coca-Cola Inc., joins Warren Morris & Madison Ltd. executive search firm, Del Mar, Calif., as national accounts manager, cable TV division.

New officers at Electronics Representatives Association, Chicago: **Joel H. Schwartz**, L-C-A Sales Company, chairman; **W. David McCoy**, Cartwright & Bean Inc., president; **Timothy H. Eyerman**, Cetech Electronics Corp., **Roger W. Ponto**, Roger Ponto Associates Inc., **Glenn R. Alverson**, Hilltronics Inc., and **Steven T. Ross**, Ross Marketing Associates, named senior VP's.

Dave Floren, chairman, Martin/Williams Advertising, Minneapolis, elected international chairman, and **Brad Ball**, president, Davis Ball Colombatto, Los Angeles, elected international chairman-elect, Affiliated Advertising Agencies International.

DEATHS

Lorne Williamson, 63, director, network standards and practices, Lifetime Television, New York, died of cancer May 16 there. Prior to joining Lifetime in 1985, Williamson was VP, Code Authority, National Association of Broadcasters, New York. Surviving him is his wife, Laila, and daughter, Veera.

Robert John Landry, 87, former broadcasting executive and one-time managing editor of *Variety*, died of heart fail-

ure May 23 in New York. Landry worked at CBS from 1942 to 1948 as director of program writing. He was *Variety's* first radio editor and managed Chicago and Hollywood offices and from 1952 to 1983 was managing editor. He wrote two books: *Who, What, Why is Radio* and *This Fascinating Radio Business*. He is survived by his wife, Mary.

Jack Guinan, 74, veteran broadcaster who was most recently public affairs officer with National Oceanic and Atmospheric Administration, Washington, until his retirement in 1981, died of emphysema May 28 at his home in Kensington, Md. Born in Merthyr Tydfil, Wales, and raised in Scranton, Pa., Guinan worked for stations in Scranton, Pa., and Buffalo and Jamestown, N.Y. (including WARM-AM-TV and WGBI(AM) Scranton and WKBW-TV Buffalo) in 1930's, 40's and 50's, with interruption for service in European theater during World War II. Guinan joined WTOP(AM) Washington in 1956 as announcer and color commentator for Washington Senators baseball. When team was moved to Minnesota, Guinan moved to Voice of America as broadcaster for Latin American desk, and from there to various posts with federal government. He is survived by his wife, Helen; daughter, Jacquelyn Stevens; brother, Thomas, and grandson, James.

Ed Craney, 86, pioneering radio broadcaster in Northwest, died April 6 in Montpelier, Idaho. As teenager, Craney built radio transmitter in Spokane that went on air in 1922 as KFDC(AM) (currently KXLY(AM)). He put KGIR(AM) Butte, Mont. (now KXTL(AM)) on air in 1929, and built chain of stations in Bozeman, Great Falls, Helena and Missoula, all Montana, and in Ellensburg, Wash., and Portland, Ore. In 1950's, he was instrumental in placing series of translators that extended TV reach to rural areas. He is survived by son, James, and two grandchildren.

Homer Odom, 66, veteran broadcasting executive and most recently general sales manager, KOTA-TV Santa Maria, Calif., died of heart attack May 21 in Santa Maria, Calif. Odom began his ca-

reer in Texas as newscaster, sportscaster and program host before moving into station management at KABL(AM) Oakland-KABL-FM San Francisco, where he was VP and general manager of stations, owned by McLendon Broadcasting. He moved to New York as National Sales Director for McLendon, and was later president. In 1969, Odom and his wife, Ginny, bought KSLY-FM San Luis Obispo, Calif., and put second station, KUNA(AM), on air there, selling both of them in 1976. Odom joined KRUZ(FM) Santa Barbara, Calif., in 1984 as general manager and later management consultant. He is survived by his wife, who is station office manager at KRUZ, and by daughter, Karen, and son, Steven.

Fletcher Markle, 70, writer, director and producer, died of heart failure May 23 in Pasadena, Calif. Markle began career writing radio scripts for Canadian Broadcasting Corp. and later wrote and directed radio productions in England. In late 1940's he worked at CBS Radio as scriptwriter and produced *Studio One* and *Ford Theater*. Additional credits include *Life With Father*, *Front Row Center*, *M Squad*, *Colgate Theater*, *Tales of the Vikings* and *Father of the Bride*. He is survived by his wife, Dorothy, and son, Stephen.

Stan Richards, 60, production director at KTAR-TV Phoenix and P.A. announcer for Phoenix Suns, died of congestive heart failure Tuesday, May 21, in Phoenix. Richards began his broadcast career as janitor for WOR(AM) New York, learning business in spare time and getting job as broadcaster there. In early 1960's, Richards was program director at KLIF(AM) Dallas, moving on to stints at KOY-AM-FM and KTAR(AM), both Phoenix, before joining KTAR.

Tom Cassidy, senior business news correspondent for CNN, died of complications from AIDS May 26 at Mount Sinai hospital in New York. In addition to reporting for *Moneyline*, network's business and financial report, Cassidy was host of CNN's *Pinnacle*, half-hour business program and anchor for business news updates and "Dollars and Cents" daily segments on Headline News. Born in Boston, Cassidy began his broadcasting career as reporter-anchor for KEZI-TV Eugene, Ore., and later moved to KGO-TV San Francisco as general assignment reporter before joining CNN in 1981.

Michael T. Reardon Jr., 49, sports director, WTLK-TV Rome, Ga., died of heart attack May 26 in Atlanta. Reardon had stints at KCMO-TV Kansas City, Mo., as news director, and WXIA-TV Atlanta. From 1983 to 1987 he worked at WTBS(TV) Atlanta, WPCQ-TV Charlotte, N.C., and Sports News Network, Washington. He is survived by daughter, Conner; son, Michael III, and mother, Virginia.

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FIFTH ESTATE

BILL BOLSTER: MULTIMEDIA MAN

It's been a busy 12 months for Multimedia Broadcasting President Bill Bolster. In addition to running the group owner's four television stations and six radio stations, the 47-year-old native of Iowa also spent much of last year orchestrating Multimedia's acquisition of controlling interest in NBC's WKYC-TV Cleveland for \$101.7 million and—as NBC affiliate board member and chairman of NBC's news committee—much of the past few months negotiating for—and getting—a five-minute delay in *Tonight* that would allow affiliates to expand newscasts and give them more advertising inventory to sell. NBC agreed at its recent affiliate board meeting to delay *Tonight*.

That Bill Bolster played a major role in those events comes as no surprise to his peers. Throughout its 1990 annual report, Multimedia stresses that the company wants to "take advantage of unique and special business opportunities for expansion," and those close to Bolster use words such as "innovative" and "creative" to describe him.

For Bolster, it has always come down to doing whatever it takes to help the stations he oversees. Bolster credits much of his success to his upbringing in Iowa and to the influence of his father, who was a successful retailer. "I grew up in an entrepreneurial family and could read a balance sheet when I was very young," recalls Bolster. It was also his father who indirectly got Bolster involved in broadcasting.

In 1950, Bolster's father helped acquire KWWL(TV) Waterloo, Iowa, and became a principal of group owner Blackhawk Broadcasting, although he was not actively involved in running the group. "It never occurred to me to go into that business," says Bolster. But a stint as a disc jockey in college must have influenced him more than he knew, because soon enough he was at Blackhawk, where he would spend the next 18 years.

It was also at Blackhawk that Bolster started to show his creativity in bringing in revenues while trying to return something to the community. As executive vice president of Blackhawk and general manager of KWWL, Bolster created a five-station network broadcasting University of Iowa games across the state.

While at Blackhawk, Bolster helped



develop the Iowa Freedom of Information Council, which pushed for permanent rules for access of photographers, broadcasters and videographers to the Iowa courts. The Iowa Supreme Court granted such access to broadcasters.

After 18 years with Blackhawk, Bolster was ready to move on. Although he loves Iowa and still visits there every six weeks, it only took him three days to decide to join Multimedia. The challenge and opportunity of running Multimedia's KSDK(TV) St. Louis and working with Multimedia chairman and CEO Walter Bartlett was too good for Bolster to turn down. After six years in that post, he was named president of Multimedia's broadcasting division, as well as to NBC's affiliate board of directors.

Being on the affiliate board has not only given Bolster the opportunity to create policy, but also to make friends with people like NBC News president and fellow Iowan, Michael Gartner. Prior to working with Gartner, Bolster says, the two were not friends. "I canceled my subscription to the *Des Moines Register* over his editorials," he says. Since then, the two have sat down and found common ground.

Gartner consulted Bolster on his decision to name the woman involved in the William Kennedy Smith case. Bolster says Gartner does not have the "network mentality" [that other executives have] and thus is "more willing to talk to affiliates before making controversial decisions."

Gartner agrees that the two have come a long way from the days when Gartner's name was "a curse word in Bill's house." Says Gartner: "Bill has been an enormous help to me. He wants to win and understands news." Gartner says that he tries to talk to Bolster every day to "run everything by him" and that Bolster has helped the NBC News president understand the network-affiliate relationship. "I don't have a better friend in the affiliate business," says Gartner.

Bolster, according to industry peers, is not afraid to say what's on his mind, and he is among the many NBC affiliates not pleased with the network's plans to air much of the 1992 Olympics on pay per view. Says Bolster: "I wish we were not involved. It detracts from the over-the-air games. But, by the same token, NBC did buy it and is going to put it on pay per view, and we are trying to make the best of the situation."

Of the two media that Bolster oversees at Multimedia, it is radio that he feels is "far more entrepreneurial than television." A hands-on operator in radio, Bolster says, has a far bigger impact on operations than in television. "I like radio a lot, and if I were going to own a facility, I would probably choose radio over TV."

Bolster spends about three days of the week on the road and is known for working weekends. His father once told him with regards to employment to "find something that you would do for free." Bolster says he has found it. ■

WILLIAM LAWRENCE BOLSTER

President, Multimedia Broadcasting Co., St. Louis, VP, Multimedia Inc., Greenville, S.C.; b. November 28, 1943, Waterloo, Iowa; BA, philosophy, Loras College, Dubuque, Iowa, 1966; announcer, KDTH(AM) Dubuque, 1965-67; account executive, KWWL(TV) Waterloo, Iowa, 1967-69; regional sales manager, KWWL, 1969-74; additionally national sales manager, 1974; VP and general manager, KLWW(AM), Cedar Rapids, Iowa; VP, radio division, Black Hawk Broadcasting, 1975-77, Waterloo; VP, general manager, KWWL(TV), 1977-1983; named to Black Hawk Broadcasting Board of Directors, 1979; VP, general manager, KSDK(TV) St. Louis, 1983-1989; present position since December 15, 1989; m. Eileen Madigan Jan. 2, 1965; children—William M., 22; Brian, 20; B.J., 14.

IN BRIEF

CBS'S OLYMPIC EFFORT

Contrary to published reports, CBS/Broadcast Group Executive Vice President Peter Lund said last week the network would not provide makegoods to advertisers participating in the 1992 winter Olympic games from Albertville, France. Although sales got off to a slow start, Lund said the games are now 65% sold and the network is preparing to announce more than a half-dozen new advertisers this week. CBS affiliates on Thursday responded enthusiastically to the unveiling of a number of promotional spots planned for the network's coverage of the 1992 games. CBS Sports President Neal Pilson told affiliates: "We are not going to take our audience for granted," adding that the telecasts would be the most ambitiously advertised and promoted single event in CBS history. Twenty-five individual promotional spots are planned to debut in the fall along with extensive radio, cable, newspaper and magazine advertising, and a number of promotional tie-ins for local affiliate news and sports programming. The 18 days of Olympic coverage in February will include—along with the prime time coverage of the games—live remotes from the region each morning on *CBS This Morning*, 15-minute packages for use on noon newscasts and a late-night wrap-up show hosted by Pat O'Brien. Also on the talent side, CBS Sports last week announced that two-time Olympic gold medalist Katarina Witt will serve as expert commentator during the men's and women's figure skating events for the 1992 and 1996 winter Olympic games. (For more on the CBS affiliates meeting, see page 31.)

HOUSE SUBCOMMITTEE VOTES TO END TV MARTI

The House Commerce, Justice, State and Judiciary Appropriations subcommittee removed TV Marti's \$14 million operating cost from USIA's fiscal 1992 budget. The motion, which passed 6-5, also called for an immediate halt of spending by TV Marti of any money left over from previous years.

But Joe O'Connell, USIA's director of external affairs, said broadcasts to Cuba are continuing, and have been since April 21, when the dirigible carrying its transmitter became operational again.

O'Connell said the subcommittee's "vote was only a first step in a long legislative process. The administration remains strong in its support of the service as part of its foreign policy objectives."

The motion was raised by Representative Bill Alexander (D-Ark.), who proposed a similar amendment to last year's authorization bill that would have cut TV Marti's 1991 budget from \$16 million to \$8 million (effectively halting its operation). The full House voted it down 306-111.

That defeat, said a spokesman for Alexander, was not unexpected last year for a variety of reasons, most notably the lack of time to build support.

The subcommittee victory, he said, gives Alexander enough time to garner more votes. Alexander is "looking for Cold War relics to cut...his attitude is and has been that [TV Marti] is ineffective [and] technically, it's been a disaster," said a spokesman.

Edward O. Fritts, president of the National Association of Broadcasters, said: "We applaud the action taken today. The technical problems and potential for retaliatory interference this project creates have not been resolved. TV Marti continues to be a solution in search of a problem. Cuba's effective jamming and the rising cost of the program make continuation of TV Marti funding less defensible. We urge the entire House Appropriations Committee to support this action and to reject efforts to reinstate funding for TV Marti when it takes up the bill."

—PJS

Sale of NBC affiliate WMAR(TV) Baltimore to Scripps Howard Broadcasting Co. from Gillette Broadcasting has finally closed. As part of \$125 million deal, Gillette withdrew its lawsuit filed in February following Scripps' termination of initial \$154.7 million deal. Howard E. Stark brokered sale.

NAB, INTV and Media Access Project petitioned FCC to reconsider elements of children's TV rules. NAB and INTV concurred that licensee's 'methodology' for ascertaining educational and informational needs of children in community should not be considered relevant to compliance. Commission, said NAB, should instead rely on "reasonable, good faith judgment of the broadcaster as to whether a show qualifies as educational and informational." NAB and INTV also argued that FCC should extend temporary commercial time-limit waiver to stations with existing barter contracts, and broadcasters should be allowed greater leeway in ad limit record keeping. Media Access Project asked FCC to eliminate Home Shopping Network exemption from commercial time limits.

Hearst Entertainment Productions has signed first-look deal with independent producer Peter Frankovich to develop and produce telefilms, mini-series and series programming for broadcast networks.

Columbia Pictures Entertainment announced appointment of Jonathan Dolgen as president of CPE's newly created Motion Picture Group, which will team him with Columbia Pictures Chairman Frank Price and Tri-Star Pictures Chairman Mike Medavoy in "developing overall CPE motion picture strategies," according to CPE statement.

Anthony Masucci, former head of NBC's movies and miniseries, has created FTM Productions to create long-form and series projects for broadcast and cable TV, as well as theatrical ventures. Coinciding with formation of new company, FTM has also entered into domestic and international distribution agreement with Allied Communications Inc.

ABC has renewed half-hour comedy *Davis Rules* after initially leaving show off fall schedule and short list of back-up series.

Purchase of Broadcasting Publications Inc. (BROADCASTING magazine, *Broadcasting Yearbook*, *Broadcasting Abroad*) by **Cahners Publishing** division of Reed Publishing (USA) was finalized in Washington last Friday. Price was \$32 million, plus assumption of liabilities (details in BROADCASTING, May 20).

Mike Tyson-Razor Ruddock pay-per-view rematch bout is officially on again for June 28, after being canceled few weeks ago to make way for possible Tyson-Evander Holyfield championship match. Showtime Event Television and promoter Don King are producing fight, and have signed up co-sponsors including ABC Sports and Westwood One. ABC Sports got rights to first Tyson-Ruddock fight in and aired it on *Wide World of Sports* on June 1. ABC will also air preview of June 28 fight on June 22 edition of *WWS*. In turn, SET gets total of 30 spots, largely on World League of American Football playoffs and World Bowl. Westwood One is giving SET 14 promotional spots, and in turn will devote airtime to weeklong events preceding fight.

Georgia Television Co., operator of WSB-TV Atlanta last week **won law suit brought against TV News Clips of Atlanta Inc.**, video clipping service. U.S. District Court ordered service to cease all "copying or selling of WSB-TV's broadcast news, public affairs and other locally produced programs, in whole or in part" and was ordered to pay \$108,000 in damages and court costs. WSB-TV claimed copyright infringement of its live programming. Court also ruled against TV News Clips in 1984 in identical case brought by WXIA-TV Atlanta.

NuCable has signed MSO's serving 10 million subscribers as affiliates for its CALL 2000 service that delivers 900 number commercials. Operators place those 900 commercials in unsold local advertising inventory.

NCTA has named **Robert Flynn** senior project director in its public relations initiative. Flynn, former project manager, advertising programs, General Electric, will coordinate NCTA's advertising part of PR campaign.

Buena Vista Television and Lottery Innovations Corp. said last week they terminated their agreement to develop lottery game show for syndication in 1992. BVT said in statement it was dropping project because, "Disney's association might be incorrectly perceived as encouraging children to play lotteries." LII said another distributor would be tapped to develop and distribute show.

'HEAT' FOR SALE FOR CASH

Tony Lynn, president of MGM/UA Television's syndication division, says that *In the Heat of the Night* will be launched into off-network syndication as a straight cash offering for fall 1992, rather than the previously considered cash-plus-barter (two minutes national). For the last two months Lynn said MGM/UA has been "testing the waters" with station executives on the cash-plus-barter plan, but he said feedback from stations led to the decision to go all cash, primarily because early fringe and late fringe are tough for selling barter programming.

With four salesmen hitting the streets, Lynn said MGM/UA will be seeking four-year deals, but said there will be room for stations to negotiate shorter or longer licensing deals. "We have talked to most of the station groups and station people since NATPE [last January], and they indicated that they're looking for maximum flexibility," said Lynn.

Targeting late fringe and early fringe as a news lead-in, *Heat* will be following the recent trend of male-skewing dramas foregoing the cable networks in favor of broadcast stations. Cannell Distribution is selling *Wiseguy* on a cash basis for its 1992-93 debut; Columbia Pictures Television is continuing to distribute *Hunter* (Cannell still owns the property, but CPT got the distribution rights with the divestiture of TeleVentures) for its upcoming third season in syndication; Viacom Enterprises launched *Matlock* on stations this season on its first off-network run, and MCA TV is said to be readying popular NBC series *Quantum Leap* for a syndication launch for the 1993-94 season.

The other potential major hour launch, which could go the cable route to Lifetime, is *thirtysomething*. With ABC declining to pick it up for next season, Lynn and David Gerber, MGM/UA Television's president of network production, are still awaiting possible word that ABC may give the highly-acclaimed drama a 13-episode midseason pickup or two-hour telefilm order to tie up loose ends. Gerber also said any possibility of the yuppie-oriented series getting a first-run cable or network reprieve rests with creators and supervising producers Marshall Herskovitz and Ed Zwick's desire to concentrate on developing feature film and other projects instead.

In any event, Lynn said that if the off-network repeats of *thirtysomething* go the syndication route, it would be on a straight barter basis to take advantage of what he says is its strong 18-49 female and male demographic appeal. —MF

DAB DIFFERENCE OF OPINION

There was an angry exchange of open letters to radio broadcasters last week on the two sides of the digital audio broadcasting issue. Randall T. Odeneal of Sconnix Broadcasting Co., Vienna, Va., accused the NAB of working "diligently, contrary to our interests, to build its case for L-band [implementation of DAB]. Recently in a total about-face, the NAB teamed up with satellite proponents to petition for L-band spectrum...NAB is obsessed with DAB."

Odeneal said FCC support for international allocation of L-band frequencies (near 1500 mhz) for co-primary satellite and terrestrial DAB implementation at the 1992 World Administrative Radio Conference (WARC) would result in additional satellite and terrestrial competition for current broadcasters. Many broadcasters, especially FM station owners, have criticized the NAB's plan to establish terrestrial DAB in L band using the European-developed Eureka 147 system, preferring in-band FM DAB proposals.

"Randy is wrong about a lot of things," NAB Radio Board Chairman David Hicks and NAB DAB Task Force Chairman Alan Box said in response to Odeneal. "NAB has not 'teamed up' with satellite proponents. NAB's plan clearly states 'oppose supplemental satellite delivery.'" Support of L-band allocation at WARC is needed to insure both AM and FM evolution to DAB, NAB says. Failure to gain co-primary status for broadcasters on L band would be "Las Vegas gambling on radio's future," Hicks and Box said.

The FCC is expected to make its recommendation to the State Department on the U.S. L-band position at WARC on June 13.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

FIRST'S FRIEND

This page was struck by the news that the Gannett Foundation, already a landmark on the media horizon, was reconstituting itself as the Freedom Forum, principally dedicated to fostering First Amendment freedoms—a mission after our own heart. Intrigued, we called Al Neuharth, the Freedom Forum's chairman, to ask what it would be up to and how readers could help. His response:

"We hope that people in the media will help foster the First Amendment in this country and abroad. By breaking away from Gannett we hope to triple our assets [currently \$670 million]. By no means are we looking for money; we neither seek nor accept contributions. We *are* looking for new ways to dispense it. Our prime focus is on the press, and the electronic press is very much a part of it."

The way things are going on the First Amendment front, it may take that \$670 million and a lot more to stave off the onslaughts, from the government and from the public at large. A new study by the American Society of Newspaper Editors reports that if the Bill of Rights were put to ratification today, freedom of the press would not be included. And in New York, media access to the courts may already have been withdrawn (see story, page 32), with the state's senate deadlocked over conflicting bills, one of which would put more restrictions on already restricted access. Broadcasting's own press freedom is particularly vulnerable, never having been accorded clear First Amendment status by the Communications Act and with so few of its practitioners willing to put the fight for freedom ahead of commercial advantage or governmental favor.

So welcome, Freedom Forum. We hope you can help put out the fire.

COULD THE SLUMP STOP HERE?

Not yet a casualty, but surely a victim, of the ongoing economic downturn in broadcasting is the Television Bureau of Advertising. As a story in these pages detailed two weeks ago (BROADCASTING, May 20), TVB is suffering a membership drought that may cause it to curtail services, which could lead to further erosion of television advertising revenues, which could lead to still further membership defections, which could lead to...well, you get the picture.

It's classic, of course. When organizations or industries feel a fiscal pinch the conventional wisdom is to cut expenses, delete services and ride it out. And to a point, it works. That point is reached in media when the failure to anticipate and meet customer demand leaves a vacuum for the enticements of

beckoning, competing media—which, once entrenched, are dislodged with difficulty.

We're not suggesting that a resurgence in TVB investment will raise all the boats in the over-the-air television business, but it's not a bad place to start.

CHANGE OF SEASONS

When we heard the news that a number of network dramas—*thirtysomething*, *China Beach*, *Twin Peaks*, *Shannon's Deal* among them—were officially getting the axe with the introduction of a new crop of prime time hopefuls, we were ready to bemoan the creative loss represented by the folding of that troupe and to ponder the network's thinking in dropping shows variously described as serious, artsy, well-written, innovative and cerebral. But on reflection, we know exactly what happened at the networks. Not enough people watched these shows (networks don't cancel popular programs), and faced with viewership drains to cable and a prospective 1991-92 network race close enough to hinge on a key program or two, the networks, who are in the entertainment business, had to choose between sticking with a floundering critics' pick and finding a show that appeals to a majority of their audience or target demo. We can hardly blame them for the call. If that means fewer hour dramas, fans of the genre can take comfort in the fact that television is notoriously cyclical (frequently during times of economic downturn, audiences prefer the medicine of laughter to doses of serious drama, no matter how skillfully administered).

Although we will miss some of the departing programs, when we focus, instead, on the well-written *and* popular shows that remain—the *L.A. Laws* and *Simpsons* and *Cheers* and *Wonder Years* and *Northern Exposures* and others—we conclude that, although we may have missed it at first, the forest remains, even after the thinning of some trees.



Drawn for BROADCASTING by Jack Schmidt

"I was ready to support telco entry into video services until I realized that my kids are on the phone so much I'd never get to see anything."



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