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TELEVISION/34

CPT raises 'Ruckus' in Atlantic City; night owls get syndicated roost

RADIO/42

FM's boost their community image with sports play-by-play

WASHINGTON/47

MPAA, INTV oppose KCRA bid to move 'Tonight' to prime time

SPECIAL REPORT/38

Football rights hit \$1 billion; new player in college football syndication

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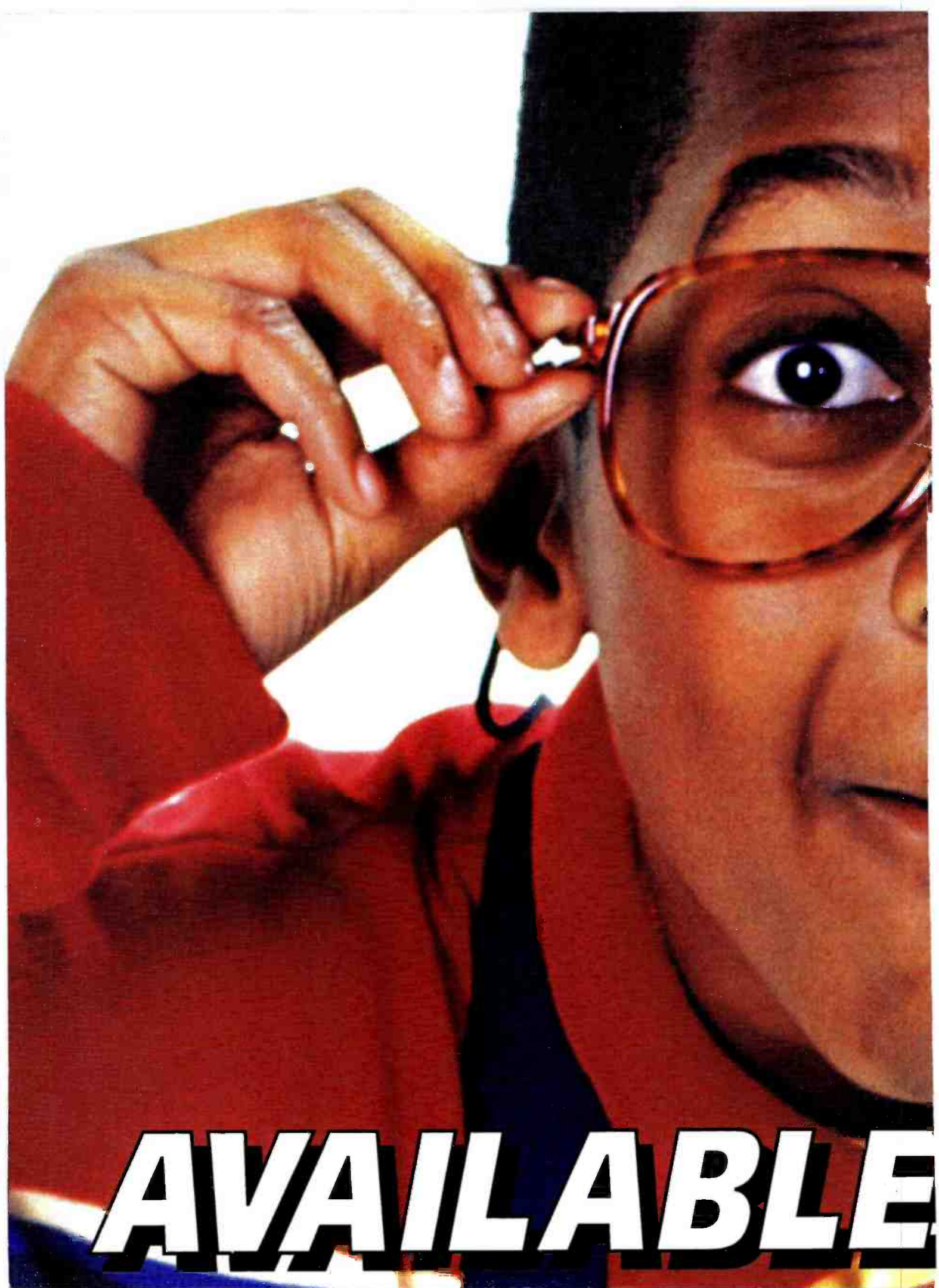
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**Hot summer numbers
justify Fox strategy
Channel compression:
Boon or bane for
advertising**

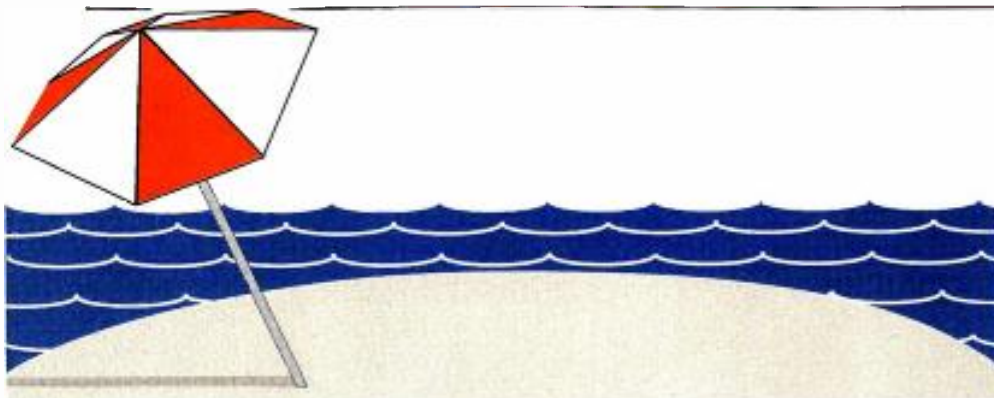


AVAILABLE



FALL '93!

THIS WEEK



Fox and CBS beat the summer doldrums by programming ratings-winning original shows (page 23).

23 / FOX GUARDS THE RATINGS HOUSE

Fox and, to a smaller extent, CBS have turned a modicum of original programming into summer ratings success: in the July sweeps, CBS was up 2% over last year, and Fox climbed 13%. *Beverly Hills, 90210*, which Fox debuted for the season in July, bested its November sweeps numbers by 200%. Combined with *The Simpsons*, the high ratings for *90210* helped Fox take second place for Thursday nights in July.

25 / COMPRESSION: BOOST TO AD REVENUE?

If signal compression leads to a boom in cable channels, can increased advertising revenue be far behind? Perhaps so: agency representatives are not sure how many ad dollars are out there to support new services, and say budgets are not likely to grow as fast as channels. Drawing on past experience, programmers may bank on the highly targeted—and highly desirable—demographics of their narrowcast audiences, and sweeten the deal by packaging similar services into a single buy.

27 / FTC COMPLAINT AGAINST FOOTBALL DEAL DISMISSED

An administrative law judge last week dismissed a Federal Trade Commission complaint against Capcities/ABC and the College Football Association, on the grounds that the FTC lacks jurisdiction over their \$300-million football package because of CFA's nonprofit status. However, the FTC might proceed against Capcities alone for what it considers illegal constraint of competition.

27 / REVENUES DOWN FOR BIG THREE

Advertising revenues at ABC, NBC and CBS declined for the third consecutive quarter, dropping slightly more than 3% to \$3.7 billion. It could have been worse: upfront sales during last year's healthier market helped boost this quarter's revenues.

28 / WHAT'S GOOD FOR TIME WARNER...

Sony, Carolco and Fox are reportedly considering following Time Warner's move of deleveraging through issuing equity or

long-term debt. Time Warner concluded a \$2.8 billion deal last week, but financial analysts wonder whether the same arrangement will work for the other highly leveraged studios. Sony is reported to be looking for \$2-\$3 billion in the securities markets.

29 / PRODUCERS WEIGH IN ON FIN-SYN

The Program Producers and Distributors Committee last week urged the FCC to keep intact its bar on the networks' entry into the syndication business. Last month, CBS and NBC petitioned the agency to ease the restrictions, but the committee argued that the networks, once cut loose, would dominate the market.

30 / NEWTON TAKES CASE TO HIGH COURT

Entertainer Wayne Newton, whose \$5.3-million libel award from NBC News was overturned by a federal appeals court last year, has asked the U.S. Supreme Court to hear his case. The suit stems from a 1980 story linking the singer to organized crime. Newton's filing attacks the "independent review," conducted by appellate

judges, of the jury's finding of malice, and argues that such review renders trial by jury "little more than a necessary hurdle en route to the 'real' trial by judges."

34 / RUCKUS AT CPT

Columbia Pictures Television returns to first-run syndication next month with *Ruckus*, a comedy game show hosted by comedian Jonathon Szeles. Contestants on *Ruckus*, a comic cousin of *Let's Make a Deal*, answer trivia questions and perform goofy stunts to win prizes. CPT has been tight-lipped about the show, perhaps hoping that heightened anticipation will boost its fortunes against tough competition.

35 / NEW LIFE OVERNIGHT

Hoping to reach the 12 million people who watch overnight TV, and to woo viewers back to broadcast from cable, producer David Sams and partners plan to launch Overnight Network Television (OTV) in December. Sales for the seven-day-a-week, three-hour syndicated package have begun, with promoters saying they expect a 3.5-4 cume



Night-owl package set for December launch (page 35).

rating. Segments of the satellite-delivered service will include an astrological dating service and a "what's hot" show called *The Boys Club*.

36 / CBS, THE WRITER'S FRIEND

After years of being the network of last resort for writers and producers, "CBS is clearly the most attractive place to go shopping," says one studio executive. The network admits that its long tenure as ratings winner in the 1970's and early '80s made it feel as if it had the prograding acumen monopoly. Now, after recent management changes, it is eagerly seeking outside input.

Rights fees for football hit \$1 billion (page 38).



38 / SPECIAL REPORT: FOOTBALL

Broadcast and cable are pumping up their investments in football rights this season, but the soft advertising climate threatens their efforts to recoup the costs. Safe bets to at least break even are *Monday Night Football* on ABC and NBC's Notre Dame package; their strong schedules will make it tough to sell inventory for other games (page 38). The launch of the Big East Television Network, the Big East Conference's new system for distribution, signals the growing strength of syndication (page 40).

42 / SPORTS IS MUSIC TO THEIR EARS

At least four major-market FM's have moved into some traditional AM territory: play-by-play sports. Stations are finding that sports broadcasts bring in new audiences and create an identity for the station with the team. Football, with only four preseason and 16 regular season games, works well for broadcasters, who can air the matches during the usually slow Sunday ratings time.

44 / CABLEVISION'S VISION FOR THE '90S

As other cable programmers talk of expanding their niches and filling new channels, Cablevision Systems is "putting its house in order," says Sharon Patrick, president of Rainbow, the Cablevision-managed umbrella company for American Movie Classics, Bravo, and several regional sports networks. Exclusive long-term contracts, Patrick hopes, will strengthen AMC and the sports networks against competition and help keep costs stable through the end of the decade.

46 / MORE BASIC

Executives from Discovery, C-SPAN, BET and Home Team Sports told a Washington forum they're ready to exploit the channel-expanding benefits of compression technology. C-SPAN, for example, which covers four or five events each day simultaneously, could air each one live on a separate channel.

47 / OBJECTIONS TO PRIME TIME SHIFT

The Motion Picture Association of America and others weighed in with opposing comments to NBC-affiliate KCRA-TV's plan to shift prime time to 7 p.m. and the *Tonight Show* to 10:35. At issue are prime time access rules that limit network entertainment programming to three hours between 7 and 11 p.m. Said one complainant, the time shift "is a private matter between an affiliate and its network," but the early *Tonight* start would represent a chipping away of the access rules "piece by piece."

48 / STATIC OVER OWNERSHIP

The cure for what ails radio, according to the National Association of Broadcasters, is a change in rules that will allow more consolidation. Raising the limits on multiple ownership, however, "would reduce opportunities for increased minority ownership," the National Association of Black-Owned Broadcasters said.

50 / NO MOBILE DAB AT NAB

Proponents of in-band digital audio broadcasting, working to line up support for the technology and to find investors, have decided not to conduct a mobile demonstration at the National Association of Broadcasters Radio '91 show next month. Instead, they plan to work on their respective systems until the first half of next year.

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

Incorporating

The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Cahners Publishing Co., 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*, PO Box 715, Brewster, NY 10509-0715. © 1991 by Cahners Publishing Co.

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CLOSED CIRCUIT

WASHINGTON

Hoax investigation

Infinity Broadcasting President Mel Karmazin is reportedly scheduled to appear this Thursday at FCC headquarters in Washington to answer questions from FCC attorneys investigating possible management complicity in murder hoax at KROQ(FM) Los Angeles last year. Same group of attorneys was in Los Angeles two weeks ago, taking depositions from station employees and others about incident in which fabricated on-air murder confession triggered police manhunt.

Steve Lerman, Washington attorney for Infinity, would not comment on Karmazin's appearance, but predicted FCC investigation will not "find anything different than what our own internal investigation revealed: neither ownership nor management was aware of hoax until the sheriff brought it to their attention last April."

AM improvement

FCC is working toward adoption at Sept. 26 meeting of major AM improvement package, central feature of which is opening up of expanded AM band between 1605 khz and 1705 khz, which has room for more than 200



First Amendment attorney William Kunstler addressed a crowd of more than 400 attendees at a rally in lower Manhattan last week to show support for Paul Reubens, the actor whose CBS series, *Pee-Wee's Playhouse*, was pulled off the air following charges of public indecency at an adult theater in Sarasota, Fla. Reubens has denied the charges.

stations. FCC has proposed—and will in all likelihood adopt—plan to use band to thin ranks of existing and

highly congested AM band with worst interferers among 5,000 AM stations given first dibs on new channels. FCC is also expected to adopt stricter interference standards for both expanded and existing bands.

Pondering intangibles

NAB is still determining what position it should take on new "intangibles" tax legislation introduced by House Ways and Means Chairman Dan Rostenkowski (D-Ill.) [see BROADCASTING, Aug. 5]. Meanwhile, NCTA has already decided to at least try to alter bill, especially since it apparently would negate recent hard-won court victory of Tele-Communications Inc. concerning tax treatment of cable franchise agreements. Said NCTA's executive vice president, Decker Anstrom, "We look forward to hearings in the fall." Tax benefits from FCC license amortization would also apparently be eliminated under current version of legislation.

MMDS mills

Federal Trade Commission is keeping pressure on so-called-wireless cable application mills. Several continue to "be looked into," as one FTC'er put it. Agency has already won preliminary injunction against Miami-based Applied

TVX MAKES MOVE TO LOS ANGELES

Paramount Communications is finally putting its stamp on the TVX Broadcast Group. Five months after purchasing the six-station independent TV group, Paramount will move the company's offices from Virginia Beach, Va., to Los Angeles in mid-September. TVX's current president, John Trinder, is not expected to make the trip. Mel Harris, president, Paramount Television Group, is said to be conducting the search for a replacement.

Several names have surfaced as possible replacements for Trinder, the most prominent being Act III President Bert Ellis. However, Ellis is not considered the front-runner, according to several people close to the search. Many industry observers have speculated that Act III's broadcast properties might be "in play" and that Ellis would be "looking beyond" running the group of eight TV stations. Ellis would not comment on the subject, and Paramount said it would be premature to comment on who will replace Trinder.

Other possible replacements for Trinder, according to in-

dustry sources, include Bill Castleman, former chief operating officer, Act III, and currently a principal of Triad Communications—a broadcast-cable management consulting firm; John Rohrback, vice president and general manager, KNBC-TV, and Steve Bell, senior vice president and general manager, KTLA(TV), both Los Angeles. The only one within Paramount said to be a possible candidate is Steve Goldman, executive vice president, Paramount Domestic Television.

As for Trinder, under the terms of his employment agreement with Paramount, he is under contract through November 1993 and receives a base salary of \$288,845. According to the proxy statement outlining Paramount's acquisition of TVX, if the company's operations are moved more than 35 miles from Virginia Beach during the next two years, Trinder can terminate his employment agreement without cause and receive all compensation and benefits under the agreement. Trinder also received \$3,667,181 in options from the sale of TVX to Paramount.

**THE HOTTEST
NEW SHOW ON
NETWORK TELEVISION
IS 20 YEARS OLD.**

ALL IN THE



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THE FAMILY.

The #5 Prime Time
Comedy.

ALL IN THE FAMILY

Quality Television is Timeless

207 Half Hours



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

LONG DISTANCE CALLS

Minneapolis, Minn.-based Conus Satellite News Cooperative on Tuesday arranged for five of its member stations to conduct one-on-one live interviews with crew of orbiting space shuttle Atlantis. Arrangement was first time NASA had handed off its shuttle communications to third party for project of such scale. Participating stations, which were each given four minutes to speak with the crew, were WWOR-TV Secaucus (New York), N.J.; KSTP-TV Minneapolis; KPRC-TV Houston; KWTU-TV Oklahoma City, and KSAT-TV San Antonio. All interviews aired live on midday newscasts except KPRC-TV, which tape-delayed the event. NASA had suggested four of five cities selected—New York, San Antonio, Houston and Oklahoma City—because they were home towns of shuttle crew. Fifth station, KSTP-TV, is owned by Hubbard Broadcasting Inc., managing general partner and majority shareholder of Conus Communications.

Shuttle interacts were coordinated from Conus' satellite news gathering control center in Minneapolis-St. Paul. Conus established program audio links with each of five local stations involved while Mission Control in Houston handed over shuttle communications link to Conus. NASA camera in Atlantis provided live video of interviews, which was transmitted via both NASA and Conus satellite transponders.

Telemedia Engineering and Management (ATEAM) from asserting that consumers are likely to win FCC license (either outright or through settlement group), that such license is highly valuable (as land mobile licenses continue to be) and that single MMDS license, by itself, is sufficient to build, own or operate wireless cable system. Trial is not expected to take place until 1992 because of backlog in Florida courts.

NEW YORK

Puck may stop here

Latest word on protracted National Hockey League rights discussions is that league may sit out season without national TV deal and hope for better offer next year. Joel Nixon, NHL vice president, did not rule out such absence of national TV carriage, saying: "The possibility is there that nobody wants this thing, but it's not our intention...to sit out a season," he said. If national deal does not come through, NHL "would turn around and enhance our other deals," said Nixon, most likely by expanding regional and local TV rights. That could be done by giving local rightsholders additional games not involving own teams, according to Nixon. Word has been that ESPN and SportsChannel America bids, both in \$4 million-per-year range, have not been to NHL's liking. (NHL also talking to USA Network about carrying playoffs and finals only.) League is also working to have package of pay-per-view games on direct-to-home satellite starting in March, said Nixon.

I want my receiver/decoder

When MTV launches its three-channel test next year, even cable operators who continue to take only original MTV may have to pony up at least \$2,000 for new receiver/decoder at each headend to pick up network's feed. That's because satellite compression of channels will mean switch from analog to digital format. "We're not sure who's paying for it—us or them [cable operators]," said Edward Horowitz, senior vice president, Viacom International. According to Horowitz, cable systems on East Coast not involved in test will be unaffected since only MTV 2 and 3 will be compressed on same transponder; MTV 1 will remain on its own transponder. Operators in rest of country, though, will be fed all three channels on one transponder, and for each channel they pick up, each headend will need new receiver/decoder to pick up compressed signal.

Discovery says no

After weeks of internal deliberation and polling of cable operators, Discovery Channel is finally saying no to preempting its programming for two weeks next summer to carry NBC's pay-per-view Olympics. Discovery had been ready to say no last week, but put decision on hold so it could solicit opinions of several more MSO's (see "Closed Circuit," August 5). Official word of Discovery's decision is likely to come down this week (board meets on Wednesday). Plan is said to be in works for making PPV Olympics accessible to 20 million non-addressable

homes. Plan involves using money set aside to pay Discovery (as well as Family, CNBC, and AMC, whose involvement was contingent on Discovery's) as fund to pay cable programmers who strike channel preemption deals with local operators on system-by-system basis.

LOS ANGELES

King takes 'Squares'?

King World Productions, armed with \$216.3 million (according to K-W's third quarter 1991 10-Q filing), is said to be close to closing deal with cash-strapped Orion Television for long-time library property, *Hollywood Squares*. Word from source close to negotiations is that Orion is seeking \$3 million-\$4 million for *Squares* rights. Source was uncertain whether King World is mulling *Hollywood Squares* for potential 1992-93 or 1993-94 first-run syndication revival.

With Orion Television effectively closing shop with rights sale of *The Chuck Woolery Show* to Group W Productions (BROADCASTING, May 20), Bob King, Orion's president of domestic distribution, is said to be working deal in which he would rejoin brothers Michael and Roger King at King World. King World officials declined comment involving company business matters.

On other fronts, King World, Genesis Entertainment and possibly Buena Vista Television are said to be actively bidding for distribution rights to proposed Whoopi Goldberg talk show project said to be from Oprah Winfrey's Harpo Productions. Hollywood agency source says that bidding has risen to \$4 million for first-year upfront distribution rights, but Buena Vista spokeswoman says that BVT is no longer actively pursuing series.

COLORADO SPRINGS

Eye on radio

Former Business Radio Network President Lou Mellini has formed partnership with Jack Higgins, co-owner of Chicago-based Wiskes/Abaris Communications, to invest in and manage radio properties. Wiskes/Abaris, real estate company, also has ownership interest in cable system in Chicago, KQIZ-FM Amarillo, Tex., and KIKX-FM Colorado Springs. Mellini will serve as vice president and general manager of KIKX-FM as well as work with Higgins in finding investment opportunities in radio for partnership.

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Outstanding Comedy Series
Primetime Emmy Nomination

MURPHY BROWN
Outstanding Lead Actress, Comedy Series
Primetime Emmy Nomination

MURPHY BROWN
Outstanding Supporting Actress, Comedy Series
Primetime Emmy Nomination

MURPHY BROWN
Outstanding Writing, Comedy Series
2 Primetime Emmy Nominations

MURPHY BROWN
Outstanding Directing, Comedy Series
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PHILADELPHIA.....WTXF	SAN ANTONIO.....KENS	LAS VEGAS.....KTNV
SAN FRANCISCO.....KTVU	BIRMINGHAM.....WVTM	COLO. SPRINGS.....KXRM
BOSTON.....WSBK	PROVIDENCE.....WLNE	FT. MYERS.....WEVU
DETROIT.....WKBD	HARRISBURG.....WHTM	FT. WAYNE.....WANE
DALLAS.....KDFW	LOUISVILLE.....WDRB	FARGO.....KVRR
CLEVELAND.....WJW	WILKES BARRE.....WBRE	PEORIA.....WYZZ
HOUSTON.....KTXH	GREENSBORO.....WXII	MONTEREY.....KMST
ATLANTA.....WATL	W. PALM BEACH.....WFLX	SANTA BARBARA.....KADY
TAMPA.....WFTS	ALBANY.....WTEN	HARLINGEN.....KGBT
MINNEAPOLIS.....KMSP	TULSA.....KOTV	EUGENE.....KLSR
SEATTLE.....KSTW	LITTLE ROCK.....KARK	TERRE HAUTE.....WTWO
MIAMI.....WBFS	FLINT.....WSMH	AMARILLO.....KCIT
PITTSBURGH.....KDKA	MOBILE.....WKRG	YAKIMA.....KIMA
ST. LOUIS.....KTVI	FRESNO.....KJEO	LA CROSSE.....WKBT
DENVER.....KDVR	WICHITA.....KSAS	BAKERSFIELD.....KBAK
PHOENIX.....KNXV	ALBUQUERQUE.....KGSW	WICHITA FALLS.....KJTL
SACRAMENTO.....KTXL	ROCHESTER.....WOKR	BINGHAMTON.....WBNG
BALTIMORE.....WBAL	DES MOINES.....KCCI	SIOUX CITY.....KMEG
HARTFORD.....WTIC	OMAHA.....KETV	BOISE.....KIVI
INDIANAPOLIS.....WXIN	HONOLULU.....KITV	ERIE.....WETG
SAN DIEGO.....KNSD	AUSTIN.....KTBC	CHICO.....KHSL
ORLANDO.....WOFL	PADUCAH.....KBSI	TOPEKA.....WIBW
PORTLAND.....KPDX	SPOKANE.....KREM	LUBBOCK.....KJTV
KANSAS CITY.....KSHB	CEDAR RAPIDS.....KWWL	MEDFORD.....KTVL
CINCINNATI.....WXIX	PORTLAND.....WCSH	COLUMBIA.....KMIZ
MILWAUKEE.....WITI	SPRINGFIELD.....KDEB	BANGOR.....WLBZ
NASHVILLE.....WTVF	TUCSON.....KMSB	IDAHO FALLS.....KIDK
COLUMBUS.....WTTE		

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STARS WHO WON EMMY AWARDS FOR FALL '92.



MONDAY MEMO

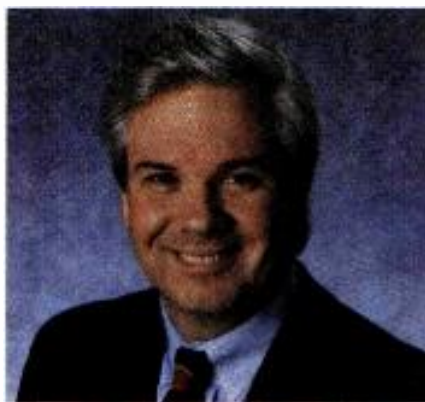
A department store/TVB commentary from Edward Carroll Jr., senior VP, sales promotion & marketing, P.A. Bergner & Co., Milwaukee

Television advertising for department stores has run the spectrum of image spots to price and item with varying degrees of success based on the store's identity, market position and seasonal budget. One thing is for sure—television is a very powerful medium. And there needs to be a long-term commitment by senior management to utilize the medium effectively on many levels.

In the past year, I've worked with Tom Conway and Wendell Ensey, two people who are part of the regional development team of the Television Bureau of Advertising. They brought to the table exactly what we needed: a professional organization with a general understanding of department store retailing; a clearing house for the best retail television advertising, with contacts at my level in other companies so we can discuss specific issues, and finally, a source of customer research that helps sell the medium.

We knew we had a mammoth job in educating our organization, on many levels, to a more effective use of advertising overall, and television in particular. Through a dialogue that began slowly and grew into a solid working relationship, we came to understand each other's business in a more complete way. Initially, through TVB's efforts, we met with a group of stations in the Midwest to better understand exactly what happens from the station side, while better explaining our company's overall mission and unique characteristics. The opportunity to have a meeting with general managers of television stations was of benefit to both sides.

We then determined that educating our own people at various levels was critical. Our in-house advertising department, organized predominantly for print, recognized the power of the medium but needed to learn how to better integrate the "right" creative message to reinforce other advertising as well as solidify the company's image. On a senior management level, we had to ask ourselves: "Is our advertising mix reflecting the lifestyle of our core customer?" Our merchants had to be convinced to reorganize their budgets to include more television for better results. And finally, we had to convince the total organiza-



tion that television advertising could be an effective way of improving the overall image to the consumer (who was becoming more and more difficult to pin down), as well as a tremendous morale builder for all our associates.

The help we got in all these areas from Tom and Wendell and all the other people at TVB was help we could never have gotten from an individual station. An individual station in the majority of circumstances wants the order, and

wants it now, while TVB wanted us to work together to grow both of our businesses at our pace and in step with our needs. They showed us how to increase the size of the pie through total creative marketing, as opposed to trying to convince us that television should get the lion's share of the existing dollars.

The way they did it was by giving us a good solid overview of the industry. We had several conversations in which information was exchanged and shared in an effort to come up with the best plan. In effect, we formed a partnership built on the desire to fulfill our needs, as opposed to immediately satisfying theirs. They were eager to help us, and we were eager to be helped.

As part of the process, we requested that they make a presentation to all our key management and general merchandise managers. We, along with our broadcast agency, worked closely in developing a relevant presentation that ad-

ressed their concerns and needs. Department stores have been somewhat schizophrenic in their use of television. We're looking at how to capitalize on the strengths of television to better balance store equity/image advertising and price/item advertising. The presentation was targeted to people who don't deal with TV and its terminology on a day-to-day basis, and have to be made to feel comfortable about using the medium.

The key points made by the enthusiastically received speech were: advertising is the most effective marketing weapon in the competitive war among department stores; consumers have been overexposed and are immune to price-oriented messages from stores that have not instilled their own unique images in the minds of consumers; department stores must be aware of and respond to changes in their current and potential customers' lifestyle patterns and media habits, and fresh, consistent approaches to advertising that position a store's unique benefits and advantages and accurately reflect a store's look and merchandise

must balance price/item advertising to achieve name and image recognition and, ultimately, market dominance.

There is no way we could have had one station (or a series of station presentations) speak to this group of people because their per-

spective and knowledge is too narrow and, in most circumstances, would have been a self-serving selling job for their station.

Being fortunate to be on the boards of both the Retail Advertising & Marketing Association and National Retail Federation, I get a chance to speak with many of my counterparts in different companies and they, too, have seen a change in the thrust of TVB. TVB has made it a point to better understand our business and get retailers and stations together to discuss the medium for the long term. We have all heard a lot these days about relationship marketing with our customers, and I think TVB is doing just that with their indirect customers.

"We had to convince the total organization that television advertising could be an effective way of improving the image to the consumer."

OH! AND BY THE WAY...

While we're proud of the many awards and nominations that "Murphy Brown" has captured, we're especially pleased by the best reward any broadcaster can receive – outstanding ratings.

MURPHY BROWN
CBS-TV's Highest Rated Comedy,
Ranked #8 Among All Network Programs

MURPHY BROWN
The Highest Rated Network
Series On Monday Night

MURPHY BROWN
CBS-TV's Highest Rated Program Among
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MURPHY BROWN

Available For Stripping Fall '92

**SHUKOVSKY/ENGLISH
PRODUCTIONS**

SOURCE: NII 1990-91 NETWORK SEASON



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DOMESTIC TELEVISION
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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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. For information: (202) 429-5366.

Aug. 13—"The Road to Results," affiliate ad sales workshop sponsored by MTV Networks. Westport, Conn. Information: Spencer Grimes, (212) 258-8434.

Aug. 13—Chapter Idea Exchange Luncheons sponsored by *Women In Cable, Michigan and Northwest Ohio chapters*. Detroit, Grand Rapids and East Lansing, Mich. Information: Victoria Milner, (616) 247-0575.

Aug. 14—"The Road to Results," affiliate ad sales workshop sponsored by MTV Networks. Hackensack, N.J. Information: Spencer

Grimes, (212) 258-8434.

Aug. 14—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Nelson Price, president and CEO, Vision Interfaith Satellite Network, on "A Different Kind of Television for a New Kind of Audience." Copacabana, New York. Information: (212) 768-7050.

Aug. 15—"The Road to Results," affiliate ad sales workshop sponsored by MTV Networks. Philadelphia. Information: Spencer Grimes, (212) 258-8434.

Aug. 15—Women In Cable, Greater Philadelphia chapter, seminar "Total Quality." Stouffer's, Valley Forge, Pa. Information: Miriam Shigon, (215) 828-8316.

Aug. 15—New York Women In Cable annual programming picnic. HBO Media Center, New York. Information: Martha Martin, (212) 484-9988.

Aug. 15—Deadline for applications for focus news workshop for rural radio reporters and producers sponsored by the Alaska Public Radio Network and the Corporation for Public Broadcasting. Anchorage, Alaska. Information:

Karen Cox, (907) 277-2776.

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

Aug. 17—The Museum of Broadcast Communications and Soap Opera Digest present "An Afternoon with the Bells," featuring William J. Bell, Lee Phillip Bell and Lauralee Bell talking about the Bell-Phillip serials, The Young and the Restless and The Bold and the Beautiful. Chicago. Information: (312) 987-1500.

ALSO IN AUGUST

Aug. 20—"The Road to Results," affiliate ad sales workshop sponsored by MTV Networks. Rochester, N.Y. Information: Spencer Grimes, (212) 258-8434.

Aug. 20—Tax seminar for television and radio production professionals sponsored by American Association of Advertising Agencies. Information: Arnie Freeman, (212) 682-2500.

MAJOR MEETINGS

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

Sept. 10-13—National Association of Black Owned Broadcasters fall convention. Washington. Information: (202) 463-8970.

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: 1-800-225-8183.

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

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

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

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

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

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

Jan. 10-16, 1992—National Association of Broadcasters winter board meeting and legislative forum. La Quinta, Calif.

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. 12-14, 1992**—Satellite Broadcasting and Communications Association winter conference. Reno, Nev.

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

March 2-4, 1992—Television Bureau of Advertising 37th annual meeting. Las Vegas Hilton, Las Vegas. Information: (212) 486-1111.

March 4-7, 1992—23rd Country Radio Seminar, sponsored by Country Radio Broadcasters. Opryland Hotel, Nashville.

April 5-7, 1992—Cabletelevision Advertising Bureau 11th annual conference. Marriott Marquis, New York.

April 8-11, 1992—American Association of Advertising Agencies annual convention. Ritz-Carlton, Naples, Fla.

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

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

April 22-24, 1992—Broadcast Cable Financial Management Association 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla., and 1994, Town and Country Hotel, San Diego, Calif.

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.

June 10-13, 1992—NAB/Montreux International Radio Symposium and Exhibition. Montreux, Switzerland.

June 14-17, 1992—Broadcast Promotion and Marketing Executives & Broadcast Designers Association annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

June 23-26, 1992—National Association of Broadcasters board of directors meeting. Washington.

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

SEPTEMBER

Aug. 21—*American Women in Radio and Television, Houston chapter* luncheon. Holiday Inn Crown Plaza. Houston. Information: Jane Powell or Stacy Barrett (713) 621-2680.

Aug. 21—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Pittsburgh. Information: Spencer Grimes. (212) 258-8434.

Aug. 21—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Post, founder and vice chairman, Channel America Television Network, on "New Opportunities in Broadcast Television...It's Not Just Cable." Copacabana. New York. Information: (212) 768-5050.

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

Aug. 24—*Academy of Television Arts and Sciences* 43rd Annual Primetime Emmy Awards creative awards banquet. Pasadena Exhibition Hall. Pasadena, Calif. Information: Murray Weissman, (818) 763-2975.

Aug. 25—*Academy of Television Arts and Sciences* 43rd Annual Primetime Emmy Awards telecast on Fox Television. Pasadena Civic Auditorium. Pasadena, Calif. Information: Murray Weissman, (818) 763-2975.

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*. Allantia. 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.

Aug. 27—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. San Francisco. Information: Elizabeth Miropol, (312) 565-2300.

Aug. 27—The Community Service and Public Service Announcement Emmy Awards sponsored by *The National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

Aug. 27-29—13th annual Satellite Communications Users Conference. San Jose Convention Center, San Jose, Calif. Information: (303) 220-0600.

Aug. 28—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. San Diego. Information: Elizabeth Miropol, (312) 565-2300.

Aug. 28—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Stuart Kriesman and Chris Cluess, executive producers, *Night Court*, on "How Do You Freshen a Long Running Show Without Alienating Its Fans?" Copacabana, New York. Information: (212) 768-7050.

Aug. 29—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Los Angeles. Information: Elizabeth Miropol, (312) 565-2300.

■ **Aug. 31**—Deadline for entries in *The Center for Population Options* 1991 radio broadcasters award for outstanding portrayal of family planning, sexuality and reproductive health in radio programming. Information: (818) 766-4200.

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. 7**—"How to Cover the Capitol," and "Assembly TV: The Access Debate," seminar sponsored by *Associated Press TV-Radio Association of California-Nevada*. Sacramento, Calif. Information: Rachel Ambrose, (213) 626-1200.

Sept. 7—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.

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. 9-12—"Network 90's: Unleashing Tomorrow's Technology Today," conference and exhibition sponsored by *United States Telephone Association, Pacific Bell and Telecommunications Industry Association*. Civic Auditorium and Brooks Hall, San Francisco.

Sept. 10-11—*The Washington Journalism Center* conference. Theme: "Reforming the Nation's Schools: Rhetoric, Reality and Resources." The Watergate Hotel, Washington. Information: (202) 337-3603.

Sept. 10-13—*National Association of Black Owned Broadcasters* fall broadcast management conference. Washington. Information: (202) 463-8970.

Sept. 10-14—Eighth annual on-site program screening sponsored by *Central Education Network*. Red Lion Hotel, Salt Lake City. Information: Dinah Huff, (708) 390-8700.

■ **Sept. 11-12**—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Chicago. Information: (303) 761-8554.

Sept. 11—*The National Academy of Television Arts and Sciences* News and Documentary Emmy Awards. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

Sept. 11-13—*Association of National Advertisers, Inc.* corporate communications conference. Ritz-Carlton Buckhead, Atlanta, Ga. Information: (212) 697-5950.

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—*The Washington Journalism Center and The Freedom Forum* conference. Theme: "Higher Education in America: Diversity at What Cost, What Benefit?" Arlington, Va. Information: (202) 337-3603.

Sept. 12—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Chicago. Information: Elizabeth Miropol, (312) 565-2300.

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 1991) 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. 12-15—Focus news workshop for rural radio reporters and producers sponsored by *Alaska Public Radio Network* and the *Corporation for Public Broadcasting*. Anchorage, Alaska. Information: Karen Cox, (907) 277-2776.

Sept. 13—"What in the World Is Going On?" seminars on the expanding international television landscape and the burgeoning global marketplace. Sponsored by *Center for Communication* as part of "The Best of Banff" international television festival. Participants include: Burt Stanier, chairman and CEO, Westinghouse Broadcasting, Inc.; John Eger, president, Worldwide Media; Takashi Hoga, president Fujisankei Communications International, U.S.; Fred Cohen, president, King World International; Maria Komodikis, vice president, ABC Video Enterprises International, and William Miller, president, Hearst Entertainment. General Electric Auditorium, New York. Information: (212) 836-3050.

Sept. 13—*Montana Broadcasters Association* radio and TV sales clinics. Colonial Inn, Helena, Mont.

Sept. 13—"Television 1992, Forecasting the Year Ahead," forecasting seminar sponsored by *Television Bureau of Advertising*. New York. Information: (212) 486-1111.

Sept. 13—"Media Globalization: From Prophecy to Fact of Life," conference sponsored by *Penn State School of Communications*. Keynote speaker: Janice Obuchowski, U.S. Assistant Secretary of Commerce for Communications and Information. Participants include David Leach, House Energy and Commerce Staff; Terry Haines, FCC Chief of Staff, and former FCC Chairman Richard Wiley of Wiley, Rein and Fielding. National Press Club, Washington. Information: Dr. Richard Taylor, (814) 863-1482.

Sept. 13-15—*National Academy of Television Arts & Sciences* presidents meeting. Sheraton Seattle. Contact: Trudy Wilson, (212) 586-8424.

Sept. 14-15—"The Best of Banff," international television festival screenings. Two days of screenings of Banff International Rockie award winners of the past decade. Sponsored by *Center for Communication*. MacKlowe Conference Center, New York. Information: (212) 836-3050.

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

Sept. 15-17—*National Public Radio and National Federation of Community Broadcasters* workshop on audience building strategies for public radio. Albuquerque, N.M. Information: Cathy Raines, (202) 822-2735.

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. Speaker: FCC Chairman Alfred Sikes. Waldort-Astoria, New York. Information: (212) 867-6650.

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**—*North Dakota Broadcasters Association* annual convention. Holiday Inn. Grand Forks, N.D.

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.

Sept. 22-27—"Positioning for the 1990's: Investment Opportunities in Western Europe," seminars sponsored by *National Association of Broadcasters*. London and Paris. Information: Charles Sherman, (202) 429-5361.

Sept. 23—*Academy of Television Arts and Sciences* "Television Academy Hall of Fame," non-televized induction ceremonies honoring Desi Arnaz, Leonard Bernstein, James Garner, Danny Thomas, Mike Wallace and the series "I Love Lucy." Regent Beverly Wilshire Hotel,

Beverly Hills, Calif. Information: Robert Wargo or Murray Weissman, (818) 763-2975.

Sept. 23—"A Road Less Traveled," theme for annual gala sponsored by *Women In Cable, Washington D.C. chapter*. The Radisson at Mark Center, Alexandria, Va. Information: Barbara York, (202) 775-3669.

Sept. 24—*The National Academy of Television Arts and Sciences* Engineering Emmy Awards for Technical and Scientific achievements. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Sept. 24—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Atlanta. Information: Spencer Grimes, (212) 258-8434.

Sept. 24—Advertising law and business conference sponsored by *American Advertising Federation*. Speaker: Barry Cutler, director of the Federal Trade Commission Bureau of Consumer Protection. Parker-Meridien Hotel, New York. Information: Clark Rector, (202) 898-0089.

Sept. 24-25—"Strategies for Effective Corporate Communications," conference sponsored by *The Conference Board*. The Century Plaza Hotel, Los Angeles. Information: (212) 339-0290.

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

Sept. 25—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Orlando, Fla. Information: Spencer Grimes, (212) 258-8434.

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. 26—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Fort Lauderdale, Fla. Information: Spencer Grimes, (212) 258-8434.

Sept. 26—"Broadcasters Carnival," sponsored by *Southern California Broadcasters Association*. Ocean Park Pier, Santa Monica. Information: (213) 466-4481.

■ **Sept. 26-27**—"Spectrum '91," conference sponsored by *The National Association of Minorities in Cable and The National Cable Television Association*. Waldort-Astoria Hotel, New York. Information: Peggy Newbold, (202) 775-3669.

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

■ **Sept. 27-Oct. 1**—*Broadcast Executive Directors Association* meeting. Disneyworld, Orlando, Fla.

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

■ **Sept. 30**—Deadline for entries in Forum Award journalism competition honoring journalists whose work contributes to the public's understanding of the peaceful uses of nuclear energy. Sponsored by *U.S. Council for Energy Awareness*. Information: (202) 293-0770.

■ **Sept. 30**—*Cable Television Administration and Marketing Society* northeast regional management conference. Theme: "Managing to the Times." Featured speaker: Ted Turner, chairman, Turner Broadcasting System. Information: Dan Sheehy, (703) 549-4200.

Broadcasting

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908-665-2823

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The Dating Game

1960's

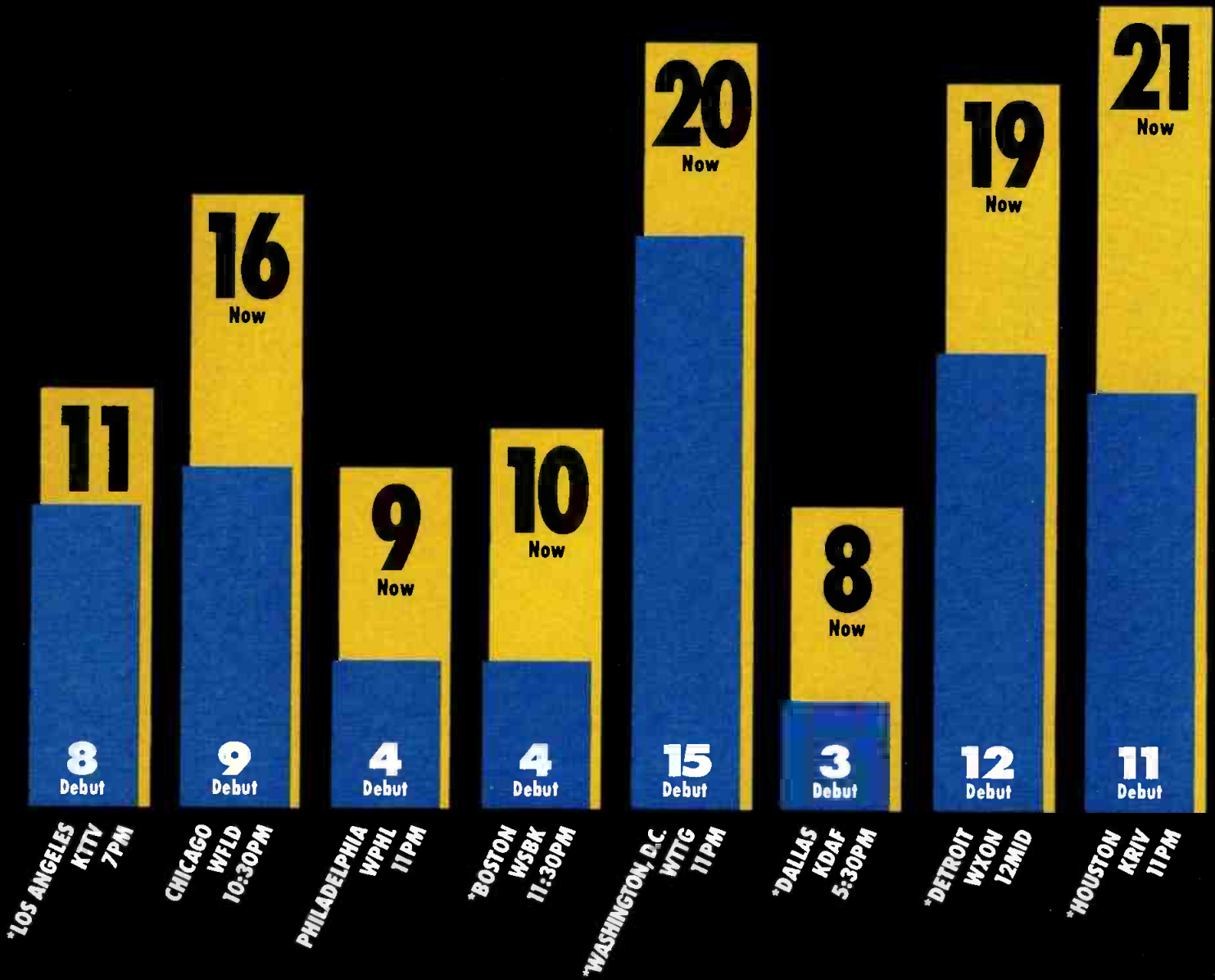
The Newlywed Game

1970's

Love Connection

1980's

Welcome To The



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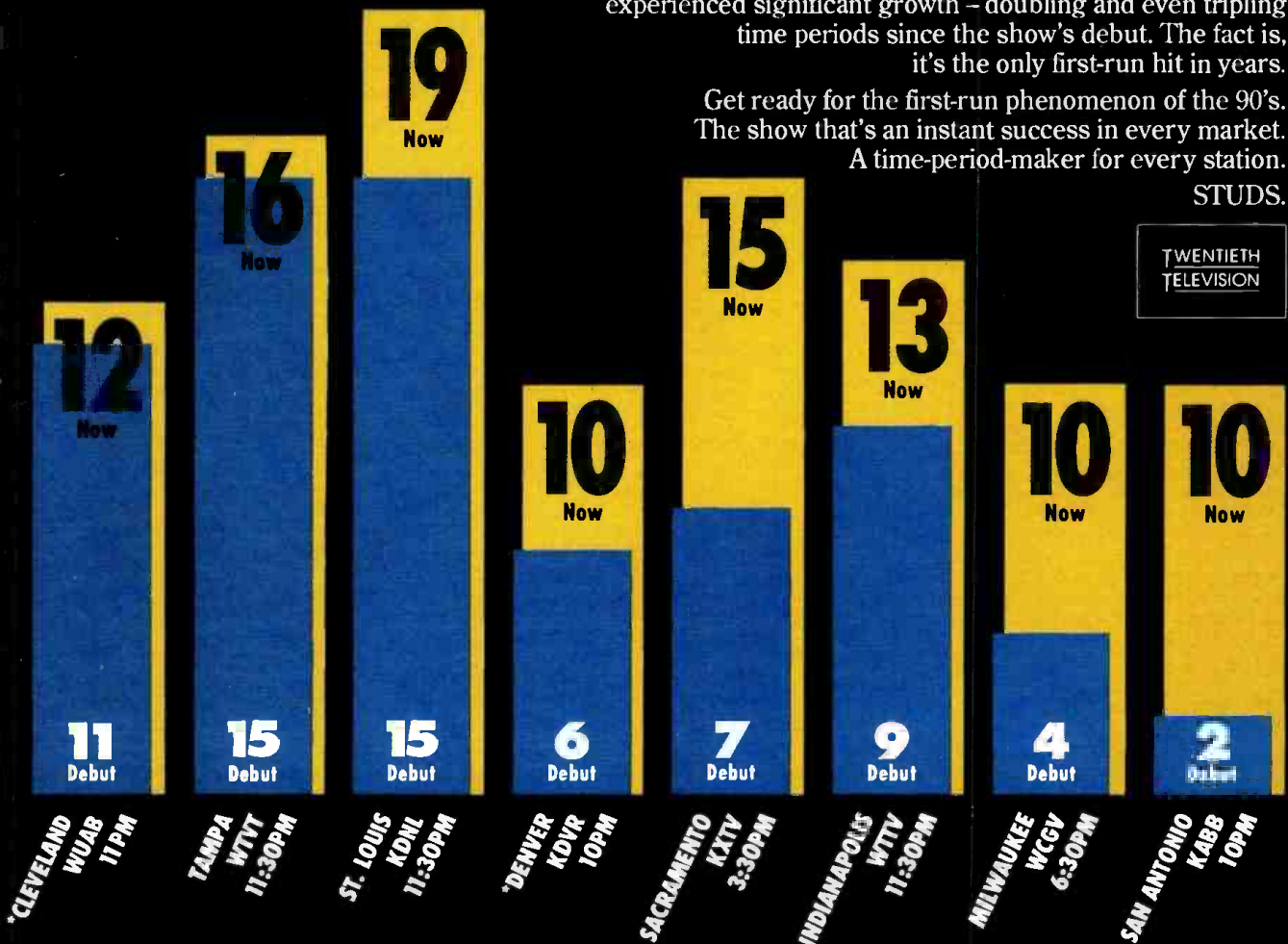
1990's

Over the past four months, 16 stations took a chance on a new first-run strip. Within weeks – even days – every one of those 16 stations has experienced significant growth – doubling and even tripling time periods since the show's debut. The fact is, it's the only first-run hit in years.

Get ready for the first-run phenomenon of the 90's. The show that's an instant success in every market. A time-period-maker for every station.

STUDS.

TWENTIETH TELEVISION



Source: NSI (ARB)- HH Share Now-Week of 7/29

D

S



Sept. 30—Deadline for entries in Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Content category for Desert Shield/Desert Storm programming has been added this year. Information: Phyllis Madry, (614) 292-0185.

■ **Sept. 30-Oct. 1**—*The Washington Journalism Center* conference. Theme: "Campaign '92: Will the Voters Get What They Want?" The Watergate Hotel, Washington. Information: (202) 337-3603.

■ **Sept. 30-Oct. 1**—*Minnesota Cable Communications Association* annual meeting and convention. Saint Paul Hotel, Saint Paul, Minn. Information: (612) 641-0268.

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

OCTOBER

■ **Oct. 1**—Deadline for television and radio commercials in *The Mobius Advertising Awards* 21st annual awards competition. Information: (708) 834-7773.

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

■ **Oct. 2**—*The Washington Journalism Center* conference. Theme: "Polling America: What the Voters Want in the 1992 Campaign." The Watergate Hotel, Washington. Information: (202) 337-3603.

■ **Oct. 2**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Washington. Information: Spencer Grimes, (212) 258-8434.

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

■ **Oct. 3**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Charlotte, N.C. Information: Spencer Grimes, (212) 258-8434.

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

Oct. 3-5—35th annual Television Programming Conference. Tampa-St. Petersburg, Fla.

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. 6-8**—*Nevada Broadcasters Association* annual convention. Reno, Nev.

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. 7-8**—*The Washington Journalism Center and The Freedom Forum* conference. Theme: "Rights in Conflict: Privacy, Free Speech and a Free Press." Arlington, Va. Information: (202) 337-3603.

■ **Oct. 8**—Chapter Idea Exchange luncheons sponsored by *Women In Cable, Michigan and Northwest Ohio chapters*. Detroit, Grand Rapids and Lansing, Mich. Information: Victoria Milner, (616) 247-0575.

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

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

■ **Oct. 9**—*International Radio and Television Society* foundation dinner. Panel moderated by former CBS News president, Fred Friendly. The Plaza Hotel, New York. Information: (212) 867-6650.

■ **Oct. 10-11**—*Arizona Broadcasters Association* annual convention. The Pointe at Tapatio Cliffs, Phoenix.

Oct. 10-12—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Austin, Minn. Information: Tascha Renken, (612) 926-8123.

Oct. 10-13—*Women In Communications, Inc.* national professional conference. Hyatt Regency, Atlanta. Information: (703) 528-4200.

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. 15—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Houston. Information: Spencer Grimes, (212) 258-8434.

Oct. 15-16—*Broadcast Cable Credit Association* 26th credit and collection seminar. Palmer House, Chicago. Information: (708) 296-0200.

Oct. 16—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. San Antonio, Tex. Information: Spencer Grimes, (212) 258-8434.

Oct. 16-17—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* board of directors meeting. Palmer House, Chicago. Information (708) 296-0200

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

Oct. 17—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Dallas. Information: Spencer Grimes, (212) 258-8434.

■ **Oct. 17-18**—*Alaska Broadcasters Association* annual convention. Tower Hyannis, Hyannis, Mass.

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. 20-22—*North Carolina Association of Broadcasters* annual convention. Pinehurst Hotel and Country Club, Pinehurst, N.C. Information: Kelly Edwards, (919) 821-7300.

■ **Oct. 22-23**—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Miami. Information: (303) 761-8554.

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

Oct. 23—*John Bayliss Broadcast Foundation* annual media roast. Roastee: Robert F.X. Sillerman, Sillerman Cos. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

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.

TOP OF THE WEEK



FOX, CBS FIND THEIR PLACE IN SUMMER SUN

Only two networks offering new summer shows are also only two to show July sweeps improvements over last year, with Fox up the most, 13%

Because the television industry traditionally hibernates for the summer, waiting for the fall when it has (but with decreasing degrees of success) been able to attract viewers back to their sets, the July sweeps usually come and go with little or no fanfare. This summer, however, the July sweeps numbers may provide a forecast about how the networks will have to program from the end of the season in May to the start-up again in September. Fox Broadcasting Co., in keeping with its four-year tradition of attacking where the other networks aren't, managed to post record numbers for its lineup during the July sweeps, leaving the other networks to question how much of their audience will return in September. The numbers, say Fox executives, give credence to their plan to roll out original programming on a year-round basis, including the slower summer months.

The July 10-Aug. 6 sweeps ended with ABC, CBS and NBC finishing in a tie for first place with 8.7 ratings and 17 shares, the first time in history that a sweeps has resulted in a three-place tie. Fox finished with a 6.2/12, significant in that it represented a 13% increase from its performance last July. In fact, Fox's average for the four weeks was higher than its average for last seasons, which ended in May. The only other network to show an improvement from last July

was CBS, which was up 2%.

The year-to-year improvement in the numbers for Fox and CBS is telling, given that they are the only networks making aggressive moves with original programming for the summer, lending support to their premise that if fresh programming is available, summer viewers will support it.

"We're really getting our viewers out of the habit of thinking the store is closed for the summer."

**Jamie Kellner, president
Fox Broadcasting Co.**

Fox's summer programming plans included premiering *Beverly Hills, 90210* and *Cops*. CBS pinned its hopes on three new series, *The Golden Years*, *Morton and Hayes* and *Fantastic Facts*, the last of which was set to debut last Friday, Aug. 9. The results for Fox thus far have been the most dramatic.

Beverly Hills, 90210, which was gaining viewers as last season progressed, showed the most growth of any series during July. The series ended the

sweeps in the top 20 and much higher among several demographic groups, including taking the top spot among viewers 12-34, and fifth among women 18-34. And the July numbers represent a 200% increase versus the show's ratings during the November sweeps. More important for Fox, the show has boosted the network's overall Thursday night performance, which had been powered solely by *The Simpsons* at 8 p.m. Fox finished July as the number-two network on Thursday night on both a household basis and among young adults.

"Our numbers are showing very nice growth, while the other networks are basically flat," said Jamie Kellner, Fox Broadcasting Co. president. This summer "we're really trying to get viewers out of the habit of thinking the store is closed for the summer," he said, adding that next year Fox will "offer a higher percentage of original programming during the summer."

"One of the things we're developing in these early premieres is audience loyalty. The performance of the shows is indicative of the audience reception, and we're very bullish about their performance next season," said Andrew Fessel, senior vice president, research and marketing, Fox Broadcasting Company. Fessel also said that although Thursday and Saturday night have seen higher numbers from the originals of *Beverly*



Original episodes of 'Cops' are helping fuel Fox's summer surge. Above: 'Cops in Russia,' which aired July 15.

Hills, 90210 and Cops, the lineups on Friday and Sunday nights have also improved since the premieres of the two shows in July. "Even though it's not as much, Friday night is up two share points over the May sweep numbers, and Sunday is up one share point. That growth is driven by the originals of just those two shows. That shows a tremendous amount of potential."

If Fox can sustain viewing levels, advertising executives said, the fourth network may be the beneficiary of a robust scatter market, and perhaps rebound in next year's upfront market. Fox's upfront revenues this season were estimated to be about \$150 million off last year's mark.

"We may get an advantage this

year," said Richard Kostyra, an executive vice president who buys national television time at J. Walter Thompson, referring to Fox's viewing gains this summer. "But next year they'll price it accordingly."

Fox's viewing gains could come at the expense of the big three networks, said Kostyra. "If the big three don't start providing some new [summer programming] to combat this Fox activity, it will cost them money. Our rates are based on the existing track record."

At the local level, Fox affiliate numbers, in many cases, are even more impressive than the network's July performance. For example, WTTG(TV) Washington was the number-one-rated station sign-on to sign off in July, with

four of the top-five programs in *Married...with Children*, *Beverly Hills, 90210*, *Top of the Heap* (with a lead-in from *Married...with Children*) and *In Living Color*. The station's 10 p.m. newscast is the highest-rated late news in the market, and is also the number-one program in the 10-11 p.m. time slot.

In New York, Fox-owned WNYW(TV) won Thursday 9-10 p.m. with *Beverly Hills* and was third overall in the market with its Thursday 10-11 p.m. newscast, beating WCBS-TV.

The numbers were much the same at KTVU(TV) San Francisco, where the station was number one in prime time, and whose 10 p.m. newscast was the highest-rated newscast all day, and number one in the 10-11 time period.

CBS, which heightened the drive to improve summer programming last year when it debuted *Northern Exposure*, *Top Cops* and *Prime Time Pets*, has not succeeded with this year's summer crop.

"We think *Morton and Hayes* and *The Golden Years* are terrifically executed shows," said Steve Warner, vice president, special projects, CBS. "Obviously, we'd always like to see better numbers," he said.

Morton and Hayes, a half-hour comedy from Rob Reiner, has averaged a 5.1/10 during July. Stephen King's *The Golden Years* scored an 8.5/16 in its four telecasts. Reruns of the 1982 ABC series *Police Squad*, which serves as the lead-in for *Morton and Hayes*, have performed almost two rating points better than its lead-out, averaging a 7.0/14.

Despite CBS's showing, Warner said the network remains committed to providing original summer programming. "You can expect another three to four series from us next year," he said. "We view the summer as another place for development. It's also a place where producers can come in and pursue the vision they have for their project. We want to be producer friendly, advertiser friendly and viewer friendly," he said.

This will likely be the last time CBS and Fox are alone in their programming efforts during the summer. Warren Littlefield, NBC Entertainment president, in an Aug. 5 interview with BROADCASTING, said his network is looking at development projects now so that it can schedule two three original series next summer. ABC has resisted any moves toward the summer (with the exception of original episodes of *Primetime Live*), recently citing research that showed how viewers watch less television until the summer ends. As a result of the research, ABC executives said efforts in the summer would not result in raising HUT (homes using television) levels.

-SC,SM

SHUKOVSKY, ENGLISH NEAR CBS DEAL

Shukovsky/English Productions, producers of CBS's *Murphy Brown*, is close to an agreement with the network for a "far-reaching, non-exclusive" deal that will include several series commitments and deficit financing of future projects, according to a source close to the negotiations. "Some important points remain open but we're at a point where we're cautiously optimistic the deal will be finalized shortly, probably within the next 10 days to two weeks," said the source. The arrangement will enable husband and wife producers Joel Shukovsky and Diane English to establish an independent production company with autonomy similar to that enjoyed by Carsey-Werner. Shukovsky/English Productions will have no back-end partners, giving it full ownership of syndication rights to future series. Under the deal, CBS will have right of first-refusal for any new project. The deal was characterized as a "broad-strokes type" similar to arrangements signed by Steven Bochco and Jim Brooks, both with ABC. Currently producing on the Warner Brothers lot, Shukovsky/English Productions will likely look for home at smaller studio. The source said a link-up with the MTM-CBS lot is a possibility, while it appears staying at Warner Brothers "is unlikely" because the studio probably won't be as cost-competitive as a smaller production outlet. The first project from the newly independent company could come as soon as mid-season 1991-92.

WILL ADVERTISERS BET ON CABLE'S NEW SERVICES?

Cable's expected flood of new channels will seek portions of a finite ad pie; it's unclear how many ad dollars new, targeted services will receive

The degree to which advertising will support cable's flood of new channels is one of the many unanswered questions surrounding compression. How much advertising can be counted upon by cable programmers will be crucial to the business plan of new networks, since the less reliance on advertising, the greater reliance on subscriber revenue.

But even though the new services cable programmers have on their drawing boards are likely to be even narrower than today's, many programmers believe those narrowly targeted networks (with highly desirable demographics) can draw some advertising, thus offsetting reliance on subscriber charges.

On the other hand, those in advertising aren't sure how much money is out there to support new services. Budgets are finite, and won't expand exponentially with the growth of cable channels, they say.

While advertisers have supported narrow cable networks with ratings in the tenths of a ratings point, those networks may have a better shot at gaining revenue if they are a part of a larger group. For instance, VH-1 ratings are half that of MTV, but the network benefits from being grouped with other Viacom networks. It's likely that MTV's multiplexing will be sold in the same way, so the cumulative ratings across several networks will drive advertising. That is the dilemma existing basic services face in creating new channels—the further fragmentation of the audience and thus advertising dollars. But an MTV or a Discovery may feel it's better to have four or five services with ratings at or above what the main service generated historically, rather than having the main service slumping in the ratings with no recourse to gain back those viewers.

What new cable services are likely to find is that advertising dollars will be largely finite. Bob Garrison, DDB Needham vice president, associate director, national TV and radio group, said advertisers "are essentially working with a fixed budget." Added Nancy Swiet, vice president, associate media director, BBDO Chicago, which handles Wrigley, "Budgets aren't going to expand."

Established networks are likely to see some drops in ad dollars as more competition arrives. "The greater the number



of networks, the lower the ratings and the lower the advertising dollars," said Bart McHugh, DDB Needham senior vice president, director of national TV and radio. "And cable networks will get lower dollars for their audience reach, because the number of suppliers will outweigh the amount of audience," he said. But the ability to reach a target audience that no one else reaches is the way that cable networks—new and old—will bring in increasing ad revenues, according to McHugh.

The further fragmentation of the audience does raise the question: How low can ratings go before advertising dries up? Garrison said he had seen some money flowing back to network television because advertisers have thrown up their hands with all the fractional ratings out there and have gone back to the largest reach, even though it's smaller than years ago. But other advertisers have been willing to take chances on cable's smaller ratings. Swiet said Wrigley has signed deals with Comedy Cen-

tral and E! "We have made some commitments to newer channels," she said. While Wrigley will buy small ratings, "it's gotta be worthwhile," she said, or it ceases to be cost-efficient.

It appears unlikely that broadcast networks will lose ad dollars, en masse, when more cable services arrive. Even if the three broadcast networks continue to lose share, advertisers say they remain convinced that the Big 3 will remain the best way to reach a mass audience. "If the cable networks think their money will triple [by coming] from broadcast, they are sadly mistaken," said Marc Goldstein, executive vice president, national broadcast and programming, at Lin-tas U.S.A. With the proliferation of networks, "unit pricing will come down because of smaller numbers, and we'll redistribute our [cable] budget, maybe a bit more, over a larger area."

"There might be a little bit more money for cable, but there's not going to be much more," said Tom Winner, executive vice president, director of mar-

keting services, Campbell-Mithun-Esty. If cable does bring in more ad dollars, it will be "stealing money from targeted media," such as in-store advertising and print media, said Winner.

If audience fragmentation does occur, and brings along with it lower ad revenues, cable networks, which have become increasingly ad supported over the past several years, will have to rethink their revenue streams. Multiplexing is one way to gain more shelf space on cable systems, increasing the chances of maintaining or increasing a network's overall viewing. Garrison said MTV will probably see a bit more money with their multiplexing. He said if they can get 20% more "they should be happy.... They almost have to look at it that way."

Some existing networks may be in a better position than others to deal with an advertising falloff. "If there is an erosion of ad revenue because of the new services, cable networks will be hard-pressed to find new revenue streams," according to Ron Schneider,

vice president, sales, at Arts & Entertainment. MTV is in a better position than most networks to expand its product to maintain or slightly increase its ad revenues because of the low cost of its programming product, said Schneider. "That won't be as easy for a lot of other networks."

Rick Sirvaitis, executive vice president, Turner Broadcasting Sales Inc., is an optimistic voice that compression and the increased channel capacity it brings will also bring in more ad revenues. "I'll argue that our share of dollars and total dollars will increase dramatically. Compression will allow us to gain access to new markets and new dollars we can't touch now," he said. Compression, for one, "may allow us to regionalize in a manner we do not now, by accessing spot dollars we don't get to," he said.

Nor does Sirvaitis buy the argument that more channels automatically means a fractionalized viewing audience. "I see the addition of audience, of certain people that don't watch anything right

now," he said. What the proliferation of niche services will do, however, he said, is cause the further erosion of the broadcast network audiences. A&E's Schneider does not disagree with that, but said other broad-based cable services face a potential problem as well. "Who gets hurt will be contingent on if the new channels are targeting the same audience," he said.

There will likely be little or no activity in local ad sales from the perspective of MSO's, which are only just now coming up to speed in inserting on cable's six or eight largest networks. The economies of scale may never be such that new, narrower services will be sold locally.

Jerry Machovina, ad sales chief at TeleCable, said there is a limit on the number of networks on which advertising can be sold, but "where it is, I don't know." Although many new networks could be viable, he said, "the question is: When does a niche become a burp? The point will come when there is not a critical mass."

-MS,SDM

TURNER ACTIVE IN CABLE NETWORK R&D

Turner Broadcasting System has been largely silent about what new networks may be in the offing if and when compression becomes a reality, but sources say the cable programmer has plans on the drawing board for a sports news network, a talk network and an animation channel, should the company be successful in purchasing the Hanna-Barbera library. Those three may not be the only ventures in development for the company, which already owns four national and one regional cable network.

Terry McGuirk, executive vice president, TBS, would neither confirm nor deny any Turner activities: "We're looking at everything. We're not going to be limited." While nothing is imminent ("this is not an action time," said McGuirk), the company is not sitting idly by. "Given that we're the largest cable programmer, we do the most R&D on new networks and new opportunities. At any one time, there are a number of new opportunities being researched," he said, and "new ways of reaching consumers," such as Turner's Checkout Channel and Airport Channel.

The sports, talk and animation channels would be a natural outgrowth of existing Turner programming, but being in development does not mean they will necessarily ever be launched. Sports news is a regular component of CNN and Headline News, and Turner looked long and hard at other specialty news, such as financial news, before deciding against going after FNN. But the track record on sports news is spotty. Mizlou Communications launched the Sports News Network in 1990, only to see it go bankrupt because of lack of distribution. ESPN has looked at sports news, but has been reticent about going full bore. Sports news has cropped up as a possibility for SportsChannel and Prime Network, but only as fill-in programming between events.

Turner could draw on its myriad news correspondents and CNN personalities as the foundation for a talk network. It

already has *Crossfire* and *Larry King Live!* on CNN and is in negotiations to bring Jesse Jackson to CNN. The advantage of both sports and talk networks would be relatively low, predictable costs, allowing them to be basic networks. The economic models grow even more appealing when compression lowers satellite costs and greatly increases channel capacity.

Potentially, the most imminent network could be an animation channel, if Turner succeeded in purchasing the Hanna-Barbera library. Turner has carried *The Muppet Show* and *Fraggle Rock* in the past, and it has its own animation program, *Captain Planet*. Sources say Turner had discussions with animator DIC Enterprises several months ago, but nothing came of those talks. Other large companies are looking at the Hanna-Barbera library, including MCA and Viacom, the latter taking a cursory look at the deal, according to one source. Presumably, any major company purchasing the library would have the foundation for a new service. But even a purchase of the H-B library does not automatically create a network. One problem is that more animation would be needed, which is an expensive proposition. The existing licensing arrangements also tie up H-B's product for some time before the owner could have unfettered rights.

McGuirk brings a measure of economic caution to all the talk of greatly increased channel capacity. "What the consumer use will be is unknown," he said. He does not believe compression will greatly alter the fates of cable's main six or seven networks, nor necessarily mean ratings will drop for the main networks. With the newer niche networks, "viewership is going to be microscopic," he said, "and circulation may be difficult to achieve... It's difficult to believe these networks will be ad-supported." And subscriber-supported networks create real problems with circulation and viewership, he said.

-MS

THREE-NETWORK REVENUE IN SECOND QUARTER DECLINES TO \$1.8 BILLION



The three television networks are well into their own recession. For the third consecutive quarter, advertising revenue at ABC, CBS and NBC collectively declined, this most recent quarter by an estimated three-plus percent to just over \$1.8 billion. That the decline wasn't worse, given reported scatter market price drops of 20%, is due to the majority of inventory having been sold in the prior year's healthier "upfront" marketplace. The comparison was also helped by problems last year when a controversial decline in reported people-using-television ratings forced the networks to remove inventory from sale for makegoods.

The second-quarter combined numbers mask differences among networks and dayparts. NBC was up modestly, due to the NBA playoffs, as was ABC, while CBS revenue was off significantly. Among dayparts only two, sports and early

morning, were said to be up, with the latter benefiting from "coffee wars." Sports gained from both the NBA and the new World League of American Football telecasts on ABC. Prime time, daytime and late night were said to be off moderately, while the children's daypart was hurt because ratings declines at both ABC and NBC required the removal of inventory for makegoods.

It is unclear yet how the third quarter will compare versus a year ago. Scatter pricing has continued below the prior-year levels. Also, second quarter advertising gains in early-morning may be difficult to repeat. However, last year's 4.7% third quarter gain had begun to reflect weakness in the scatter market, particularly in football. By the fourth quarter of last year, the decline had begun in earnest which should make this year's fourth quarter comparisons easier. —CF

FOOTBALL RULING TAKES GOOD BOUNCE FOR ABC, CFA

ALJ dismisses FTC complaint; commission plans to appeal decision

Capital Cities/ABC Inc. and the College Football Association had reason to celebrate last week as an administrative law judge dismissed a 1990 Federal Trade Commission complaint charging the pair with illegally restraining competition. But just as quickly as the decision came down, the FTC legal staff returned to the huddle and announced plans to appeal the decision.

Judge James P. Timony last Tuesday ruled that the FTC lacked jurisdiction over the CFA in its \$300 million deal with Capital Cities/ABC because of its nonprofit status. While the judge dismissed the complaint against both entities, however, the FTC pointed out that he did leave open the possibility of proceeding against the broadcasting company alone.

"Stay tuned," said Kevin Arquit, director of the FTC's Bureau of Competition. "This is just the first step in a long process."

An appeal could be argued as early as November, but it is highly unlikely that any FTC action would be enforced in time to affect the upcoming 1991-92 CFA season. ABC begins its CFA schedule with an Aug. 31 afternoon tele-

cast featuring Miami at Arkansas; ESPN, which is 80% owned by Capcities/ABC, opens its season later that day with a 7:30 p.m. ET Pittsburgh-West Virginia match-up. The CFA regular season telecasts run through late November.

Judge Timony's decision last week did not rule on any of the antitrust issues in the CFA's TV deal, which gives ABC and ESPN exclusive rights to all its games from 1991 to 1995. ABC spent about \$175 million for rights to broadcast up to 35 CFA games on Saturday afternoons; ESPN paid \$125 million for rights to a total 29 games.

The CFA represents 66 of the nation's top schools, giving ABC and ESPN a stronghold on college football. Making that hold even tighter is a separate deal that ABC struck with the Big 10 and Pac 10 conferences. Competitively, CBS has no college football telecasts this season, and NBC has just six games through an exclusive deal with Notre Dame. On the cable side, Turner Broadcasting offers only a dozen games through a deal with the Southeastern Conference.

The FTC has argued that the CFA member colleges receive profits under the TV agreements and therefore fall

under the jurisdiction of the commission. But Judge Timony said in his decision that nonprofit organizations may obtain revenues in excess of expenses, adding that the true test of nonprofit status is "whether the organization's funds are properly used for recognized public purposes, rather than distributed to private persons or for-profit companies."

"CFA, through its television contracts and other programs, fosters intercollegiate football and that in itself is a proper nonprofit purpose," wrote Timony. "The CFA's television rights to college football games, with the proceeds going to the schools to help support their athletic programs, have a nonprofit educational purpose."

Last week's decision was greeted enthusiastically by attorneys for both the CFA and Capcities/ABC. CFA attorney Lewis Engman, a partner at the Washington-based law firm Winston & Strawn, declared the ruling "a great day for taxpayers."

"The thought of the commission bringing such a case boggles the mind," said Engman. "With all the other things bothering this economy, I can't believe they're bothering with this." —RB

SHOW BUSINESS TRIES TO BALANCE BOOKS



T I M E W A R N E R

Studios said to be actively considering floating stock in wake of Time Warner rights offering



Time Warner's completion of a \$2.8 billion equity offering last week may have significance beyond strengthening the finances of that one company. Other studios or their parent companies are being encouraged to copy Time Warner's deleveraging through issuing equity or long-term debt to the public markets. Among those reported to be considering such moves are Sony, Carolco and Fox.

Whether other studios can copy the Time Warner success is uncertain. Many studios find themselves highly leveraged at a time when not all segments of the entertainment business are improving their financial performance. The debt, much of it incurred through acquisitions, has affected almost all companies save a few, such as Paramount, Disney and MCA parent Matsushita.

A story in the *Wall Street Journal* quoted sources saying that Sony was considering raising \$2 billion-\$3 billion in both the domestic and Japanese securities markets. Such offerings, the article said, might include spinning off pieces of the record company or studio to the public. A Sony U.S.A. spokesperson said the company had "no comment" on the subject.

Observers last week were not sure the same opportunities available to Time Warner would also be available to Sony or other entertainment companies. Said

Karen Firestone, manager of Fidelity's select leisure fund: "The Time Warner situation was different; everyone knew they had to do something about their leverage. But with many of these companies, it's just an ongoing business situation. If Sony had to spin off part of their entertainment operations to the public, that would suggest to me they don't want to own the whole thing anymore. I don't take that as a great vote of confidence."

Sony bought the record company in January 1988 for roughly \$2 billion and in November 1989 bought Columbia Pictures Entertainment for \$3.6 billion plus the assumption of \$1.5 billion in debt. For the fiscal year ending March 31, the combined operating profit for entertainment was \$329.9 million on sales of \$5.2 billion.

In its television operations, Columbia, renamed Sony Pictures Entertainment last week, has been doing relatively well. It had opted out of the first-run business for several years but is in the process of testing a new show on WNBC-TV New York (see story, page 34). Production for the networks' upcoming fall schedule is up from last year. Several shows renewed for the fall—*Who's the Boss*, *Designing Women* and *Married with Children*—have also done well in syndication.

On the theatrical side, while Sony

Pictures films have a large share of the box office, it, like other studios, has seen costs increase. A recent report by John Tinker of County NatWest said that negative, print and advertising costs increased 10.8% annually over the last 10 years. Said Michael Garsten, managing director at Bear Stearns & Co., "The movie business is not generating for anybody large amounts of free cash flow."

Another studio said to be considering raising new financing is Fox. Bill Sorenson, executive vice president, investor relations, News Corp., noted that some companies, such as Disney, have been successful at arranging stand-alone film financing. "Given Fox's position in the industry, we could arrange film financings, but it remains to be seen whether the price would be attractive," he said. One analyst suggested that Fox could issue its own equity or debt without violating bank covenants of the parent News Corp.

News Corp. stock has recently been performing very well, rising to 14½ last Friday. Several securities firms, including Oppenheimer & Co. and Donaldson Lufkin & Jenrette, have recommended the stock, noting that its price as a multiple of per-share cash flow compares favorably to other media companies. Short interest in the stock was up, however, for the period ending July 15, suggesting there may be a substantial divergence of views about the company.

Some of the glow was even taken off Time Warner's rights offering. One report said that roughly 40% of existing shareholders sold their shares to investment bankers, rather than participate in the rights offering. Commented Tinker: "There was some question about whether institutions would unload their shares because, with the additional 60% of stock created by the rights, their Time Warner investment became too big a portion of their portfolio. But the stock has held up pretty well." Last Friday Time Warner was trading at 87¼. The rights to buy shares were exercised for \$80. —ef

WRIGHT: NETWORK LOSING MONEY BUT NOT FOR SALE

NBC President Robert Wright reaffirmed last week that the television network was projecting losses of 10's of millions of dollars in 1991. In a taped question-and-answer meeting that was later played to company employees, Wright also termed NBC's outlook for 1992 "extremely questionable." The network continues to suffer ratings declines in much of its schedule and is feeling the effects of industry-wide advertising weakness.

In response to an employee question about why there were cutbacks at the same time that top NBC executives received newly designed offices, Wright responded that the move had been planned for a long time and that the appearance of offices was important for meetings with advertisers.

Further recommendations by several dozen executives on strategic questions, including "revenue generation," some of which could lead to further cuts, will be presented to Wright in several weeks.

In response to a question of whether NBC was for sale, he said: "The answer is no, it's not."

THOSE IN FIRST-RUN ARGUE TO KEEP NETWORKS OUT

In FCC's fin-syn recon proceeding, first-run syndicators and others contend permitting networks in business would harm market and local stations

First-run syndicators and their supporters last week urged the FCC to maintain the prohibition in the new financial interest and syndication rules barring the networks from getting into their business.

The Program Producers and Distributors Committee, in comments filed in the FCC's reconsideration of its fin-syn rules, said allowing the networks into the business would jeopardize it—"the only national programing alternative to network and off-network programs for local television stations."

In petitioning the FCC to reconsider the fin-syn rules last month, CBS and NBC continued their campaign against all fin-syn restrictions, calling the new rules illogical, unconstitutional and counterproductive. But recognizing the agency was not about to repeal the rules, they asked for major changes, including lifting of the restrictions on their syndicating first-run programing as well as programs aired on other networks.

"The networks...would be far more than benign competitors in the marketplace," said the PPDC. As the FCC recognized in imposing the restriction, it said, "the record establishes that the networks would have the ability to dominate the first-run market and substantially reduce competition and the diversity of first-run programs available to television stations."

In opposing the networks' attempt to eliminate the first-run restriction, the PPDC was backed by a group of independent broadcasters—Tribune Broadcasting, Chris-Craft/United Television, Gaylord Broadcasting and WPWR-TV Gary, Ind. (Chicago)—and Hollywood's Coalition for the Preservation of the Financial Interest and Syndication Rule.

Without the prohibition, said the group of independents, "a network naturally would tend to produce and then steer first-run programs to its affiliates.

"Networks would do so both to strengthen their affiliates and weaken competitors and provide attractive lead-in and lead-out programing to network schedules," it said.

Because the networks reach 98% of the television households and have owned stations in top markets, said the coalition, they have the power to control the first-run market. "It is this unique combination [reach and top-market affiliates] that would enable the networks

either to extract rights in or to handicap the launch of new programs by independent first-run syndicators," the coalition said. "No first-run syndicator possesses that combination or that power."

The group of independents and the coalition also argued for keeping in place the prohibition against the networks syndicating programs originally aired on another network. Under the new rules, the coalition said, the networks may syndicate domestically in-house productions, although such productions are limited to no more than 40% of their prime time schedules. "If each network were permitted to syndicate programs aired by the other networks as CBS and NBC advocate, they could soon dominate syndication—clearly not the commission's intent."

CBS and NBC, joined by Capital Cities/ABC, gave as good as they received, attacking the petitions of the coalition and others to tighten up the safeguards governing the networks' acquisition of financial interest and syndication rights in outside-produced programing.

Such petitioners offer no new arguments for the restrictions, the network said. "They simply propose a lengthy 'wish list' of restraints that would further insulate their businesses from competition."

The networks specifically opposed the coalition's call for a subcap on the number of one-shot programs—mini-series, made-for-TV movies and specials—that the networks may produce in-house. The rules permit the networks to produce up to 40% of their prime time schedules in-house; the coalition's subcap would limit in-house "one-shot" productions to 25% of whatever is produced in-house.

The market for TV movies and mini-series is highly competitive, the networks argued. "All told, cable networks now spend approximately the same amount of money on TV movies and mini-series to make roughly as many...as those aired by ABC, CBS and NBC," the networks said. "The existence of this large number of available buyers necessarily precludes any attempted network 'extraction' from producers."

—NAB

BROADCASTERS STILL PERPLEXED OVER POLITICAL RULES

FCC told that regulations, including lowest unit charge, are vague at best; others must be revamped or discarded

Although broadcaster confusion over the FCC's political programing rules continues, clarity may be on the way. And with the 1992 elections just around the corner, broadcasters and candidates hope that is especially true concerning lowest unit rate.

That's the area that "continue[s] to be the most troublesome to stations," said the Association of Independent Television Stations, which along with several others filed comments late last week on the FCC's attempts to codify its political programing policies.

The National Association of Broadcasters said, "The fundamental problem is that while the basic principles of political broadcasting law are simple, the application often verges on the impossible."

Broadcasters are obligated to charge candidates their lowest unit rate for the same class of advertising run in the same time period as they would for their most favored commercial clients.

A 1990 FCC "audit" of 30 radio stations found widespread non compliance of the lowest unit charge rules. In the audit report and a subsequent question-and-answer session at the commission last September, the FCC tried to update broadcasters' responsibilities as outlined in its 1984 Political Primer. However, broadcasters believe confusion is the only certainty in the political programing rules, while several candidates have sued broadcasters for refunds.

NAB said FCC actions in 1988 and 1990 "were effectively so broad in scope as to defeat many broadcasters'

good faith efforts at implementation. [The FCC] cannot continue their attempts to encompass virtually every variable in the sale of broadcast advertising within the scope of political broadcasting policies."

The FCC's 1990 announcements, which NAB said codified policies previously considered staff interpretations, raise "serious legal questions under the Administrative Procedure Act [by] announcing new law or policy without commission approval, without notice and comment."

NAB said, "It is no surprise that broadcasters (and their communications counsel) are confused as to the [FCC's] desire when the [FCC] itself changes its interpretation within days and puts none of the interpretations into writing."

INTV agreed with NAB on most counts and said the lowest unit rate "should place candidates on even par with a station's most favored commercial advertiser, but need not give a candidate a break or rate more favorable than that available to the station's most favored commercial advertiser."

Fluctuations of the lowest unit rate during the 90-day campaign window "result from normal business practices and not from manipulation of rates," INTV said.

One of the problems, INTV said, is that "candidates request types of time not typically sold to commercial advertisers and for which no apparent lowest unit rate exists. Stations should be entitled to exercise reasonable good faith discretion in setting rates for political candidates in such cases."

Although the lowest unit rate was probably the most important issue raised in the notice, it was not the only one. The FCC also sought comment on reasonable access and its applicability to cable; whether candidates should have access to news programs, or whether broadcasters who choose not to sell time within newscasts can create news adjacencies; the right of broadcasters to refuse selling ad time in newscasts to candidates, and sponsorship identification.

The Radio-Television News Directors Association, Reporters Committee for Freedom of the Press and The Society of Professional Journalists, in a joint filing, said the "nature" of newscasts, with coverage of candidate activities and speeches, "militates strongly against accepting paid advertising that could be so easily confused with the news content."

But the three news associations want to expand the exemption to news produced outside the station. "Broadcasters and cablecasters increasingly have ac-

cess to syndicated and other program packages from outside journalistic sources that qualify as newscasts under the general understanding of that term." Sawtooth Communications, licensee of KIVI(TV) Nampa, Idaho (Boise), agreed with INTV and said, "Stations must have the right to view commercials prior to airing if there are guidelines [broadcasters and cablecasters] will be held accountable to."

But at least one media planning and placing service, National Media Inc., disagreed. They said the FCC should "allow the same equal access to news programing as they do for all other programing" because "television news audiences, while not necessarily reaching the largest audience, do have the highest concentration of people most likely to vote. Limiting a candidate's access to news programing limits access to the voters."

And Elizabeth Krueger, assistant professor at Washington State University's Edward R. Murrow School of Communications, said broadcasters and cablecasters "are entirely capable of following rules in the political broadcast area, but find the commission's current approach of issuing guidelines, letter rulings and telephone advice inadequate." —**JS**

WAYNE NEWTON TAKES HIS CASE TO SUPREME COURT

Entertainer files for review of appeals court's decision to overturn his \$5.3 million libel judgment against NBC

One year after a federal appeals court stripped Wayne Newton of a \$5.3 million award in a libel suit against NBC News, the entertainer has filed with the Supreme Court to allow him to appeal the celebrated case.

The filing is the latest in an ongoing dispute that began with a 1980 NBC News report linking Newton to organized crime. Newton in 1986 was awarded \$19.3 million in the case, which was eventually reduced to a \$5.3 million libel award. That decision in turn was reversed by a federal appeals court in August 1990, prompting Newton's latest move to take his case to the nation's highest court.

Among the primary concerns raised in the latest Newton filing is the "independent review" of a jury's actual malice decision by appellate court judges. According to the petition, the case raises a question left open in the 1989 *Harte-*

Hanks Communications v. Connaughton decision, namely, how the Constitution governs the "independent review" of an actual malice finding in a public figure defamation case.

The 29-page Newton petition pointed to problems in the "independent review" of testimony by defendants Brian Elliot and Ira Silverman, in which the appellate judges were free to pick and choose from testimony given by the two NBC News correspondents.

The petition also argues that the appellate court should not be allowed to base its malice decision upon its own interpretation of the telecast, which conflicts with the meaning derived by the "average member of the intended audience," i.e., the original jury decision.

As stated in the petition, Newton's attorneys said "a reviewing court should not be permitted to make wholesale substitutions of its own findings for those

that the jury reasonably could have made. Otherwise, trial by jury becomes little more than a necessary hurdle en route to the 'real' trial by judges."

The 1980 NBC News report in dispute, prepared by veteran network correspondents Ross and Silverman, alleged that Newton used financial help from organized crime to purchase the Aladdin Hotel in Las Vegas, had a hidden organized crime partner in the hotel deal and then lied about the situation under oath to the Nevada Gaming Board. The network maintained the allegations in subsequent on-air reports.

Attorneys for Newton filed their latest petition Monday. The Supreme Court justices are scheduled to return from a summer break in October and will then decide whether to grant the petition. Newton's attorney, Morton R. Galane, and an NBC spokeswoman both declined to comment on the latest developments. —**BS**

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PROGRAMMING

CPT RAISES 'RUCKUS' IN FIRST-RUN RE-ENTRY

Studio banks on fast-paced game show revolving around mix of stunts and jokes orchestrated by hip comedian host



The first episodes of Columbia Pictures Television's game show, 'Ruckus,' began taping last week at Merv Griffin's Resorts International casino in Atlantic City. Griffin is producing show for Columbia.

Game show hosts over the years have asked contestants to do some really bizarre things to earn money. But the Amazing Jonathan, host of a new first-run game show from Columbia Pictures Television, took the cake last week at the taping of the show's first episode. The show, if not that episode, is scheduled to air Sept. 9.

Jonathan, whose full name is Jonathan Szeles (pronounced zales), offered a member of the studio audience \$50 to take a long pencil and shove it all the way up his nose and back out, and all the way into one ear and back out. The host demonstrated precisely what he had in mind, much to the delight of (and with a few groans from) the studio audience.

Ultimately, the audience member valued his ears and sinuses over the \$50, but Jonathan did give him \$50 just for touching the pencil.

Welcome to the world of *Ruckus*, which represents Columbia Pictures Television's re-entry into first-run syndi-

cation, a business it's been absent from since 1987 and the dissolution of the Colex venture with LBS (BROADCASTING, June 17).

As one might guess, Szeles's specialty is prop humor, a craft he has honed in the San Francisco Bay area, where he has been a headliner at comedy clubs since the early 1980's.

Merv Griffin, whose Columbia-owned company is producing the show, saw a tape of Szeles's act, and booked him last summer at his Atlantic City casino, Resorts International.

Unlike previous game shows, *Ruckus* will not have a fixed format. Instead, new segments will be introduced daily.

"It's difficult to come up with the right formula for a nonformula show," Griffin told Broadcasting last week. "It's still evolving," he said. "What I want to do is a show that is so crazy it will break through everywhere."

The *Ruckus* host role is not Szeles's first television stint. He has appeared in both HBO and Showtime comedy spe-

cial, and has made appearances on *David Letterman* and Fox's *Comic Strip Live*.

Columbia has been tight-lipped about the specifics of the new program since word of it broke in June. The secretiveness is in part due to the fact the company wants a big hit as it re-enters a very difficult market for new first-run shows. The show is set to air on WNBC-TV New York starting Sept. 9 at 7:30 p.m., as the second half-hour of a double-access block that leads off with *Love Connection*.

In New York, the show will initially go up against some formidable competition, including *Entertainment Tonight* on WCBS-TV, *Wheel of Fortune* on WABC-TV, *Current Affair* on WNYW(TV) and *Cosby* on WWOR-TV. With success, CPT hopes to roll out the new show nationally.

No matter what else can be said about the program, it is clearly different from existing game shows, although CPT isn't saying much about the show as it goes about fine-tuning it.

The show is being produced by Bert Wheeler, who is in charge of program development for Merv Griffin Productions. Wheeler also served as producer for the Griffin-produced, King World-distributed *Monopoly* game show that ran on ABC-TV last summer in prime time, but which was not renewed.

Before that, he produced *Sale of the Century* in the 1980's when it was a Reg Grundy Production, according to The Encyclopedia of Television Game Shows.

Judging from a taping of the show last week and attended by this reporter, it combines a lot of elements, including Szeles's unique brand of standup comedy and a sensibility that appears to take a page from cable television's more irreverent approach to game shows, such as MTV's *Remote Control*.

It borrows bits from *Let's Make a Deal*, offering studio audience members a fast \$20 or \$30 bucks to answer a trivia question or produce a certain object. At

the same time, the program often pokes fun at the game show genre. During certain segments, Jonathan asks contestants about themselves, but as they respond, canned snoring sounds are heard throughout the studio.

Szeles is not the typical TV game show host. No suit and tie for this brash young comic, who is described as a "kindred spirit" to the prop comedy team of Penn and Teller, according to San Francisco area freelance writer Bob Wieder.

At the initial taping, Jonathan dressed the part of the hip young comic—multi-colored shirt buttoned at the top, no tie, black jacket and trousers, no socks, black loafers and headband. He also bore a mole on the back of his neck—a mole of the animal variety, that is, that Szeles said he'd have to get removed now that he's a talk show host.

Sources linked to the show said Szeles's humor and interaction with contestants and audience is the basic appeal of the show, as well as the goofy things contestants are required to do to win prize money after answering questions successfully. The questions themselves are clearly secondary (e.g., "What word does Fred Flintstone say when he gets excited?").

Wieder, who covers the San Francisco comedy club circuit for the *San Francisco Chronicle* and other publications, describes Szeles as "one of the best prop comics" in the business. "He's a dominating personality, a roaring Nordic runaway-bus of a man... He'll come out on stage juggling machetes and pick someone out of an audience and say, 'You look like the guy who killed my parents—just kidding, I killed my parents.'"

Among the segments at the taping was one called "String 'em Up," a variation on musical chairs, with each successive loser getting sprayed with Silly String by the survivors. The winner won \$500. There was also a dance contest that was judged by the studio audience.

In a segment called "Reach for the Stars," contestants answered simplistic questions ("The word a photographer uses to make you smile") and performed silly challenges (like tying a knot with boxing gloves on) to earn cash.

All the while, Jonathan is egging on the contestants, studio members and even announcer Jim Bradley. At one point in the taping he told Bradley to guess who had asked about him the other day. Bradley replied that he didn't have a clue. "No one," was Jonathan's response.

Come Sept. 9 and beyond, CPT is hoping lots of people will be asking about Jonathan and *Ruckus*. —SM

OTV LOOKS TO PUT NEW LIFE IN GRAVEYARD SHIFT

Three-hour block for overnight being promoted by group hoping to offer cable stronger competition for night owls

If veteran producer David Sams has his way, late night TV junkies and insomniacs will soon be crying: "I want my OTV," as in Overnight Network Television. To that end, Sams unveiled a three-hour syndicated programming block for 1 a.m.-7 a.m. that he hopes will transform graveyard time slots from a "desert of leftover movies and test patterns to an oasis of lively and entertaining first-run programming," most of it interactive.

Planning for a Dec. 2, 1991, launch, managing partners David Sams Industries, Phillips Entertainment Group and Tri-Crown Productions have officially kicked off sales of Overnight Network Television (OTV). According to Sams, who boasts the title of chairman and CEO of Overnight Network Television, he intends to reach the approximately 12 million people watching TV between 1 and 7 a.m. Perhaps more important to local broadcasters, Sams is confident OTV will win back viewers in the day-part who have defected to cable in recent years.

After six months of focus group testing and feedback from over 200 general managers, OTV President Lisa Phillips says live programming is "uniquely" host-driven and is the key to any syndication success for all-barter programming (six minutes' local/six minutes' national ad splits per hour). The plan is to satellite feed the programming live (1-4 a.m. ET) over TeleStar 301 to client stations, with production of the following shows to take place at Tri-Crown's Los Angeles-based studios:

- *The Overnight Zoo* (Monday-Friday, 1-2 a.m. ET) features Los Angeles-based disk jockeys Rob Roll and Bob Taylor in an "overnight slumber party" of skits, guests and an 800-number.

- *Meet Your Match* (Monday-Thursday, 2-3 a.m.) will feature astrologer Karon Christian trying to divine the "perfect" astrological mate for an in-studio guest. There will also be an 800-number for viewers seeking astrological matches.

- *Openline America* (Monday-Thursday, 3-4 a.m.), the "cornerstone" of OTV, features host Fred Holliday, who will discuss topical issues with newsmakers and take viewer phone calls.

- *Love Struck Live* (Fridays and Sat-



David Sams of Overnight Network Television

urdays, 2-3 a.m.) features psychologist Jenna Gabriel counseling viewers on love and relationships.

- *National Dateline* (Friday, 3-4 a.m.), hosted by Brian Kato Kaelin (also a video jockey on TBS's *Nightracks*), will open phone lines to available singles for matches with a studio guest.

- *The Boys Club* (Saturday, 1-2 a.m.), a magazine that will provide the latest information of "what's hot."

- *National Classified* (Saturday, 3-4 a.m.), a home shopping show, is being billed as an "American garage sale."

- *The Best of OTV* (Sunday, 1-4 a.m.) is a compilation of programming from the "best" of the previous week's shows.

Sams, presenting research that most metered market stations average 1-2 ratings in the post-2 a.m. time slots, projects that OTV can attain at least a 3.5-4 cume rating for the three hours of programming. "In addition," he said, "if we can attract one out of every 10 loyal overnight cable viewers, we'll be a success."

Jim Curtain, vice president and director of programming at Harrington, Righter and Parsons, who sat through an OTV presentation to station reps over two weeks ago, said that Sams is "smart" to project ratings on a cumulative basis, given that Curtain feels the programming block would be a "much tougher sell" to advertisers if he offered the rating projections based on hourly averages. "It's a unique service from what I saw of the presentation tape, but the producers will likely have to rely on going after

those scarce national barter dollars at the expense of what may be left in national spot dollars for stations," Curtain said. "In the top 50 markets national and local spot dollars may be generated more easily, but in [ADI] markets 50-217, those general managers may be hard-

pressed to justify the additional expense of not signing off at 2 a.m."

It is Sams's contention that counter-programming with "compelling" first-run programming will "automatically" draw viewers and drive up CPM's for stations and the syndicator. "We don't want to

kid stations that there will be a huge national spot market to start out, but in a short amount of time that underserved audience will find its way to OTV," Sams said. "Now stations will have a chance to go out with a specific mission to sell some heat in the market." —MF

CBS'S STOCK RISES IN HOLLYWOOD

Once one of last stops on producer's itinerary, network is increasingly getting first look from some major players

Three weeks ago, Gary David Goldberg, creator and executive producer of CBS's new comedy *Brooklyn Bridge*, told critics gathered at the Television Critics Association press tour in Los Angeles that he came to CBS first with his project because he thought he and the show would receive the best treatment from CBS.

Those statements and others recently by members of the Hollywood community are in sharp contrast to sentiments shared by many producers, especially sought-after writers like Goldberg, who just two years ago were hesitant to admit they were even talking with CBS.

The network in the past six months has been enjoying a resurgence of its reputation among the Hollywood creative community after years of rejection from many writers and producers. According to Howard Stringer, president, CBS/Broadcast Group, the problems CBS labored through for much of the mid- and late 1980's were a byproduct of the network's success in the 1970's and early 1980's. "When you're number one you expect people to come to you. In general, CBS got used to being number one and got a little arrogant."

Goldberg agreed, saying "they [CBS executives] really came to believe they were solely responsible for CBS's success. You'd go in with a project and it would be dismissed outright because they were in touch with viewer tastes and they and only they knew what would work and what wouldn't."

Now, however, CBS is being considered one of the first places to go with a project. While much of the credit is being given to CBS Entertainment President Jeff Sagansky's arrival in January 1990, the job of improving CBS's relations with Hollywood began in 1988, when Howard Stringer came on board. "I used to be out to Los Angeles about twice a month," said Stringer, of his trips to get the flow of creative talent back to CBS. He has since cut back his visits to about once a month, relying on

Sagansky and Peter Tortorici, executive vice president, prime time programming, to complete the process.

Stringer, however, is quick to give credit to Sagansky for bringing producers such as Bruce Paltrow, Barry Kemp and others to the network. "The turning point was clearly the arrival of Jeff; he's the fulcrum of it."

As the network has improved, from both a creative and ratings standpoint, so too has the lineup of talent coming to CBS. "There's no question that of the four places we've got to shop, CBS is the place to go," said one studio executive. "NBC is in questionable shape, so it's not as attractive as it used to be. ABC is choked with commitments. And Fox is still the third-and-a-half network. CBS is clearly the most attractive place to go shopping. The executives are very accessible and smelling victory. It's a network that is very clearly going up," he said.

Barney Rosenzweig, creator and executive producer of *The Trials of Rosie O'Neill*, hailed by many critics as the best new drama from the 1990-91 season, says he sold Sagansky on the idea for the show over breakfast without a script, staff or financing for the project. "I only had the idea and a commitment from Sharon [Gless]. I had the meeting with him in March 1990, and I pitched

him the idea and promised him I could be ready with 13 episodes for the fall. He committed that day without a pilot or anything else. Within 11 months I had delivered 18 episodes, and I couldn't have done everything like casting, writing scripts, set designs, etc., if someone had been over my shoulder saying, 'Are you really sure you need to do that?'"

It shouldn't be a surprise that CBS seems to be following the same strategy used by NBC in the early 1980's. Sagansky was a member of then NBC Entertainment chief Brandon Tartikoff's team, which attracted a combination of proven and unproven talent to the struggling network. The creative atmosphere allowed such new talents as Steven Bochco, Goldberg and Paltrow to experiment and flourish. "One of the things that I believed in was that you got the best people and then got out of their way," said Grant Tinker, former NBC chairman, "and Jeff is the same way. He gets involved, but he doesn't confuse himself with being the producer."

"The current situation at CBS is a good sign for the future," said Rosenzweig. "Showmanship and minimal involvement. I hope he's [Sagansky] successful because it'll set a good example for the other guys in town. And it's bound to reflect in the type of product that winds up on television." —SC

SACHS-FINLEY BAGS SMOGGIES

In the rush to capitalize on the educational provisions of The Children's Television Act 1990, a number of syndicators have also been offering politically correct cartoons on saving the environment. Sachs-Finley Family Entertainment, a division of Sachs-Finley Advertising Co. (an ad placement buyer for major toy advertisers), quietly obtained the U.S. distribution rights to *Smoggies* from CINAR, a Montreal-based animation house. Sachs-Finley Family Entertainment President Shelly Hirsch says the recent sales launch has netted 19 markets, so far. Offering 52 original half-hour *Smoggies* episodes, which were produced during the 1989-90 season, Hirsch says he hopes to entice stations by offering the series on a generous four-and-a-half-minute local, one-and-a-half-minute national barter split as a weekday strip.

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 7/29	ABC 10.3/18		MACGYVER (41) [8.7/16] 8.3/16	9.1/17	ABC MONDAY NIGHT MOVIE—ELVIS & ME, PT. 2 (11) [11.1/19] 9.7/17	10.6/18	12.0/21	12.2/22	
	CBS 11.5/20		EVENING (25) SHADE 10.0/19	MAJOR (19) DAD 10.4/19	MURPHY (6) BROWN 12.4/22	DESIGNING (4) WMN. 12.7/21	NORTH. EXPOSURE (9) [11.6/20] 11.8/20	11.4/20	
	NBC 10.9/19		FRESH (17) PRINCE 10.5/20	A DIFFNT. (14) WORLD 10.7/20	NBC MONDAY NIGHT MOVIE—STRANGE VOICES (12) [11.0/19] 10.6/18	10.5/18	11.3/19	11.7/21	
TUESDAY 7/30	ABC 10.3/19		WHO'S THE (19) BOSS 10.4/20	DAVIS (28) RULES 9.8/18	ROSEANNE (1) 14.6/26	COACH (3) 13.2/23	THIRTYSOMETHING (58) [7.0/13] 7.5/14	6.5/13	
	CBS 9.7/18		RESCUE 911 (16) [10.6/20] 9.9/19	11.2/21	CBS TUESDAY NIGHT MOVIE—DONOR (38) [9.2/17] 8.3/15	8.6/15	9.9/18	10.3/20	
	NBC 9.7/18		MATLOCK (35) [9.3/18] 8.9/17	9.7/18	HEAT OF NIGHT (14) [10.7/19] 10.3/18	11.1/19	LAW AND ORDER (38) [9.2/17] 9.4/17	8.9/17	
WEDNESDAY 7/31	ABC 8.0/15		WONDER (47) YEARS 8.4/17	GROWING (33) PAINS 9.5/19	DOOGIE (32) M.D. 9.6/18	MAN IN (56) FAMILY 7.1/13	DEADLINE (62) [6.7/13] 6.3/12	7.0/14	
	CBS 8.3/16		POLICE (65) SQUAD 6.5/13	MORTON (78) HAYES 4.6/9	CIRCUS OF THE STARS (31) [9.7/18] 7.6/14	10.1/18	10.9/20	10.2/20	
	NBC 9.9/19		UNSLVD. MYSTERIES (5) [12.6/25] 11.8/24	13.4/26	NIGHT (34) COURT 9.4/18	SEINFELD (50) 8.2/15	QUANTUM LEAP (48) [8.3/16] 8.2/15	8.4/16	
THURSDAY 8/01	ABC 7.1/14		GABRIEL'S FIRE (76) [5.0/10] 5.2/11	4.8/10	FATHER DOWLING (67) [6.4/12] 5.8/11	7.0/13	PRIMETIME LIVE (25) [10.0/19] 9.4/18	10.6/21	
	CBS 7.4/14		TOP COPS (41) [8.7/18] 8.1/17	9.2/19	TRIALS OF ROSIE (69) [6.2/11] O'NEILL 6.1/11	6.4/12	S. KING: GOLDEN YRS (55) [7.2/14] 7.3/14	7.2/14	
	NBC 10.0/20		COSBY (25) 10.0/21	A DIFFNT. (23) WORLD 10.1/20	CHEERS (7) 12.3/23	WINGS (17) 10.5/19	L.A. LAW (45) [8.6/17] 8.5/16	8.7/17	
FOX 8.8/17		SIMPSONS (45) 8.6/18	TRUE (65) COLORS 6.5/13	BEVERLY HILLS 90210 (23) [10.1/19] 9.6/18	10.5/19				
FRIDAY 8/02	ABC 10.5/22		FULL (13) HOUSE 10.9/24	HOWIE & (28) ROSE 9.8/21	PERFECT (38) STRAN. 9.2/19	HI HON. I'M (41) HOME 8.7/18	20/20 (8) [12.2/25] 12.0/24	12.5/26	
	CBS 5.3/11		VERDICT (77) 4.9/11	WHO'S SIDE (78) YOU ON 4.6/10	CBS FRIDAY MOVIE—SECRET LIFE OF ARCHIE'S WIFE (72) [5.5/11] 5.1/11	5.5/11	5.7/12	5.8/12	
	NBC 6.2/13		NBC MOVIE OF WEEK—TAKE MY DAUGHTERS, PLEASE (63) [6.6/14] 5.3/12	6.1/13	7.2/15	7.7/16	MIDNIGHT CALLER (73) [5.4/11] 5.4/11	5.3/11	
FOX 4.9/10		AMERICA'S MOST (69) [6.2/14] WANTED 6.0/13	6.3/14	COMIC STRIP LIVE (84) [3.6/7] 3.6/8	3.6/7				
SATURDAY 8/03	ABC 6.2/13		ABC SATURDAY NIGHT MOVIE—BEST LITTLE WHOREHOUSE IN TEXAS (63) [6.6/14] 5.9/14	6.4/14	6.7/14	6.9/14	6.9/14	BIG (81) DEALS 4.0/9	
	CBS 6.4/14		CBS SATURDAY MOVIE—N.Y.P.D. MOUNTED (71) [6.1/13] 5.2/12	5.8/13	6.4/13	7.0/14	OWL (60) [6.9/15] 6.6/14	7.2/16	
	NBC 7.6/16		GOLDEN (53) GIRLS 7.4/17	DOWN (58) HOME 7.0/15	EMPTY (41) NEST 8.7/18	DEAR (48) JOHN 8.3/17	SISTERS (56) [7.1/15] 6.7/14	7.4/16	
FOX 4.3/9		COPS (75) [5.1/11] 5.0/11	5.2/11	TLY. HID. (82) VIDEO 3.9/8	BABES (86) 2.9/6				
SUNDAY 8/04	ABC 8.9/17	LIFE GOES ON (74) [5.3/12] 4.6/10	6.0/13	AMR. FUN (28) VIDEO 9.8/19	ABC SUNDAY NIGHT MOVIE—A VIEW TO A KILL (21) [10.2/19] 8.0/15	9.4/17	10.3/18	11.1/20	11.9/22
	CBS 11.0/21	60 MINUTES (2) [13.9/31] 13.5/31	14.4/31	MURDER SHE WROTE (10) [11.3/22] 10.8/21	11.8/22	CBS SUNDAY NIGHT MOVIE—GUNSMOKE I/LAST APACHE (35) [9.3/17] 9.2/16	9.4/16	9.4/17	9.2/17
	NBC 6.2/12	WHERE'S (85) RDNY 3.1/7	TURNER (86) HOOCH 2.9/6	1 PERSON M. SHRIVER (61) [6.8/13] 6.0/12	7.6/14	NBC SUNDAY NIGHT MOVIE—RAGE OF ANGELS STORY PT.1 (51) [7.5/13] 7.1/13	7.3/13	8.0/14	7.6/14
FOX 7.1/14	TLY. HID. (83) VIDEO 3.8/9	P. LEWIS (80) 4.4/9	IN LIVING (53) COLOR 7.4/15	GET A LIFE (67) 6.4/12	MRD. WITH (21) CHILD. 10.2/18	IN LIVING (35) COLOR 9.3/16	P. RODRIGUEZ B/BARS (51) [7.5/14] 8.0/14	7.0/13	

WEEKLY PRIME TIME AVERAGE	ABC 8.8/17	CBS 8.6/17	NBC 8.5/17	FOX 6.4/13	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 11.4/20	CBS 11.4/20	NBC 11.7/20	FOX 6.2/11	*—PREMIERE
NIGHTLY RATING / SHARE	(##)—RANKING	(##)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN	

SPECIAL REPORT

FIRST DOWN AND \$1 BILLION IN 4TH QUARTER

Networks face tough fall ad climate in which to recoup high costs of football rights

Football television contracts in the 1991-92 season will cost the networks about \$1 billion in rights fees, including about \$900 million for the National Football League and \$100 million for various college football and World League of American Football deals, but tight fourth-quarter budgets among advertisers are likely to hinder the networks' efforts to recoup the costs.

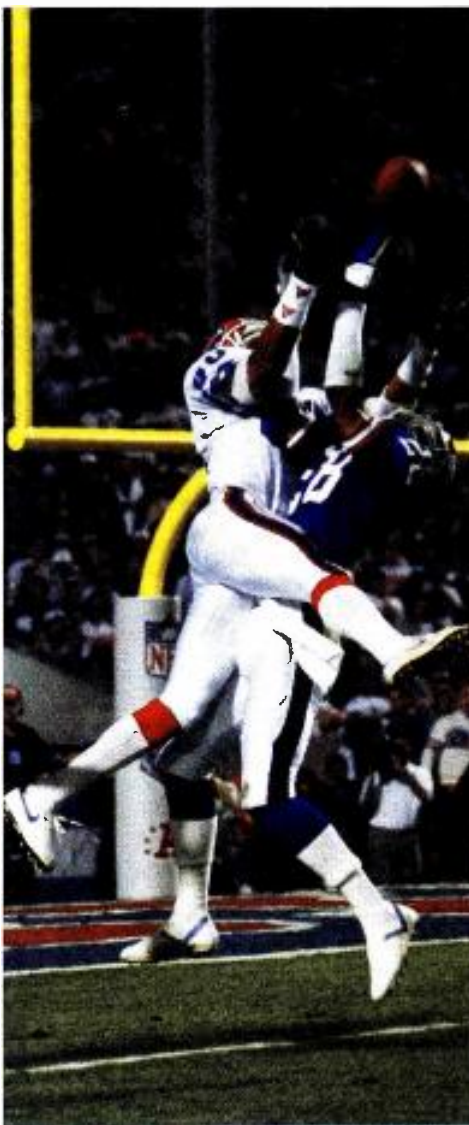
Except for a few packages—notably ABC's *Monday Night Football* and NBC's Notre Dame debut—ad agency executives said network rightsholders this year will be lucky to break even on their expensive deals. More likely is a repeat of the 1990-91 season, when NFL losses for some networks were said to exceed \$10 million.

"I think it's going to be long yardage for the whole fourth quarter," said Jerry Dominus, senior vice president, director of network negotiations, J. Walter Thompson. "Every property is going to be looking for money, and that's not going to make it easy for anybody" (BROADCASTING, Aug. 5).

The networks are said to have sold an average 60%-70% of their NFL inventory and about 50% of their college football inventory.

"The NFL market, to say the least, has been a disappointment this year," said Jack Bonnani, senior vice president, advertising sales, ESPN. He said while sales have picked up over the last two weeks and ESPN plans to eventually sell out its NFL inventory, football sales for all the networks have been affected by the late prime time upfront market and the glut of available September and October inventory. "The year has been a difficult one for everybody," said Bonnani. "It is a buyer's market."

The biggest network investor in football this season, ABC Sports, will spend about \$290 million in rights fees, with approximately \$225 million of that going to the second of a four-year NFL deal for *Monday Night Football*. Other rights expenses for ABC will include about \$35 million for College Football Association games; \$17 million for Big Ten and Pac 10 games, and about \$12



The Super Bowl—football's crown jewel. This season it belongs to CBS.

million for its second season of the World League of American Football.

Among all the football contracts, agency executives are giving highest marks to ABC's *Monday Night Football* package. This season will feature a particularly strong lineup, and some agency executives said it could have an adverse effect on ratings for Sunday games in the CBS and NBC packages.

Last year, ABC Sports saw a 5% drop in the ratings for *Monday Night Football*, which averaged a 17.3. CBS Sports held steady with a 13.8 rating on its Sunday afternoon NFL games, and NBC Sports dropped about 5% to a 10.6. ESPN saw a 13% rise, to a 6.9 rating, and TNT scored a 4.7 in its first year of NFL coverage.

CBS Sports will spend about \$265 million on the second year of its four-year deal with the NFL, presenting 17 weeks of National Football Conference games leading to the NFC wild card playoff, divisional playoffs and championship. The network also holds rights to Super Bowl XXVI, to be held Jan. 26, 1992.

Jay Rosenstein, vice president, programming, CBS Sports, said the network is looking forward to the cross-promotional opportunities in its unprecedented network sports line up of post-season baseball, NFC, Super Bowl, Winter Olympics and Final Four coverage. "It's an exciting six-month period for us," he said.

NFL TV rights will cost NBC Sports almost \$190 million in the 1991-92 season, which begins with the Seattle Seahawks vs. New Orleans on Sept. 1. The deal includes the American Football Conference wild card playoff, divisional playoffs and championship. NBC will also present the first season of its aforementioned Notre Dame deal, to cost the network \$30 million over five years.

The NBC-Notre Dame deal is one way in which the upcoming season will mark a dramatic change in the college football-television landscape. Another will be the harnessing by ABC Sports of all broadcast rights to CFA games in the first of a four-year, \$175 million contract. The deal will give ABC exclusive rights to broadcast up to 35 CFA regular season and bowl games, beginning with the Miami-Arkansas match-up on Aug. 31. The deal precludes CBS Sports from airing any CFA games for the first time in several years.

Similarly, exclusive cable rights to CFA games this season will go to ESPN as part of a four-year, \$125 million con-

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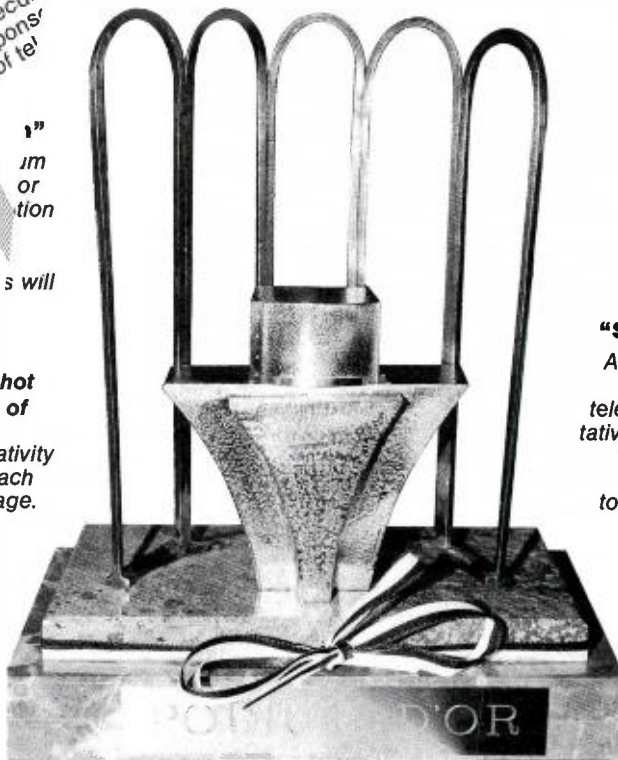
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WHAT THE NETWORKS PAY FOR FOOTBALL

Network	Package	Total Cost	Years	Ave. Cost Per Year
ABC-TV	NFL	\$900M	90-93	\$225M
	CFA	\$175M	91-95	\$35M
	BIG 10/PAC 10	\$119M	90-96	\$17M
	WLAf	\$24M	91-92	\$12M
CBS-TV	NFL	\$1.06B	90-93	\$265M
NBC-TV	NFL	\$752M	90-93	\$188M
	NOTRE DAME	\$30M	91-95	\$6M
ESPN	NFL	\$445.5M	90-93	\$111M
	CFA	\$125M	91-95	\$25M
TNT	NFL	\$445.5M	90-93	\$111M
WTBS	SEC	\$4M	91	\$4M
USA	WLAf	\$18M	91-94	\$4.5M

tract (both ABC and ESPN are owned by Capital Cities/ABC). The 48-game college football season on ESPN, including CFA, Big Ten and Pac 10 games, begins on Saturday, Aug. 31, with an East Carolina vs. Illinois game at 4 p.m. ET.

Turner Broadcasting will offer a dozen college football games through its contract with the Southeastern Conference, which will air on the WTBS superstation for the eighth consecutive year. A one-year extension of the conference deal lets Turner air the games this season in the usual Saturday 12:30 p.m. ET timeslot and the late afternoon slot (3:30 p.m. ET). The cable network will also televise the Gator Bowl from Jacksonville, Fla., on Dec. 29 and the Copper Bowl from Tempe, Ariz., on Dec. 31.

On the pro football side, Turner Network Television's NFL season includes three preseason and eight regular season games. Skip Caray and Pat Haden will provide play-by-play and analysis throughout the season, which begins its regular schedule with the Detroit Lions-Washington Redskins match-up on Sept. 1 at 8 p.m. ET.

ESPN, entering the second of a four-year, \$445.5 million deal with the NFL, will begin its regular season pro coverage with an Oct. 27 match-up between the Washington Redskins and the New York Giants. The cable network's 1991 NFL regular season schedule of nine games will be the biggest package to date for ESPN, which will also air the AFC-NFC Pro Bowl from Honolulu on Oct. 2.

Questions remain about the NFL's

pay-per-view plans. Commissioner Paul Tagliabue has mentioned an experiment to test pay per view in two markets in 1993. That plan would most likely include the PPV telecast of one or more games a month that would supplement an existing TV package.

Big questions surround the potential for the second season of the fledgling World League of American Football, which debuted last spring to disappointing ratings. ABC plans to telecast nine WLAf games in spring 1992 as it enters the second year of a \$24 million, two-year deal with the league: USA Network will be entering the second of an \$18 million, four-year deal. It remains unclear whether ABC will renew its deal with the league, which is said to have approached at least one other party, Turner Sports, about a possible TV deal.

On the radio side, CBS Radio Sports will begin the second of a five-year exclusive NFL contract on Sept. 2 with play-by-play coverage of a San Francisco 49ers-New York Giants game. The 43-game schedule will feature 31 regular season and 12 post-season contests, including Super Bowl XXVI. The primary announcing team of Jack Buck and Hank Stram will be joined by Howard David, John Dockery, Pat Haden, Jim Nantz, Brad Nessler and John Rooney.

Mutual Broadcasting will air 17 NFL doubleheaders via its radio network, beginning with the Philadelphia vs. Green Bay and Miami vs. Buffalo games on Sept. 1. Play-by-play commentary will be handled by Tony Roberts, Harry Kalias and Bill Rosinski; color will be provided by Jack Ham and Jack Snow. —

SYNDICATION: TV PLAYER ON BIG FIELD

ABC's new \$30-million Notre Dame and Capital Cities/Big East Telefootball Association billed itself as a college country to act as a catalyst.

The arrangement for the Providence conference, which included the TV distribution of football games. And have been televised through the now-defunct Independent Football League, which had been distributed since 1987.

Big East in 1991-92 will season-long package that will be cast in the respective markets of the member football schools: College, University of Miami, University of Pittsburgh, The State University of New Jersey at Rutgers, Syracuse University, Temple University, Virginia Tech and West Virginia University and other markets nationally.

Big East games are set to air in almost 30% of the nation's TV homes, according to the league, including deals with stations WABC-TV New York, WPVI-TV Philadelphia, WCVB-TV Boston, WFBS-TV Miami, WTAE-TV Pittsburgh, WTNH-TV New Haven, Conn., WLNE(TV) New Bedford, Mass., WAYK(TV) Melbourne (Orlando), Fla., and WTMV(TV) Lakeland (Tampa-St. Petersburg), Fla.

Former rights holder Jefferson-Pilot Teleproductions will continue to handle distribution of Atlantic Coast Conference games, beginning with a noon kickoff of Virginia at Maryland. The company will produce a total of 17 games over 13 Saturdays and will be seen on 35 stations, including every market in Maryland, the District of Columbia, Virginia, North Carolina, South Carolina, Georgia and Florida.

Advertising inventory on the ACC regional telecasts is almost completely sold out, according to Jimmy Rayburn, executive producer, Jefferson-Pilot. He said that unlike the national network

packages, which are still deep in the selling process, syndicators tend to lock up regional deals prior to the upfront selling season. One such advertiser, Atlanta-based Delta Airlines, wanted to reach the ACC's regional audience to promote the airline's Southwestern flights. "Well over 50% of our advertisers don't buy network spots," he said.

Similarly, Charlotte, N.C.-based Raycom Sports and Entertainment is more than 75% sold out on its 12-game package of Southwest Conference games. The company will provide games to broadcasters in Texas, Arkansas and Louisiana, and the Prime Network will carry the games nationally.

Raycom's Southwest coverage begins with the Aug. 28 Kick-Off Classic at the Meadowlands. Other company productions will include the Disneyland Pigskin Classic, the Dec. 30 Freedom Bowl and, for CBS Sports, the Dec. 28 Blockbuster Bowl.

In other syndication packages, the Blue & White Network will, for the third consecutive year, televise a select schedule of college football games featuring Brigham Young University and the U.S. Air Force Academy. Beginning Aug. 31, B&W will present 10 televised contests to more than 40 national cable and broadcast affiliates in 47 states. The new season will bring in a potential 1.5

million additional viewers with the addition of stations WADL-TV Detroit, WOAC-TV Cleveland/Canton and others.

Outside the syndication route, hundreds of college football games will be presented, mostly on a tape-delayed basis, on regional cable sports networks around the country. The 4.2-million subscriber Prime Ticket Network, for example, will schedule at least 79 college football games representing six collegiate conferences from across the country, beginning Sept. 7. Similar arrangements have been made at SportsChannel, Madison Square Garden Network and several other cable sports networks nationally.

LOCAL RADIO NFL COVERAGE

Atlanta Falcons WSB(AM) Atlanta

Reg. net. of 65 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

Buffalo Bills WBEN(AM) Buffalo

Regional network of 24 stations; five preseason, 16 regular; station holds rights in second of five-year contract.

Chicago Bears WGN(AM) Chicago

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of three-year pact.

Cincinnati Bengals WKRC(AM) Cincinnati

Reg. net. of 41 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

Cleveland Browns WHK(AM)- WVMS(FM) Cleveland

Reg. net. of 49 stations; four preseason, 16 regular; Score Communications holds rights in first year of three-year deal.

Dallas Cowboys KVIL(AM) Dallas

Reg. net. of 91, Spanish-language stations network of 10 stations; four preseason, 16 regular; station holds rights in first year of five-year deal.

Denver Broncos KOA(AM) Denver

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of seven-year contract.

Detroit Lions WWJ(AM) Detroit

Reg. net. of 33 stations; five preseason, 16 regular; station holds rights in third year of three-year contract.

Green Bay Packers WTMJ(AM) Milwaukee

Reg. net. of 51 stations; four preseason, 16 regular; station holds rights under long-term contract.

Houston Oilers KTRH(AM) Houston

Reg. net. of 45 stations; four preseason, 16 regular; station holds rights in second year of five-year pact.

Indianapolis Colts WIBC(AM) Indianapolis

Reg. net. of 23 stations; four preseason, 16 regular; station holds rights.

Kansas City Chiefs KCFX(FM) Kansas City

Reg. net. of 58 stations; four preseason, 16 regular; station holds rights in first year of three-year pact (option on fourth).

Los Angeles Raiders KFI(AM) Los Angeles

Reg. net. of 37 stations; five preseason, 16 regular; Bob Spock Productions holds rights in final year of four-year pact.

Los Angeles Rams KMPC(AM) Los Angeles

Reg. net. of 24 stations; two preseason, 16 regular; station, which holds rights in second year of five-year contract, has licensed KLAC(AM) Los Angeles to air two preseason games (due to conflicts with KMPC's baseball broadcasts) and XEPRS(AM) Rosarito, Mex., to air four preseason and all regular season games in Spanish.

Miami Dolphins WIOD(AM) Miami and WQBA(AM) Miami

WIOD: reg. net. of 28 stations; five preseason, 16 regular; station holds rights in first year of three-year pact; WQBA (Spanish-language): five preseason, 16 regular; station holds rights in third year of three-year pact.

Minnesota Vikings KEEY-FM Minneapolis

Reg. net. of 90 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New England Patriots WBZ(AM) Boston

Reg. net. of 22 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New Orleans Saints WWL(AM) New Orleans

Reg. net. of 40 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

New York Giants WNEW(AM) New York

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in third year of multiyear pact.

New York Jets WCBS(AM) New York

No reg. net.; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Philadelphia Eagles WIP(AM) Philadelphia

Reg. net. of 30 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Phoenix Cardinals KTAR(AM) Phoenix

Reg. net. of 21 stations; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Pittsburgh Steelers WTAE(AM)-WVTV(FM) Pittsburgh

Reg. net. of 36 stations; four preseason, 16 regular; station holds rights in second year of three-year pact.

San Diego Chargers XETRA(AM) Tijuana

Reg. net. of four stations; four preseason, 16 regular; station holds rights in fifth year of 10-year contract.

San Francisco 49ers KGO(AM) San Francisco

Reg. net. of 40 stations; five preseason, 16 regular; station holds rights in second year of three-year pact.

Seattle Seahawks KIRO(AM) Seattle

Reg. net. of 55 stations; four preseason, 16 regular; station holds rights in third year of five-year contract.

Tampa Bay Buccaneers WQYK-AM-FM Tampa Bay

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in first year of five-year contract.

Washington Redskins WMAJ(AM) Washington

Reg. net. of 94 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Local radio contracts during the 1991-92 season will represent an estimated \$40 million in additional revenue for NFL teams, which derive about 90% of their dollars from network contracts and ticket sales. Believed to be among the more lucrative deals is a new five-year agreement between the Dallas Cowboys and KVIL(AM) High-

land Park, Tex. (Dallas), which is said to be bringing in more than \$3 million per season for the team. Other teams that have opted not to renew existing contracts in search of more lucrative deals this year include the New England Patriots and the Minnesota Vikings, which have each signed three-year deals with new stations.

RADIO

FM STATIONS EYE SPORTS PLAY-BY-PLAY

More and more all-music outlets are interested in the prestige and community identification that being a sports flagship can offer

After years of narrowing the scope of what their stations will air, FM programmers lately are making some bold programming additions to their music-driven stations. Play-by-play sports, traditionally a mainstay of AM stations, can now be heard on at least four major market FM's, with two more soon-to-start broadcasts.

The migration of sports to the FM band is incipient, but seems a natural evolution to many of the operators that spoke with BROADCASTING last week. Sports teams are enthusiastic about the bigger, technically superior sound of the FM broadcasts, and FM's are thrilled to enhance their images in the community as flagship stations for the hometown team.

WVTY(FM) Pittsburgh (then WHTX) and

KSTP-FM Minneapolis blazed the trail of play-by-play NFL broadcasts on FM six years ago, when both stations became the flagship for their hometown teams (BROADCASTING, Aug. 5, 1985). The Pittsburgh Steelers can still be heard on WVTY (along with co-owned WTAE(AM)). Although KSTP-FM has since dropped the broadcast rights, the Vikings will soon be back on the FM band, since Malrite Communications AM-FM combo, WDG(AM)-KEEY(FM), won the rights earlier this year.

Broadcasting the Pittsburgh Steelers has added energy and excitement to the radio station, said Bruce Gilbert, program director of WVTY. "We are not naive enough to believe that everybody loves hearing the Steelers on the station," said Gilbert, "but there are calculated risks you take." And that gamble has paid off, added Gilbert, and continues to generate revenue.

Football's schedule (only 4 preseason games and 16 regular season), works in the broadcasters' favor, as opposed to baseball, with 162 games. "Sunday afternoons are a low rating time period," said Gilbert, and "the football broadcasts just bring new cume to the station which we can hopefully recycle into other dayparts." The station recently underwent a format readjustment and a call sign change, from a previous gold-based AC to a more modern 1970's, '80s and '90s sound.

The risks of putting spoken word, or information-driven programming on a music-driven station are outweighed by the gains brought to the station by the team, said Ed Shane, Shane Media Services. "In today's environment, there are only certain niches you can choose," he said, "and a sports franchise not only brings new people to the station, the station becomes bigger than life."

The privilege of carrying the football broadcasts are tremendous, said Gilbert. "Every radio station in town tries to associate themselves with the Steelers, but no one else can say, 'we are the voice of the Pittsburgh Steelers,'" said Gilbert. From a purely economic stand-

point, Gilbert allows that the situation will vary by market, but for WVTY the costs of the rights fees are viewed as an investment. "There are huge rights fees," he said, "but the intelligent broadcasters understand that you have to spend money to make money."

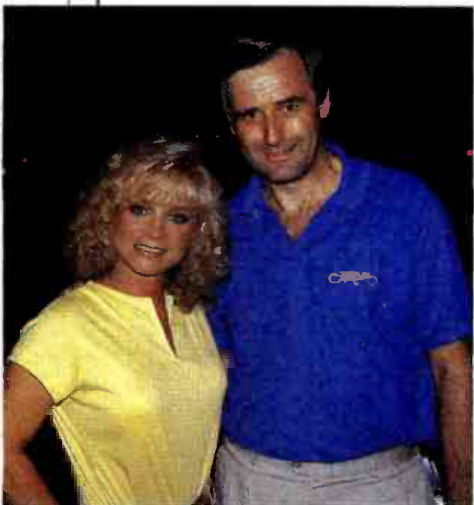
Spending money is what Jacor Broadcasting did to win the rights to the Atlanta Braves away from legendary WSB(AM). Soft AC WPCB(FM) will be simulcasting all but the day games on co-owned WGST(AM). The contract, set to begin with the 1992 season, will run for three years. "We needed a major sports anchor for the stations," said John Hogan, the stations' vice president-general manager, "because our competition controlled sports in Atlanta."

The acquisition will bring the station the currently second-ranked team in the National League. "It brings the hottest franchise in Atlanta to our station," Hogan said, "from an image and positioning perspective, it propels us forward." The deal also calls for the stations to develop and market additional Braves-associated programming and a Braves Radio Network.

Part of the appeal for Hogan is the new cume the broadcasts will bring to the station and the potential of "several million dollars available in Atlanta for baseball billing."

The market may be a little more difficult for Infinity Broadcasting, which has acquired the rights to the Tampa Bay Buccaneers for its Tampa-St. Petersburg country stations WQYK-AM-FM. "We saw the benefits," said Tom Rivers, program director. "Tampa does not have a Major League Baseball club, no hockey yet. The only major sports team is football, and for that reason, we saw a real advantage to acquiring the rights."

Rivers views the addition of football as an "image enhancer." Currently the station ranks number one with persons 25-54 and number two with persons 12-plus. "The biggest risk is that you are not playing music," said Rivers. But he felt that risk is minimized since the pre-season games are at night and the regular



Approximately 90,000 country music fans made the trip to see Barbara Mandrell (above), Vince Gill, The Judds, Patty Loveless, Waylon Jennings, and 22 other performers at the Jamboree in the Hills Festival outside Wheeling, W. Va. This year's festival, the fifteenth, was held July 19-21 and once again was produced by WWVA(AM) Wheeling. Both the station and the event are owned by Osborn Communications. Pictured above with Mandrell is Osborn Communications President Frank Osborn.

season games are Sunday afternoons.

But Edens Broadcasting took a crack at carrying the team on its St. Petersburg stations, WRBQ-AM-FM. It held the rights during a period when the team wasn't

doing very well. Mike Horne, WRBQ-AM-FM vice president-general manager, said stations were losing around \$600,000 on the broadcasts. "We decided to spend that money elsewhere," he

said. But Horne doesn't think the problem was that the games were broadcast on the FM band. It was simply timing and deciding "what the station was trying to accomplish." -lc

SURVEY CUT VOTED DOWN

Arbitron announced results of a poll of radio and advertising subscribers conducted to determine whether stations in the top 99 markets want to switch from four 12-week audience surveys to three 16-week surveys (BROADCASTING, June 3). The survey was taken in response to a resolution passed by the Arbitron Radio Advisory Council for increased sample size and usable in-tab diaries. Conducting three surveys instead of four over the 48-week period would have meant a 33% increase in sample size for each report, thereby reducing sampling error.

RESPONSE TO ARBITRON THREE-SURVEY PROPOSAL

	Total	4x markets	1x/2x markets
Yes	333	24	99
No	499	61	138
Total	832	595	237
Return rate	65.5%	80.7%	44.5%

BY MARKET RANK

Market rank	1-10	11-25	26-50	51-99	100+	Total
Yes	42	57	52	77	105	333
%	30%	40.1%	35.9%	47.2%	43.4%	40%
No	98	85	93	86	137	499
%	70%	59.9%	64.1%	52.7%	56.6%	60.0%
Total	140	142	145	163	242	832

The three-survey proposal was put forward through the Arbitron Radio Advisory Council. The poll was conducted by mail ballot among 1,270 Arbitron radio station subscribers during June and July 1991.

RIDING GAIN

SIMULCASTING IN PORTLAND

King Broadcasting's news/talk KGW(AM) Portland, Ore., abandoned its two-year-old format on Friday, July 26, and began simulcasting co-owned adult contemporary KINK(FM). The move meant the dismissal of 40 employees. King has been trying to sell the stations since spring (BROADCASTING, March 25). King is asking \$15 million for the two Portland properties.

The format switch could be viewed as a strategic move to cut costs and improve its seller position in a tough station trading marketplace.

Paul Clithero, FM manager, will now be responsible for both stations, with a staff of 35.

ACQUISITION EQUITY

Former US Radio President Bob Hughes has formed CityStar Communications Corp., based in Washington, D.C., and is currently raising up to \$30 million in equity

capital to acquire top-30 market radio stations. Hughes, who held management positions with CBS and Metromedia, will serve as CityStar's president and chief executive officer. He named Jonathan D. Schwartz, a former communications lender at the National Bank of Washington and director of finance at NBC Radio, as chief financial officer.

New York-based Founders

Equity Inc., headed by John Teeger, has set up an affiliated company, Founders Media Group, to acquire top-50 market broadcast properties; their first purchase is Allison Broadcast Group's KDGE(FM) Gainesville (Dallas), Tex., for a price in excess of \$8.3 million. Allison Broadcast Group's Steve Allison and former CRB Broadcasting Corp. president Ed Rogoff will head up the group.

Sonny Bloch, now celebrating 12 years on the air.

Sonny Bloch, host of America's longest running independent, 2-way talk show about money, business, real estate, and life, would like to work for you for free. He offers 18 hours of live programming 6 days per week (take all or part), plus a daily afternoon business news show with plenty of openings for your local news, traffic, and weather reports.

Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years.

The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call.

Ask for Susan at (212)371-9268
Fax (212)593-0963



CABLE

NEW TIMES FOR CABLEVISION

Programmer is taking more cautious approach as it attempts to deal with competition, new programing opportunities

Sometimes described as a renegade and risk-taking cable programmer of the 1980's, Cablevision Systems enters the '90s with the will, but not yet the financial way, to make new services.

While other cable programmers float ideas of creating new channels, and of ways to expand existing niches as talk of increased channel capacity through compression grows louder, Cablevision's programming arm, Rainbow Programming Holdings, is "putting its house in order," said Sharon Patrick, the president of Rainbow, the Cablevision-managed umbrella company for American Movie Classics, Bravo, 11 regional sports networks and News 12 Long Island. (SportsChannel America is not a part of Rainbow.)

That's not to say that Cablevision, which has been "stretched pretty thin financially," in the words of one observer, has no ideas for new channels. For starters, "we have a whole bunch of programing concepts left over from the DBS venture [the failed Sky Cable partnership]. We're not worried we'll get behind," said Patrick. "Once we have things together and channel capacity expands, we'll be in an opportunistic position [to create new services]."

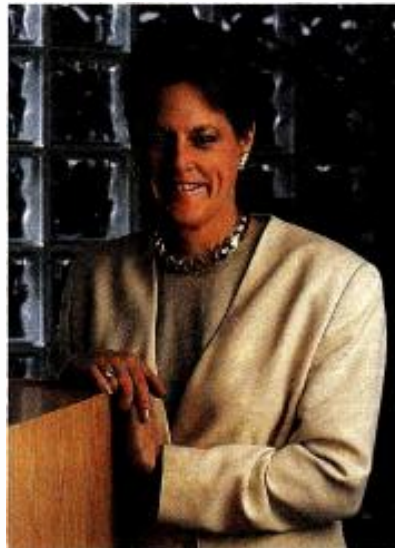
Patrick also pointed out that Rainbow is in a unique position compared to other cable programmers, which usually have to formally announce channel experiments to get cable systems to give them a try. Cablevision is able to use its own Woodbury, Long Island, system as a constant laboratory for channel and programing ideas. The latest concept being tested is a channel that helps students with their homework, according to Patrick, who cited education as one area that has been overlooked by cable.

Long-term protective strategies

Instead of focusing on creating new channels to preserve its current niches, Rainbow has been spending the last 18 months trying to make those niches competitor-proof. One major way, especially for AMC and the regional sports networks, is through exclusive long-term programing contracts, lasting

through the end of the decade, so costs are fixed and product is not available to anyone else, said Patrick.

But Liberty Media's mini-pay service, Encore, which airs movies from the 1960's through 1980's, may have scuttled AMC's plans to expand its niche. While creating a second channel devoted to contemporary classic movies would be AMC's "next logical step," AMC did not get to do that. "It could have, but it didn't.... The second channel is Encore," said Patrick, who described



Rainbow's operational architect, Sharon Patrick, is charged with getting Rainbow's house in order.

Encore as "an AMC knockoff with newer movies."

Bravo, devoted to a range of cultural programing, has proved to be more challenging for Rainbow than AMC in terms of defining its niche. It is now leaning toward working with local arts groups as a means of defining itself. But Bravo is a "niche economic. It's not broad appeal," said Patrick, making it "expensive relative to the audience." That is likely the reason for talks with Tele-Communications, Inc. about taking a stake in the service. Those discussions have been on and off over the past year, at one time supposedly tied to talks of

merging the two companies' national sports services. TCI Chairman John Malone said in an interview with BROADCASTING in March that TCI, if it invested in Bravo, would look at it as a mini-pay that could be packaged with other mini-pays such as Encore. With TCI already having a 50% stake in AMC, those three services together could provide a formidable package.

Why the slow growth?

For now, AMC and Bravo still have a way to go before they are deemed established networks, and according to observers, Cablevision has been responsible for their slow starts. Other similar programing concepts started later and took off much faster. Bravo, with 6.5 million subscribers, was launched in 1980, versus Arts & Entertainment, with 50 million subscribers, launched in 1984. AMC was launched in 1984 and, reaching 34 million homes, has grown sharply in the past two years. But Turner Broadcasting's TNT, which launched in 1988 with a similar programing concept, took off immediately, and is now in more than 50 million homes.

The reason for the slow growth, say some, is that Cablevision and Rainbow have lacked a good relationship with the rest of the cable industry. AMC was not a basic service until the last few years, and its license fee was too high until about two years ago, said one MSO executive. Now, however, "AMC is the shining star in the constellation of cable services," according to the cable operator.

Operators also cite Cablevision's "antagonistic negotiation" style as another reason why its services may not have grown as fast as they might have. "Negotiations with Cablevision are unbearable. It may bring in some revenue, short term, but it builds ill-will in the long term," said one cable source.

But it is the lack of operational attention that is Cablevision's tragic flaw, according to a source close to the company. "They have the vision, but somewhere between the vision and the reality they get lost," said the source, adding,

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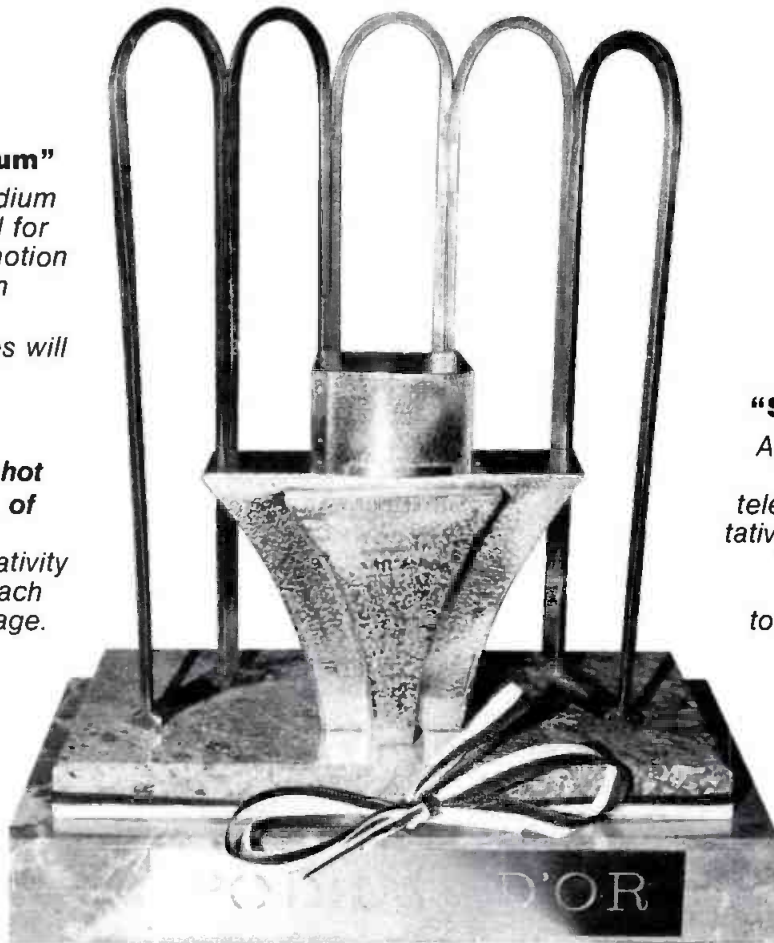
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WHAT THE NETWORKS PAY FOR FOOTBALL

Network	Package	Total Cost	Years	Ave. Cost Per Year
ABC-TV	NFL	\$900M	90-93	\$225M
	CFA	\$175M	91-95	\$35M
	BIG 10/PAC 10	\$119M	90-96	\$17M
		WLAFF	\$24M	91-92
CBS-TV	NFL	\$1.06B	90-93	\$265M
NBC-TV	NFL	\$752M	90-93	\$188M
	NOTRE DAME	\$30M	91-95	\$6M
ESPN	NFL	\$445.5M	90-93	\$111M
	CFA	\$125M	91-95	\$25M
TNT	NFL	\$445.5M	90-93	\$111M
WTBS	SEC	\$4M	91	\$4M
USA	WLAFF	\$18M	91-94	\$4.5M

tract (both ABC and ESPN are owned by Capital Cities/ABC). The 48-game college football season on ESPN, including CFA, Big Ten and Pac 10 games, begins on Saturday, Aug. 31, with an East Carolina vs. Illinois game at 4 p.m. ET.

Turner Broadcasting will offer a dozen college football games through its contract with the Southeastern Conference, which will air on the WTBS superstation for the eighth consecutive year. A one-year extension of the conference deal lets Turner air the games this season in the usual Saturday 12:30 p.m. ET timeslot and the late afternoon slot (3:30 p.m. ET). The cable network will also televise the Gator Bowl from Jacksonville, Fla., on Dec. 29 and the Copper Bowl from Tempe, Ariz., on Dec. 31.

On the pro football side, Turner Network Television's NFL season includes three preseason and eight regular season games. Skip Caray and Pat Haden will provide play-by-play and analysis throughout the season, which begins its regular schedule with the Detroit Lions-Washington Redskins match-up on Sept. 1 at 8 p.m. ET.

ESPN, entering the second of a four-year, \$445.5 million deal with the NFL, will begin its regular season pro coverage with an Oct. 27 match-up between the Washington Redskins and the New York Giants. The cable network's 1991 NFL regular season schedule of nine games will be the biggest package to date for ESPN, which will also air the AFC-NFC Pro Bowl from Honolulu on Feb. 2.

Questions remain about the NFL's

pay-per-view plans. Commissioner Paul Tagliabue has mentioned an experiment to test pay per view in two markets in 1993. That plan would most likely include the PPV telecast of one or more games a month that would supplement an existing TV package.

Big questions surround the potential for the second season of the fledgling World League of American Football, which debuted last spring to disappointing ratings. ABC plans to telecast nine WLAFF games in spring 1992 as it enters the second year of a \$24 million, two-year deal with the league: USA Network will be entering the second of an \$18 million, four-year deal. It remains unclear whether ABC will renew its deal with the league, which is said to have approached at least one other party, Turner Sports, about a possible TV deal.

On the radio side, CBS Radio Sports will begin the second of a five-year exclusive NFL contract on Sept. 2 with play-by-play coverage of a San Francisco 49ers-New York Giants game. The 43-game schedule will feature 31 regular season and 12 post-season contests, including Super Bowl XXVI. The primary announcing team of Jack Buck and Hank Stram will be joined by Howard David, John Dockery, Pat Haden, Jim Nantz, Brad Nessler and John Rooney.

Mutual Broadcasting will air 17 NFL doubleheaders via its radio network, beginning with the Philadelphia vs. Green Bay and Miami vs. Buffalo games on Sept. 1. Play-by-play commentary will be handled by Tony Roberts, Harry Kalas and Bill Rosinski; color will be provided by Jack Ham and Jack Snow. —

SYNDICATION: NEW PLAYER ON COLLEGE FIELD

Along with NBC's new \$30-million deal with Notre Dame and the first season of Capital Cities/ABC's exclusive College Football Association package, the 1991-92 college football TV landscape will see changes on the syndication front. A major new player enters the field this season, the Big East Television Network, which has billed itself as the first conference in the country to act as its own football syndicator.

The arrangement is not exactly a first for the Providence, R.I.-based Big East conference, which has, since 1985, handled the TV distribution of its own basketball games. And most of the teams have been televised in various markets through the now-defunct Great American Independent Football Network, which had been distributed by Jefferson-Pilot Teleproductions, Charlotte, N.C., since 1987.

Big East in 1991-92 will produce a season-long package that will be broadcast in the respective markets of each of the member football schools—Boston College, University of Miami, University of Pittsburgh, The State University of New Jersey at Rutgers, Syracuse University, Temple University, Virginia Tech and West Virginia University—and other markets nationally.

Big East games are set to air in almost 30% of the nation's TV homes, according to the league, including deals with stations WABC-TV New York, WPVI-TV Philadelphia, WCVB-TV Boston, WBFS-TV Miami, WTAE-TV Pittsburgh, WTNH-TV New Haven, Conn., WLNE(TV) New Bedford, Mass., WAYK(TV) Melbourne (Orlando), Fla., and WTMV(TV) Lakeland (Tampa-St. Petersburg), Fla.

Former rightsholder Jefferson-Pilot Teleproductions will continue to handle distribution of Atlantic Coast Conference games, beginning with a noon kickoff of Virginia at Maryland. The company will produce a total of 17 games over 13 Saturdays and will be seen on 35 stations, including every market in Maryland, the District of Columbia, Virginia, North Carolina, South Carolina, Georgia and Florida.

Advertising inventory on the ACC regional telecasts is almost completely sold out, according to Jimmy Rayburn, executive producer, Jefferson-Pilot. He said that unlike the national network

packages, which are still deep in the selling process, syndicators tend to lock up regional deals prior to the upfront selling season. One such advertiser, Atlanta-based Delta Airlines, wanted to reach the ACC's regional audience to promote the airline's Southwestern flights. "Well over 50% of our advertisers don't buy network spots," he said.

Similarly, Charlotte, N.C.-based Raycom Sports and Entertainment is more than 75% sold out on its 12-game package of Southwest Conference games. The company will provide games to broadcasters in Texas, Arkansas and Louisiana, and the Prime Network will carry the games nationally.

Raycom's Southwest coverage begins with the Aug. 28 Kick-Off Classic at the Meadowlands. Other company productions will include the Disneyland Pigskin Classic, the Dec. 30 Freedom Bowl and, for CBS Sports, the Dec. 28 Blockbuster Bowl.

In other syndication packages, the Blue & White Network will, for the third consecutive year, televise a select schedule of college football games featuring Brigham Young University and the U.S. Air Force Academy. Beginning Aug. 31, B&W will present 10 televised contests to more than 40 national cable and broadcast affiliates in 47 states. The new season will bring in a potential 1.5

million additional viewers with the addition of stations WADL-TV Detroit, WOAC-TV Cleveland/Canton and others.

Outside the syndication route, hundreds of college football games will be presented, mostly on a tape-delayed basis, on regional cable sports networks around the country. The 4.2-million subscriber Prime Ticket Network, for example, will schedule at least 79 college football games representing six collegiate conferences from across the country, beginning Sept. 7. Similar arrangements have been made at SportsChannel, Madison Square Garden Network and several other cable sports networks nationally. —RB

LOCAL RADIO NFL COVERAGE

Atlanta Falcons WSB(AM) Atlanta

Reg. net. of 65 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

Buffalo Bills WBEN(AM) Buffalo

Regional network of 24 stations; five preseason, 16 regular; station holds rights in second of five-year contract.

Chicago Bears WGN(AM) Chicago

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of three-year pact.

Cincinnati Bengals WKRC(AM) Cincinnati

Reg. net. of 41 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

Cleveland Browns WHK(AM)- WMMS(FM) Cleveland

Reg. net. of 49 stations; four preseason, 16 regular; Score Communications holds rights in first year of three-year deal.

Dallas Cowboys KVIL(AM) Dallas

Reg. net. of 91, Spanish-language stations network of 10 stations; four preseason, 16 regular; station holds rights in first year of five-year deal.

Denver Broncos KOA(AM) Denver

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of seven-year contract.

Detroit Lions WWJ(AM) Detroit

Reg. net. of 33 stations; five preseason, 16 regular; station holds rights in third year of three-year contract.

Green Bay Packers WTMJ(AM) Milwaukee

Reg. net. of 51 stations; four preseason, 16 regular; station holds rights under long-term contract.

Houston Oilers KTRH(AM) Houston

Reg. net. of 45 stations; four preseason, 16 regular; station holds rights in second year of five-year pact.

Indianapolis Colts WIBC(AM) Indianapolis

Reg. net. of 23 stations; four preseason, 16 regular; station holds rights.

Kansas City Chiefs KCFX(FM) Kansas City

Reg. net. of 58 stations; four preseason, 16 regular; station holds rights in first year of three-year pact (option on fourth).

Los Angeles Raiders KFI(AM) Los Angeles

Reg. net. of 37 stations; five preseason, 16 regular; Bob Speck Productions holds rights in final year of four-year pact.

Los Angeles Rams KNPC(AM) Los Angeles

Reg. net. of 24 stations; two preseason, 16 regular; station, which holds rights in second year of five-year contract, has licensed KLAC(AM) Los Angeles to air two preseason games (due to conflicts with KNPC's baseball broadcasts) and XEPRS(AM) Rosarito, Mex., to air four preseason and all regular season games in Spanish.

Miami Dolphins WIOD(AM) Miami and WQBA(AM) Miami

WIOD: reg. net. of 28 stations; five preseason, 16 regular; station holds rights in first year of three-year pact; WQBA (Spanish-language): five preseason, 16 regular; station holds rights in third year of three-year pact.

Minnesota Vikings KEYE-FM Minneapolis

Reg. net. of 90 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New England Patriots WBZ(AM) Boston

Reg. net. of 22 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New Orleans Saints WWL(AM) New Orleans

Reg. net. of 40 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

New York Giants WNEW(AM) New York

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in third year of multiyear pact.

New York Jets WCBS(AM) New York

No reg. net; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Philadelphia Eagles WIP(AM) Philadelphia

Reg. net. of 30 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Phoenix Cardinals KTAR(AM) Phoenix

Reg. net. of 21 stations; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Pittsburgh Steelers WTAE(AM)-WVTV(FM) Pittsburgh

Reg. net. of 36 stations; four preseason, 16 regular; station holds rights in second year of three-year pact.

San Diego Chargers XETRA(AM) Tijuana

Reg. net. of four stations; four preseason, 16 regular; station holds rights in fifth year of 10-year contract.

San Francisco 49ers KGO(AM) San Francisco

Reg. net. of 40 stations; five preseason, 16 regular; station holds rights in second year of three-year pact.

Seattle Seahawks KIRO(AM) Seattle

Reg. net. of 55 stations; four preseason, 16 regular; station holds rights in third year of five-year contract.

Tampa Bay Buccaneers WQYK-AM-FM Tampa Bay

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in first year of five-year contract.

Washington Redskins WMAL(AM) Washington

Reg. net. of 94 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Local radio contracts during the 1991-92 season will represent an estimated \$40 million in additional revenue for NFL teams, which derive about 90% of their dollars from network contracts and ticket sales. Believed to be among the more lucrative deals is a new five-year agreement between the Dallas Cowboys and KVIL(AM) High-

land Park, Tex. (Dallas), which is said to be bringing in more than \$3 million per season for the team. Other teams that have opted not to renew existing contracts in search of more lucrative deals this year include the New England Patriots and the Minnesota Vikings, which have each signed three-year deals with new stations.

RADIO

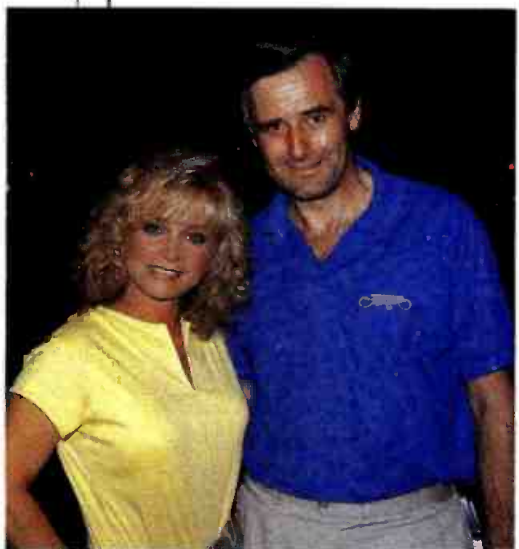
FM STATIONS EYE SPORTS PLAY-BY-PLAY

More and more all-music outlets are interested in the prestige and community identification that being a sports flagship can offer

After years of narrowing the scope of what their stations will air, FM programmers lately are making some bold programming additions to their music-driven stations. Play-by-play sports, traditionally a mainstay of AM stations, can now be heard on at least four major market FM's, with two more soon-to-start broadcasts.

The migration of sports to the FM band is incipient, but seems a natural evolution to many of the operators that spoke with BROADCASTING last week. Sports teams are enthusiastic about the bigger, technically superior sound of the FM broadcasts, and FM's are thrilled to enhance their images in the community as flagship stations for the hometown team.

WVTY(FM) Pittsburgh (then WHTX) and



Approximately 90,000 country music fans made the trip to see Barbara Mandrell (above), Vince Gill, The Judds, Patty Loveless, Waylon Jennings, and 22 other performers at the Jamboree in the Hills Festival outside Wheeling, W. Va. This year's festival, the fifteenth, was held July 19-21 and once again was produced by WWVA(AM) Wheeling. Both the station and the event are owned by Osborn Communications. Pictured above with Mandrell is Osborn Communications President Frank Osborn.

KSTP-FM Minneapolis blazed the trail of play-by-play NFL broadcasts on FM six years ago, when both stations became the flagship for their hometown teams (BROADCASTING, Aug. 5, 1985). The Pittsburgh Steelers can still be heard on WVTY (along with co-owned WTAE(AM)). Although KSTP-FM has since dropped the broadcast rights, the Vikings will soon be back on the FM band, since Malrite Communications AM-FM combo, WDGY(AM)-KEEY(FM), won the rights earlier this year.

Broadcasting the Pittsburgh Steelers has added energy and excitement to the radio station, said Bruce Gilbert, program director of WVTY. "We are not naive enough to believe that everybody loves hearing the Steelers on the station," said Gilbert, "but there are calculated risks you take." And that gamble has paid off, added Gilbert, and continues to generate revenue.

Football's schedule (only 4 preseason games and 16 regular season), works in the broadcasters' favor, as opposed to baseball, with 162 games. "Sunday afternoons are a low rating time period," said Gilbert, and "the football broadcasts just bring new cume to the station which we can hopefully recycle into other dayparts." The station recently underwent a format readjustment and a call sign change, from a previous gold-based AC to a more modern 1970's, '80s and '90s sound.

The risks of putting spoken word or information-driven programming on a music-driven station are outweighed by the gains brought to the station by the team, said Ed Shane, Shane Media Services. "In today's environment, there are only certain niches you can choose," he said, "and a sports franchise not only brings new people to the station, the station becomes bigger than life."

The privilege of carrying the football broadcasts are tremendous, said Gilbert. "Every radio station in town tries to associate themselves with the Steelers, but no one else can say, 'we are the voice of the Pittsburgh Steelers,'" said Gilbert. From a purely economic stand-

point, Gilbert allows that the situation will vary by market, but for WVTY the costs of the rights fees are viewed as an investment. "There are huge rights fees," he said, "but the intelligent broadcasters understand that you have to spend money to make money."

Spending money is what Jacor Broadcasting did to win the rights to the Atlanta Braves away from legendary WSB(AM). Soft AC WPCF(FM) will be simulcasting all but the day games on co-owned WGST(AM). The contract, set to begin with the 1992 season, will run for three years. "We needed a major sports anchor for the stations," said John Hogan, the stations' vice president-general manager, "because our competition controlled sports in Atlanta."

The acquisition will bring the station the currently second-ranked team in the National League. "It brings the hottest franchise in Atlanta to our station," Hogan said, "from an image and positioning perspective, it propels us forward." The deal also calls for the stations to develop and market additional Braves-associated programming and a Braves Radio Network.

Part of the appeal for Hogan is the new cume the broadcasts will bring to the station and the potential of "several million dollars available in Atlanta for baseball billing."

The market may be a little more difficult for Infinity Broadcasting, which has acquired the rights to the Tampa Bay Buccaneers for its Tampa-St. Petersburg country stations WQYK-AM-FM. "We saw the benefits," said Tom Rivers, program director. "Tampa does not have a Major League Baseball club, no hockey yet. The only major sports team is football, and for that reason, we saw a real advantage to acquiring the rights."

Rivers views the addition of football as an "image enhancer." Currently the station ranks number one with persons 25-54 and number two with persons 12-plus. "The biggest risk is that you are not playing music," said Rivers. But he felt that risk is minimized since the pre-season games are at night and the regular

season games are Sunday afternoons.

But Edens Broadcasting took a crack at carrying the team on its St. Petersburg stations, WRBQ-AM-FM. It held the rights during a period when the team wasn't

doing very well. Mike Horne, WRBQ-AM-FM vice president-general manager, said stations were losing around \$600,000 on the broadcasts. "We decided to spend that money elsewhere," he

said. But Horne doesn't think the problem was that the games were broadcast on the FM band. It was simply timing and deciding "what the station was trying to accomplish." **-KC**

SURVEY CUT VOTED DOWN

Arbitron announced results of a poll of radio and advertising subscribers conducted to determine whether stations in the top 99 markets want to switch from four 12-week audience surveys to three 16-week surveys (BROADCASTING, June 3). The survey was taken in response to a resolution passed by the Arbitron Radio Advisory Council for increased sample size and usable in-tab diaries. Conducting three surveys instead of four over the 48-week period would have meant a 33% increase in sample size for each report, thereby reducing sampling error.

RESPONSE TO ARBITRON THREE-SURVEY PROPOSAL

	Total	4x markets	1x/2x markets
Yes	333	24	99
No	499	61	138
Total	832	595	237
Return rate	65.5%	80.7%	44.5%

BY MARKET RANK

Market rank	1-10	11-25	26-50	51-99	100+	Total
Yes	42	57	52	77	105	333
%	30%	40.1%	35.9%	47.2%	43.4%	40%
No	98	85	93	86	137	499
%	70%	59.9%	64.1%	52.7%	56.6%	60.0%
Total	140	142	145	163	242	832

The three-survey proposal was put forward through the Arbitron Radio Advisory Council. The poll was conducted by mail ballot among 1,270 Arbitron radio station subscribers during June and July 1991.

RIDING GAIN

SIMULCASTING IN PORTLAND

King Broadcasting's news/talk KGW(AM) Portland, Ore., abandoned its two-year-old format on Friday, July 26, and began simulcasting co-owned adult contemporary KINK(FM). The move meant the dismissal of 40 employees. King has been trying to sell the stations since spring (BROADCASTING, March 25). King is asking \$15 million for the two Portland properties.

The format switch could be viewed as a strategic move to cut costs and improve its seller position in a tough station trading marketplace.

Paul Clithero, FM manager, will now be responsible for both stations, with a staff of 35.

ACQUISITION EQUITY

Former US Radio President Bob Hughes has formed CityStar Communications Corp., based in Washington, D.C., and is currently raising up to \$30 million in equity

capital to acquire top-30 market radio stations. Hughes, who held management positions with CBS and Metromedia, will serve as CityStar's president and chief executive officer. He named Jonathan D. Schwartz, a former communications lender at the National Bank of Washington and director of finance at NBC Radio, as chief financial officer.

New York-based Founders

Equity Inc., headed by John Teeger, has set up an affiliated company, Founders Media Group, to acquire top-50 market broadcast properties; their first purchase is Allison Broadcast Group's KDGE(FM) Gainesville (Dallas), Tex., for a price in excess of \$8.3 million. Allison Broadcast Group's Steve Allison and former CRB Broadcasting Corp. president Ed Rogoff will head up the group.

Sonny Bloch, now celebrating 12 years on the air.

Sonny Bloch, host of America's longest running independent, 2-way talk show about money, business, real estate, and life, would like to work for you for free. He offers 18 hours of live programming 6 days per week (take all or part), plus a daily afternoon business news show with plenty of openings for your local news, traffic, and weather reports.

Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years.

The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call.

Ask for Susan at (212)371-9268
Fax (212)593-0963



CABLE

NEW TIMES FOR CABLEVISION

Programmer is taking more cautious approach as it attempts to deal with competition, new programming opportunities

Sometimes described as a renegade and risk-taking cable programmer of the 1980's, Cablevision Systems enters the '90s with the will, but not yet the financial way, to make new services.

While other cable programmers float ideas of creating new channels, and of ways to expand existing niches as talk of increased channel capacity through compression grows louder, Cablevision's programming arm, Rainbow Programming Holdings, is "putting its house in order," said Sharon Patrick, the president of Rainbow, the Cablevision-managed umbrella company for American Movie Classics, Bravo, 11 regional sports networks and News 12 Long Island. (SportsChannel America is not a part of Rainbow.)

That's not to say that Cablevision, which has been "stretched pretty thin financially," in the words of one observer, has no ideas for new channels. For starters, "we have a whole bunch of programming concepts left over from the DBS venture [the failed Sky Cable partnership]. We're not worried we'll get behind," said Patrick. "Once we have things together and channel capacity expands, we'll be in an opportunistic position [to create new services]."

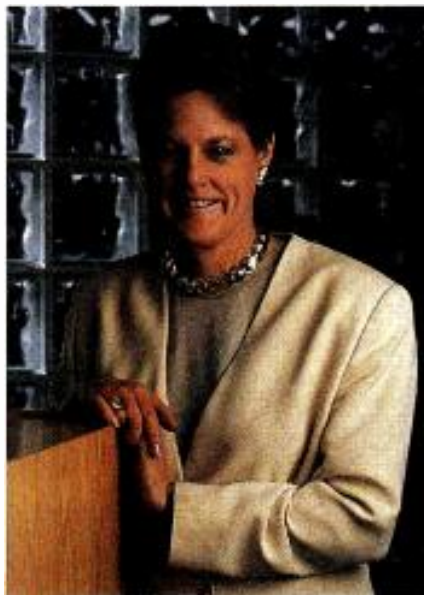
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Long-term protective strategies

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But Liberty Media's mini-pay service, Encore, which airs movies from the 1960's through 1980's, may have scuttled AMC's plans to expand its niche. While creating a second channel devoted to contemporary classic movies would be AMC's "next logical step," AMC did not get to do that. "It could have, but it didn't.... The second channel is Encore," said Patrick, who described



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For now, AMC and Bravo still have a way to go before they are deemed established networks, and according to observers, Cablevision has been responsible for their slow starts. Other similar programming concepts started later and took off much faster. Bravo, with 6.5 million subscribers, was launched in 1980, versus Arts & Entertainment, with 50 million subscribers, launched in 1984. AMC was launched in 1984 and, reaching 34 million homes, has grown sharply in the past two years. But Turner Broadcasting's TNT, which launched in 1988 with a similar programming concept, took off immediately, and is now in more than 50 million homes.

The reason for the slow growth, say some, is that Cablevision and Rainbow have lacked a good relationship with the rest of the cable industry. AMC was not a basic service until the last few years, and its license fee was too high until about two years ago, said one MSO executive. Now, however, "AMC is the shining star in the constellation of cable services," according to the cable operator.

Operators also cite Cablevision's "antagonistic negotiation" style as another reason why its services may not have grown as fast as they might have. "Negotiations with Cablevision are unbearable. It may bring in some revenue, short term, but it builds ill-will in the long term," said one cable source.

But it is the lack of operational attention that is Cablevision's tragic flaw, according to a source close to the company. "They have the vision, but somewhere between the vision and the reality they get lost," said the source, adding,

"they don't have operational leaders with enough autonomy. [Vice chairman Marc] Lustgarten still makes every decision, down to the color of the pencils they use."

Patrick, the operational head of Rainbow for the last 18 months (she replaced Lustgarten when he became vice chairman), said the management change that occurred when she was brought in has helped Cablevision separate the operational side of the business from Lustgarten's more transactional affairs. However, the source questioned how much autonomy Patrick has been given. "She has the best intentions, but they [Dolan and Lustgarten] have not let go of any power and given it to her," said the source.

What Cablevision has let go of recently are the two new channels it tried to start in the last few years. In Court merged with Time Warner's court channel, producing Court TV, managed by Time Warner, and leaving Cablevision and its partner NBC to share one-third interest. "We hated to do it, but we had to," said Patrick. CNBC, launched in 1989, has gone back to NBC by mutual agreement—Cablevision wanted to stem its losses, and NBC wanted total control.

Rainbow's other activities are also being pared down. News 12 Long Island, its 24-hour news service, is being hit by cost-cutting measures and possibly layoffs, Patrick acknowledged. "We have to get the economics balanced against

revenues," she said. "We pioneered the niche. It's taken us a few years to figure out the potential for that." Cablevision at one point sought to expand and create similar ventures in New Jersey and Connecticut, but the economics, both of such a venture and Cablevision's own, have put those plans on hold.

Sports consolidation

Sports is also starting to be rationalized, and to date SportsChannel has fared well in that consolidation, with TCI taking an interest in SC Chicago and signing a long-term carriage agreement. And there's the merging of the Bay Area sports services, leaving Rainbow as managing partner. The Florida and Los Angeles regional sports markets still need to be cleaned up. With TCI agreeing to carry SC Florida on its cable systems, it is possible SC and Sunshine Network might not have to merge. "There are two services in New York and New England, for example," said Patrick. "We might be able to settle down the market and keep two channels [in Florida]." National merger talks between Prime Network and SC America remain stalled, said Patrick, but she expressed confidence a deal would eventually get done.

Resolving the regional and national sports situations could help put some cash in Cablevision's pocket, and help it regain its edge. Dolan's reputation as an idea man inspires faith in at least some of the industry that Cablevision will be-

come a major programming player. "They are real risk takers and entrepreneurs, always out there trying to make things happen.... They'll be [programming] architects when compression comes along," said one top cable programming executive.

What's ahead for Cablevision and NBC?

Cablevision's programming future could also be tied to what becomes of its relationship with NBC, which a source close to both companies described as "being evaluated on a project-to-project basis." According to industry observers, that partnership was formed out of necessity between two partners no one else would work with. "It's a love-hate relationship," according to one observer. But NBC is also cozying up to TCI of late, which could have an effect on its need for Cablevision in projects to come. But Dolan does continue to provide vision for NBC, especially in the pay-per-view arena. Dolan is said to have come up with the idea for the pay-per-view Olympics, as well as the recent 10-year deal struck to bring the Metropolitan Opera to pay per view.

Cablevision's association with NBC "saved them," said one top MSO executive. "It gave them access to the capital they need." But, with or without NBC, "are they positioned to be a major programming player in the '90s? The jury's still out." -SDM

TCI DEFENDS ITSELF AGAINST PIRATE CHARGE

In commenting on complaint filed with FCC by NRTC, MSO says it is not liable in \$3 million piracy judgment against Dominican cable system in which it has interest

A Tele-Communications Inc. executive last week said the company is not in any way culpable for a \$3 million signal-piracy judgment against a Dominican Republic cable system it partly owns.

"We can't be held responsible for the management decision of every company we have an interest in," said Bob Thomson, senior vice president, communications and policy planning, TCI. "That's an absurd proposition." Thomson said TCI has been trying to sell its interest in the system.

The National Rural Telecommunications Cooperative, in a letter to the FCC two weeks ago, said the judgment "raises serious questions" about TCI's fitness to be an operator of a direct

broadcast satellite system (BROADCASTING, Aug. 5).

The NRTC letter was another in a series of moves it has made at the commission in an effort to block the grant of a DBS permit to TCI's Tempo Satellite. A packager of programming for the home satellite market, NRTC and TCI have been at odds over NRTC's acquiring distribution rights from TCI-affiliated cable programmers.

In a September 1990 default judgment, U.S. District Court Judge Alfred Lechner in Newark, N.J., found that Telecable Nacional of Santo Domingo pirated at least one of three broadcasts distributed by PrimeTime 24 and included it in its package of cable services.

Lechner enjoined Telecable Nacional,

which is 48% owned by TCI, from continuing to pirate the signal and awarded PrimeTime 24 \$3.04 million in damages. A default judgment is entered when the defendant—in this case, Telecable—fails to mount a defense.

Attorneys for PrimeTime 24 are now attempting to collect the award through legal action in Santo Domingo. If that fails, they feel they could make a case for making TCI pay the full amount.

According to the 29-page judgment, PrimeTime 24 wrote letters to TCI in September 1989 and Telecable in April 1990 asserting that Telecable was picking up PrimeTime 24's service without authorization and asking for execution of a distribution contract—that is, payment.

"The bottom line is that for the largest cable MSO in the United States to steal signals can't be something that we or you find acceptable," PrimeTime 24 says in its letter addressed to Al Gianotti, now a division vice president for TCI in Illinois, and signed by Karen Tardy, vice president, sales and marketing.

Thomson says that TCI has "no information about the underlying assertions made in the judgment," but he acknowledges receipt of the Gianotti letter.

After receiving the letter, Thomson said, TCI discussed the matter and "orally ordered" Telecable's managers—all Dominican citizens—to comply with the law and to pay for any programming it was receiving.

Asked whether TCI followed up to see whether Telecable did comply, Thomson said, "To the extent possible... The foreign locus... has made it

difficult to assert traditional management controls over the system."

Asked whether TCI's decision to sell its interest in Telecable had anything to do with the piracy judgment, Thomson said, "Let's just say, under normal circumstances we do not sell cable systems."

TCI buys programming for many systems in which it owns a minority interest, but it has never purchased programming for Telecable. "All that was done separately there," he said.

NRTC's letter to the FCC says the judgment bears directly on TCI's fitness to be a DBS licensee. "TCI's complicity in this case—its apparent abuse of the compulsory copyright license scheme, its refusal to respond to legitimate inquiries regarding this problem and its ownership of a company found to have engaged in signal piracy in violation of...the Communications Act—raises

serious questions concerning the qualifications of any TCI-owned company to participate in any activity related to the delivery of programming via satellite," it says.

But because of TCI's passive role in the management of the system, Thomson said, the judgment is not "relevant" to the FCC consideration of its DBS system. "We are confident the FCC review of the application will proceed and the FCC will grant it in due course," he said.

The FCC may disqualify applicants for violations of the Communications Act or FCC rules or other types of misconduct.

Thomson also says PrimeTime 24 would not have a "leg to stand on" should they try to make TCI liable for the \$3 million. "There is not a shred of evidence to suggest we are culpable here." —**NU**

BASICS STAND READY TO INCREASE CHANNELS

Financial considerations, not capacity, may drive decision, BET's Johnson says

Four cable programming executives told a Washington forum some of their off-the-cuff plans for expanding their services when compression opens up channel capacity.

John Hendricks, chairman and chief executive officer, Discovery Channel, said cable programmers "don't want to be caught like CBS" and have only one channel to program. If there are 300 channels, he said, Discovery would want a 5% to 8% market share and not just one or two channels.

C-SPAN Chairman Brian Lamb said the network stands ready to deliver four, five or six channels that would provide a choice of the different events the network already covers each day but currently shifts for viewer convenience.

Robert Johnson, president, Black Entertainment Television, said BET could easily do a music video channel, and raised the possibility of a pay-per-view channel featuring black films and action programming.

But the timing and extent of channel expansion will depend on funding as well as capacity. Said Johnson: "It won't happen until the economic rationale is there. If [the operators] build it, [the programmers] may not come."

Compression may help drive down satellite costs, but the more volatile costs remain in programming, Johnson said. The question, he said, is "can you find enough viewers" to risk a \$20 million or \$30 million network investment.

Advertising will play an increasingly important role for programmers, but future fragmentation could hurt growth prospects. Johnson said BET's advertising-to-affiliate fee ratio will shift from 40-60 to 50-50 in five years. Bill Aber, vice president and general manager, Home Team Sports, said HTS's ratio, which is roughly 40-60 today, will probably nudge past 50-50 in the future. Aber, too, said HTS could program more channels, but the financial base would have to be there to support new services.

There may also be deleterious political repercussions to providing 200 channels, Johnson predicted, because at that level of service the cable operator will become an information "gatekeeper," increasingly subject to the scrutiny of regulators. He would expect to see 20% to 30% of the new channels set aside for tariffs on a first-come, first-served basis.

resulting in loss of control by operators over what gets programmed on their systems. Such fears, combined with the financial investment required, could slow the pace of compression implementation, Johnson said.

But Lamb said the pressure will be too intense for operators not to build if the technology is there. The industry, he said, "never got fat enough to be comfortable about [its success], and they're ready to go again."

Asked how operators will promote and market hundreds of channels, Hendricks said it would be a "nightmare." Aber said it would be a challenge, since people are already largely unaware of what the main networks are carrying. Lamb said programming information will likely be built into future televisions, on which schedules could be called up like computer information. —**MS**



Aber, Johnson, Lamb and Hendricks discuss the future of cable programming

WASHINGTON

NOT 'TONIGHT' SAY MPAA, INTV TO KCRA-TV SHIFT

Groups tell FCC that move of "Tonight" as part of test of hour—earlier prime time is not in public interest

Hollywood and independent broadcasters weighed in last week against NBC affiliate KCRA-TV Sacramento's request that the FCC allow it to run the network's schedule from 7 p.m. to 10 p.m. and begin NBC's *Tonight* at 10:35. The request is effectively one for a waiver of the prime time access rules, which limit network entertainment programming to three hours in the 7-11 p.m. block.

Sources told BROADCASTING that the securing of a waiver, and KCRA's agreement to air the *Tonight Show* at 10:35 were conditions set by NBC before it would allow the Kelly Broadcasting station to move the network lineup up an hour as part of an eight-and-a-half-month test. (BROADCASTING July 29).

NBC makes no mention of the *Tonight Show* in its filing.

In comments filed at the FCC last week, the Motion Picture Association of America, Association of Independent Television Stations and Program Producers and Distributors Committee all said Kelly's desire to air the *Tonight Show* in prime time is not in the public interest and pointed out that Kelly does not otherwise need a waiver to move its network programming up an hour. "This is a private matter between an affiliate and its network.... The PTAR is simply too important to be chipped away piece by piece," INTV said.

PPDC said that if Kelly's request is granted, "it would deprive KCRA's viewers of an entire hour of local and other non-network programming during the valuable hours of 6:30 to 11:30 p.m." PPDC said it would not object to Kelly's "test," but the "commission should rule that NBC's consent of a network program in the 10:30 p.m. period. Such a linkage on NBC's part would be an undue infringement on a station's programming discretion."

MPAA said that the waiver would give NBC over 3½ hours each week in prime time for a whole season, while costing program syndicators at least a half hour each night in access time. MPAA said, "Kelly has certainly not demonstrated that consumers would be

better off by an experiment that reinstates for an entire season in the Sacramento market the kind of network dominance of prime time programming that PTAR was intended to prevent."

INTV said, "The sole reason for this waiver is to move the *Tonight Show*, a non-prime time show, forward to 10:35 p.m. as opposed to its existing time of 11:30 p.m." That move, INTV said, "would have disastrous consequences for the first-run market," said INTV.

INTV said that because the fall season has already been planned, and because "independent stations survive by counter programming network schedules," the "commission cannot ignore

the repercussions of its decision on other stations in the Sacramento market."

NBC, which filed in support of Kelly, said the purpose of the request was to "permit Kelly and NBC—and indeed the entire industry, the commission and the public—to obtain and analyze data on how the public in the Pacific time zone would react if offered the opportunity to see their evening program on network affiliates the same time as in the Central and Mountain time zones."

NBC said other affiliates have asked for a similar prime time shift because changes in West Coast lifestyles have made earlier schedules "more attractive to the public." -PS

FCC JUST SAYS NO

The FCC has let the broadcast industry know it means business when it comes to broadcasters who get involved with illegal drugs.

Over the past two weeks, it has ordered a license revocation hearing against a TV broadcaster in Georgia who was convicted of laundering drug money, and last week, it affirmed the license revocation of a radio broadcaster in South Carolina who was sent to prison for cocaine possession.

Now facing a revocation hearing is WFXL(TV) Albany, Ga., in light of the 1990 conviction of owner Timothy Brumlik for laundering \$12 million in drug money ("In Brief," Aug. 5).

The conviction "raised substantial and material questions as to whether he possesses the requisite qualifications to be or remain a licensee," the FCC said.

In ordering the hearing, the FCC also denied Brumlik's request to sell the station, along with three low-power TV's, to a minority owner under the FCC's distress sale policy. The policy allows a broadcaster faced with loss of license to sell to a minority for no more than 75% of market value.

Also facing loss of a license is WKSP(AM) Kingstree, S.C., as the FCC upheld the decision of Administrative Law Judge Joseph Chachkin to revoke the license based on owner Gregory Knop's 1987 conviction for possessing cocaine with intent to distribute.

In ordering the hearing against WFXL and affirming the revocation of WKSP, the FCC cited its 1989 "clarification" of its character qualification policy, in which it said convictions for illegal drug activity are grounds for revoking a license or denying a renewal.

The FCC also said the drug conviction was key to its denying Brumlik's request to sell under the distress sale policy. "The seriousness of Brumlik's drug-related activity outweighed any public interest benefits to be derived from a sale of any or all of his stations to qualified minority applicants," it said.

Brumlik's attorney, Aaron Shainus, said the FCC erred in denying Brumlik the distress sale. The policy is a blanket policy, and to "cherry pick" who can and can't utilize the policy is illegal, he said.

OWNERS URGE FCC TO LIBERALIZE RADIO RULES

But minorities fear proposed changes will lead to greater concentration of control

The National Association of Broadcasters and large radio groups urged the FCC to follow through in its effort to repeal or relax its local and national station ownership restrictions.

"[T]hese regulations no longer serve their intended function of maximizing competition and enhancing diversity," NAB said in comments on the FCC rule-making aimed at revamping the rules. "Instead, [they] ultimately result in less diversity of programming by preventing struggling radio stations from recognizing the full advantages of group ownership."

"If an industry is unprofitable, it dies or consolidates," commented Tom Gammon, president of Crown Broadcasting (four AM's, six FM's). "The FCC has the foresight to let it consolidate rather than have the cities and countrysides of America strewn with the litter of nationally satellite programmed, bankrupt and dark radio stations."

But minority and small broadcasters argued for keeping the limits intact. Raising the limits on national ownership "would only lead to further concentration of ownership in the broadcast industry and would substantially reduce opportunities for increased minority ownership," said the National Association of Black-Owned Broadcasters.

In May the FCC proposed relaxing the national multiple ownership, which limit common ownership of radio stations to 12 (14 for minority owned companies),

and the local duopoly rules, which prohibit common ownership of more than one AM or one FM in the same market. The rules now allow for AM-FM combinations in the same market (BROADCASTING, May 13).

Among the FCC's proposals: lifting the 12-station cap on AM stations; eliminating the distinction between AM and FM while retaining some overall numerical cap; excluding stations with low ratings at the time of their purchase from a numerical limit; replacing a numerical cap with a cap on percentage of national audience (TV has such a cap) or cumulative local rating for the group as a whole; excluding stations in markets with at least 30 separately owned stations from a numerical cap, and raising the caps for minority controlled groups from 14 AM and 14 FM to 20-20.

In the proceeding, the FCC is also considering establishing rules to govern joint sales and operation ventures among stations in the same market and so-called time brokerage agreements, in which one station buys large blocks of time on another in the same market.

NAB said the multiple ownership limits "should be eliminated" because "[t]hey serve only to deprive the public of the many benefits of group ownership which result from economies of scale and increased stability in station operations."

Unlike multiple ownership, NAB does not advocate eliminating the duopoly rules. Instead, they suggest a "relax-

ation" that would permit "AM-AM and FM-FM combinations in the same market or region." NAB said the current duopoly restrictions "hinder broadcasters' ability to compete locally, and [do] not benefit the community."

And regarding joint ventures, NAB said the FCC should "not reverse [the] progression of policy and rule changes which allowed stations to obtain joint efficiencies that, in many cases, have been the only reason that many stations have been able to survive."

The FCC proposed basing new rules in each area on market size or audience reach and ratings. NAB was joined by virtually every petitioner in opposing any attempt to link new rules with a formula designed to measure, and consequently limit, a broadcaster's ownership and business opportunities.

Most broadcasters favor liberalized limits

NAB said: "[T]he commission, which would have to approve each station transfer, would be in a position to raise questions about the public interest in such an accumulation of stations long before ownership levels reached any danger level."

Aside from minority groups, most were in favor of either eliminating multiple ownership limits altogether or raising the limit substantially. Capital Cities/ABC Inc. (11 AM's, 10 FM's, 8 TV's) said relaxing the ownership rules should apply equally to the AM and FM services, and group broadcasters should be allowed to own as many as 30 stations of any combination.

Willis Broadcasting, one of the few radio broadcasters now at the ownership limit of 14 AM's and 14 FM's, said that with "an abundance of information sources available in every size media market, the commission should reverse its reasoning behind numerical ownership restrictions and admit that such regulations are no longer warranted."

Although most of these commenting believed there was at least the possibility that some group broadcasters could acquire an anticompetitive concentration of market power, most thought it unlikely to happen.

Fisher Broadcasting, licensee of KOMO-AM-TV Seattle and KATU(TV) Portland, Ore., said, "Any relaxation of [the] regulations should be carefully tailored to insure that undue national and

BLAIR, LBS GET PTAR WAIVERS

The FCC granted waivers to both Blair Entertainment and LBS Communications, who asked to be allowed to continue syndicating two weekly network produced shows in prime time access. LBS is entering its second season with *Memories...Then and Now* produced by NBC News Productions, and Blair is distributing *Studio 22* nationally beginning this fall. The latter show is produced by the CBS-owned stations division.

The commission stressed the waivers applied to those two shows only, and it denied an LBS request for official clarification as to whether the commission intended to include non-entertainment first-run shows produced by a network among those shows barred from access by the prime time access rule. The commission said such issues "are more appropriately resolved in the pending reconsideration of that proceeding."

The issue emerged last month when producers realized that the FCC, in the course of its financial interest and syndication proceeding, changed the definition of "network programming" as it applies to the prime time access rule. Before the new fin-syn ruling, the definition was limited to shows exhibited by a network, which could then not be used as syndicated properties by affiliates in the top-50 markets. The new definition also includes shows produced by a network or any of its divisions.

local concentration of control, both of programming and advertising dollars, is avoided."

Minority groups echoed NABOB's comments. The American Hispanic Owned Radio Association is "concerned that various proposed changes...will cause serious deterioration of the few opportunities and minimal progress made during this past decade by minorities [and] women broadcasters.... It is vital to the interest of small or minority broadcasters that the commission [keep] a freeze on any adjustment above the 12-12-12 limitation currently in place."

The NAACP, League of United American Latinos and National Black Media Coalition said, "Whatever course the commission will ultimately adopt...the commission should retain an incentive for minority ownership and should expand that incentive."

Relax duopoly and allow joint ventures, broadcasters say

NAB said the duopoly rules "should provide for AM-FM combinations as they do today, as well as AM-AM or FM-FM joint ownership, whatever combination an entrepreneur believes will lead to the most efficacious public service."

There was much support for NAB's position. Sheboygan County Broadcasting Co., licensee of WHBL(AM)-WWJR(FM) Sheboygan, Wis., said a rule change would let broadcasters benefit from economies of scale. "AM-AM combinations or AM-AM-FM combinations would allow owners to consolidate facilities, management, staffing, sales and promotional personnel and activities," Sheboygan said.

Although some supported NAB's position on joint ventures, others were concerned that allowing affiliation agreements between large- and small-market stations, while benefiting one or two stations in the smaller market, would ultimately hurt the smaller community.

East Shore Broadcasting, licensee of WRHD(AM)-WRCN(FM) Riverhead, N.Y., said: "Some forms of inter-station bulk sales are anticompetitive and are being exploited in ways that are deceptive to the public. For many stations...the maintenance of fair competition is now a matter of economic survival."

Holster Valley Broadcasting Corp., licensee of WKPT(AM)-WTFM(FM)-WKTT(TV) Kingsport and WKTP(AM) Jonesborough, both Tennessee, said, "Time brokerage, station management or local network affiliation agreement should be limited to situations where the ability of technologically disadvantaged stations to reach the established marketplace can be improved." —PJS

WASHINGTON WATCH

FEE PLEA

FCC Chairman Alfred Sikes urged Senate Communications Subcommittee Daniel Inouye (D-Hawaii) to support raising funds for the FCC through "user fees" on broadcasters, cable operators and others regulated by the agency. "The...program is fair and equitable to all regulated industries and will provide the commission the funding it desperately needs in 1992 and in future years," Sikes says in an Aug. 5 letter.

The fate of users fees is uncertain with the House and Senate at an impasse. The House Energy and Commerce Committee two weeks ago authorized \$133.5 million for the agency in fiscal 1992, including \$65 million in users fees. The full House is expected to endorse the plan. But the Senate Appropriations Committee chaired by Ernest Hollings (D-S.C.) rejected the fees, choosing to provide \$126 million in direct funding.

FCC STAFF SWAP

At FCC, Chairman Alfred Sikes and Office of General Counsel are swapping mass media experts, according to FCC official. Lauren "Pete" Belvin, Sikes's top legal adviser on broadcasting and cable matters, will join OGC later this month in high-level but not-yet-defined capacity. Replacing her will be Sandy Wilson, now mass media assistant to General Counsel Bob Pettit. It is second major change in Sikes's office this year. Capitol Hill staffer Terry Haines replaced Charles Schott last spring as chairman's chief of staff.

DELAY COMMENTS DUE

The FCC asked for comments by Aug. 16 on CBS's petition to delay imposition of children's commercial time limits for network programming from Oct. 1 to Jan. 1, 1992. CBS rushed the petition to the FCC on Aug. 1—the day after the agency voted to postpone the limits for barter programming (BROADCASTING, Aug. 5). The limits—part of the agency's new statutorily mandated children's TV

rules—restrict commercial time to 10½ minutes on weekends and 12 minutes on weekdays. In its petition, CBS said network programming deserved the same treatment as barter programming. "Governmentally imposed constraints on the amount of commercial inventory in network programming puts that programming at a pricing disadvantage, since advertisers can now divert dollars from network programs to the 'windfall' inventory opened up by the commission's decision, which can and will be sold at a bargain price," CBS argued.

SATELLITE STATUS

As expected, FCC has opened rulemaking to determine whether satellite TV stations should be subject to the national station ownership limits in light of new rules allowing satellites to originate programming to unlimited extent. Prior to adoption of new rules in June, satellites were restricted to originating just 5% of programming. That ensured they stuck to traditional role of rebroadcasting signals of nearby, usually commonly owned, station at least 95% of the time. FCC Commissioner Andrew Barrett had asked for proceeding.

BILL ENCOURAGES SPORTS FOR BROADCAST

Senator Arlen Specter (R-Pa.) introduced legislation to limit or eliminate the antitrust exemption for professional sports teams that do not sign contracts for local broadcast TV presentation of their games. The Specter bill and Fairness to Fans Act (H.R. 2976) introduced in the House last month by Peter Kostmayer (D-Pa.) are designed to halt perceived trend by sports teams to sign contracts with cable networks and pay-per-view services to exclusion of broadcasters. Bills are partly in reaction to Philadelphia 76ers' plan to eliminate all local broadcast coverage by 1994-95 NBA season and move it to Prism and SportsChannel Philadelphia cable networks.

TECHNOLOGY

IN-BAND DAB SEEKS INTEREST, MOBILITY

Project Acorn delays mobile demonstration until next year as they and others begin to detail their proposals to broadcasters and investors

At least two in-band digital audio broadcasting (DAB) proponents plan an exhibition presence at the National Association of Broadcasters Radio 1991 show in San Francisco, Sept. 11-14, but a mobile demonstration of the technology will not likely occur there, nor anytime this year.

Nevertheless, Project Acorn/USA Digital and American Digital Radio Inc. (ADR) said the NAB's DAB Task Force gave them a fair audience in Washington on July 30-31. But both also indicated a growing frustration with being lumped together as they battle for interest and respect.

Project Acorn—with participation from Gannett Broadcasting, CBS Radio and Group W—had hoped to step up from its stationary FM demonstration at the Las Vegas NAB show last March to a mobile showing in September. However, said Tony Masiello, director of technical operations for CBS Radio: "We thought better of trying to attain a mobile demonstration by an artificial deadline—in this case, a show. That would have meant expending money that really would not have taken us down the road to making sure what we're developing is commercially exploitable."

Confident of continued financial support, Acorn "hopes to complete that [mobile FM demonstration] sometime next year, hopefully in the first half," he said, adding that development of an AM system would then follow.

Like Masiello, ADR President Edward Schober said NAB's DAB Task Force members "listened very carefully [and] were impressed with certain aspects" of his presentation two weeks ago.

However, he said, the NAB's endorsement last winter of the European L-band system, Eureka 147, has hindered ADR's efforts to gain financial support from potential users. One unidentified broadcaster interested in investing in ADR's proposed "dynamic" frequency-shuffling in-band system said "he could not buck NAB" on its Eureka endorsement, Schober claimed.

And, he added, "I did not convince at least a few of the [task force] members that this system implementation is easiest in terms of not messing up their business."

Schober said ADR has begun approaching "several group broadcasters" and seeks up to 10 to provide a total of \$350,000 to develop bench hardware, conduct nonpublic testing in Philadelphia this year and public demonstrations in Washington later. Over a period of three or four years, ADR will seek an

"If we're getting more proponents for in-band, it's now incumbent upon people to talk about them."

CBS Radio's Tony Masiello

additional \$3 million to \$3.5 million to develop low-cost consumer receivers. ADR is also making a presentation to "a Fortune 500 corporation," he said.

Another proponent who was given about an hour before the task force, Lloyd Engelbrecht, vice president of business development for Stanford Telecommunications, declined to comment on the task force meeting or on any details of Stanford's system design or business plan. The fourth presenter, Mercury Digital Communications, did not return several phone calls by press time. The task force has invited four other proponents (EMCEE, Kin Tel Technologies, LinCom and Synetcom) to make similar private, proprietary presentations.

But Masiello said the time has come for information sharing and differentiation among the proposed systems.

"If we're getting more and more proponents for in-band, it's now incumbent upon people to talk about them, discuss them, write about them—to begin to attribute various characteristics that are

specific to each system, and not to generalize and mention something about one, good or bad, and assume that it's the same for every one of them," he said.

"The industry has to begin to do its homework if there are going to be a number of different proponents—look at them and hold each to the same standard."

The system-specific battles may have flared last week, as ADR's Schober distanced his system from systems such as Acorn's, which is designed to deliver a low-power digital signal "directly under" the existing FM analog signal.

Lauding Acorn for its error correction coding efforts, Schober said: "It can't do everything. When you pull up to a stoplight and it's a bad spot, it's still going to sound like crap." The ADR system, he argued, has the ability to use several transmitters and to "shuffle frequencies" to overcome multipath problems.

Masiello countered that if Acorn's signal does break up when an automobile with a receiver slows or stops in city traffic, "then we haven't met our design goals. It just won't do that. People talk about whether it's been tried or used, and the fact is that derivative forms of this technology have been used by the military for many years. No new science had to be developed in order to do our in-band system."

To the suggestion that AM broadcasters might not benefit from Acorn's work, Masiello said: "AM is a major component of the Acorn system. When you look at the people involved in this, Group W and CBS, we're both major players in AM. We would not leave out our AM stations."

The two men did agree that, in Masiello's words, "from a technological standpoint, from a regulatory standpoint, from a cost-of-entry standpoint—all of those things equal 'Do it in-band'. The best way to assure that local broadcasters have access to DAB is a system that says, 'If you have a station, now you can have a DAB station.'" —PDA

BUSINESS

ALREADY 1991 IS OUTLET'S YEAR TO REMEMBER

First seven months has group owner getting new chairman, seeing its profits slide, general managers depart, stock drop and turmoil within largest stockholder

Last week was Jim Babb's first full week in Providence as chairman and chief executive officer of Outlet Communications. He faced a still soft advertising marketplace, a continuing decline in cash flow and a stock price that hit a new low at 4¾. As if that weren't enough, several weeks before, Outlet's largest shareholder, Mutual Benefit Life Insurance, was the object of the largest state takeover of an insurance company in U.S. history.

Babb, who had actually joined the company two months earlier, was immediately forced to take control of Outlet's WCMH-TV Columbus, Ohio, after the prior general manager moved to a larger market with another company. Only three months earlier, in February, the same had occurred at the company's other TV station, WJAR-TV Providence, R.I.

At the same time, Babb, formerly president of Jefferson-Pilot Communications, has also been making longer-term plans for Outlet.

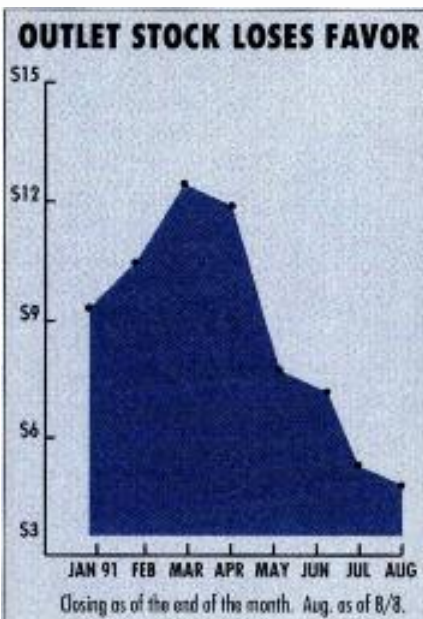
There have been on-again, off-again intentions of completely liquidating the company, which was taken private, and then public again, in the mid-1980's. Further corporate engineering led to a reduction in the company's size, and debt, with the 1990 sale of two Washington radio stations and independent TV stations in Atlanta and Indianapolis.

Outlet's most recent public acknowledgement of a possible sale took place last year when First Boston was retained to review "unsolicited expressions of interest and to assist in developing a strategic plan." That review ended last November, and Babb said Outlet has now even considered purchasing stations, but for the time being "it is more prudent to preserve our cash position."

Outlet may have good reasons for being prudent. Problems in the New England economy are exacerbating the recession, and Babb said the recent savings and loan calamity in Rhode Island froze about \$1.5 billion in consumer assets. Political spending will help 1992 results, although not as much as in 1990, when former Outlet Chairman



Jim Babb, chairman-CEO,
Outlet Communications



Bruce Sundlun was elected governor. Sundlun's successor, David Henderson, died last December, leading to Babb's hiring.

Another reason for prudence is that both Outlet stations are affiliated with the recently declining fortunes of NBC. The stations' own ratings have slipped slightly over the past two years, although WJAR-TV is still number one and WCMH-TV is tied for first.

The above factors have caused revenue for the two stations to decline since 1988 and cash flow to fall even more—from \$24.1 million to \$20 million to \$16.5 million in 1990. So far in 1991, cash flow is down significantly, by roughly 50% in just-reported results for the second quarter.

One helpful trend may be that programming costs, which grew by 13% in both 1989 and 1990, should be down "considerably" this year, said Babb.

Other demands on cash loom early next year because of debt servicing. But at least for the near term, there seems to be no liquidity problem given Outlet's \$20 million in cash and cash equivalents.

The stock market clearly has signaled less interest in Outlet. The reasons for the precipitous decline in the thinly traded issue's price (see chart) are perhaps several, including the decline in operating performance, the industry-wide decline in station valuation and the evaporation of takeover speculation.

Higher up the capital structure, the senior debt has been doing well, helped in part by the company's occasional open-market repurchases.

Lack of support from institutional investors may also partly explain weaknesses in the price of Outlet's stock. The problems of Mutual Benefit could theoretically lead to a sale of that company's 33% interest in Outlet. Mario Gabelli's various investment entities have maintained, he said, a 12% Outlet ownership that was disclosed at the end of last year. Sandler Capital, another significant shareholder, has a reduced holding compared to a year ago. The shareholder with the most important inside clout may be Wesray Capital, the investment partnership formed by former Treasury Secretary William Simon.

Although Outlet is said to have retained Salomon Brothers, there are no signs of further corporate engineering by Outlet. Said Sandler analyst John Kornreich, "There is no point in going to market with a bottomed-out cash flow." Still, many outsiders assume the matter is always under consideration. —CF

CHANGING HANDS

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

KTPX(TV) Odessa and KWAB(TV) Big Spring, both Texas □ Sold by James T. Taylor, receiver, to Midessa Television Co. for \$4.85 million cash. Sale includes

satellite KWAB(TV). Seller has no other broadcast interests. Buyer is headed by R.H. Drewry, and is owned by general partners KSWO Television Inc. (50%) and

Lawton Cablevision Inc. (50%), cable system serving Lawton, Okla. KTPX is NBC affiliate on ch. 9 with 316 kw vis.; 45.7 kw aur. and antenna 1,270 feet above average terrain. KWAB is NBC affiliate on ch. 4 with 12.9 kw vis.; 1.5 kw aur. and antenna 380 feet above average terrain.

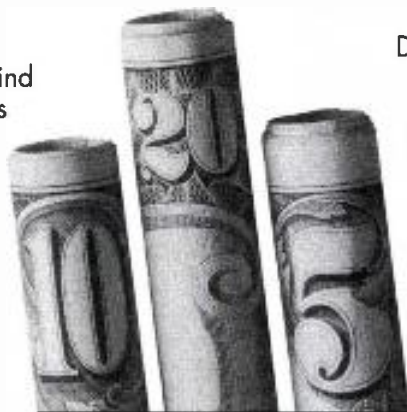
KHUM(FM) Ottawa, Kans. □ CP sold by Shaffer Broadcasting Systems Inc. to American Broadcasting Systems Inc. for approximately \$2 million in merger through stock swap. Terms: seller will receive common stock and convertible preferred shares valued at \$2 million. Purchase price will be reduced dollar-for-dollar at closing for debts exceeding \$2.3 million. Seller is headed by Frederick Shaffer, brother of principals of assignee, and has no other broadcast interests. Buyer is headed by Ronald L. Shaffer (47.87%), Timothy H. Shaffer (23.94%) and John Shaffer (23.94%), all brothers, and owns Steamboat Springs Broadcasting Inc., licensee of KBCR(AM)-KSBT-FM Steamboat Springs, Colo. American Broadcasting Systems recently purchased KVVA-AM-FM Phoenix-Apache Junction, Ariz. ("Changing Hands," Aug. 5). KHUM has adult contemporary format on 95.7 mhz with 100 kw and antenna 900 feet above average terrain.

KRGI-AM-FM Grand Island, Neb. □ Sold by KRGI Inc. to JRK Broadcasting Ltd. for \$1.95 million. Seller is headed by Lloyd Ballhagen, and is subsidiary of Hars Enterprises, licensee of KIUL(AM)-KWKR(FM) Garden City-Leoti, Kans. Buyer is headed by John R. Kidd, and has no other broadcast interests. KRGI(AM) is full-timer with adult contemporary format on 1430 khz with 5 kw day and 1 kw night. KRGI-FM has C&W format on 96.5 mhz with 100 kw and antenna 416 feet above average terrain. Broker: Blackburn & Co. Inc.

WKXX(FM) Jerseyville (St. Louis), Ill. □ Sold by Don Cavaleri, receiver, to Zimco Inc. for \$1.856 million. Sale of station in February for \$3.176 million fell through ("Changing Hands," Feb. 25). Cavaleri owns approximately 60% of stock and is president of Empire Broadcasting System Inc., licensee of WCZR(AM) Charleston and WLZT(FM) Miami, both West Virginia. Buyer is headed by Jerome R. Zimmer, and has interests in Bluff City Broadcasting Inc., licensee of KWOC(AM)-KKLR(FM) Poplar Bluff and KCLR(FM) Boonville, Mo.; Zimmer Communications Inc., licensee of WOOZ-FM Harrisburg, Ill., and Zimmer Enterprises Inc., licensee of KZIM-

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(AM) Cape Girardeau, Mo. WKKX has C&W format on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

KSPG(AM)-KBUZ(FM) El Dorado, Kans. □ Sold by Gary L. Violet to New Life Fellowship Inc. for \$1.05 million. Terms: \$800,000 cash at closing, \$5,000 escrow deposit and \$225,000 in mortgage real state bonds at 10%. Seller is licensee of KSUX(FM) Winnebago, Neb., and is applicant for new FM at Clearwater, Kans. Buyer is headed by David G. and Tammie L. Brace, husband and wife, and is licensee of noncommercial educational KZZD(FM) Wichita, Kans. David Brace is also 50% stockholder of Alpha Broadcasting Inc., licensee of KTCM(FM) Kingman, Kans. KSPG has country, newstalk format on 1360 khz with 500 w day. KBUZ has urban contemporary format on 99.1 mhz with 45 kw and antenna 492 feet above average terrain.

KAXY(FM) Ventura, Calif. □ Sold by Absolutely Great Radio Inc. to N. John Douglas for \$910,000 cash, including \$220,000 three-year noncompete covenant. Seller is headed by Jim Sylvester, and has no other broadcast interests. Buyer is majority shareholder of Douglas Broadcasting Inc., which controls licensees of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville and KOBQ(AM) Yuba City, all California. Douglas is also president of DB Affiliates Inc., general partner of licensee of WGAR-FM Cleveland. KAXY has adult contemporary format on 107.1 mhz with 280 w and antenna 872 feet above average terrain.

WHRC(TV) Norwell, Mass. □ Sold by Massachusetts Channel 46 Corp. to Two If By Sea Broadcasting Corp. for \$900,000. Station is not on the air. Seller is headed by Nikita G. Maggos, who is 51% stockholder of licensee of WRYT(AM) Edwardsville,

Ill. Buyer is headed by Michael L. Parker, who is president of Reading Broadcasting Inc., licensee of WTVE(TV) Reading, Pa.; he holds no equity interest in Reading Broadcasting. WHRC is independent on ch. 46 with 2937.6 kw vis.; 293.76 kw aur. and antenna 314 feet above average terrain.

WERK(AM)-WOKZ(FM) Muncie, Ind. □ Sold by Werk Inc. to American Hometown Radio Corp. for \$625,000. Terms: \$90,000 cash at closing, \$10,000 earnest money deposit and two notes totalling \$525,000. Seller is headed by James W. Beatty, and has no other broadcast interests. Buyer is headed by Christian R. Caggiano, who recently sold WBYP(FM) Van Wert, Ohio (Fort Wayne, Ind.) ("Changing Hands," April 8). WERK has contemporary Christian format on 990 khz with 250 w day. WOKZ has adult contemporary format on 104.9 mhz with 3 kw and antenna 328 feet above average terrain.

WBKL(FM) Callaway, Fla. □ Sold by Martin Communications of Bay County to Milblack Inc. for \$500,000 cash. Seller is headed by Catherine Williams, and has no other broadcast interests. Buyer is headed by James T. Milligan (67.5%), James R. Martin (12.5%) and Gerlinde M. Pfeffer (20%). Milligan and Martin are 75% and 25% partners, respectively, in M&M Partners, licensee of WNKS(FM) Columbus, Ga. Also, Milligan and Martin are 25% and 75% partners, respectively, in JRM Broadcasting Inc., licensee of WPNX(AM) Phoenix City, Ala. WBKL has oldies format on 103.5 mhz with 100 kw and antenna 475 feet above average terrain.

WKTW(FM) Dover Township, N.J. □ Sold by Performing Arts Network of New Jersey to Mercer County Community College for \$425,000 cash. Seller is headed by Norman Sanders, and has no other broadcast interests. Buyer is headed by John P. Hanley and 12 other directors, and is licensee of noncommercial educational WWFM(FM), instructional fixed-service TV WOW99, and is tentative permittee for new LPTV ch. 33, all Trenton, New Jersey. WKTW has classical and religious format on 91.1 mhz with 10 kw and antenna 165 feet above average terrain.

WKJF-AM-FM Cadillac, Mich. □ Sold by Fetzer Broadcasting Service to Hagar Broadcasting for \$350,000. Stations are simulcast. Seller is headed by Carl E. Lee, and also owns WJFM(FM) Grand Rapids and WKZO(AM) Kalamazoo, both Michigan, and Muzak franchise for Western Michigan. Buyer is headed by James M. Hagar, and has no other broadcast interests. WKJF(AM) has adult contemporary format on 1370 mhz with 5 kw day and 1 kw night. WKJF-FM has adult contemporary format on 92.9 mhz with 100 kw and antenna 1,020 feet above average terrain. Brokers: Star Media Group Inc. represented seller, William R. Rice represented buyer.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,759,560 □ 10

FM's □ \$6,182,000 □ 6

AM-FM's □ \$3,350,000 □ 3

TV's □ \$5,750,000 □ 2

Total □ \$17,041,560 □ 21

Year to Date:

AM's □ \$56,773,480 □ 172

FM's □ \$135,899,755 □ 161

AM-FM's □ \$158,022,587 □ 118

TV's □ \$730,299,000 □ 53

Total □ \$1,080,994,822 □ 504

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

The sale of KHIT/KIIQ(FM), Reno, Nevada from Reno Broadcasting Corporation to Radio Associates of Reno, Inc., for \$1,000,000.

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FOCUS ON FINANCE

Media stocks were mixed for week ending last Wednesday, in which overall market averages were almost flat. Several stocks registered gains adjacent to positive earnings news. IDB Communications gained \$2, to 9½, in week in which company reported net income, versus loss in prior-year's quarter, and announced 5% stock dividend. Playboy jumped 23%, to 7¼, with most of gain preceding announced fourth-quarter

income, versus loss in prior-year's quarter. BHC Communications was up 4%.

Stock was recommended by County NatWest analyst John Tinker, who said market value of company's cash and marketable securities holdings alone exceeded price of stock.

Jacor Communications is now trading under symbol: JCORC.

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 Aug 7	Closing Wed Jul 31	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	56	53	7/8	2 1/8	03.94	-7	1,561
N (CCB) Cap. Cities/ABC	463	455		8	01.75	18	7,770
N (CBS) CBS Inc.	162	1/2 165		- 2 1/2	-01.51	72	2,150
A (CCU) Clear Channel	13	1/8 13	7/8	- 3/4	-05.40	1312	76
O (JCOR) Jacor Commun.	2 11/16	2 11/16			00.00	-2	24
O (OSBN) Osborn Commun.	7	7			00.00	-9	48
O (OCOMA) Outlet Comm.	5	1/2 5	3/4	- 1/4	-04.34	-8	36
N (PL) Pinelands	12	7/8 13	1/2	- 5/8	-04.62	-29	219
A (PR) Price Commun.		1/4	1/4		00.00		2
O (SCRIP) Scripps Howard	43	43			00.00	19	444
O (SUNNC) SunGroup Inc.		3/4	3/4		00.00	-1	1
O (TLMD) Telemundo	3	1/2 3	1/2		00.00	-1	79
O (UTVI) United Television	29	28	3/4	1/4	00.86	3	315

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30	1/8 30	1/4	- 1/8	-00.41	22	564
A (AK) Ackerly Comm.	2	5/8 2	3/4	- 1/8	-04.54	-2	40
N (AFL) American Family	24	1/4 24	3/8	- 1/8	-00.51	15	1,978
O (ACOMA) Assoc. Comm.	15	1/2 15	1/4	1/4	01.63	140	578
N (CCN) Chris-Craft	27	3/4 27	1/8	5/8	02.30	10	708
O (DUCO) Durham Corp.	30	3/8 32	1/2	- 2 1/8	-06.53	15	256
N (GCI) Gannett Co.	46	3/8 44	1/4	2 1/8	04.80	20	6,639
N (GE) General Electric	73	3/4 73	1/4	1/2	00.68	14	64,206
O (GACC) Great American	121/32	2 1/16	- 13/32		-19.69		83
A (HTG) Heritage Media	3	1/4 3	3/8	- 1/8	-03.70	-4	147
N (JP) Jefferson-Pilot	45	1/2 43	7/8	1 5/8	03.70	9	1,570
N (LEE) Lee Enterprises	26	1/2 26		1/2	01.92	14	610
N (LC) Liberty	39	1/2 40	1/4	- 3/4	-01.86	12	310
O (LINB) LIN	70	67	3/4	2 1/4	03.32	-36	3,597
N (MHP) McGraw-Hill	55	3/4 56		1/4	-00.44	16	2,733
A (MEGA) Media General	22	22			00.00	22	569
N (MDP) Meredith Corp.	6	1/8 26	1/4	-20 1/8	-76.66	3	103
O (MMEDC) Multimedia	29	3/4 28	3/4	1	03.47	21	1,030
A (NYTA) New York Times	22	22	1/4	- 1/4	-01.12	31	1,700
N (NWS) News Corp. Ltd.	13	3/4 12	1/2	1 1/4	10.00	7	3,691
O (PARC) Park Commun.	15	14	3/4	1/4	01.69	17	310
O (PLTZ) Pulitzer Pub.	25	25			00.00	24	261
O (SAGB) Sage Bcsg.	1	3/4 1	3/4		00.00	-1	6
O (STAUF) Stauffer Comm.	117	117			00.00	39	117
N (TMC) Times Mirror	31	3/8 30	1/2	7/8	02.86	25	4,031
N (TRB) Tribune Co.	46	3/8 44	7/8	1 1/2	03.34	32	2,975
A (TBSA) Turner Bestg.'A'	13	5/8 14		3/8	-02.67	-32	2,066

	Closing Wed Aug 7	Closing Wed Jul 31	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	222	223		- 1	-00.44	17	2,636
N (WX) Westinghouse	24	3/4 26	1/8	- 1 3/8	-05.26	45	7,760

PROGRAMING

O (IATV) ACTV Inc.	2	3/8 2	3/8		00.00		2
O (AACI) All American TV		3/4	3/4		00.00		1
N (CRC) Carolco Pictures	7	3/4 7	3/4		00.00	25	223
O (DCPI) dick clark prod.	5	3/4 5	3/4		00.00	19	47
N (DIS) Disney	119	5/8 120	3/4	- 1 1/8	-00.93	21	15,562
A (FE) Fries Entertain.		3/8	3/8		00.00		1
A (HHH) Heritage Ent.		11/16	11/16		00.00		1
N (HSN) Home Shop. Net.	5	3/4 5	7/8	- 1/8	-02.12	-71	500
O (IBTVA) IBS		1/2	1/2		00.00	6	1
N (KWP) King World	27	1/8 27	3/8	- 1/4	-00.91	11	1,027
O (KREN) Kings Road Ent.		1/4	1/4		00.00	-1	1
N (MC) Matsushita	124	1/2 125		- 1/2	-00.40	14	258,989
A (NNH) Nelson Holdings		3/4	3/4		00.00		3
O (NNET) Nostalgia Net.		7/16	3/8	1/16	16.66		2
N (OPC) Orion Pictures	3	1/2 3	1/4	1/4	07.69	-1	78
N (PCI) Paramount Comm.	39	3/8 38	3/4	5/8	01.61	30	4,632
N (PLA) Playboy Ent.	7	1/4 5	7/8	1 3/8	23.40	80	134
O (QNTXQ) Qintex Ent.		1/8	1/8		00.00		2
O (QVCN) QVC Network	14	1/8 13	3/8	3/4	05.60	-23	249
O (RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-6	85
O (RPICA) Republic Pic.'A'	8	8	1/4	- 1/4	-03.03	40	34
A (SP) Spelling Ent.	5	1/4 4	3/4	1/2	10.52	37	173
O (JUKE) Video Jukebox	4	5/8 4	3/4	- 1/8	-02.63	-30	48
O (WONE) Westwood One	1	7/8 2		- 1/8	-06.25	-1	28

CABLE

A (ATN) Acton Corp.	3	3/4 4	1/8	- 3/8	-09.09		5
O (ATCMA) ATC	43	1/4 40	3/4	2 1/2	06.13	36	4,717
A (CVC) Cablevision Sys.'A'	25	1/2 23	1/2	2	08.51	-2	572
A (CTV) Century Comm.	7	3/4 7	3/4		00.00	-8	572
O (CMCSA) Comcast	13	7/8 14	1/8	- 1/4	-01.76	-9	1,604
A (FAL) Falcon Cable	8	1/8 8	3/8	- 1/4	-02.98	-4	51
O (JOIN) Jones Intercable	9	1/4 8	3/8	7/8	10.44	-2	110
N (KRI) Knight-Ridder	53	1/4 49	5/8	3 5/8	07.30	19	2,633
T (RCI.A) Rogers'A'	12	12			00.00	-9	389
O (TCAT) TCA Cable TV	15	5/8 16		3/8	-02.34	57	382
O (TCOMA) TCI	13	7/8 14	3/4	- 7/8	-05.93	-20	4,890
N (TWX) Time Warner	86	7/8 84	3/4	2 1/8	02.50	-6	4,995
O (UAECA) United Art.'A'	13	3/4 14	3/4	- 1	-06.77	-11	1,929
A (VIA) Viacom	31	3/8 29	1/8	2 1/4	07.72	-44	3,678

MALRITE WHEELS AND DEALS IN PUERTO RICO

Group owner sells its independent to buy NBC affiliate

Malrite Communications is playing musical chairs when it comes to owning a television station in Puerto Rico. The Cleveland-based group owner of four AM's, six FM's and four TV's decided to sell independent television station WSTE(TV) Ponce, Puerto Rico, and buy Teleonce Corp.'s NBC affiliate WLII(TV) Caguas (San Juan) and satellite station WSUR-TV Ponce.

Although Malrite bought WSTE for \$1.3 million in 1986 and sold it to Siete Grande Television Inc., headed by Jerry and Esther Hartman, for \$6 million last June ("Changing Hands," June 24), the group owner also spent what is reliably said to be at least \$30 million trying to upgrade the station's signal. The Hartmans are, according to people familiar with Malrite, close friends of Malrite's founder and chairman, Milton Maltz. Under terms of an experimental license, Malrite had built four transmitters throughout Puerto Rico in an attempt to make the station available to the entire island, despite the mountainous terrain.

While the penetration of the station's signal has, according to WSTE General

Manager Wayne Casa, improved over the last five years from 35% to 78%, the advertising market has declined, and "the dollars do not seem to be there to keep four stations viable and competitive." Also, there is the distinct possibility the FCC may take away the experimental license, having already denied Malrite an extension. However, the commission allowed Malrite to file comments, and until the commission goes through the comments and makes a decision, the experimental license remains. In a letter sent out last week from the FCC to the attorneys of both Malrite and the Hartmans, the commission said "the application to assign television station WSTE is granted with the understanding that Siete Grande Television Inc. can continue to operate the station using the experimental facilities until such a time as the commission acts on the pending petition for reconsideration."

Renewal of the experimental license is not a condition of the sale, so that even if the experimental license is revoked, the sale will stand.

The signal of the station may not be

the only thing changing under new ownership. The rumor in Ponce has WSTE becoming either a religious station or a home-shopping station but not a full-time competitive station. Kevan Fight, Malrite vice president-CFO, said: "As part of the transaction, Malrite would maintain some programming contracts." Neither Jerry Hartman nor his attorney, Stuart Shorenstein, would disclose changes that may take place at WSTE, should the commission approve the sale.

If the sale is approved and closed, it will clear the way for Malrite to acquire NBC affiliate WLII(TV) Caguas and satellite WSUR-TV. As consideration, Malrite is assuming Teleonce's programming liabilities of \$3 million. Malrite will acquire 80% of the station. The remaining 20% of the station will be owned by Angel Gonzalez and Julio Vera. Since Gonzalez and Vera are not U.S. citizens, their interest in the license could not exceed 20% although they are, according to their attorney, Howard Topel, substantial creditors of the trust that currently holds the station's license. The trustee for the station is former FCC Commissioner Anne Jones. -JF

	Closing Wed Aug 7	Closing Wed Jul 31	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Aug 7	Closing Wed Jul 31	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N	(MMM) 3M	86	7/8	87	3/4	-	7/8	-00.99	15	19,079
N	(ARV) Arvin Industries	23	5/8	23	5/8			00.00	18	444
O	(CCBL) C-Cor Electronics	6	1/8	6	1/8			00.00	612	27
O	(CTEX) C-Tec Corp.	15	1/4	15	1/8		1/8	00.82	-19	251
N	(CHY) Chyron		1/8	1/8				25.00		1
A	(COH) Cohu	11	1/2	12	1/8	-	5/8	-05.15	9	22
N	(EK) Eastman Kodak	41	1/2	41			1/2	01.21	19	13,467
N	(HRS) Harris Corp.	25	3/8	26		-	5/8	-02.40	36	986
N	(IV) Mark IV Indus.	13	1/8	13	1/8			00.00	7	187
O	(MATT) Matthews Equip.	3	7/8	3	9/16		5/16	08.77	193	23
O	(MCDY) Microdyne	9	7/8	8	1/2		1 3/8	16.17	-12	41
N	(MOT) Motorola	65	1/8	65	1/8			00.00	17	8,581
A	(PPI) Pico Products	1	1/2	1	1/8		3/8	33.33	-2	5
N	(SFA) Sci-Atlanta	14	1/8	14	5/8	-	1/2	-03.41	14	318
N	(SNE) Sony Corp.	45	1/4	45	1/2	-	1/4	-00.54	22	15,321
N	(TEK) Tektronix	29	1/8	30		-	7/8	-02.91	-26	849
N	(VAR) Varian Assoc.	37	5/8	40	5/8	-	3	-07.38	35	712
O	(WGNR) Wegener	1	1/8	1	1/8			00.00	-3	8
N	(ZE) Zenith	6	5/8	6	5/8			00.00	-2	193

SERVICE

O	(AFTI) Am. Film Tech.	3	1/8	3	3/4	-	5/8	-16.67	-10	33
O	(BSIM) Burnup & Sims	7		7	1/4	-	1/4	-03.44	-21	88
A	(CLR) Color Systems	3	3/8	3	1/4		1/8	03.84	-4	38
N	(OCQ) Comsat	32	1/2	32	7/8	-	3/8	-01.14	-36	613
N	(CDA) Control Data	10		9	3/8		5/8	06.66	83	427
N	(DNB) Dun & Bradstreet	45	1/8	45	3/8	-	1/4	-00.55	16	8,062
N	(FCB) Foote Cone & B.	25	3/4	25	3/4			00.00	12	282
O	(GREY) Grey Adv.	132		135			3	-02.22	11	149
O	(IDBX) IDB Commun.	9	1/2	7	1/2		2	26.66	86	60
N	(IPG) Interpublic Group	45	7/8	45	7/8			00.00	19	1,697
N	(OMC) Omnicom	28	1/4	30	1/4	-	2	-06.61	14	791
O	(RTSY) Reuters	42	7/8	39	3/4		3 1/8	07.86	14	18,598
N	(SAA) Saatchi & Saatchi	7/8		15/16		-	1/16	-06.66	-1	1,358
O	(TLMT) Telemation	1/8		1/4		-	1/8	-50.00		0
O	(TMCD) TM Century	7/32		7/32				00.00	-10	4
A	(UNV) Unitel Video	7	7/8	8	1/8	-	1/4	-03.07	10	11
O	(WPPGY) WPP Group	4	5/16	3	3/4		9/16	15.00	1	186
Standard & Poor's Industrials		465.50		462.47		+3.03		+0.65%		

FOR THE RECORD

As compiled by BROADCASTING from August 1 through August 6 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; Frq.—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

- **KMFI(AM) Sierra Vista, AZ (BAL910710EF; 1470 khz; 2.5 kw-D, 39 w-N)**—Seeks assignment of license from Sierra-Pacific Broadcasters Ltd. to Blue Horizon Investments Inc. for \$310,000. Seller is headed by Alan R. Sotol, trustee; Sierra-Pacific is headed by Edward P. Bolding, and is licensee of KZMK(FM) Bisbee, AZ. Buyer is headed by William S. and Valta E. Yarbrough, husband and wife (51% and 49%, respectively), and has no other broadcast interests. Filed July 10.
- **KAXY(FM) Ventura, CA (BALH910725HH; 107.1 mhz; 280 w; ant. 872 ft.)**—Seeks assignment of license from Absolutely Great Radio Inc. to N. John Douglas for \$910,000. Seller is headed by Jim Sylvester, and has no other broadcast interests. Buyer is majority shareholder of Douglas Broadcasting Inc., which controls licensees of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWVN(FM) Placerville, and KOBO(AM) Yuba City, all California. Douglas is also president of DB Affiliates Inc., general partner of licensee WGAR(AM) Cleveland. Filed July 25.
- **WBKL(FM) Callaway, FL (BALH910717HF; 103.5 mhz; 100 kw; ant. 475 ft.)**—Seeks assignment of license from Martin Communications of Bay County to Milblack Inc. for \$500,000. Seller is headed by Catherine Williams, and has no other broadcast interests. Buyer is headed by James T. Milligan (67.5%), James R. Martin (12.5%) and Gerlinde M. Pfeffer (20%). Milligan and Martin are 75% and 25% partners, respectively, in M&M Partners, licensee of WNKS(FM) Columbus, GA. Martin and Milligan are 75% and 25% partners, respectively, in JRM Broadcasting Inc., licensee of WPNX(AM) Phoenix City, AL. Filed July 17.
- **WMXY(AM) Hogansville, GA (BAL910719EB; 720 khz; 10 kw-D)**—Seeks assignment of license from Tharpe Communications Inc. to T. Wood and Associates Inc. for \$5,000. Seller is headed by L.A. Wood Jr., one of principles of assignee. Buyer is headed by Wood (33.3%), Sara Beth Mallory (33.3%) and Keith Terrell (33.3%), and has been granted CP for FM station in Hogansville, GA. Filed July 19.
- **WLAG(AM) La Grange, GA (BAL910725EA; 1240 khz; 1 kw-U)**—Seeks assignment of license from Sterling Entertainment Inc. to K & G Broadcasting Corp. for \$215,000. Seller is headed by Drew Kaiser, and is affiliated with Sterling Capital, which has interests in cable systems throughout Georgia. Buyer is headed by Edward W. Klein III, and has no other broadcast interests. Filed July 25.
- **WNEX(AM) Macon, GA (BAL910722EA; 1400 khz; 1 kw-U)**—Seeks assignment of license from Macon Broadcasting Co. to Quality Broadcasting Inc. for \$200,000. Seller has no other broadcast interests. Buyer is headed by James T. McAfee Jr. and James T. McAfee III, and is licensee of WBNM(AM)-WMRW(FM) Gordon, GA. James McAfee Jr. and James McAfee III also have interests in licensee of WQCR(AM)-WZDQ(FM) Jackson-Humboldt, TN. Filed July 22.
- **WGEC(FM) Springfield, GA (BALH910717GZ; 103.9 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from Christian Enterprises Inc. to Country Time Broadcasting for \$390,000. Seller is headed by James N. Birkitt, and has no other broadcast interests. Buyer is headed by Evelyn C. Harvey, and has no other broadcast interests. Filed July 17.
- **WKKX(FM) Jerseyville (St. Louis), IL (BALH910719HB; 104.1 mhz; 50 kw; ant. 500 ft.)**—Seeks assignment of license from Don Cavaleri, receiver, to Zimco Inc. for \$1.856 million. Sale of station in February for \$3.176 million fell through ("Changing Hands," Feb. 25, and "Actions," below). Cavaleri owns approximately 60% of stock and is president of Empire Broadcasting System Inc., licensee of WCCR(AM) Charleston and WLZT(FM) Miami, both West Virginia. Buyer is headed by Jerome R. Zimmer (20%) John P. Zimmer (20%), James L. Zimmer (20%), Donald W. Zimmer (20%) and David R. Zimmer (20%), brothers, who have interests in Bluff City Broadcasting Inc., licensee of KWOC(AM)-KKLR(FM) Poplar Bluff and KCLR(FM) Boonville, MO; Zimmer Communications Inc., licensee of WOOZ-FM Harrisburg, IL, and Zimmer Enterprises Inc., licensee of KZIM(AM) Cape Girardeau, MO. Filed July 19.
- **KSPG(AM)-KBUZ(FM) El Dorado, KS (AM: BAL910724EA; 1360 khz; 500 w-D; FM: BALH910724EB; 99.1 mhz; 45 kw; ant. 492 ft.)**—Seeks assignment of license from Gary L. Violet to New Life Fellowship Inc. for \$1.05 million. Seller is licensee of KSUX(FM) Winnebago, NE, and is applicant for new FM at Clearwater, KS. Buyer is headed by David G. and Tammie L. Brace, husband and wife, and is licensee of noncommercial educational KZZD(FM) Wichita, KS. David Brace is also 50% stockholder of Alpha Broadcasting Inc., licensee of KTCM(FM) Kingman, KS. Filed July 24.
- **KHUM(FM) Ottawa, KS (BAPLH910722HE; 95.7 mhz; 100 kw; ant. 900 ft.)**—Seeks assignment of CP from Shaffer Broadcasting Systems Inc. to American Broadcasting Systems Inc. for \$2 million. Seller is headed by Frederick Shaffer, brother of principals of assignee, and has no other broadcast interests. Buyer is headed by Ronald L. Shaffer (47.87%), Timothy H. Shaffer (23.94%) and John Shaffer (23.94%), all brothers, and owns Steamboat Springs Broadcasting Inc., licensee of KBCR(AM)-KSFT-FM Steamboat Springs, CO. American Broadcasting Systems recently purchased KVVA-AM-FM Phoenix-Apache Junction, AZ ("Changing Hands," August 5). Filed July 22.
- **WXAM(AM) Buffalo, KY (BAL910722EC; 1430 khz; 1 kw-D)**—Seeks assignment of license from H E K A Broadcasting Inc. to Mark Goodman Productions Inc. for \$25,000. Seller is headed by Herbert Day, and has no other broadcast interests. Buyer is headed by Mark A. Goodman, and has no other broadcast interests. Filed July 22.
- **KKZN(FM) New Iberia, LA (BAPH910722GV; 93.7 mhz; 34 kw; ant. 180.1 ft.)**—Seeks assignment of CP from D.C. Jones to Cajun Consulting Inc. for \$101,000. Seller has small interest in KVOL-AM-FM Lafayette-Opelousas, LA. Buyer is headed by Roger W. Cavaness (49%), Oran Vincent (49%) and Shelley R. Cavaness (2%). Roger W. Cavaness is president and 41% stockholder of Cavaness Broadcasting Inc., licensee of KVOL-AM-FM Lafayette-Opelousas, LA, and permittee of KXIZ(AM) Tioga, Louisiana. Shelley Cavaness is stockholder and owns 13.4% of Cavaness Broadcasting. Filed July 22.
- **WHRC(TV) Norwell, MA (BTCCT910724KG; ch. 46; 2937.6 kw-V; 293.76 kw-A; ant. 314 ft.)**—Seeks transfer of control from Massachusetts Channel 46 Corp. to Two If By Sea Broadcasting Corp. for \$900,000. Seller is headed by Nikita G. Maggos, who is 51% stockholder of licensee of WRYT(AM) Edwardsville, IL. Buyer is headed by Micheal L. Parker, who is president of Reading Broadcasting Inc., licensee of WTVE(TV) Reading, PA; he holds no equity interest in Reading Broadcasting. Filed July 24.
- **KNSP-FM Staples, MN (BAPH910715GQ; 94.7 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of CP from Staples Broadcasting Co. Inc. to Edward P. DeLaHunt Sr. for no monetary consideration; DeLaHunt will make available for rebroadcast by Staples Broadcasting on KNSP(AM) all programming broadcast on KNSP(FM) at DeLaHunt's expense. Station is not yet built. Seller is headed by Perry W. Kugler, and has interests in KDJS(AM) Willmar, MN. Buyer is 100% owner and operator of KPRM(AM)-KDKK-FM Park Rapids, MN. Filed July 15.
- ***WKTW(FM) Dover Township, NJ (BALED910718HG; 91.1 mhz; 10 kw; ant. 165 ft.)**—Seeks assignment of license from Performing Arts Network of New Jersey to Mercer County Community College for \$425,000. Seller is headed by Norman Sanders, and has no other broadcast interests. Buyer is headed by John P. Hanley and 12 other directors, and is licensee of noncommercial educational WWFM(FM), instructional fixed-service TV WOV99, and is tentative permittee for new LPTV ch. 33, all Trenton, NJ. Filed July 18.
- **WCLN(AM) Clinton, NC (BAL910715EI; 1170 khz; 5 kw-D)**—Seeks assignment of license from WMXS Inc. to Broadcasting Good News Inc. for \$115,000. Station was recently purchased with WCLN(FM) Clinton for \$650,000 ("Changing Hands," May 13). Seller is headed by L.E. Willis Sr., and has interests in KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBO-K(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WXB(FM) Edenton, WKJA(FM) Belhaven, WVRS(FM) Warrenton and WSRC(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WVCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WPPD(FM) Marion, all South Carolina. Buyer is headed by George E. Wilson, and has no other broadcast interests. Filed July 15.
- **WTIG(AM) Massillon, OH (BAL910723EC; 990 khz; 250 w-D, 119 w-N)**—Seeks assignment of license from Dale Broadcasting Co. to WTIG Inc. for \$110,000. Seller is headed by Donald Smith, and is licensee of WBRC(AM) Painesville, OH. Buyer is headed by Raymond J. Jeske, and has no other broadcast interests. Filed July 23.
- **WDIG(AM) Steubenville, OH (BAL910722EB; 950 khz; 1 kw-D)**—Seeks assignment of license from

Romano R. Cionni Sr. to World Witness for Christ Ministries Inc. for \$250,000. Seller has no other broadcast interests. Buyer, nonprofit corporation, is headed by Roy C. Dawkins and 10 other directors, and has no other broadcast interests. Filed July 22.

■ ***KBOO(FM) Portland, OR** (BTCED910723HC; 90.7 mhz; 23.5 kw; ant. 912 ft.)—Seeks transfer of control within KBOO Foundation for no cash consideration; purpose of application is to report new members and officers of board of directors. Licensee is headed by Margot Beutler and nine other directors, and has no other broadcast interests. Filed July 23.

■ **KBYG(AM) Big Spring, TX** (BAL910701EE; 1400 khz; 1 kw-U)—Seeks assignment of license from Drew Ballard to Mel Zane Gilbert for \$199,560. Seller heads Ballard Broadcasting of Oklahoma Inc., licensee of KEOR(AM)-KHKC-FM Atoka, OK, and permittee of KTSH(FM) Tishomingo, OK. Ballard also holds 40% of stock of licensee of KRGT(FM) Hutto and KLFB(AM) Lubbock, both Texas; he has agreed to exchange stock in KRFT for stock of KLFB. Buyer has no other broadcast interests. Filed July 1.

■ **KTPX(TV) Odessa and KWAB(TV) Big Spring, both Texas** (KTPX: BTCCT910725KH; ch. 9; 316 kw-V; 45.7 kw-A; ant. 1,270 ft.; KWAB: BALCT910725KI; ch. 4; 12.9 kw-V; 1.5 kw-A; ant. 380 ft.)—Seeks transfer of control from James T. Taylor, receiver, to Midessa Television Co. for \$4.85 million. Sale includes satellite KWAB(TV). Seller has no other broadcast interests. Buyer is headed by R.H. Drewry, and is owned by general partners KSWO Television Inc. (50%) and Lawton Cablevision Inc. (50%), cable system serving Lawton, OK. Filed July 25.

■ **WHAP(AM) Hopewell, VA** (BAL910719EA; 1340 khz; 1 kw-U)—Seeks assignment of license from WHAP Inc. to Connon Communications Corp. for \$330,000. Seller is headed by owned by Great Lakes Broadcasting, headed by Carl M. Adams, and is licensee of WZTN(AM) Montgomery, AL (49%); WXVQ(AM) De Land, FL, and KSVP(AM)-KTZA(FM) Artesia, NM (50%). Buyer is headed by Bruce J. Connon, who is vice president and GM of licensee WHAP Inc. Filed July 19.

■ **WLAX(TV) La Crosse, WI** (BALCT910717KE; ch. 25; 501 kw-V; ant. 1,000 ft.)—Seeks assignment of license from Family Group Ltd. III, debtor-in-possession, to Aries Telecommunications Corp.; station was sold to Aries Telecommunications last year for \$7.6 million ("Changing Hands," December 3). Principals in Aries sold their stock, and application is being filed requesting transfer to Aries reflecting new corporate structure. Sale includes WGBA(TV) Green Bay and WEUX(TV) Chippewa Falls, both Wisconsin. Seller is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wotitzky and Donald Clark. Buyer is headed by Clark and Martin, who each have 5% interest in and are two of five general partners of seller Family Group Ltd. III. Filed July 17.

■ **WZTR(FM) Milwaukee** (BALH910722HD; 95.7 mhz; 3 kw; ant. 610 ft.)—Seeks assignment of license from Mystar Communications Corp. to Shockley Communications Corp. for \$5,057 million ("Changing Hands," June 24). Seller is headed by Michael S. Maurer, who also owns WTPH(FM) Indianapolis. Buyer is headed by Terry K. and Sandra K. Shockley, husband and wife (each 49.5%), and is licensee of KDAL-AM-FM Duluth, MN, and WOLX-FM Baraboo, WI. Filed July 22.

Actions

■ **WDLT(FM) Chickasaw, AL** (BAPLH910425GW; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from JAB Broadcasting Inc. to Bay Lakes Broadcasting Inc. for \$879,000. Seller is headed by J. Alex Bowab, and has no other broadcast interests. Buyer is headed by James H. Faulkner (51%) and William H. Phillips (49%), who are each stockholders and officers of Bay Lakes Broadcasting Inc., licensee of WMMV(FM) Bay Minette, AL. Action July 25.

■ **KPOM-TV Fort Smith and KFAA(TV) Rogers, both Arkansas** (KPOM: BALCT910129KI; ch. 24; 2,510 kw-V; 251 kw-A; ant. 1,040 ft.; KFAA: BALCT910129KJ; ch. 51; 5,000 kw-V; 500 kw-A; ant. 932 ft.)—Granted assignment of license from J. D. G. Television Inc. to Westark Broadcasting Ltd. for \$4,383 million. Seller is headed by Duane Harm, and is 95% owned by Griffin Television Inc., licensee of KWTW(TV) Oklahoma City. Buyer is headed by G.

Bradford Bulkley, who has 13.94% ownership in and is general partner of Communications Partners Ltd., which has interests in KFMX Radio Ltd. (99%), Cordell Publications Ltd. (24%), Civic Communications Corp. (2.6%) and Hoker Broadcasting Inc. (11.2%). Action July 25.

■ **KNAB-AM-FM Burlington, CO** (AM: BTC910618EG; 1140 khz; 1 kw-D; FM: BALH910618EH; 104.1 mhz; 50.7 kw; ant. 358 ft.)—Granted transfer of control within KNAB Inc. for \$350,000. Seller is Ray H. Lockhart, who owns KOGA-AM-FM Ogallala, NE, and 50% of KSTC(AM)-KNNG-FM Sterling, CO. Buyer is Bette Bailly, and has no other broadcast interests. Action July 25.

■ **KNIC(FM) Lamar, CO** (BALH910517GU; 150.7 mhz; 100 kw; ant. 545 ft.)—Granted assignment of license from John E. Fitzgibbons, interim trustee, to Bauer Properties for \$181,000. Seller has no other broadcast interests. Buyer is headed by Larry E. Baur (71%) and has no other broadcast interests. Action July 25.

■ **WIIST(FM) Key West, FL** (BALH910604GS; 107.1 mhz; 3 kw; ant. 200 ft.)—Granted assignment of license from Charlotte Louise Broadcasting of Key West

to White Broadcasting Corp. for \$7,500. Seller is headed by Albert L. Swainston, and has no other broadcast interests. Buyer is headed J. Larry White, and has no other broadcast interests. Action July 25.

■ **WKKX(FM) Jerseyville** (St. Louis), IL (BALH910211HK; 104.1 mhz; 50 kw; ant. 500 ft.)—Dismissed app. for assignment of license from Don Cavaleri, receiver, to Ronin Broadcast Group Inc. for \$3,176 million. Cavaleri owns approximately 60% of stock and is president of Empire Broadcasting System Inc., licensee of WCZR(AM) Charleston and WLZT(FM) Miami, both West Virginia. Buyer is headed by George W. Halstead III (Lee Michaels) and Edward Hayes, Jr., and has no other broadcast interests. Action July 25.

■ **KDWD(FM) Burlington, IA** (BTCH910528HJ; 93.5 mhz; 3.8 kw; ant. 300 ft.)—Granted transfer of control within Hensley Broadcasting Inc. for \$256,000 stock sale. Sellers are Darryl Hensley, Robert Ellifson and Brad Lee Johnson, and have no other broadcast interests. Buyer is John T. Pritchard, and has no other broadcast interests. Action July 25.

■ **WKDZ-AM-FM Cadiz, KY** (AM: BTC910529GE; 1110 khz; 1 kw-D; FM: BTCH910529HV; 106.3 mhz; 3 kw; ant. 317 ft.)—Granted transfer of control within

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Ham Broadcasting Co. Inc. for \$216,500. Seller is Richard Albright, and has no other broadcast interests. Buyer is D.J. Everett III, and has no other broadcast interests. Action July 25.

■ **WLPZ(AM)-WWGT-FM Westbrook-Portland, ME** (AM: BAL910610HM; 1440 khz; 5 kw-D, 1 kw-N; FM: BAPLH910610HN; 97.9 mhz; 16 kw; ant. 889 ft.)—Granted assignment of license and CP from Porter Communications Systems Inc. to Atlantic Morris Broadcasting Inc. for \$985,000. Seller is headed by Winslow T. Porter Jr. and has no other broadcast interests. Buyer is headed by Patrick J. Chambers Jr., Orange and Rockland Utilities Inc., Rockland Electric Co. and Saddle River Holdings Corp. Atlantic Morris Broadcasting is also licensee of WKTU(FM) Ocean City, NJ and WABT(FM) Dundee, IL; it is wholly-owned subsidiary of Saddle River Holdings Corp., which is parent of The Wickham Group Inc., licensee of WALL(AM)-WKOJ(FM) Middletown, NY. Action July 25.

■ **WFLT(AM) Flint, MI** (BAL910507EB; 1420 khz; 500 w-D, 142 w-N)—Granted assignment of license from Metropolitan Missionary Baptist Church to Christian Evangelical Broadcasting Association Inc. for \$225,000. Seller is headed by Arthur J. Pointer, and has no other broadcast interests. Buyer is headed by Arthur J. Pointer, president, and has no other broadcast interests. Action July 25.

■ **WLEL(FM) Leland, MI** (BAPH910304HZ; 94.3 mhz; 1.8 kw; ant. 426 ft.)—Granted assignment of CP from Pyramid Communications to Grand Traverse Broadcasting Co. for \$75,000. Seller is headed by Lewis M. Wrenn Jr., and has no other broadcast interests. Buyer is headed by Richard D. Stone, who holds 65% of voting stock and 100% of non-voting stock of W-AIR Inc., licensee of WAIR(FM) Atlanta, MI. Ac-

tion July 25.

■ **WUBU(FM) Portage, MI** (BAPH910604GZ; 96.5 mhz; 3 kw; ant. 321 ft.)—Granted assignment of CP from Larry Langford Jr. to Tri State Broadcasting Co. Inc. for \$700,000. Seller is headed by Larry Langford Jr., and is licensee of WLLJ(AM) Cassopolis, MI. Buyer is headed by Gary B. Malleme, (75.67%), Gary Hart Haberl (16.77%), James D. Whelan (6.71%) and Thomas Hitch (.85%), and is licensee of WTVB(AM)-WNWN(FM) Coldwater and WHEZ-(AM) Portage, both Michigan. Action July 25.

■ **WRJW(AM) Picayune, MS** (BAL910610EA; 1320 khz; 5 kw-D, 75 kw-N)—Granted assignment of license from Howes Broadcasting Corporation to Pearl River Communications Inc. for \$321,196. Seller is headed by Randolph M. Howes, and is licensee of WZRH(FM) Picayune, MS. Buyer is headed by John and Dorothy Pigott, husband and wife, with 80% and 10% interest, respectively, and M.O. Pigott (10%), father of John, and has no other broadcast interests. Action July 25.

■ **KROL(AM) Laughlin, NV** (BAL910612EA; 870 khz; 10 kw-D, 1 kw-N)—Granted assignment of license from Laughlin Roughrider Broadcasting Inc. to Million Dollar Broadcasting Inc. for \$750,000. Seller is headed by Sigmund Rogitch Trust, and has no other broadcast interests. Buyer is headed by Paul Bowman. His wife, Vivian Bowman, has interests in B & M Broadcasting, applicant for new FM at Temecula, CA. Action July 25.

■ **WIGS(AM)-WGIX-FM Gouverneur, NY** (AM: BAL910408GT; 1230 khz; 1 kw-U; FM: BALH910408GU; 95.3 mhz; 3 kw; ant. 220 ft.)—Granted assignment of license from RGR Broadcasting of Gouverneur Inc. to The Wireless Works Inc. for \$200,000. Seller is headed by Roger Jakubowski, and

is sole shareholder of RGR Broadcasting of Tupper Lake Inc., licensee of WRGR(FM) Tupper Lake, NY. Buyer is headed by Christopher B.T. Coffin (37.88%), Patricia C. Tocalian (37.88%) and Harry and Doris G. Wheaton (9.29%). The Wireless Works is licensee of WSLB(AM)-WPAC(FM) Ogdensburg, NY, and WZOZ(FM) Oneonta, NY. Doris Wheaton is trustee of St. Lawrence Valley Educational Television Council Inc., licensee of noncommercial WNPR(TV) Watertown and WNPI-TV Norwood, both New York. Action July 25.

■ **KNFB(FM) Nowata, OK** (BALH910429GU; 94.3 mhz; 1.7 kw; ant. 400 ft.)—Granted assignment of license from William R. Williams, bankruptcy trustee, to KBGH Radio Group for \$5,000. Seller has no other broadcast interests. Buyer is headed by Bruce H. Campbell (25%), Gene Sheets (25%), Kyle Sheets (25%) and Homer H. Hillis Jr. (25%), and has no other broadcast interests. Action July 25.

■ **KSLE(FM) Seminole, OK** (BTCH910520GY; 105.5 mhz; 2.35 kw; ant. 300 ft.)—Granted transfer of control from One Ten Broadcast Group Inc. to Herman and Linda Jones, husband and wife, and J.W. Scott for \$1 and assumption of liabilities. Seller is headed by Eileen C. Howard, and has no other broadcast interests. Buyers have no other broadcast interests. Action July 25.

■ **WQZQ(FM) Dickson, TN** (BTCH910509HV; 102.5 mhz; 50 kw; ant. 500 ft.)—Granted transfer of control from licensee American Communications Inc. to C. Stan Hawkins for \$10 and assumption of debt. Sellers are Stephen H. Coltrin, D. Todd Christoffer-son, Ivan R. Waldorf and Albert Choules Jr., and have no other broadcast interests. Buyer, Hawkins, has filed simultaneous application for assignment of license of station (see below). Action July 25.

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■ **WQZQ(FM)** Dickson, TN (BAPLH910509HU; 102.5 mhz; 50 kw; ant. 500 ft.)—Granted assignment of CP from American Communications Inc. to Montgomery Broadcasting Co. for \$1.638 million; sale was 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 and WHAL(AM)-WYQC(FM) Shelbyville, both Tennessee; The Cromwell Group Inc. of Illinois, licensee of WMC(FM) Mattoon and WSHY(AM)-WEJT(FM) Shelbyville, both Illinois; Petaz Communications Inc., licensee of WVEL(AM)-WGLO(FM) Pekin, IL, and Hancock Communications Inc., licensee of WKCM(AM) Hawesville, KY, and permittee of WKCM(FM) Cannelton, IN. Action July 25.

■ **WVIQ(FM)** Christiansted, VI (BALH910604GP; 99.5 mhz; 10.5 kw; ant. 1,080 ft.)—Granted assignment of license from Caribbean Media Services Inc. to ZACA Canyon Inc. for \$200,000. Seller is headed by Thomas A. Carter and Gary E. Burns. Burns owns WHBX(FM) Tallahassee, FL, and WDVH(FM) Salisbury, MD. Buyer is headed by John F. McCormick Jr., Paula J. Martinez and Bodden Investments Inc. (100%), and has no other broadcast interests. Action July 25.

■ **WISM(AM)** Eau Claire, WI (BAL910611EA; 1050 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Dri-Five Inc. to Alpenglow Communications Inc. for \$395,000. Seller is headed by Dale G. Ganske. Buyer is headed by William T. Brooks and Clifford E. Brane, et al. Brooks and Brane own 55% and 45% of stock, respectively, in Brooks Broadcasting Inc., licensee of KARS-AM-FM Belen, NM. Action July 25.

NEW STATIONS

Actions

■ **Hot Springs Village, AR** (BPH891016ML)—Granted app. of KWXI Radio for 92.9 mhz; 3 kw; ant. 100 m. Address: P.O. Box S, Glenwood, AR 71943. Principal is licensee of KWXI(AM) Glenwood, AR. Action July 22.

■ **Little Rock, AR** (BPH880114MI)—Granted app. of Nameloc Broadcasting for 99.5 mhz; 3 kw H&V; ant. 100 m. Address: 235 Plaza West, McKinley and Lee Sts., Little Rock, AR 72205. Principal is headed by Loretta Lever and has no other broadcast interests. Action July 22.

■ **Avalon, CA** (BPH860529MC)—Granted app. of Bay Broadcasting Systems for 92.7 mhz; 2 kw H&V; ant. 996 m. Address: 333 Weymouth Ave., San Pedro, CA 90731. Principal is headed by Nancy Sullivan and Lewis Sher, and has no other broadcast interests. Action July 23.

■ **California City, CA** (BPH910225ME)—Dismissed app. of Antelope Broadcasting Co. Inc. for 106.9 mhz; 6 kw; ant. 93 m. Address: 2501 W. Avenue I, Lancaster, CA 93534. Principal is headed by Ronald H. Carter, and is licensee of KAVL(AM) Lancaster and KAVS(FM) Mojave, both California. Action July 30.

■ **Rosamond, CA** (BPH910226MD)—Dismissed app. of Jerry Evans and Leslie Evans, husband and wife, for 93.5 mhz; 3 kw; ant. 100 m. Address: 879 19th, Lakeport, CA 95453. Principals are 65% owner of Evans Broadcasting Service Inc., licensee of KNTI(FM) Lakeport, CA. Action July 29.

■ **Panama City Beach, FL** (BPH870824MV)—Granted app. of Ladies III Broadcasting Inc. for 105.1 mhz; 50 kw H&V; ant. 113 m. Address: 225500 Hwy 98 West #132, Panama City Beach, FL 32407. Principal is headed by Barbara Hoy, Terralyn Hoy and Shirley Phillips, and has no other broadcast interests. Action July 11.

■ **Quincy, FL** (BPH870227ME)—Granted app. of Bitner-James Partnership for 100.7 mhz; 3 kw H&V; ant. 100 m. Address: Rte 6, Box 586, Quincy, FL 32351. Principal is headed by Monte R. Bitner and Leah R. James, and has no other broadcast interests. Action July 23.

■ **Fort Wayne, IN** (BPH880421MU)—Granted app. of Edgewater Radio Inc. for 92.3 mhz; 1.9 kw H&V; ant. 122 m. Address: 3195 Ponce De Leon Blvd., Coral Gables, FL 33134. Principal is headed by Russell Oasis, who has 23.75% interest in New Age Broadcasting, permittee of WXDJ(FM) Homestead, FL. Action July 29.

■ **Greenwood, IN** (BPH870729ME)—Granted app. of Greater Greenwood Broadcasting Ltd. for 106.7 mhz; 3 kw H&V; 100 m. Address: 504 W. Orchard Lane, Greenwood, IN 46142. Principal is headed by Mary C. Hotopp, and has no other broadcast interests. Action July 23.

■ **Wilmore, KY** (BPH880727NE)—Granted app. of Marianne Warnock for 96.3 mhz; 3 kw H&V; ant. 100 m. Address: 759 Havana Dr., Boca Raton, FL 33431. Principal has no other broadcast interests. Action July 22.

■ **Ashley, MI** (BPH901231MA)—Returned app. of Gregory W. Siefker and Carol J. Siefker for 92.5 mhz; 6 kw; ant. 100 m. Address: 2620 N. Baldwin Rd., Ithaca, MI 48847. Gregory Siefker is 75% shareholder of Siefker Broadcasting Corp., licensee of WMLM(AM) St. Louis, MI. Action July 30.

■ **Rushford, MN** (BPH900802ME)—Granted app. of B D G Broadcasting Co. for 99.3 mhz; 6 kw; ant. 100 m. Address: 925 Park St., Shawano, WI 54166. Principal is headed by Bruce D. Grassman, who has interests in WTCH(AM)-WOWN(FM) Shawano and WOMA(FM) Algoma, both Wisconsin; KWNO(AM) Winona and KDWA(AM) Hastings, both Minnesota, and WJNR-FM Iron Mountain, MI. Action July 22.

■ **Walpole, NH** (BPH881215NB)—Granted app. of Gary P. Savoie for 96.3 mhz; 1.193 kw; ant. 155 m. Address: 50 Park Ave., Claremont NH 03743. Principal has no other broadcast interests. Action July 22.

■ **Binghamton, NY** (BPED910501MC)—Returned app. of Arrowhead Ministries Inc. for 91.5 mhz; 1.5 kw; ant. 100 m. Address: 308 Harry L. Dr., Johnson City, NY 13790. Principal is headed by Floyd Colwell, and has no other broadcast interests. Action July 30.

■ **Highlands, NC** (BPH890504MA)—Granted app. of Charisma Radio Corp. for 104.5 mhz; .35 kw; ant. 266 m. Address: P.O. Box 2137, Naples, FL 33939. Principal is headed by J. William Cooper Jr., and has no other broadcast interests. Action July 22.

■ **Nowata, OK** (BPH901144MF)—Granted app. of BSB Communications for 101.5 mhz; 6 kw; ant. 100 m. Address: 3549 Curry Lane #2815, Abilene, TX 79606. Principal is headed by Anthony Vincent Bono and John Roger Scaggs, and has no other broadcast interests. Action July 22.

■ **Eugene, OR** (BP871028AC)—Granted app. of Bjornstad Broadcasting Co. for 860 khz. Address: 2623 Gay St., Eugene, OR 97401. Principal is headed by Paul C. Bjornstad, and has no other broadcast interests. Action July 3.

■ **Junction City, OR** (BP880503AE)—Granted app. of WDCQ for 650 khz. Address: 1227 Del Prado Blvd. #103, Cape Coral, FL 33904. Principal is headed by Jerry J. Collins, and is owner of WDCQ(AM) Pine Island Center, FL (see Troutdale, OR, below). Action July 3.

■ **Troutdale, OR** (BP880531AF)—Granted app. of Jerry J. Collins for 860 khz. Address: 711 Southwest 53rd Terrace, Cape Coral, FL 33914. Principal is licensee of WDCQ(AM) Pine Island Center, FL, and permittee of KJCC(AM) Carmel Valley, CA (see Junction City, OR, above). Action July 3.

■ **Lost Creek, WV** (BPH901026MI)—Granted app. of Allman Electronics Lab for 96.3 mhz; 3 kw; ant. 92 m. Address: Rte. 4, P.O. Box 503, Clarksburg, WV 26301. Principal is headed by James William Allman and Patricia Sue Allman, and has no other broadcast interests. Action July 22.

■ **Green Bay, WI** (BPED880406MK)—Granted app. of Lakeshore Communications Inc. for 88.5 mhz; 3 kw H&V; 100 m. Address: 2737 Woodale, Green Bay, WI 54303. Principal is headed by Kenneth M. Hettinga, and has no other broadcast interests. Action July 24.

■ **Green Bay, WI** (BPED890303MB)—Granted app. of Catholic Diocese of Green Bay, WI, for 88.1 mhz; 50 kw; ant. 176 m. Address: 1910 S. Webster Ave., Green Bay, WI 54301. Principal is headed by Adam J.

Maida, and has no other broadcast interests. Action July 25.

FACILITIES CHANGES

Applications

AM's

■ **Marianas Islands, CM** KSAI(AM) 936 khz—July 24 application for CP to change TL: 1 mi due E of San Antonio Village, on site of Dept. Natural Resources Animal Health station, San Antonio Village, MP; reduce power to 5 kw and make changes in antenna system 15 07 52N 145 42 26W.

■ **Monument, CO** KCBR(AM) 1040 khz—July 19 application for CP to reduce power to 1.9 kw; change TL: to S Circle Dr. at Valli Hi Country Club, Colorado Springs, CO: 38 49 08N 104 46 32W.

FM's

■ **Birmingham, AL** WZRR(FM) 99.5 mhz—July 25 application for mod. of CP (BPH870227NB) to change ant.: 370 m.; change TL: Little Shades Mountain, 16 km SW of Birmingham, AL.

■ **De Witt, AR** KDEW-FM 96.7 mhz—July 22 application for CP to change ERP: 50 kw H&V; ant.: 150 m.; change TL: 2.5 mi (4km) SSE of Bayou Meto, AR, from Bayou Meto, go W on Hwy. 276, 2.5 mi (4 km), turn right on Dirt Rd., go 1.1 mi (1.8km), site on right of Rd. 600 ft. (180m); change to channel 247C2 (per docket no. 90-335).

■ **England, AR** KLRA-FM 96.5 mhz—July 22 application for CP to change ERP: 10.6 kw H&V; ant.: 151.8 m.; change TL: approximately 180 m (600 ft.) behind (NE) of 2711 Byrd Rd., Redfield, AR; change to class 243C3 (per docket #90-335).

■ **Macon, GA** WVPI(FM) 92.3 mhz—July 16 application for mod. of CP (BPH880421MD) to change TL: just W of Old Gaule City Rd., .7 km S of intersections of Guy Paine and Mead Rds.; Macon, GA.

■ **Alea, HI** KTSS(FM) 107.9 mhz—July 24 application for mod. of CP (BPH851028MB as mod.) to change ERP: 100 kw H and 79 kw V; ant.: 599 m.; TBA: change antenna type to directional

■ **Natchitoches, LA** KNWD(FM) 91.7 mhz—July 19 application for CP to change ERP: .255 kw H; ant.: 50 m H; TL: Turpin Stadium, Caspari St., Natchitoches, LA; change to class A.

■ **Washington, LA** KNEK-FM 104.7 mhz—July 24 application for CP to change ant.: 88 m.

■ **Owego, NY** WQXT(FM) 101.7 mhz—July 24 application for CP to change ERP: 1.400 kw H&V.

■ **Chapel Hill, NC** WUNC(FM) 91.5 mhz—July 19 application for CP to change coordinates only: 35 52 00N 79 10 00W.

■ **Mount Carmel, PA** WXXH(FM) 99.7 mhz—July 24 application for mod. of CP (BPH880217MT) to change ant.: 197 m.; change TL: 2 km N of SR54, Hamlet of Natalie, Township of Mt. Carmel, PA.

■ **Bayamon, PR** WXYX(FM) 100.7 mhz—July 18 application for CP to change antenna supporting structure height.

■ **Blountville, TN** WPGB(FM) 88.3 mhz—July 26 application for mod. of CP (BPED840404IA) to change ant.: 652 m.; change TL: site #8, Holston Mountain Electronic site, Holston Mtn.

■ **Rosenburg, TX** KMIA(FM) 104.9 mhz—July 26 application for mod. of license to increase ERP: 4 kw H&V (pursuant to docket #88-375).

■ **Winfield, TX** KALK(FM) 97.7 mhz—July 19 application for CP to change ERP: 22.5 kw H&V; ant.: 100 m.; change TL: 33 11 01N 95 12 32W; change to class C3.

■ **Provo, UT** KBYU-FM 88.9 mhz—July 25 application for CP to change ant.: 907 m.

■ **Charlottesville, VA** WTJU(FM) 91.3 mhz—July 26 application for CP to change ERP: .75 kw H&V; ant.: 288 m.; change TL: ATP Carter's Mountain, 4 km and 200 T relative to intersection of interstate Rte. 64 and State Rte. 20. 5 km S of Charlottesville, VA; change to class B1; change freq: 91.1 mhz.

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I'm the person you're looking for as sales manager! With almost 10 years of successful sales experience, I am ready to take what I've learned and deliver a winning plan to your medium or small market radio station. Box N-14.

General manager: Successful quality general manager with 20+ years experience, excellent references, strong sales and people skills, and attention to bottom line seeks stable broadcasting opportunity. Jerry McKeown 919-867-3175.

SITUATIONS WANTED ANNOUNCERS

FM Easy Listening coastal stations only. Deep, sincere pipes. Years of experience. Mint references. 717-675-6982, after 3 p.m. Eastern.

Educated, articulate news announcer/reporter seeks job. 15 years experience. Available for interview anytime in September. For details and demo tape, phone John Shepard, c/o Boye De Mente at 602-952-0163.

Make your AM drive slot hot. Experienced morning man/PD looking for challenging opportunity. Country or AC. All markets considered. Will relocate. John Kirschner, PO Box 303, Jaffrey, NH 03452. 603-532-7334.

SITUATIONS WANTED TECHNICAL

Attention Florida stations! Former Harris engineer is now headquartered in your state. Expert on automation, transmitters, audio, construction & directional antennas. Available for field service assignments by the day, week or project. Super references. 413-442-1283.

Lifetime broadcaster. Mature experienced radio engineer all phases must relocate. Make an offer leave message for resume. 419-229-0290.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

Sonny Bloch, host of America's longest running independent, 2-way talk show about money, business, real estate and life, would like to work for you for free. He offers 18 hours of programing 6 days per week (take all or part), plus a daily afternoon news show with plenty of openings for your local news, traffic and weather reports. Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years. The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call. Ask for Susan at 212-371-9268.

Guaranteed to make you money and ratings! Former #1 jock and P.D. has new unique formula. If you're looking for success and not afraid to try something new, then call me before your competition does. Consultant basis. I work for a modest initial fee plus a percentage of the revenue I'll generate. 413-442-1283.

Multi-talented voice guy (100+ voices) 12 years experience in freelance, radio, radio sales management. Presently employed. Tired of working for uncaring number crunchers at radio stations. Wonderful sense of humor. Desires unique/significant opportunity in A/V communications business. My references speak loudly. Write Box N-15.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Expanding radio broadcaster. Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Milledge Ave., Athens, GA 30605.

SCA positions available in major cities. Call Joyce Stern, 305-463-9299 x210.

TELEVISION

HELP WANTED MANAGEMENT

Traffic/program director needed by small-market ABC affiliate using Columbine software. Live & work in Chesapeake Bay/Atlantic Ocean resort community. Must have 3-5 years experience. Resumes to Frank Pilgrim, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE/M-F.

Local sales manager, major cable television organization seeks an experienced television advertising sales professional to lead large local sales team. Excellent transition opportunity for current broadcasting executive. Management experience preferred. Desirable Midwest location. Please send resume, compensation requirements and references to Box M-67, no later than August 16, 1991. EOE.

Executive producer: Talk shows. Salary plus up to \$250,000 to \$500,000. Incentive for right person with proven television talk track record sought to lead new major market TV talk operation. Must be creative, innovative, hard working and experienced. No beginners or P.A. types. EOE. Reply to Box N-6.

Major TV syndication co. \$Open needs TV senior syndication research analyst. 5+ years experience. Ms. Einstein, Parks Associates 212-286-0777. EOE.

General manager: A challenging position at a mid-sized Midwest Fox affiliate. Requires hands-on results orientation. Sales management background required. Call in confidence, Gerald Robinson, 1-800-733-2065. EOE.

General sales manager: WESH-TV, NBC affiliate in Orlando/Daytona Beach. Must have minimum 2 years local sales, 3 years major national rep experience, plus 5 years general sales manager experience. Good knowledge of research and marketing tools. Superior people skills a must. Send resume to: Jeffrey H. Lee, President & General Manager, WESH-TV, PO Box 547697, Orlando, FL 32854. EOE.

Local sales manager: We are seeking a sales pro to lead and direct our local sales effort. Great opportunity for successful A.E. to move up to LSM position. Strong emphasis on new business development. Send resume to: Jim Rupert, GSM, KCAU/KCAN-TV, 7th & Douglas Streets, Sioux City, IA 51101. EOE.

National sales manager: Fast paced Tampa independent looking for a creative individual with either: prior national sales experience, or 3-5 years rep. experience. Send resumes only to: Alan Frank, Station Manager, WTOG TV, 365 105th Terrace NE, St. Petersburg, FL 33716. EOE, M/F.

Harron Communications Corp. (WMTW-TV) has a unique and exciting opportunity for a general manager. Requires thorough background all phases of TV station management skills and attention to budgetary responsibility. Minimum 5 years management experience required. College degree preferred. Sales background in top 50 markets helpful. Resumes only please to: Manager Search Committee, Harron Communication Corporation, 70 East Lancaster Ave., Frazer, PA 19355-2121. Absolutely no phone calls. Equal Opportunity Employer.

Production manager needed for leading Hispanic television station. Strong management, supervisory and technical skills and an ability to work well with clients are a must. Bilingual English/Spanish written/oral. Knowledge of all aspects of television production work required. Send resume and salary requirements to: Personnel Director, KXLN-TV 45, 9440 Kirby Drive, Houston, TX 77054 or Fax to 713-668-9054. EOE.

Promotion manager: WFXI Fox 8 is looking for creative and organized individual with television promotion and production experience to manage marketing of successful VHF Fox affiliate in beautiful coastal North Carolina. Send resume and demo tape to: General Manager, WFXI Fox 8, PO Box 2069, Morehead City, NC 28557. EOE.

HELP WANTED SALES

Salesperson wanted: Sports marketing/sales firm looking for salesperson with a unique set of skills: Event and TV sales experience at the national level, excellent prospector and closer, computer literate, motivated, self sufficient. Send resume, sales letter to EVP, 785 Virginia Ave. NE, Atlanta, GA 30306. EOE.

General sales manager. Top affiliate in midwest 100-150 market. Group-owned. This is a good one, so act fast. Send resume and salary requirements to Box N-16. EOE.

Account executive: Need new business commando for elite sales team. Only battle hardened street warriors with 3-5 years Fox and/or Indy experience need apply. Very handsome package for the individual who makes the cut. Send resume and references in confidence to: GSM, PO Box 25200, Albuquerque, NM 87125. An EEO company.

HELP WANTED TECHNICAL

EIC for Texas based mobile unit. Strong maintenance background required. Send resume and salary requirements to: Tel-Fax Texas, 3305 Pleasant Valley Lane, Arlington, TX 76015. EOE.

Television operations engineer needed to troubleshoot to prevent on-air problems and assist in replacing/repairing defective equipment for live, 24-hour broadcasting. Requires 3-5 years experience in broadcast operations or operation troubleshooting and the ability to work with video switchers, VTRs, character/graphics generators, studio/EFP cameras, and audio equipment. C/Ku Band satellite uplink systems experience and technical training a plus. **Television maintenance engineer** needed to participate in design, installation and documentation of live, 24-hour-a-day television systems. Requires 3-5 years current hands-on maintenance experience, ability to troubleshoot to component level and commitment to engineering excellence. If you would like the excitement of live television and want to work for America's #1 cable home shopping network then mail or fax your resume to: Mike Cavanaugh, QVC Network, Goshen Corporate Park, West Chester, PA 19380, Fax: 215-430-2368. An equal opportunity employer, M/F.

Video engineer: Maintenance/production. 1", BetaSP, CMX, ADO, CCD cameras. Denver Center for the Performing Arts. Great environment and benefits. Send resume/salary history to Denver Center Media, 1245 Champa Street, Denver, CO 80204, Attention Director. EOE.

Maintenance engineer: 3 to 5 years experience on transmitter and studio equipment repair. FCC license or SBE certification. Resume to: Steve Puntieri, WUPW-TV 36 Four Seagate, Toledo, OH 43604. EOE.

Television chief engineer: Top 75 Texas UHF affiliate is seeking new leadership for its technical department. Must have proven leadership skills plus a thorough mastery of broadcast technology, FCC rules and regs, and overall station operations. Send resume and salary requirements to: Box N-18. M/F, EOE.

The Graduate School of Journalism of Columbia University invites applications for the position of video production manager. Responsibilities include: supervising the studio/control room and editing operations for client and student productions; supervising technical staff; providing training in production techniques and equipment usage; maintaining and repairing video and audio equipment; and maintaining equipment and supply inventory. B.A. degree and 3 years experience or equivalent. Knowledge of video eq't and production essential. Producing and directing experience desirable. Columbia University School of Journalism, Attn: Anne Jacobs, NY, NY 10027. EOE

KTLA, #1 independent TV station in Los Angeles, needs a veteran maintenance engineer with 7+ years experience capable of performing maintenance on all types of electronic equipment including digital videotape. If you are a self-motivated, highly experienced broadcast engineer with an in-depth background in state-of-the-art software and hardware currently implemented in today's broadcast facilities, this job is for you! Send resume to the Human Resources Department, KTLA, 5800 Sunset Boulevard, Los Angeles, CA 90028. EOE.

HELP WANTED NEWS

News producer: Supervises overall production of television newscasts. Candidate must have one year experience as producer or associate producer on commercial, over the air newscasts. Send resume to Box N-20. Equal opportunity employer.

Field producer position with one of the country's top Christian television programs. Minimum of 3 years experience with news or magazine style stories is required. Good journalism background a must. Looking for creative, mature individual. Excellent salary and benefits package. Send reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9099. EOE.

Southeast NBC affiliate looking for right person to complement male co-anchor. Must possess strong news judgement and team leadership. Reporting and community involvement are critical to the position. An equal opportunity employer. Send tape and resume (no calls) to: WSAV-TV, News Director, Harry W. Bowman, PO Box 2429, Savannah, GA 31402. EOE.

Love mornings? Have we got the job for you. KCRG-TV 9 needs a dynamo to anchor our successful morning and midday newscasts. Send resume and non-returnable tape to: Dean Bunting, Director of News and Programming KCRG-TV 9, Box 816, Cedar Rapids, IA 52406. EEO.

Top 25 sunbelt station needs hot morning hour news producer. We clobber our competition. We need creative, fast, smart team player to keep us on top. Resume and cover letter to Box N-19. No tapes. EOE.

News director: The duties are to direct all operations of the news department, including supervision of reporters, news photographers, editors, producers, on-air personnel and others; budgeting; scheduling and assignment of all personnel; determination of priorities so far as news values are concerned; administration of station policies and federal and state laws and regulations as they apply to news coverage and reporting; evaluation and recommendation of facilities and equipment for news operations. Requirements are wide experience in broadcast news operation and management. Strong journalism background and dedication to basic principles of profession. Ability to make and implement quick decisions under pressure. Ability to manage highly skilled and talented people. Good background in facilities and equipment required for modern news gathering and presentation. Basic working knowledge of FCC rules and regulations and federal and state laws with application to news operations. Strong creative instincts and sound judgement. Top 10 market experience preferred. Apply in writing to: Nolan Quam, President and General Manager, KPRC-TV, PO Box 2222, Houston, TX 77252. Phone: 713-771-4631. It is the policy of this station not to discriminate in its employment and personnel practices because of a person's race, color, creed, religion, sex, national origin or age. Discriminatory employment practices are specifically prohibited by the Federal Communications Commission. If you believe your equal employment rights have been violated, you may contact the FCC in Washington, DC 20054, or other appropriate state of local agency.

Weather anchor in Denver. Looking for a change of environment? We are looking for someone who enjoys the challenge of an erratic climate. Meteorologist with seal preferred to take over weather department as primary talent. We have Liveline V, Artstar systems. Candidates must have three years on-air weather experience. Send tapes only to Steve Grund, News Director, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111. EOE. No phone calls.

General assignment reporter: WSAZ-TV, the NBC affiliate in Huntington-Charleston, WV, is now accepting tapes and resumes for this opening. Two years commercial TV experience is required and college degree preferred. Candidate should have ability to handle live and on set reporting plus ability to shoot video. WSAZ-TV is an equal opportunity employer for both male and female — minorities are encouraged to apply. Please, no phone calls. Send non-returnable tapes to: News Director, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25721.

Group-owned, top news station 100+ midwest market seeks news director. Send resume and salary requirements to Box N-17. EOE.

Assignment editor. KSDK, NBC St. Louis affiliate, #1 all news time periods. Qualified applicants must have an ability and minimum 3-5 years experience to handle an aggressive desk. Send resume and tape: News Director, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

CMX and Calaway editors! Become a director in Paradise! Independent VHF station/production company. Operate GVG, DVE, ADO and more. Opportunities to produce & direct! We'll show you how! Peggy McClelland, Production Manager, KFVE-TV, 315 Sand Island Road, Honolulu, HI 96819. EOE.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Program director: The duties are to direct all operations of program and production department, including budgeting, procurement of syndicated program, production of all local programs (including news), development of public service, informational and religious programs and announcements, and scheduling of all programs, including network. Direct community leader and public ascertainment activities and prepare programs to meet needs, problems and interests of community. Responsible for conformity with FCC rules and regulations and for acceptability of all broadcast material. Direct promotional and publicity activities of station. Supervise large staff of skilled and talented people. Requirements are extensive experience in program and production operations, including "hands-on" knowledge of facilities. Familiarity with syndicated program market and product sources, and ability to negotiate agreements. Full knowledge of FCC rules, legislative requirements and accepted trade policies as they apply to on-air material. Ability to manage large staff of skilled, talented and often temperamental people, and to initiate and judge creative concepts. Understanding of tactical program scheduling. Working knowledge of promotional theory in devices. Willingness to accept responsibility and participate in major programming policy decisions. Top 25 market experience preferred. Apply in writing to Nolan Quam, President and General Manager, KPRC-TV, PO Box 2222, Houston, TX 77252. Phone: 713-771-4631. It is the policy of this station not to discriminate in its employment and personnel practices because of a person's race, color, creed, religion, sex, national origin or age. Discriminatory employment practices are specifically prohibited by the Federal Communications Commission. If you believe your equal employment rights have been violated, you may contact the FCC in Washington, DC 20054, or other appropriate state or local agency.

Program director: Responsibilities to include to supervise the development and production of instructional, cultural and public service programs produced at the University of Mississippi's Teleproductions Center. Center includes satellite uplink facilities and state-of-the-art equipment. Projects are diverse from athletics to cultural programs. Must have at least 3-5 years of experience as a producer, with regional or national production credits. An interest or knowledge about the South helpful as most of our programs have a southern flavor. Program director will work with a development team to put new programs in place. Supervisory experience of production staff necessary. Must have experience in budgets, writing, and hands-on production. Salary: Negotiable. Deadline for applications: 9/1/91. Contact: Marie Antoon, Director, University Teleproductions, 201 Bishop Hall, University, MS 38677. Phone calls welcome. 601-232-5917. AA/EEO employer.

News producer/programing coordinator for community oriented station. Requirements include minimum one year programming and on-air experience (news anchor/field reporter), writing and PR skills essential. Coordinate all aspects of twice weekly news show and twice yearly programming seasons. B.A. degree required. Salary range: \$23,057-\$29,826. Deadline: August 23, 1991. For job description or to mail resume, Human Resources Department, City of Aurora, CO 80012. 303-695-7225. EOE.

Promotion manager: Top 50 southeast market. We need a self-starter who is creative and can manage a department of five people. On air news promotions is our top priority. Experience as a promotion manager is a requirement. Group owned station is an equal opportunity employer. Reply to Box N-21.

WVIA-TV, public television for northeastern and central Pennsylvania, seeks a producer/director. This top 50 market (Scranton/Wilkes-Barre) station seeks to fill this creative position with a versatile individual who can artistically develop and produce quality public television programming. Successful candidate will be able to demonstrate strong technical skills combined with proven creative ability. Requires BA/BS degree in Telecommunications or related field plus 3-5 years experience as producer/director. Writing, producing and editing public affairs programs, documentaries and specials a plus. Send resume, professional references, salary history and a sample tape of producer/director work which has been broadcast to: T.J. McHugh, VP/Broadcasting, WVIA-TV, 70 Old Boston Rd., Pittston, PA 18640-9606. EOE.

Director of programming: WLIW--aggressive, on the move public TV station, serving L.I. and NYC area, 8th largest PBS audience in country, heavy commitment to outside program acquisition and promotion, seeks self-motivated, competitive individual to join its senior management team. Responsibilities include development and execution of programming schedules, program acquisition, research and evaluation, supervision of ITV, traffic and on-air promotion. Five years broadcasting experience, including three years personnel supervision and budget management. Salary open; Excellent benefits. Resumes: Myra Pollack, WLIW-TV, PO Box 21, Plainview, L.I., NY 11803 by September 15, 1991. EOE/AA.

Producer/director: Seeking an experienced producer/director with heavy emphasis on news; possessing a production flair for entertainment and public affairs programming. Must be able to do own switching and be familiar with all phases of editing and control room/studio operations. Forward a complete resume (no calls) and salary requirements to Charles R. Bradley, Director of Programming and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Promotion writer/producer: Philadelphia's WPVI-TV, a Capital Cities/ABC, Inc. owned station, is looking for an experienced writer/producer with a proven track record of success. Candidates must be extremely creative with outstanding writing skills, hands-on editing experience essential, and complete knowledge of post-production. Send tape with resume (no calls) to William Burton, Director of Promotion and Station Advertising, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Promotion producer for DC market ALLNEWSCO, the Washington-metro regional cable news channel seeks promotion writer/producer/director with 3-5 years experience in producing on-air, radio, and print promotion or related activities. Responsibilities include all aspects of public relations: writing press releases, coordinating community projects and special events, and affiliate relations. Cover letters, resumes, and tapes to Elaine Jafolla, Human Resources Director, ALLNEWSCO, 7375 Boston Boulevard, Suite 120, Springfield, VA 22153. EOE M/F.

Writer/producer. Applicant should be an aggressive, highly creative individual with at least 3 years on-air promotion experience. Must be a team player. Knowledge of editing and post production techniques a must. For consideration please submit resume to: Lori Shefa, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

SITUATIONS WANTED TECHNICAL

Operation engineer with over 14 years experience in master control, video tape, satellite, studio operations and supervisory positions. Experience with network affiliates and major cable network. Extremely good references. Call Richard 612-432-6430.

Experienced engineer wants to be your CE or ACE. Prefer small or medium market in southeast or northeast. Supervisory experience, hands on expertise as well. Construction, maintenance, capital planning, budgeting. Good with computers. Call Jim: 718-361-9122.

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box N-22.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

TV movie critic/entertainment reporter, currently employed, seeking new position. Ten years experience. Reply to Box N-7.

Sports anchor. Consensus best in this top 20 market, looking for new challenge. Contract up soon. Reply to Box N-23.

Current ESPN along with Los Angeles behind the scenes production experience looking to move to different setting. Sports knowledge and creativity a plus, including 100% rating\$ blockbuster. Erik 203-827-9310.

MISCELLANEOUS

Be on TV many needed for commercials. Now hiring all ages for casting info. Call 615-779-7111 Ext. T-681.

Career videos. Our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format, job placement assistance. 708-272-2917.

Primo people is seeking news anchors for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

Job hunting? We'll put you in touch with attractive opportunities nationwide. Television, radio, corporate communications. From major-market to entry-level. Hundreds of leads----plus timely documented advice on future availabilities. Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED SALES

Great territories still open: Boston, Buffalo, Charleston-Huntington, Colorado, Des Moines-Omaha, Idaho, Indianapolis, Knoxville, Las Vegas, Louisville, Memphis-Little Rock, Minneapolis-St. Paul, Montana, New Orleans, Oklahoma City-Tulsa, San Diego, Spokane, West-Central Texas. We market the world's largest stock library of animated effects, plus pre-produced TV commercials and custom characters like Jim ("Hey Vern, It's Ernest") Varney. You need to have media sales experience, tenacity and the ability to live on \$2,000 a month in commissions for 3-4 months while you build your own business into a six-figure annual income. Call Lee Michaels at Cascom Syndication, 615-242-8900.

HELP WANTED NEWS

Non-profit minority-oriented professional journalism association executive director. Requirements: B.A., M.A. preferred; experience as non-profit administrator; grant writing expertise; Journalism background; Spanish fluency; writing and public speaking skills helpful. Resume to Frank del Olmo, Chair of California Chicano News Media Association Executive Director Search Committee, Los Angeles Times, Times-Mirror Square, Los Angeles, CA 90053. EOE.

Executive producer (film/TV): The University of Missouri-Columbia is seeking an individual with a proven management record plus strong hands-on technical skills including scripting, shooting and editing. Position will direct news and educational video operation for the Agriculture Information Extension division. Bachelor's degree in Journalism, Film and Video Production, Communication or related area, plus 4-5 years experience in producing/directing film and/or production is required. Salary range low/mid \$30's. Submit letter of application and resume to: University of Missouri-Columbia, Personnel Services, 201 S. 7th Street, 130 Heinkel, Columbia, MO 65211. Affirmative action/equal opportunity employer.

SITUATION WANTED INSTRUCTION

Experienced college broadcast instructor, MA RTVF, seeking full-time Fall 91 teaching position. Specialize in advanced video production and news areas. Contact Paul Philips, 14319 Briarleaf, San Antonio, TX 78247. 512-496-2611.

SALES TRAINING

Sales superstar! Complete on site training sessions at your station. Get the big \$\$\$\$\$\$. 413-442-1283.

EMPLOYMENT SERVICES

We market talent! News weather and sports. Demo tape preparation. Call M.T.C. between 6am & 9am Pacific Time M-F 619-659-0023.

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of job search. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Inturbide Street, Laredo, TX 78040. 1-800-637-8490.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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

NC Wesleyan College needs broadcast equipment for FM station. Only donations or generous sales need reply. Studio equipment, 3000-5000 watt xmtr., STL system needed. Will accept equipment in any condition! 919-443-4101, Vince.

FOR SALE EQUIPMENT

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

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). Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

BE 30KW FM: 1981 BE FM30. Factory rebuilt & returned to customer's specs. w/FX-30. Transcom Corp., 800-441-8454. 215-884-0888. Fax 215-884-0738.

1kw AM transmitters: Cont. 314R1 (1986), Harris BC1H1 (1974), Harris MW1A (1979), RCA BTA 1S (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), RCA BTF 10ES1, 10KW (1975), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

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

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

Broadcast quality satellite equipment bought and sold. HPA's, dishes, excitors, etc. 702-386-2844.

Grass Valley 300 switcher. Apprx. 2 years old. Excellent condition. For info call: 213-457-3650.

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

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

500' utility tower. New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

Harris 55KW UHF TV transmitter high band, klystrons low hours. Call Bill Kitchen, Sunbelt Media, 303-786-8111.

UHF transmitter package includes varian 120KW transmitter, antenna, 1000' waveguide. Will sell package, or separately. Bill Kitchen, Sunbelt Media 303-786-8111.

For sale KU-truck. Exc. cond. Low mileage. Ready to go. For more information call 1-804-582-2716. Ask for Ralph.

For lease C-BAND uplink with license. 9.2 meter dish, dual transmitter, and back up generator. For information call 1-804-582-2716. Ask for Ralph.

UHF TV transmitter, high band, Ampex/Townsend TA55B (2) 55kw amplifiers, exciter, H.V. power supplies and contactors, much more. Call Ray or Bob Miller 413-781-2801.

For sale: Complete field and post-production operation situated in a new leased facility in a medium midwest market. Everything oriented towards shooting and editing in the economical yet professional S-VHS format. Turnkey situation. Call Barry Carroll at 708-297-0808.

TELEVISION

Situations Wanted News

NEWS DIRECTOR

Veteran newswoman wants to make your news #1.

Management experience.
Aggressively competitive.

Available NOW!
BOX M-79

Help Wanted Management

LOCAL SALES MANAGER

MAJOR CABLE TELEVISION ORGANIZATION seeks an experienced Television Advertising sales professional to lead large local sales team. Excellent transition opportunity for current broadcasting executive. Management experience preferred. Desirable Midwest location. Please send resume, compensation requirements and references to:

Box M-74
No later than August 16, 1991.

Help Wanted Management Continued

Manager, Foundation Fundraising

An innovative producer of national/international programs has a challenging opportunity for a proven fundraising professional. Responsibilities include the management of entire foundation fundraising effort including research; project proposal writing; proposal development, submission and monitoring. Position requires financial administration; liaison between foundations, public television institutions and MPT staff.

Requires Bachelor's degree and four years fundraising experience with major non-profit institution. Proven track record in foundation or associated fundraising endeavor.

Competitive salary plus generous State of Md. benefit package. Send resume and salary requirements by August 23 to:

Dept. of Human Resources
Maryland Public Television
Owings Mills, Maryland 21117

MPT is an AA/EEO employer

Help Wanted News

TOP 15 MARKET

ANCHOR/REPORTER

Seattle's leading news station has a rare opportunity for a top-notch reporter who can handle regular anchoring. Send samples of your recent field and on-air work on 3/4 inch tape along with two copies of your resume to the below address. This isn't a job for beginners!

REPORTER

Ready for the big leagues? KING-TV needs an experienced street reporter who has it all. We're looking for superior writing, packaging and live skills. Think you can handle it? Then send your five most recent packages on 3/4 inch tape along with two copies of your resume to:

Bob Jordan
News Director
c/o Human Resources Department
KING 5 Television
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California Broadcasters Association

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Vice Chairman

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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.

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.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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.

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

Robert M. Wohler, district rep, affiliate relations, Capital Cities/ABC Inc., New York, named senior analyst of news research, research department.

Stephen Grynberg, manager, business affairs, NBC-TV, Burbank, Calif., named director, business affairs.

Wayne Goodman, senior assistant general counsel, Turner Broadcasting System, Atlanta, named deputy general counsel, sports.

J. William Grimes, president and CEO, Univision Holdings Inc., joins Multimedia Inc., Greenville, S.C., as VP, corporate group executive.



Grimes



Blaya

Joaquin F. Blaya, president, Univision network, named acting president, Univision Holdings Inc., Miami.

Takashi Hoga, president, Fujisankei's Japan Executive Center, named to same capacity, Fujisankei Communications International (FCI) Japanese network, New York, succeeding Mitsunori Sasa, named president of new company being established by parent company, Fujisankei Communications Group.

Pat Wallace, VP-GM, WMAQ-TV Chicago, named president-GM.

Donald Marion, general sales manager, KTXQ(FM) Dallas-Fort Worth, joins KRQR(FM) San Francisco.

Don Troutt, GM, KCMO-AM-FM Kansas City, Mo., joins co-owned KKIQ-AM-FM Houston as president and GM, succeeded by Skip Stow, VP and station manager, KCMO-AM-FM.

Rick A. Prusator, GM, WNAX(AM) Yankton, S.D., and VP-Western division, parent company Park Radio, named VP, radio operations, Park Communications Inc., Ithaca, N.Y.

OLIVER NEW 'BROADCASTING' AD DIRECTOR; LOGAN HEADS WEST COAST SALES



Oliver

The appointment of Lawrence W. Oliver, the publisher of *ADWEEK*, as advertising director of *BROADCASTING* magazine was one of two key business-side assignments announced last week by David Persson, publisher. The second: that of Nancy J. Logan as West Coast advertising manager, based in Los Angeles.

Oliver was publisher of another ASM Communications magazine, *MEDIAWEEK*, from December 1990 until taking the *ADWEEK* post in July this year. Previously he was publisher of *Marketing and Media Decisions*, and before that—with Crain Publications—was associate publisher of *Advertising Age*. He began his career as a sales representative with the *New York Daily News*.

Oliver, who reports for duty today, Monday, Aug. 12, will be headquartered in *BROADCASTING*'s New York City office.

Logan joins *BROADCASTING* from an assignment with Murdoch Magazines in Sydney, Australia. Before that she was western manager for tune-in advertising for *TV Guide*. She began her career as a radio account executive in Buffalo, N.Y. (WBUF(FM) and WBEN(AM)), and later served as regional manager for Westwood One Radio Networks in Los Angeles. Logan assumed her new duties in Los Angeles last week.



Logan

SALES AND MARKETING

Alan L. Cohen, VP, network television marketing, NBC-TV, Burbank, Calif., named senior VP, marketing.

Marvin J. Danielski, director of marketing and advertising, KING-TV Seattle, joins WSP-TV Atlanta in same capacity.



Danielski



Zettler

Laurie B. Zettler, manager, station advertising and promotion, Viacom Enterprises, New York, named director, station adver-

tising and promotion.

Toni Sabia DeMauro, manager of advertising and promotion, WNBC-TV New York, named director, advertising and promotion.

Patricia Mark, advertising manager, Cannell Distribution Co., Los Angeles, named director of advertising and promotion.

David Haymore, senior VP, sales, United Press International, joins Caballero Spanish Media, New York, as VP, director of sales.

Gloria Kostyrka, national sales manager, WNUA(FM) Chicago, joins WLS-TV there as account executive.

Appointments at Blair Television: Bernadette McKetney-Brown, acting director, financial services, John Blair Communications, New York, named director, financial services, succeeding Patty Gilhooly, who continues as consultant; Robert A. Weed, manager, Houston, named sales manager, Raiders team, Los Angeles; Tod W. Terry, account executive, Houston, named manager there; Jim Hess, account executive, KHTV(TV) Houston, to same capacity there; Dave Biseaglia, sales manager, Bulls team,

Chicago, named sales manger, Knicks team, New York; **Liz Sexton**, regional sales manager, Los Angeles, named sales manager, Bulls team, Chicago; **Leslie Gilman**, account executive, Lakers team, Los Angeles, named regional sales manager there; **Lisa Berman**, account executive, TeleRep, New York, to same capacity, Rangers team there; **Melissa Holly Colgate**, sales assistant, Atlanta, named account executive, Cubs team, Chicago, and **Nancy Snell**, account executive, TeleRep, New York, to same capacity, Knicks team there.

Richard Stein, VP, group sales manager, Petry Television, New York, joins WTIC-TV Hartford, Conn., as general sales manager.

Robinson Ewert, former account executive, WVT(TV) New Britain, Conn. (Hartford), named national sales manager.

PROGRAMING

Nathaniel L. Smith, VP, operations, Western group, American Television & Communications Corp., and **John Fellet Jr.**, business manager, Tele-Communications Inc., named managing director and deputy managing director, respectively, for Sky Entertainment Television of New Zealand, Auckland. Time Warner Inc. (parent company of ATC) and TCI, purchased 51% of Sky TV in May.

Richard Alan Nathan, director, program and talent contracts, NBC-TV Business Affairs, Burbank, Calif., named VP, program and talent contracts. **Preston Beckman**, VP, audience research, East Coast, NBC, New York, named VP, program planning and scheduling, NBC Entertainment, Burbank, Calif.

NBC & Cablevision's Pay-Per-View Olympics appoints new regional directors, affiliate services: **Tom Fennell**, regional sales director, SportsChannel America, Atlanta, to Southeastern region there; **Nancy Cramer**, associate director, market research and data sales division, Warren Publishing, to Northeastern region, Washington; **Jacyn Cline**, affiliate relations director, Nostalgia Network Inc., to Southwestern region, Dallas; **Victoria Kent**, VP, sales, SLG Promotions, to Northwestern region, Burbank, Calif.; **Richard T. Steele**, regional marketing manager, The Learning Channel, to Central region, Denver, and **Gail Wehling**, affiliate relations manager, Central region, Financial News Network, to Eastern region, Chicago.

David Sacks, VP, current programing, Warner Bros. Television, Burbank, Calif., named senior VP, current programing.

Bill Weber, freelancer, operations department, Paramount TV, named director, operations systems, Paramount Pictures, Hollywood.

Appointments at Fox Broadcasting Co.,

FORMER FCC CHAIRMAN DEAN BURCH DIES

Former FCC Chairman Roy Dean Burch, 63, died Aug. 4 at his home in Potomac, Md., following a year-long battle with bladder cancer. Burch was director general of the International Telecommunications Satellite Organization at the time of his death.

The one-time Republican National Committee chairman presided over a Nixon era FCC (1969-74), which tackled equal-time issues in television, created an open-skies policy, encouraging the launch of domestic satellites by all qualified comers, and authorized MCI and others to offer private-line services in competition with AT&T.

"The start of the pro-competitive era was under Dean Burch," said Richard Wiley, Burch's general counsel, and then successor to the FCC chair. "He had one of the quickest minds I've ever seen—a direct, candid individual who could get a lot done in quick time and did not suffer fools easily."

Repeated challenges over news coverage of the Vietnam war, and over political and product advertising, led Burch to seek a workable fairness doctrine. He disdained efforts to regulate programing or commercial speech, however, and ultimately labeled enforcement of the doctrine a "chaotic mess."

A "pragmatist," not a conservative "ideologue," Wiley said, Burch's FCC initiated rulings limiting crossownership among broadcast, cable and newspaper interests, but he dissented from his commission's adoption of rules limiting network interest in syndicated programing. And Burch was not slow to criticize "topless radio" formats and what he perceived as a lack of diversity in network children's TV.

He also guided a 1971 cable-broadcast agreement that "uncorked cable" by establishing syndex, must carry and compulsory license, said Sol Schildhaus, then chief of the Cable Television Bureau.

He was counselor to Nixon and President Gerald Ford, 1974-75, served as U.S. ambassador and head of the U.S. delegation in The World Administrative Radio Conference on Space in 1985, and was a partner in Pierson, Ball & Dowd from 1974 until April 1987, when he became Intelsat director general.

Burch carried his pro-competition legacy from the FCC into that worldwide communications bureaucracy at a time when Pan American Satellite launched the first private international satellite system. Communications Satellite Corp. Chairman Irving Goldstein credited Burch with helping Intelsat "become better organized to face an international market in which deregulation and privatization are becoming significant forces."

A partner in his own Tucson, Ariz.-based law firm, Dunseath, Stubbs & Burch, 1959-63 and 1965-69, Burch served as deputy director of U.S. Senator Barry Goldwater's (R-Ariz.) presidential campaign, 1963-64, and as chairman of RNC, 1964-65. He is survived by his wife, Patricia Meeks, three children, Shelly, Dean and Dianne, and a grandchild.



Beverly Hills, Calif.: **Jeff Eckerle**, from Guber-Peters Entertainment Co., named director, current programing; **Phillip B. Goldfine**, consultant, Dino De Laurentiis Communications, named director, creative affairs, FNM Films, and **Robin Schorr**, director, development, Winona Ryder's Dreamlover Productions, named manager, creative affairs, FNM Films.

NEWS AND PUBLIC AFFAIRS

Leo C. Greene, senior producer, KCET(TV) Los Angeles, joins KTTV(TV) there as news director.

Jon Keller, chief political reporter. *The*

Boston Phoenix, joins WLVI-TV Cambridge, Mass. (Boston), as host and producer, *Let's Talk Politics* and 10 p.m. political analyst.

Karen Meyer, administrator, National Center for Access Unlimited, joins WLS-TV Chicago, as contributing editor. **Andrew Porte**, night foreign editor, political unit, ABC News, joins WLS-TV as managing editor.

Mark Casey, senior executive producer, WSOC-TV Charlotte, N.C., joins WHIO-TV Dayton, Ohio, as news director.

Daniel Webster, operations manager, WTVT(TV) Tampa, Fla., named managing editor. **Bob Barnard**, reporter, WCPX-TV Orlando, Fla., joins WTVT as general assignment reporter.

HARRY REASONER, 1923-91

Harry Reasoner, 68, veteran CBS News reporter, ABC News anchor and *60 Minutes* anchor-correspondent, died of cardiopulmonary arrest Aug. 6 in Norwalk, Conn. Reasoner had been hospitalized since June 11, when he had had a blood clot removed from his brain. He had also contracted pneumonia.

Reasoner was born in Dakota City, Iowa, in 1923. He attended Stanford University and the University of Minnesota from 1939 to 1942, but left at age 20 to report for the now-defunct *Minneapolis Times*. (In 1989, he returned to the University of Minnesota and completed his credits, receiving his bachelor's degree in journalism at age 66.) Following a two-year public relations stint with Northwest Airlines in 1948, Reasoner joined WCCO(AM) Minneapolis as a news writer.

The following year he was working for the United States Information Agency in Manila as an editor. Reasoner returned to Minneapolis in 1954 as KEYD-TV's news director, and in 1956 signed on as a radio and television newscaster for CBS News in what was to become a 27-year association.

At CBS, his assignments included reporting, anchoring the *CBS Sunday News* (1963-1970), serving as White House correspondent (1965-1966), running the weekly public affairs program *The Reasoner Report* and being the original co-anchor of *60 Minutes* when it debuted in 1968. He left in 1970 to join ABC News as co-anchor of the *Evening News*, where he would remain for the next eight years. In a 1973 interview in *BROADCASTING*, Reasoner explained his jump to the ABC anchor chair this way: "I wanted the job, and Walter Cronkite was showing no inclination toward stepping in front of a speeding truck" (*BROADCASTING*, May 21, 1973).

In addition to co-anchoring the *Evening News* at ABC, Reasoner served as chief correspondent in Peking for coverage of China trips by Presidents Nixon and Ford. He covered President Nixon's summit sessions in 1972 in the Soviet Union; anchored Presidential primary elections in the 1972 and 1976 campaigns, and covered the Democratic and Republican National Conventions, election nights, inaugurations and resignations that followed.

Returning to CBS News in 1978, Reasoner was reassigned to *60 Minutes* and covered election campaigns. He also resumed *The Reasoner Report*. This past May he was named contributing correspondent/editor emeritus for *60 Minutes*.

His many awards included three Emmy's; the Overseas Press Club of America Award; the Marist College Lowell Thomas Award, the Honor Medal of the University of Missouri School of Journalism and a Peabody.

He is survived by his second wife, Lois; five daughters, Ann, Elizabeth, Jane, Mary Ray and Ellen; two sons, Stuart and Jonathan, and two grandchildren.

Don Hewitt, *60 Minutes* creator and executive producer, said: "Harry Reasoner brought the Midwest with him to television. He not only has craggy good looks but also that Iowa sense of what's important." Hewitt continued, "He was a dream to work with and knew what a lot of journalists fail to learn: that everybody needs an editor. When Harry was edited, he took it beautifully."



Reasoner in 1975

Barry Lillis, weather anchor, WGRZ-TV Buffalo, N.Y., named chief weather anchor. Wanda Starke, weekend anchor and reporter, WGRZ-TV, named 6 p.m. co-anchor and reporter.

Kevin Moore, news manager, WKXT-TV Knoxville, Tenn., joins WATE-TV there as executive producer.

TECHNOLOGY

Bruce G. Babcock, VP, network services, Pay-Per-View Olympics, NBC-TV, joins Thomson Consumer Electronics Inc., Indianapolis, as VP, widescreen programming.

Mark Adams, manager of field engineer-

ing, Ikegami, joins Thomson Broadcast Inc., Englewood, N.J., as camera product manager. J. Robert Heron, former regional sales manager, Ikegami, joins Thomson Broadcast, Englewood, N.J., as national sales engineer.

PROMOTION AND PR

Mark Smolenski, writer and producer, KPXX(TV) Mesa, Ariz. (Phoenix), joins WLS-TV Chicago as promotion producer, creative services department.

Carmina Marcial, manager, press relations, Lifetime Television, joins *Sally Jessy Raphael*, New York, as manager of publicity.

Lori Antoniak, promotions director, WTLH(TV) Tallahassee, Fla., joins Pezold Broadcasting, Columbus, Ga., as director of promotions.

ALLIED FIELDS

Dwayne Alexander, from Capitol-EMI Records, joins American Society of Composers, Authors & Publishers, New York, as senior membership representative.

John I. Davis and Donna Coleman, partners, Dow, Lohnes & Albertson law firm, Washington, join Wiley, Rein & Fielding there as partners in communications group.

New officers at New York Market Radio Broadcasters Association: Peg Kelly, WNEW(AM)-WYNY(FM) New York, chairman; Scott Meier, WFAN(AM) New York, vice chairman; Gary Fisher, WHITZ(FM) Newark, N.J., treasurer, and Charles Warfield, WRKS-FM New York, secretary.

DEATHS

Don Taylor, 66, retired engineer, KFVB(AM) Los Angeles, and his wife, Lois, were killed in plane crash July 6 in Pacoima, Calif. Taylor started with KFVB in 1965 and additionally worked in time sales and as announcer. He retired last year. He is survived by his son, Bruce.

Aziz Tassiem, 25, soundman, Visnews Television, Cape Town, was killed in car accident Aug. 4 in East London, South Africa, while traveling to cover sinking of *Oceanos* cruise liner. He had been with Visnews since 1988.

Jon Tuttle, 49, TV producer, Oregon Public Broadcasting, Portland, died July 28 there of complications from leukemia. Tuttle produced documentaries for Oregon Public Broadcasting since 1989 and previously worked at KGW-TV Portland, Ore., from 1966 to 1989. He is survived by his daughter, Kelen; son, Jonathan; two sisters, and one brother.

Nancy Jaeger, 29, account executive, WFOX(FM) Gainesville, Ga. (Atlanta), died of complications from cancer July 1 there. Before joining WFOX in 1990, Jaeger worked at Christal Radio, Atlanta, as national sales rep since 1986. She is survived by her parents, Edward and Lucille, and one sister.

Mike Firman, 67, chairman and founder of Television Audience Programme Evaluation Consultancy Ltd. (T.A.P.E.), London, died July 26 in Los Angeles. Cause of death was not disclosed. Firman began advertising career at Masius & Ferguson, London. He founded T.A.P.E. in 1968. He is survived by his second wife, Susan, and son, Robin.

FIFTH ESTATE

PAM TURNER: NCTA'S CAPITOL CONNECTION

Pam Turner can recite a whole list of legislative issues she and her government affairs office at the National Cable Television Association worry about, but none causes as much angst or demands as much attention as the bundle of stiff cable regulations now pending in the House and Senate.

The legislation gives the cable industry nightmares. As NCTA's chief lobbyist, Turner is a key player in the industry effort to kill it—if not in the Senate this year, then in the House next year.

Able to call upon experience and contacts garnered from 25 years on Capitol Hill and in the White House, Turner is up to the challenge. And she is up for it as well. When she joined NCTA two years ago, she knew the industry was "coming under tough times," she says. "But that's what makes the job kind of appealing."

Turner has maintained a low profile at NCTA, eschewing the press and limiting public speaking to an occasional panel session. The attitude is a carryover from her days in government: "When you work for politicians, you see very readily how comments in the press can come back and hit you."

But she has nonetheless quietly established herself as an effective representative for the industry, helping to plot legislative strategy and maintaining the vital lines of communication between the industry and the congressmen and administration officials who will make or break cable legislation.

NCTA President James Mooney calls Turner "invaluable." Her in-depth knowledge of process and people has "served our industry well," he says.

Even cable's adversaries acknowledge her impact. "Access and knowledge of individual members has been her strength," says Ward White, vice president, government and public affairs, United States Telephone Association.

Turner has given NCTA badly needed political balance, White says. "It was important for NCTA to bring in a high-profile Republican," he says, given Mooney's Democratic roots and the importance of Republicans in stemming deregulation.

And the reputation she has built in her cable years is an extension of the one she had during her White House years.



Alan Kranowitz, senior vice president, government relations, National Association of Wholesaler-Distributors, who was her boss at the White House, says she was "the best Senate lobbyist the White House has ever known—well organized, efficient and respected on both sides of the aisle."

Turner's present employ stems from a teenage ambition that she says even her father found somewhat off-beat: to be a legislative aide on Capitol Hill.

In pursuit of it, she went to Washington and worked at the State Department's Agency for International Development upon graduating from Indiana University in 1966.

She spent her lunch breaks hunting for jobs on the Hill and found one in the office of Representative (and later Senator) Ed Gurney, a Florida Republican. The experience did not leave her jaded, but it

did make her wonder about the sufficiency of her political science education. "I learned more in one year on the Hill than in four years out of books in college," Turner says.

In 1975, she joined the staff of Re-

publican Senator John Tower of Texas, where she remained until going to work for Ronald Reagan. As a member of Reagan's Commerce Department transition team in 1980, she helped orient Malcolm Baldrige, its incoming Secretary. She says she could have stayed at Commerce as an assistant secretary, but opted for a job as the White House's chief Senate lobbyist, which she held throughout Reagan's two terms.

Turner says she had several opportunities coming out of the White House in 1989, but that the cable job appealed to her because of its challenging nature, the direct and positive impact the business has on people and the solid reputation that Mooney enjoyed around town.

The transition from a lobbyist for a popular President to a lobbyist for a besieged industry was not wrenching, she says. But it was a change. "Let's face it, when you come up there working for

the President—whether they agree with you or not—you have a certain attention level from people that you have to work harder at when you leave government."

NCTA may have recruited Turner for her Republican appeal on Capitol Hill and with the Bush administration, but it received an added bonus when a friend of Turner's, Sherrie Marshall, was appointed to the FCC. Turner claims no credit, however, for Marshall's generally sympathetic attitude toward cable.

Turner is a sailing and tennis enthusiast. Although she may find time to pursue those interests this month, she cannot afford to be too distracted. When the

Senate returns in September, cable's Senate critics are likely to try to move their bill.

It's definitely something to worry about and prepare for. "A fun fall," says Turner.

Pamela Jayne Turner

Vice president for government relations, National Cable Television Association, Washington; b. Oct. 29, 1944, Newport, R.I.; BA, political science and French, Indiana University, Bloomington, 1966; logistics coordinator, Agency for International Development, Washington, 1966; research assistant, Representative Edward Gurney (R-Fla.), 1966-68; legislative assistant, Senator Gurney, 1969-74; legislative director, Senator John Tower (R-Tex.), 1975-80; issues coordinator, Department of Commerce, Reagan transition office, 1980; special assistant to President for legislative affairs, Reagan White House, 1981; deputy assistant to President for legislative affairs, Reagan White House, 1982-88; current position since April 1989.

IN BRIEF

A.C. Nielsen Co. said U.S. TV household estimate for upcoming fall season will be 92.1 million, down from 93.1 million last year. Each rating point in 1991-92 season will equal 921,000 TV households. Nielsen said decline based on overestimating audience by 2% over last two years, which has been adjusted following review of 1990 census information.

Buena Vista Television spokeswoman confirmed rumors last week that BVT's VP-regional manager, **Ken Solomon, has been signed by Twentieth Television to head station sales** as general sales manager of syndication arm, reporting to Twentieth Television President Michael Lambert. Prior to joining Buena Vista in May 1989, Solomon was top eastern sales executive at Paramount Domestic Television at time when Twentieth Television Chairman Lucie Salhany was president of Paramount's syndication arm. One industry source close to situation said Salhany is "tapping" into past Paramount contacts in hiring for key positions, and is said to have already signed another executive to fill VP of programming development position vacated by Robert Unkel last week.

Recent published reports regarding TVS (Television South of Britain) Entertainment's reported bid of \$91.8 million to retain its broadcast license for southern England in this year's ITV auction suggested that expense has put pressure on subsidiary **MTM Television Distribution's WKRP in Cincinnati** to be major revenue producer or face potential close of studio. MTM says this has led to "miscon-

ceptions" about its fate as series producer. Statement from MTM Entertainment President Bob Klosterman said report has led to "misconceptions about the future of MTM and our dependence on the success of just one of our series, *WKRP in Cincinnati*." Klosterman added: "While *WKRP* is an important part of our overall business strategy and shows every indication of being a remarkable success [in its return to first-run syndication this fall], it is both unreasonable to assume and, in fact, not the case that MTM's future is so singularly dependent upon it." Other MTM series productions underway for broadcast networks this fall are *Evening Shade* and *The Trials of Rosie O'Neill*, both on CBS.

Attention station executives: **Community Antenna Television Association is offering all-expenses-paid trip to Atlanta later this month to one chief executive of TV station.** Only catch is recipient of cable largess has to attend Eastern Cable Show on Aug. 25 and defend retransmission consent in debate with CATA President Steve Effros. Offer is born of CATA's frustration. CBS, NAB and INTV, which are pushing retransmission consent on Capitol Hill, declined invitation to debate, Effros said. "What are they afraid of?" Effros asked. "Is it possible that this notion won't stand up against some logical question?" NAB spokeswoman said NAB and broadcasters have made arguments for retransmission consent where it matters—on Capitol Hill. Association fails to see purpose in "participating in Steve's dog-and-pony carn-

ival show," she said. Besides, she added, during such debates "Steve never lets anybody get any words in edgewise."

All media should be totally free from content regulation, but commercial stations should pay "modest" 1% or 2% spectrum tax to help finance public broadcasting, former PBS and NBC News President **Lawrence K. Grossman** said last week. Grossman said FCC is moving "in precisely the wrong direction" by considering allowing duopoly, because "a few huge, politically powerful companies dominate our media." Grossman, senior fellow at Freedom Forum Center for Media Studies at Columbia University, said some cable channels should be open for public use. His comments came in keynote speech at Association for Education in Journalism and Mass Communication's annual convention in Boston.

As expected, **FCC opened rulemaking last week to determine whether satellite TV stations should be subject to national station ownership limits** in light of new rules allowing satellites to originate unlimited amount of programming. Prior to adoption of new rules, satellites were restricted to originating just 5% of programming. That ensured they stuck to traditional role of rebroadcasting signals of nearby, usually commonly owned, station at least 95% of the time. FCC Commissioner Andrew Barrett had asked for proceeding.

Over past two weeks, ABC and CBS Radio Networks converted satellite transmission to Scientific-Atlanta's Spectrum Efficient Digital Audio Technology (SEDAT) audio compression system. ABC gained capacity to triple number of satellite channels from 19 to 57; CBS from six to 11. Both also gained what S-A said is CD-quality sound. S-A said it has shipped about 3,000 SEDAT decoder circuit boards to ABC and CBS affiliates.

First-run revival this fall of *WKRP in Cincinnati* by MTM Television Distribution will kick off next month with national radio cross-promotional blitz in each of the show's 188 markets, representing 97% of country. MTM TV Distribution President Kevin Tannehill said first phase of promotion, which is being coordinated by Premiere Radio Networks Inc., is

CAMERAS IN THE KENNEDY COURT

A Florida judge presiding over the celebrated rape case of William Kennedy Smith has cleared the way for cameras in the court when the trial begins on Jan. 13, 1992, enabling Court TV to proceed with its planned gavel-to-gavel coverage. Judge Mary Lupo last week rejected bids by Smith's attorneys to exclude TV cameras from the courtroom, following arguments presented by First Amendment attorney Floyd Abrams and others. Court TV has already presented extensive pretrial hearing coverage on the Smith case and is planning gavel-to-gavel coverage of the actual trial, said Aaron Freiwald, who tracks trials nationally for the fledgling cable network. A competing national cable network, CNN, is planning extensive live coverage as news judgment warrants, according to a spokesman.

"Crazy Commercials" contest, in which radio listeners submit their own commercial parodies for prizes, with *WKRP* production staff selecting five grand prize winners whose parodies will air in episodes of *WKRP*. Tannehill says MTM is also providing TV stations with up to 48 original *WKRP* episodes, free of national barter advertising time for Labor Day *WKRP* marathons. "We're trying to take \$3 [million] to \$4 million and stretch it into \$20 million worth of promotions," Tannehill said.

Turner Broadcasting System net income rose from loss of \$8.3 million to profit of \$31.3 million in second quarter of this year, on revenue increase of 12% (from \$323 million to \$360 million). Jump in net income stems from \$31 million loss from 1990 Goodwill Games included in second quarter last year. Without that, net income rose \$8.6 million. Revenues at entertainment and news divisions rose 25% and 21%, respectively, in quarter. Turner also said banks have agreed to extend maturity date on \$200 million revolving credit facility one more year to March 31, 1994. Company will also receive new \$360 million credit facility for general corporate purposes.

Cablevision Systems reported revenue and operating cash flow increases of 8% and 11%, respectively, in second quarter. **Revenues rose from \$141 million to \$152 million**, while cash flow increased from \$62 million to \$68 million. Cash flow was enough to cover \$45 million cash outlay needed to pay off interest debt. Company said cable subscribers grew 1.1% in quarter. Revenue improvement reduced net losses to \$56 million in quarter, compared to \$68 million loss in year earlier period.

Zenith Electronics Corp. reported second-quarter 1991 loss of \$26.9 million, or 92 cents per share, more than double second-quarter loss year earlier of \$11.2 million (42 cents per share). Loss came despite cost reductions of \$13 million. Second-quarter sales reached \$275 million, down from \$334 million four quarters earlier. Bulk of loss was attributed to decreased color TV sales. Zenith said lower revenue did not negatively affect its second-quarter investments in high-definition TV display and transmission systems (\$4 million), up from less than \$3 million in second quarter 1990.

FCC lent its support last week to regional Bell operating companies motion before U.S. District Court Judge Harold Greene, asking him to vacate stay of his July 25 decision lifting "information

services" restrictions on RBOC's pending court appeal. Restrictions were part of consent decrees that spun-off RBOC's from AT&T. Arguing for stay were host of media organizations opposed to allowing RBOC's into information services, which include everything from electronic yellow pages to television. Opponents include American Newspaper Publishers Association, NAB and NCTA.

At FCC, **Chairman Alfred Sikes and Office of General Counsel are swapping mass media experts**, according to FCC official. **Lauren (Pete) Belvin**, Sikes's top legal adviser on broadcasting and cable, will join OGC later this month in high-level, but not-yet-defined capacity. Replacing her will be **Sandy Wilson**, mass media assistant to General Counsel Bob Pettit. It is second major change in Sikes's office this year. Capitol Hill staffer Terry Haines replaced Charles Schott in spring as chairman's chief of staff.

Fox Television Stations Inc. extended its lease on O&O KTTV(TV)'s Fox Television Center complex in Hollywood for two additional years with Metromedia Co. Deal signifies that Fox, which has its main studio lot in Century City, will maintain separate video production facilities at current Hollywood site through at least Nov. 29, 1994. Fox has option to stay at site additional years.

Worldwide Television News producer John McCarthy, kidnapped on April 17, 1986, on his way to Beirut airport after six-week temporary assignment in Lebanese capital, **was freed last Thursday**. U.S. officials last week were optimistic about possible release of other hostages in region, including Associated Press chief Middle East correspondent Terry Anderson, who was kidnapped in 1985.

Country Music Television will begin scrambling its satellite signal using General Instrument's VideoCipher-II-Plus encryption system on Jan. 6, 1992. When CMT moves to full addressability March 16, 1992, it will remain accessible to VC-II descramblers.

Former KAC-TV Denver reporter Wendy Bergen was convicted Wednesday of staging dog fights for spring 1990 newscasts, but was acquitted of charges she lied to grand jury about telecasts. Bergen, 35, was convicted of dog fighting, conspiracy to commit dog fighting and accessory to commit dog fighting.

Miami-based Cuban American National Foundation has accused Capital Cities/ABC

of politicizing its coverage of Pan American Games from Cuba and is requesting equal time to inform viewers about own version of leader Fidel Castro. In letter to ABC network group president John Sias, group criticized ABC News's *20/20*, saying broadcast passed off tourist promo for Cuba as journalism, among other complaints. "As a network that prides itself on journalistic objectivity and professionalism, this crass use of the Pan American Games to politically promote Castro and his regime to Americans is a veritable disgrace," wrote foundation president Francisco J. Hernandez.

Representative Bob Walker (R-Pa.) introduced Omnibus Space Commercialization Act of 1991, which includes creation of tax incentives to build satellite payloads and launch vehicles and facilities. Bill would also provide antitrust exemptions for space-based activities.

Five-time Emmy Award winner **Dick Enberg** and *Today* show co-anchor **Katherine Couric** have been named cohosts of **NBC's morning coverage of XXV Olympiad** from Barcelona, Spain, July 25-Aug. 9, 1992. Coverage duties include weekday mornings, 7-10 a.m., and two Sundays, Aug. 2 and Aug. 9, 8-11 a.m., all ET.

Eleven prospective jurors in Burlington, Vt., rape case have filed complaint, saying judge lied to them about coverage of trial by crew for CBS News's *The Verdict*. According to jurors, judge told them two cameras and extra lights in courtroom were merely to help determine standards for new courtroom construction.

NAB has named **DeDe Ferrell**, Georgetown law student who recently completed internship with NAB legal department, as manager of House government



relations, part of three-person lobbying team. Ferrell, graduate of Howard University with degree in broadcast management, has worked at several radio and TV stations in Washington market.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

JUST SAY NO

This page has warned often against government dictatorship of programing taste, but there is another form of dictatorship that is also troubling: the attempt by a small group of viewers (actually, some of them have never seen the shows they boycott) to pressure advertisers into pulling their ads from programs that do not hew to a particular parochial standard.

It's been some 30 years since Rob and Laura Petrie were forced to sleep in separate beds and Jeannie to keep her navel from public view. Society has changed—most of it, anyway—and TV has changed with it. One thing that hasn't changed, however, is the viewers' control over what they see. They have the fate of television programing literally in their hands. With a click of their collective remote controls they determine the success or failure of all commercial television, and that is where the balloting belongs. Boycotts, on the other hand, are a tool of intimidation used by a vocal minority to bully its tastes upon the rest of society. Boycotts are generally not so dangerous in practice as they are in theory. Such ploys usually strut and fret their hour upon the stage, get some press and quickly fade. The greater danger is that in these tough economic times, advertisers will be spooked by the tough talk of boycott groups into withdrawing their support from programs on the groups' hit lists (which have included such hits as "Wonder Years," "Cosby," "thirtysomething" and "Lonesome Dove," to name a few). In such a case, advertisers, networks and viewers would all be the losers.

To combat the boycott mentality, the Network Television Association has sent out a letter to advertisers decrying the hit lists and citing studies showing that boycotts, when they are carried out, have little economic effect and are supported by only a relative handful of viewers. We add our initials to that letter, and remind advertisers that the bark in these groups is what gets the headlines, and that the only real bite they have is when advertisers or broadcasters allow themselves to be intimidated.

HOMECOMING

There was renewed hope in the journalism community, as there was for almost everyone last week, with the release of British broadcast journalist John McCarthy, who had been held by the Islamic Jihad for five years. McCarthy had been on assignment in Beirut for Worldwide Television News when he was taken hostage in 1986. If all goes well—and in these matters hope and despair dance to the strings of the captors—a second journalist, Associated Press Middle East correspondent Terry Anderson, will be freed after more than six years in captivity. Should that be the case, we welcome both back. They remind us of the risks involved in being a journalist, particularly a Western journalist, where sometimes simply holding press credentials puts one in harm's way. But the release of McCarthy, and we hope of Anderson, still leaves

much work to be done.

According to the New York-based Committee to Protect Journalists, there remain some 75 journalists from 20 countries held hostage or imprisoned. That list is not exhaustive and some of the details are sketchy, but all, according to the committee, are journalists "held under very harsh circumstances and/or because they have been denied due process."

Recent events give cause for hope, and celebration, but none for complacency. The media must keep a light burning in the window, and a spotlight trained on the hostage issue.

SECOND THOUGHTS

Broadcasters in the West dodged a bullet of sorts two weeks ago. From ad taxes to spectrum fees—the specter of which has resurfaced—broadcasters have watched as the caretakers of shaky economies hatched new schemes to help reduce government deficits. One recent attempt to up broadcasters' contribution to the kitty was a hike on the fees charged broadcasters' for the use of federal lands for transmitter and tower sites.

The good news is that the Senate Appropriations Committee has rejected the increases as proposed by the Forest Service and Bureau of Land Management—the House had already agreed to increases of up to 22%—and instead has declared a year moratorium on any hikes, with the amount of those increases expected to be resolved in conference in the fall. The National Association of Broadcasters' Jim May believes the move "sets the stage for a fair compromise," and we hope he is right. But the issue—if not a major one—should serve as a reminder to broadcasters to post an extra guard on their pocketbooks. As thrifts tumble and the federal deficit mounts, so multiply the lean and hungry looks of our public officials.

While we're on the subject of lean and hungry looks, the National Conference of State Legislators is gathering in Orlando, Fla., this month to compare notes on myriad ways—including ad taxes—to compensate for past fiscal folly. Broadcasters are forewarned.

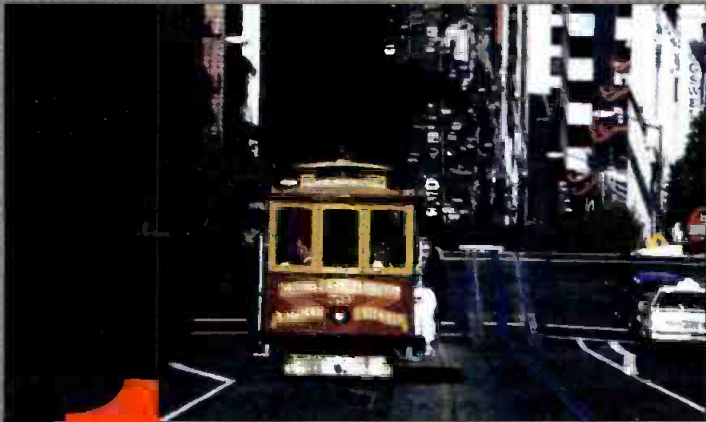


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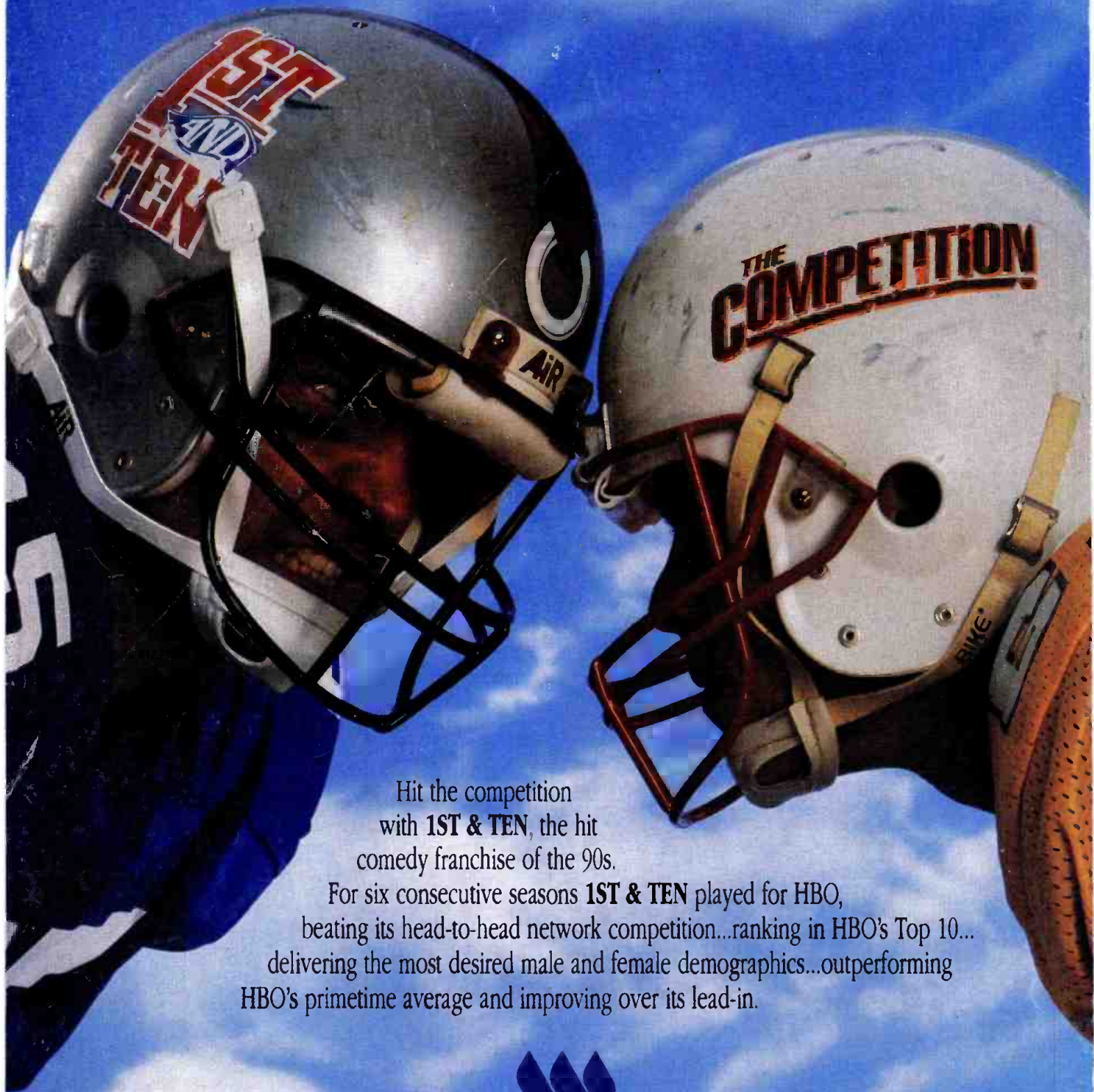
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