

Broadcasting Aug 19

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60th Year 1991

TELEVISION / 34

P.O.V. yanks film on Catholic Church; making the most of more news

RADIO / 27

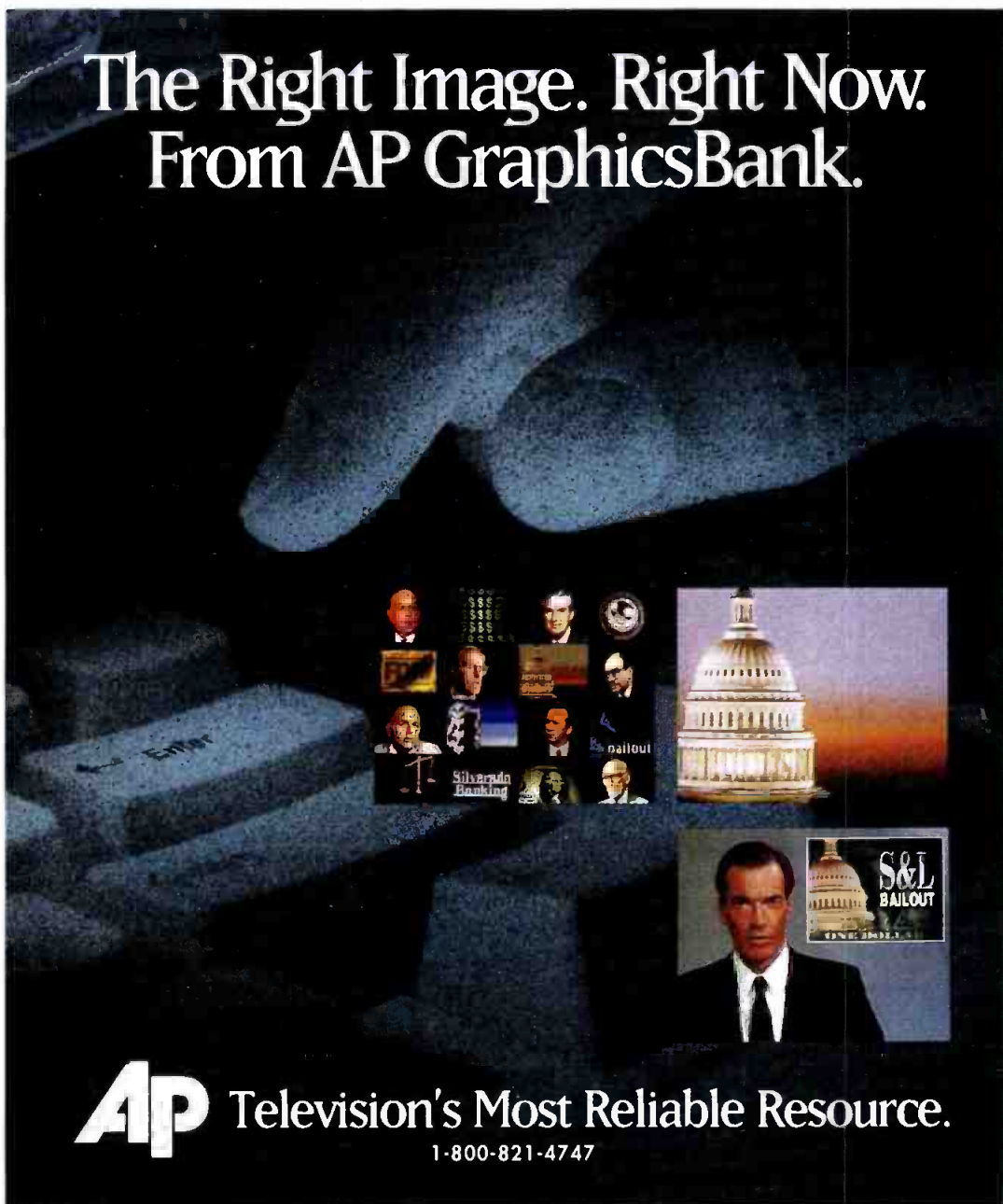
Consumer electronics manufacturers ready to roll out AMAX 'super radio'

BUSINESS / 41

ABC-TV affiliates protest network's plan to cut compensation

JOURNALISM / 50

TV stations show little interest in experimental coverage of federal courts



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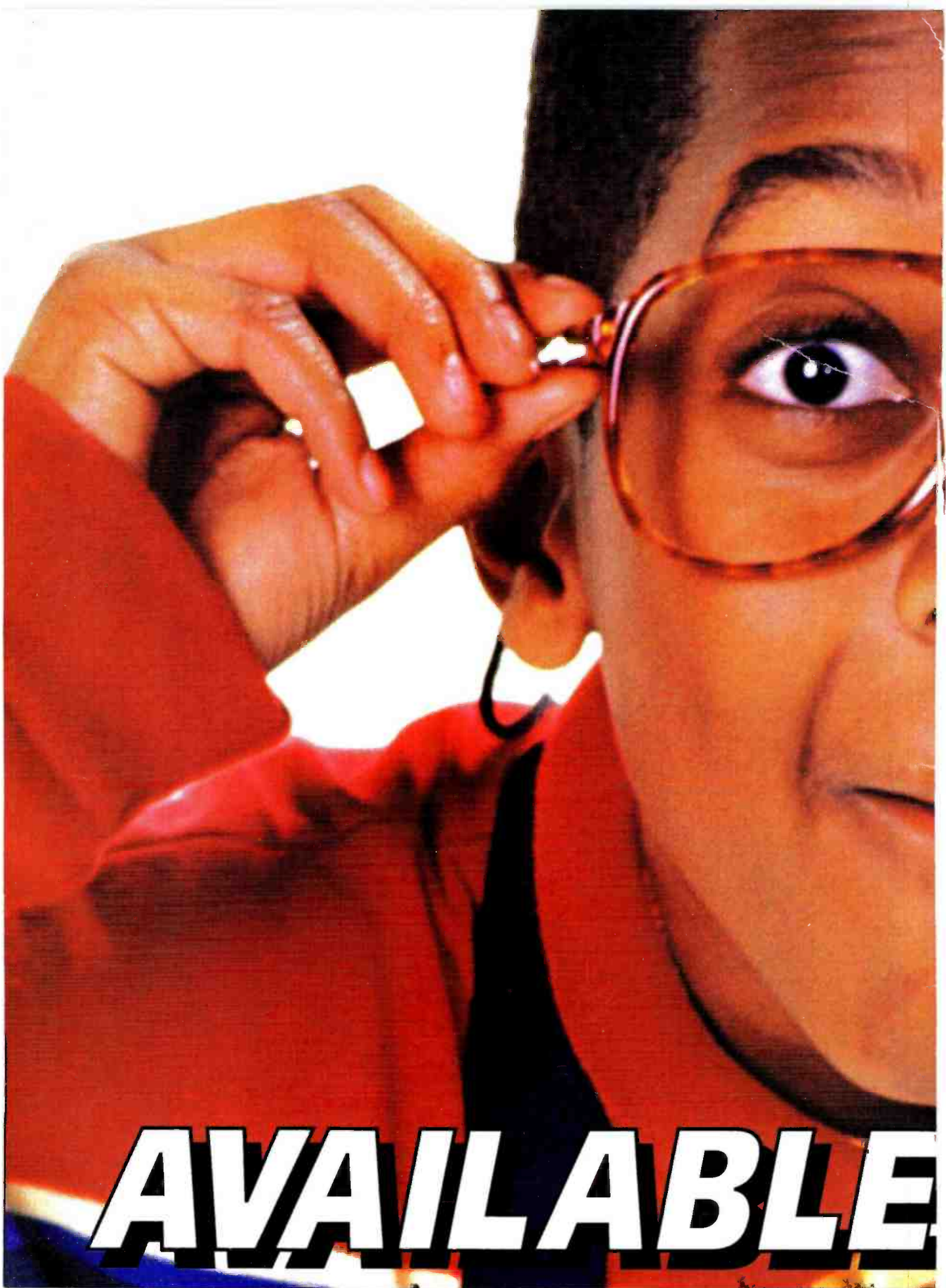
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**Television, cable, telcos:
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NBC's PPV Olympics:
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FALL '93!

THIS WEEK

19 / INDUSTRY REVENUES

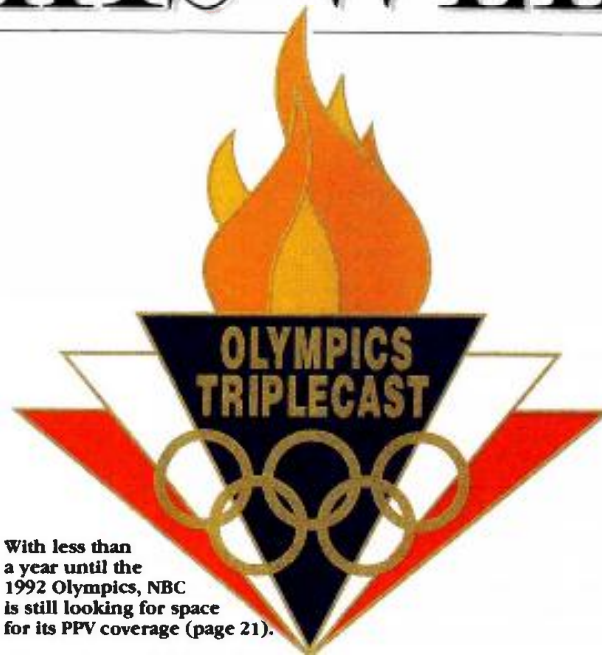
Lower station prices are the chief contributors to a one-third drop in broadcasting industry valuations compared with several years ago. Current figures put industry valuation net of debt at \$29.5 billion. On the cable side, the cash flow valuation of systems, with debt subtracted, is pegged at \$44 billion; network valuation is estimated at \$8 billion. Telcos have gained: estimates of net asset value, based on cash flow multiples, range from \$275 billion to \$330 billion.

20 / NO RELIEF FOR SCATTER MARKET

Projections are for fourth-quarter scatter market ad prices to repeat last year's poor performance, when sales were off 20%-40%. Sales to buyers who passed on upfront bargains, hoping for better deals in the fall, could give the market a boost. Syndicators, who had disappointing upfront sales, will be participating in the scatter market for the first time in recent history, and may face tough competition from the networks.

21 / HURDLES FOR TRIPLECAST OLYMPICS

With the Summer Olympics less than a year away, NBC is still looking for channel space for its three-channel, pay-per-view coverage. C-SPAN, Discovery and the Family



With less than a year until the 1992 Olympics, NBC is still looking for space for its PPV coverage (page 21).

Channel turned down offers for their space, leaving NBC with just partial use of Request TV and Viewer's Choice, plus space it can plumb from combining its own CNBC and American Movie Classics into one channel. The lack of a national channel solution, leaving individual systems to find their own ways, would make it tough for the PPV plan to reach its household goal of 40 million.

22 / SCHEDULES FOR TOP 3 MARKETS

BROADCASTING has assembled schedules for fall syndicated programming in New York, Los Angeles and Chicago, and the show to watch, say station, agency and programing executives, is Columbia Pictures Television's *Married...with Children*, slotted at 7 p.m. in New York and Los Angeles and 6:30 p.m. in Chicago. *Married...* is marketed as the first off-network series exempt from the prime time access rule. Also on the

watch list: CPT's *Ruckus* comedy game show.

25 / FULL FUNDING REQUESTED FOR FCC

House Energy and Commerce Committee Chairman John Dingell has asked the Appropriations Committee to make full funding for the FCC a priority in the upcoming House-Senate conference. The House authorization bill includes \$133 million for the commission, compared with \$126.2 million expected to come out of the Senate. Yet to be worked out is user-fee funding: the House bill would pull \$65 million of its total from fees on licensees; in the Senate, Commerce Committee Chairman Ernest Hollings is on record opposing the fees.

27 / AM TO THE MAX

Consumer electronic manufacturers are ready to roll out the NAB-commissioned AMAX radio, which is designed to

dramatically improve the quality of AM sound. Enhanced features like a minimum frequency response of 6.5 khz for car receivers and 7.5 khz for home, automatic bandwidth control and AM noise blanking should, broadcasters hope, give the medium a competitive chance against FM. The unveiling is scheduled for the Radio '91 convention next month, and 1,100 stations have told the NAB they will air promotional spots in a year-long campaign.

34 / FULL STOP TO 'STOP THE CHURCH'

Stop the Church, a 23-minute documentary on a gay-rights protest aimed at the Catholic Church, has been pulled from the PBS *P.O.V.* series because of what the network called the "inappropriateness of ridiculing individuals and groups." Coming on the heels of the *Tongues Untied* uproar, which ensued after PBS's airing of that documentary on black homosexuals, producers and program suppliers see a tense, timid time descending on the network. PBS, however, maintains the decision was made after an internal review and not in response to outside forces.

35 / ALL THE NEWS THAT SELLS

Faced with impending cuts in their affiliate compensation and forgone ad inventory to syndicators, some major-market stations are looking to

increase revenue by expanding their morning and prime time news operations. WSVN(TV) Miami, for example, which in 1989 dropped its NBC affiliation in favor of quasi-independent affiliation with Fox, has had substantial ratings success (22 share) with a 7-9 a.m. newscast. But expansion means money: Disney spent \$40 million to start KCAL(TV) Los Angeles's 8-11 p.m. operation, and annual operating costs are \$8 million-\$10 million.

38 / OPEN ALL NIGHT

Two proposed 24-hour infomercial services have cable operators wondering whether the potential revenue will be worth the channels. The first, Home Shopping Network's Infonet, is scheduled for launch Sept. 1, and will be available for broadcasters and cable operators to access it anytime 24 hours a day or as a full-time dedicated channel. The second, FYI-The Consumer Channel, is still on the drawing board: its principals are looking at celebrity-hosted magazine shows, wrapping together 5- or 10-minute infomercials on compatible products. Participating cable systems would get a cut of the revenues.

41 / ABC CUTS COMPENSATION 10%

ABC announced a package of affiliate compensation cuts, totaling \$11 million, that are designed to boost network profits in what has been called a particularly bad year. Included in the deal: cutting the hourly rate for *World News Tonight*, tying each station's hourly rate to its delivery of prime time households and reallocating daytime percentages to encourage clearances of *Home* and *Loving*. ABC said the revenue potential outweighed

the risk that affiliates might become more inclined to pre-empt less-popular programs.

46 / APPEALS OF TELCO DECISION

Appeals are piling in on Judge Harold Greene's decision, stayed pending appeals court review, to let the regional Bell operating companies (RBOC's) enter the information services business. The RBOC's, after failing to convince Judge Greene to lift the stay, are likely to go directly to the appeals court; opponents of the decision, headed by the American National Newspaper Association, will ask this week that the appeals court reverse. The conflicting appeals are expected to keep the case tied up for months.

47 / FINDER'S WEEPERS

The NAB joined a number of broadcasters in petitioning the FCC for a "finder's preference," that is, favorable consideration to the license applicant who finds a nonallocated frequency. Sentiment for the idea is growing at the FCC; Commissioner James Quello said, "I think it's unfair for someone to...pay to find a frequency, and then get filed on by 10 or 15 applicants." However, staff members questioned the commission's legal authority to alter the policy.

47 / PAC-ING THEIR POLITICAL WAR CHESTS

Cablecasters beat broadcasters \$175,000 to \$116,000 in PAC contributions to House and Senate campaigns for the first six months of 1991. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), up for re-election in '92, topped the congressional contribution list with \$10,000 from each PAC.



Calling the content 'inappropriate,' PBS and the 'P.O.V.' program pull the 'Stop the Church' segment (page 34).

50 / FEW ORDERS IN THE COURT

Since the federal courts opened civil trials to TV on an experimental basis July 1, few television and radio stations have jumped at the opportunity for coverage. The reason, broadcasters say, is that the trials have not produced particularly newsworthy events. RTNDA President David Bartlett blames the lukewarm response not on lack of interest but on the demands of normal daily news flow. He worries, however,

that a perceived media apathy could hurt chances for the test becoming permanent.

52 / COMPRESSION TESTS

Cablevision Systems last week tested General Instruments' DigiCable and DigiSat compression hardware, and plans more tests next month. Cable Laboratories was expected to issue requests for proposals to 65 companies for developing compression systems.

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Incorporating

The Fifth Estate TELEVISION Broadcasting Cable

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CLOSED CIRCUIT

NEW YORK

Viacom subpoenas top MSO's

Viacom Inc. has dropped what some in MSO community are viewing as bombshell in its lawsuit against Time Warner. Viacom has subpoenaed top MSO's, including TCI, Continental, Newhouse, Cablevision Systems, Cox, Jones and TeleCable, asking details about their contracts and business dealings with HBO dating back to 1984. What has taken some MSO's aback is number and complexity of questions, with one saying subpoena goes far beyond what's necessary for purposes of lawsuit—Viacom charges that Time Warner cable systems in New York showed preferential treatment in carrying TW pay services over Viacom's. One more moderate MSO response was that subpoena wasn't unexpected and that scope would be narrowed through negotiations and court appeal.

WASHINGTON

Leaning toward waiver

It looks as though FCC will grant request of Kelly Broadcasting's KCRA-TV Sacramento for prime time access rule waiver so it can move up prime time hour and air *Tonight* at 10:35 p.m. FCC Chairman Alfred Sikes and Com-

missioner James Quello are for it, and other three commissioners have yet to voice any strong opposition. Speculation is that at least one of three can be persuaded to join Sikes and Quello.

DBS permit for TCI?

Tele-Communications Inc. has been making big push to get FCC to grant its Tempo Satellite subsidiary high-power DBS permit, and it seems to be paying off. FCC Mass Media Bureau is reportedly writing item approving grant, and indications are majority of commissioners are prepared to adopt it.

TCI Tempo application has been hung up for two years as FCC has grappled with question of TCI's fitness to be DBS licensee in light of \$35 million antitrust judgment stemming from franchising battle with city of Jefferson City, Mo., in early 1980's.

To clear way for FCC action, TCI first persuaded Media Access Project to withdraw petition to deny, handing over \$50,000 to cover MAP's legal expenses. And then on July 31, TCI President John Malone, accompanied by former FCC Chairman Richard Wiley, who was called in to work DBS issue, made personal appeal to commissioners and staff. Malone and Wiley had lunch same day with Mass Media Bureau Chief Roy Stewart and General Counsel Robert Pettit.

But TCI is not home free. Two re-

cent developments, also going to question of TCI character qualification, could again bog things down—revelation of default judgment of signal piracy against Dominican Republic cable system, 48% owned by TCI, and of TCI Chairman Bob Magness's involvement with scandal-ridden BCCI (see story, page 38).

Rep report

Allbritton Communications ALL-NEWSCO, Washington area regional news channel slated for Oct. 7 debut, is talking with broadcast rep Katz about representation. ALLNEWSCO will handle its own local ad sales but has talked to Katz, as well as other cable reps, about national business. Broadcast rep repping for cable concern would be unusual. Deal may be tied to rep change at Allbritton's WJLA-TV Washington from Petry to Katz (see page 72).

Press meeting delayed

There is still no meeting set between nation's top media organizations and Secretary of Defense Dick Cheney to discuss military restrictions on press during 40-day Persian Gulf war. Associated Press President and Chief Executive Officer Louis Boccardi, among those who proposed meeting on June 24, has received letter from Cheney expressing interest, but players say current focus on release of U.S. hostages in Middle East is likely to postpone meeting until early fall.

KIRKLAND

Bring 'em on

Forty to 50 pay-per-view movies and 30 familiar cable services on one 32-channel cable system within next six months? Rock Associates Chairman Gordon Rock said his 32-channel cable systems in Idaho and Washington state could use SkyPix cable compression hardware (tested in Idaho system for past six months) to carry SkyPix's 40-50 PPV satellite broadcast channels, without dropping current services, soon after SkyPix launches in late 1991 or early 1992.

Bucking several-year compression

OPERATORS PLAY MATCHMAKER FOR NEWS CHANNELS

While Cox Enterprises' news channel still appears to have the edge with cable operators over Hearst's plan for a California news channel, area operators are trying to get the two sides together. According to William Cullen, senior vice president, United Artists, "many operators are encouraging discussion" between Cox and Hearst. "We and other cable operators have offered our services to see if there is any common ground between the two," he said, adding that no talks have been scheduled. Hearst may well be amenable to such conversations. According to Philip Balboni, special assistant to the president for special projects at Hearst: "We would certainly make every effort to be responsive to any constructive proposal to avoid...any drawn out divisive battle over a news channel. If somebody said, 'we think this is an alternative that would make everybody happy,' we'd do it," he said, while adding that he "feels strongly about its plan." The degree to which Cox may be willing to compromise could depend on the degree of support from key MSO's in the state. Speculation is that operators, who have reportedly been leaning toward Cox, most notably Tele-Communications Inc., may have pulled back from that support to avoid a protracted battle. All involved want the channel to launch in time for the 1992 state election season.

**To Beat
"Cosby" In A
Sophisticated,
Urban Market
Like New York,
It Takes A
Mother Of A
Street Fighter...**

...And



She's The Toughest Mother Around!

Have a tough, competitive programming situation? Turn to the mother of all sitcom fighters – "Mama's Family!"

"Mama" has the stamina to whoop the best of 'em. In all markets. Big and small. Urban and rural.

Take her track record in New York City where she went head-to-head with "Cosby" in the July sweeps. Leaving her high-priced, city slicker competition in the dust. In fact, in the country's largest urban market, "Mama" ranked #2 in her time period, ahead of two local newscasts, "Cosby" and "Happy Days!"

If you're being bullied by the competition, do what smart broadcasters have done across the country. Just call your "Mama."

THE JULY SWEEPS RESULTS!

New York • Mon–Fri 6:30 PM			
Station	Program	Rating	Share
WNYW	MAMA'S FAMILY	5.8	14
WWOR	Cosby Show	5.4	13
	MAMA'S ADVANTAGE	+ 7%	+ 8%

Source: NSI July Sweeps

MAMA'S FAMILY

A Joe Hamilton Production



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standard-setting process started by CableLabs last week (page 52), Rock argued compression will open enough satellite capacity to allow programmers to both add new services and simulcast each service via several compression systems. Programmers would still get more for satellite money and not "be held hostage to de facto standard"; operators could apply compression to plants immediately and cable or dish subscriber could get services no matter which set-top box he had.

LOS ANGELES

Hour moves

NBC affiliates, already weary of years of falling ratings in daytime lineup, may not wait for expected network moves to improve daytime performance, especially in light of NBC-owned stations juggling their schedules. With NBC giving hour of daytime schedule back to affiliates, stations are using syndicated fare to fill slot. KNBC-TV Los Angeles, WMAQ-TV Chicago and WRC-TV Washington are among NBC O&O's moving *Santa Barbara* in order to take advantage of newly acquired *Jenny Jones Show*. According to one station source, "NBC was late in informing stations which hour would be given back, so now stations are doing some last-minute changes." Source noted that with NBC's decision to turn back 10-11 a.m. hour, most stations would prefer to have hour in afternoon rather than morning to try to build momentum leading into early evening local news. Warren Littlefield, president, NBC Entertainment, will be naming executive in next month whose sole responsibility will be to oversee network's soaps, including development of new soap projects.

Heeeeere's Ronnie!

Debut week ratings for MCA TV's new talk show strip entry, *The Ron Reagan Show*, according to rep firm rating analysis, were down 59% from its lead-in programing, with 1.4 rating/6 share average (NSI, Aug. 12-15) in 22 nonweighted metered markets. Although show has received good early reviews from TV critics, with particular raves from *Los Angeles Times* critic Howard Rosenberg, same success did not translate to viewers in some major markets. Late fringe hour dropped 5 share points from its *Studs* lead-in on WTTG(TV) with 3.1/11, and same *Studs* lead-in drop (of 6 share points) on WFLD-TV Chicago, where *Reagan* scored 2.7/7 average.

Lonnie Burstein, vice president, director of research, MCA TV, countered that *Reagan* had success stories in Los Angeles, where it gained two share points over its *EDJ* lead-in with 2/7 on KTTV(TV) Los Angeles, and, at 4.3/13 has 30% higher ratings than *Into the Night* averaged last July before its pre-emption by WPLG-TV Miami.

Expansion mode

The Walt Disney Studios enthusiasm for expanding KCAL(TV)'s news presence in Los Angeles apparently has not flagged (see story, page 35). Randy Reiss, executive vice president of The Walt Disney Studios, who has oversight responsibilities for independent VHF station, says that KCAL(TV) is contemplating Saturday and Sunday morning newscast expansions before and after current hour-long newscasts at 10 a.m. (PT). If KCAL(TV) is going to expand after 11 a.m., source in market says station will do it at expense of its 6-7 a.m. Saturday and Sunday newscasts by trimming those down to half-hours, and will be moving weekend 10 p.m. newscasts to 8 p.m.

LOS ANGELES

CBS/Fox marriage

Intra-industry engagement should make for interesting dinner conversations in future. Steve Warner, vice president, special projects, CBS entertainment, and formerly special assistant to CBS Chairman Larry Tisch, is engaged to marry Jennifer Langley, senior counsel, Fox television stations Inc. One acquaintance said wedding is scheduled for Feb. 1.

CLEVELAND

'Studs' flap

Brouhaha has apparently developed between Cannell Communications-owned WUAB(TV) Cleveland and distributor Twentieth Television over independent station's pulling of first-run show, *Studs*, from its 11 p.m. (ET) slot. According to Michael Lambert, Twentieth's president of syndication, show gave WUAB(TV) its best performance "ever" with 7 rating, but he said that General Manager Brooke Spector told him complaints from viewers over program's content led to decision to pull it from slot. Lambert says Twentieth's efforts to secure renewal at "much higher license fee," is real reason that Spector is "using supposed viewer complaints as leverage to get us to lower the license fee" on

Studs. Spector had not returned calls from BROADCASTING at press time.

What negative viewer response *Studs* did elicit, Lambert says, came from station's airing show's original summer test episodes.

SEATTLE

On block

Seattle, Wash.-based group owner Ackerly Communications (two AM's, four FM's, five TV) has retained radio broker Gary Stevens to sell its WBOS(FM) Brookline (Boston) and WAXY(FM) Miami. Ackerly bought stations in 1989 for \$19 million and \$21 million, respectively. One source familiar with markets estimated stations together would bring no more than \$30 million.

DETROIT

Going dark

Circuit Court of Oakland County, Michigan, has placed WDFX(FM) Detroit in receivership. Action came upon "stipulation of lenders," Heller Financial Inc. and Barclay's Business Credit Inc., Attorney Bruce Wilson was appointed receiver, and Brian Stone, president, Broadcast Services Inc., was retained as operational consultant.

BOSTON

Spot check

National Cable Advertising, Boston-based national spot cable rep firm, is organizing "discovery process" with four MSO's to study different methods of delivery of cable spots from agencies to systems. Continental Cable, Cox, Warner and Comcast engineers will meet with NCA on Aug. 28 to determine which of various vendors working on delivery systems they will pick.

MINNEAPOLIS

Knee-high to news

Conus, Minneapolis-based news supplier, developing 30- and 60-second daily news packages to help stations comply with newly adopted FCC requirements for children's TV programing. Beginning this fall, Conus plans to deliver six weekly vignettes that will describe current news events to young audiences. Under new FCC rules, which go into effect Oct. 1, stations will be able to use public service announcements and vignettes to help meet children's programing content obligations.

The Dating Game

1960's

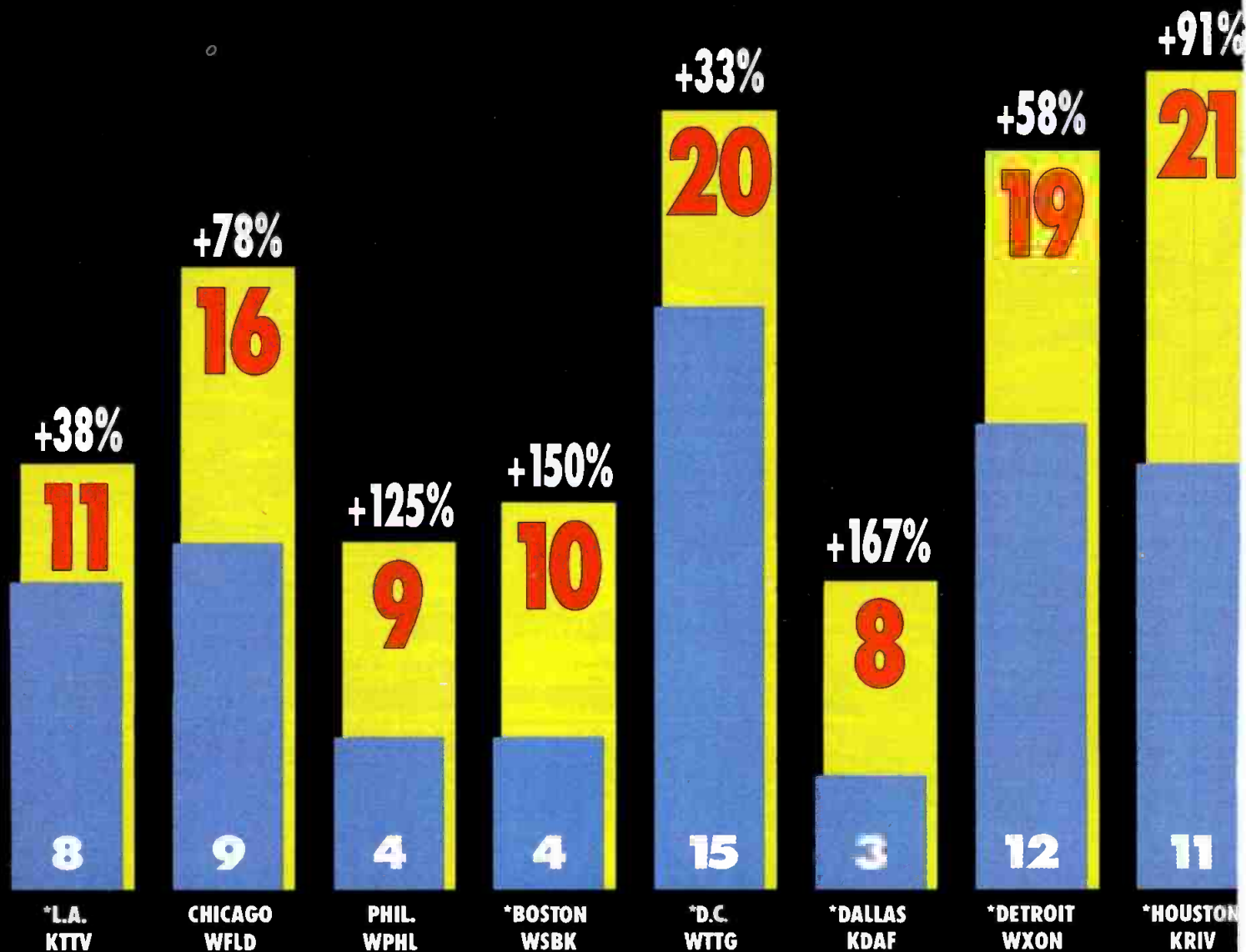
The Newlywed Game

1970's

Love Connection

1980's

Welcome To The



No First-Run Show Has Ever In

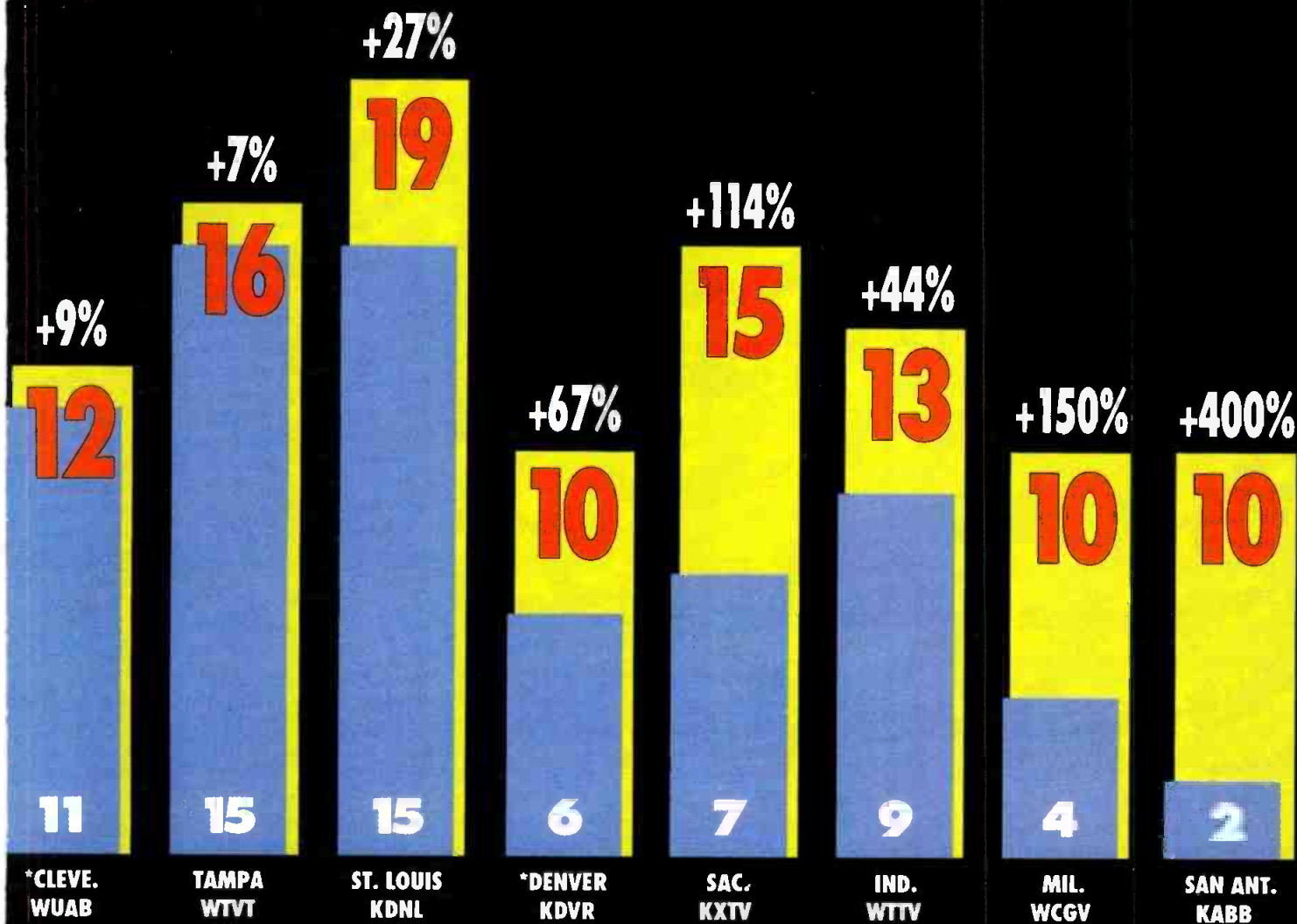
The Dating Game, The Newlywed Game and Love Connection created a franchise for stations in the 1960's, 1970's and 1980's. Now comes the show for today's hip young viewers. STUDS.

Over the past four months, 16 stations took a chance with STUDS. Within weeks—even days—every one of those Stations experienced significant growth. By doubling and even tripling time periods, STUDS improved over its debut by as much as 400%! In early fringe, access and late fringe, STUDS' proven performance makes it the first-run phenomenon! Make a date for the franchise of the 1990's. STUDS.

TWENTIETH
TELEVISION



1990's



Improved Time Periods Like This!

Source: NSI (*ARB)- HH Share Debut Week vs. Week of 7/29

S T U D S



MONDAY MEMO

A radio sports commentary from Stu Heifetz, VP, manager, sports sales, Katz Radio, New York

It may come as a surprise to some broadcast industry columnists, but the television networks are not alone in dealing with the evolving sports environment. The local radio sports industry is also in the midst of rapidly changing times. Many of the concerns—a tough selling environment, staggering rights fees and declining ratings—are similar to those facing the networks.

Today's concerns are reminiscent of those of about a decade ago. In the early 1980's cable TV was thought to be the harbinger of doom for radio sports. The number of games on cable was exploding. With so many games on TV, who would be listening to radio broadcasts?

Obviously, radio has weathered the storm. And in another few years, there will probably be another set of concerns to address. However, how today's problems are handled will certainly shape exactly what form the industry takes in the years ahead. Foremost on the minds of rightsholders, not surprisingly, is new business development. Only a few short years ago, the list of each team's advertisers, especially on the national level, was very similar, with many teams relying on a few major sponsors. A couple of these traditional sponsors have cut back recently, hurting several franchises. But the short-term pain may lead to long-term strength, as today's account base is expanding and becoming much more diverse.

The industry as a whole has been forced to work harder to expand its client base. It is increasingly important to bring more nontraditional advertisers into the fold and expose them to the benefits of radio sports.

The sports sale is unique and goes well beyond numbers. The media element is an important part of each sponsorship, but is only one aspect of a multi-tiered package.

Many rightsholders have hired sports marketing specialists to more effectively sell sports and its singular merits. The job entails cultivating local contacts and forging stronger relationships between the station and the team as well as between the team and the advertiser.

Revenues must increase to keep up with ever-increasing rights fees. Each time a team's radio rights are up for negotiation, it seems there is one more



station willing to ante up or at least drive the price up for the incumbent or other serious players. Team owners, so used to big increases from television, have also been successful in getting the big dollars from radio. This is an indication of the strong demand for sports programming, but it is hardly the equation to keep rights fees in check.

Fortunately, however, there are alternatives to the standard rights agreement. Several baseball teams retain the rights to their own broadcasts and barter air time from a station. This is also the case for most NHL and NBA franchises. This way, the team has the ability to include radio as part of a package that may include stadium signage, giveaway days, program ads, etc. The station holds on to market exclusive programming and lessens the risk of a big rights fee. The Denver Broncos' flagship, KOA(AM), has taken this even one step further by acquiring the team's marketing rights.

Another important issue affecting the marketability of radio sports is a lack of consistent audience measurement. As hard as it is to believe, there is still no universally accepted ratings system for sports on radio. We know how many people watched *Coach* last week, but have no reading of how many tuned in to WFAN(AM)'s Mets broadcasts. Arbitron is the favored service of most agencies, but game schedules pay little attention to measured dayparts or rating periods.

A couple of research firms such as Field and Scarborough do have divisions specializing in radio sports audience measurement, and these customized studies indicate listening levels are much higher than Arbitron typically demonstrates. Most agencies agree that these studies come much closer to determining actual listenership. And even if the customized numbers aren't accepted verbatim, a compromise allowing the agency to recommend a package is workable.

In this area of declining advertising budgets, reasonable cost efficiencies and advertising agency approval are increasingly critical to the sale process. All parties concur: the need to standardize and improve radio sports measurement is critical and immediate. A consortium of NFL radio rightsholders is just beginning efforts to address the situation.

In addition to improved measurement, several radio stations are looking at another avenue to build ratings. Just as some listeners have migrated from the AM band to the

FM, some major sports broadcasters are following suit. This fall, five AM-FM combos and one standalone FM will carry local NFL broadcasts. The number increases every year, but this phenomenon has not yet expanded to pro baseball, basketball or hockey. A few collegiate teams are featured on the FM band.

Although the national television networks and local radio broadcasts share so many of the same concerns, the networks' role in the sports mix is almost certain to decline, while radio's is just as certain to grow. Radio remains a fan's sole outlet to every game. It also remains an advertiser's most consistent vehicle to build an association with the hometown team while reaching a highly targeted audience. The promotional possibilities on radio are also unmatched.

The more things change, the more they stay the same. The aforementioned facts were true of radio sports a decade ago, and in all likelihood those basic assets will be there for the next generation of radio sports broadcasters, sponsors and listeners. ■

"The need to standardize and improve radio sports measurement is critical and immediate."

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

■ **Aug. 20-24**—"Gala of Stars," telecast celebrating the partnership between public broadcasting and the performing arts featuring Beverly Sills, Liza Minnelli, Victor Borge and Issac Stern. Sponsored by *The Museum of Television and Radio* as part of its celebration of Carnegie Hall's centennial year. New York. Information: (212) 752-4690.

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.

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. 23-25**—"Cable Force 2000: Communications in the Workplace," sponsored by *Women In Cable*, Michigan and Northwest Ohio chapters. Great Lakes Cable Show. Information: Renee Yates, (313) 930-7277.

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*. Atlanta. Information: (404) 252-2454.

ALSO IN AUGUST

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*.

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.

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.

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SEPTEMBER

■ **Sept. 1**—Deadline for entries in the 1991 Eugene C. Pulliam Fellowship editorial writing award sponsored by *Sigma Delta Chi Foundation*. Information: Renee Vaske, (317) 653-3333.

■ **Sept. 5**—"Business meetings/Business presentations," sponsored by *Women In Cable, Chicago chapter*. Information: Julie Johnson, (708) 524-9455.

Sept. 6-10—Beijing International Radio & TV Broadcasting Equipment Exhibition '91, organized by *China Central Television and Chinese*

OPEN MIKE

OVERLOOKED

EDITOR: I wish I were writing to you to tell you how much I've enjoyed BROADCASTING over the many years I spent in the radio industry. Unfortunately, that is not so.

In your June 24 and July 8 issues there were stories about radio syndicators and satellite networks. I find it odd that Drake Chenault/Jones Satellite Services, the fastest growing satellite network and, previously, the original and largest tape syndicator, would not be included in either story.

For your information, we are supplying nearly 300 affiliates with 24-hour live programming via five different formats. In addition, we consult nearly 10 radio stations. Both the satellite and consulting divisions are growing at a pace of 15-20 stations per month. We are in markets large and small from Providence to Pocatello. Also, we are a fully recognized network member of the National Association of Broadcasters.—*T.J. Lambert, senior vice president, sales and marketing, Drake-Chenault/Jones Satellite Services, Albuquerque, N.M.*

CHANGE FOR THE BETTER

EDITOR: I read Mr. Nick Nicholas Jr.'s comments on scrapping S. 12 in the June 10 BROADCASTING and found them interesting and self-serving. He said: "Should cable deregulation be gutted by enactment of S. 12, it will signal the success of a coalition of a savvy special interest that put its agenda ahead of the public's and deprives cable of the resources it needs to make real the age of interactive TV."

I can only conclude that "savvy special interest groups" are broadcast companies and "the resources cable needs are the local broadcast signals" that they believe they should be able to use for free.

The fact is that cable has grown into a

mature business, primarily as a result of a compulsory license that enabled an evolving industry to take "for free" local broadcast signals and sell them to their subscribers. As a result of the mandated subsidy, the industry has grown and been able to finance niche programming networks at the expense of their over-the-air competitors.

All retransmission consent as proposed by S. 12 does is give control of their signals back to the local stations. This may force cable to compensate in some way for a service that their viewers clearly use and pay them for a majority of the time. According to the latest Roper poll, a value at close to 50% of the cost of the consumers' monthly bill is attributed to the free broadcast signals packaged and sold by cable to their subscribers. The Radio Act of 1927 held and protected the broadcaster's signal from piracy. Only cable, through this special compulsory license provision, was allowed to take that signal and sell it.

Broadcasters (the savvy special interest) are finally now standing up to ask to regain control of their signal, due to the dramatic economic imbalance that now exists and the ability that cable has to manipulate the local market.

Congress has finally recognized the imbalance and has introduced legislation to correct it.

Broadcast and cable need to move forward together. The relationship is completely intertwined for the majority of consumers. To move forward, the economic relationship that currently favors cable must be fixed, and the fundamental unfairness as a result of compulsory license addressed. There is no reason for the consumer to suffer as a result of fixing the inequity. Both industries should be able to co-exist and find mutual areas of cooperation, but the "subsidy" that broadcasters provide to cable must be stopped.—*Ben Tucker, president, Retlaw Broadcasting Co., Fresno, Calif.*

Broadcasting

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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. 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

ERRATA

In chart on football radio rights in Aug. 12 issue, **rightsholder for Cleveland Browns** should have been Malrite of Ohio (**WNK(AM)-WNMS(FM) Cleveland**), not Score Communications, which is executive producer of coverage and sells advertising time.

WGR(AM) Buffalo, N.Y., holds rights to Buffalo Bills in second year of four-year contract with team. Station will feed five pre-season, 16 regular season games to regional network of 20 stations.

Co-owned **KFAN(AM)-KEEY(FM) Minneapolis will simulcast Minnesota Vikings games** this season in first year of three-year contract.

Reuters Holdings' revenue for 1990 was \$2.6 billion, not \$1.4 billion as reported in June 10 issue of BROADCASTING. Total earnings for 1990 were \$617.8 million.

In Aug. 5 "Ratings Roundup" chart, **winner of Thursday 9:30-10 p.m.** half hour should have been Fox's **Beverly Hills 90210**.

BROADCASTING incorrectly reported in July 29 issue that Senate bill passed last June to lift telephone equipment manufacturing ban on regional Bell operating companies (**\$ 173**), does not include **same cross-subsidy restrictions written into pending companion legislation in House (H.R. 1527)**.

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

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

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**—Deadline for entries in the sixth annual Diamond Awards sponsored by the *Southern California Cable Association*. Theme: "Community Programming...Looking Through America's Window." Hollywood. Information: Marlene Godinez, (213) 699-3558.

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**—"How Michigan Works: The Economics of Institutions," conference for Michigan journalists sponsored by *Foundation for American Communications* and the *W.K. Kellogg Foundation*. Hotel St. Regis, Detroit. Information: (213) 851-7372.

■ **Sept. 13**—"The New Television Geography," seminar sponsored by *Center for Communication* as part of "The Best of Banff" international television festival. Participants include John

Eger, president, Worldwide Media; Pat Ferns, president, Primedia Productions, Toronto; Yuji Minami, vice president, Dentsu Inc., and Michelle Kearney, senior vice president, Carolco Films International. Center for Communication, New York. Information: (212) 836-3050.

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**—Deadline for applications for fellowships to a seminar on aging sponsored by *National Press Foundation*. Information: (202) 662-7350.

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**—"Gender Dynamics," sponsored by *Women In Cable, Mid-South chapter*, Nashville. Information: Sandra Staggs, (615) 377-8954.

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 Flinders, (716) 664-7310.

Sept. 19—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-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**—"Health Care Alternatives: Will They Work? Are They Fair?" conference for journalists sponsored by *Foundation for American Communications* and the *W.R. Kenan Fund*. The Kenan Center, University of North Carolina, Chapel Hill, N.C. Information: (213) 851-7372.

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

■ **Sept. 21**—*Michigan Associated Press Broadcasters Association* regional meeting for northern Michigan and seminar on environmental reporting. Holiday Inn, Traverse City, Mich. Information: Geoff Haynes, (313) 259-0650.

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-televised 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**—"Environment and Media: It's Not Easy Being Green," seminar sponsored by *Center for Communication*. Participants include Philip Shabecoff, executive publisher, *Greenwire*; Kathleen Friery, environment segments producer, *Good Morning America*; Jim Simon, senior attorney, National Resources Defense Council, and Dan Mathews, director, special projects, *People for the Ethical Treatment of Animals* (PETA). Center for Communication, New York. Information: (212) 836-3050.

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

TOP OF THE WEEK

VALUING THE BIG THREE: TELCOS GET BIGGER

Broadcasting and cable asset values fall; regulatory and legislative changes, advertising and financing all hold key to future values

BROADCASTING's survey of asset values for the three pieces of the television business shows a widened disparity between the telephone companies, the cable industry and broadcast television. Compared with a similar survey taken three years ago, the value of both broadcast television and cable is down, while the telephone companies are flat or up. The latter is now worth over three times the other two combined.

Three major issues, two of them related, have affected asset values since the last survey in 1988. Advertising is clearly in a cyclical recession and may be going through structural changes affecting broadcasters in particular. Financing, also cyclical in nature, has become more difficult to obtain. The financial illiquidity has affected broadcast television values the most, cable next and telephone companies the least.

But perhaps the major reason for the improvement of telephone asset values relative to cable or broadcasting is the feeling that they have the most to benefit from regulatory and other changes emanating from Washington. Realization of that sense would likely further widen the valuation gap.

Broadcast television

That the television side of the broadcasting industry is worth less today than several years ago would surprise hardly anyone. Yet observers might be surprised by the extent of the decline. Compared with several years ago, TV stations, TV networks and the barter side of syndicated programming are collectively valued at only about two-thirds of their value then, a loss of more than \$10 billion.

In broadcast television almost all the decline in value is reflected in lower station prices, due to both lower cash flow and to the lower multiple of cash flow used to price station transactions.

Stations in 1990 took in advertising revenue of roughly \$13.3 billion.

In addition, they received just over \$400 million in compensation paid by ABC, CBS, NBC and Fox. The percentage of the \$13.7 billion combined revenue left over after necessary operating expenses—an informal definition of cash flow margin—was down some. Estimates by Sandler Media Group covering 60 of the largest TV station groups with almost two-thirds of total industry revenue indicate a mean average cash flow margin of 39%. However, weaker margins for those stations outside the survey, many in smaller markets, bring 1990's total average down to perhaps 32%, indicating a sum total station cash flow of \$4.4 billion.

Although that margin is almost the same as several years ago, the station market sensed hard times earlier this year, possibly extending into the future, and lowered to eight the multiple

of cash flow used to price transactions, down from a multiple of 12 several years ago. Multiplied times the \$4.4 billion, station cash flow provides an industry-wide station value, before debt, of \$35.2 billion.

The collective value of networks ABC, CBS, NBC and Fox is roughly the same compared to several years ago with the emergence of the last offsetting declines by the first three. A rough guess for the total would be \$3.5 billion.

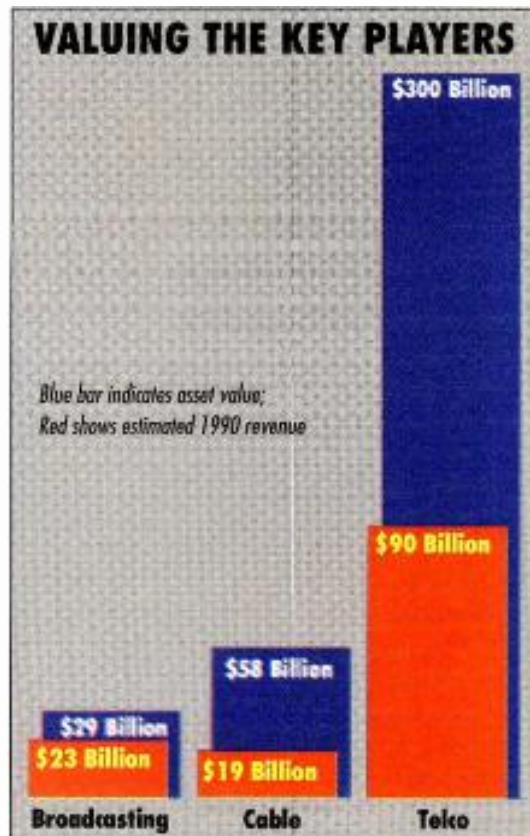
Finally, barter advertising revenue, net of Fox, was estimated at roughly \$1 billion last year. Dominated by studios and a few other large companies, the barter business's margin is perhaps 35%, indicating cash flow of \$350 million. Estimates of multiples vary widely, but using eight provides a barter syndication value of \$2.8 billion.

Broadcasting industry debt is subtracted from the total \$41.5 billion value for stations, networks and syndication. According to Paul Kagan & Associates, total debt was about \$17 billion, which minus the radio portion might be closer to \$11 billion. A very rough estimate of TV programming debt is about \$1 billion, leaving a total valuation net of debt at \$29.5 billion.

Cable television

The value of the nation's cable systems could be placed anywhere between \$44 billion (using a cash flow model) and \$56 billion (using a per-subscriber model), which averages out to \$50 billion.

Starting with an estimated \$17.8 billion in system revenue in 1990 (Paul Kagan Associates) and applying a 45% profit margin would yield about \$8 billion in system cash flow. Cable brokers say current valuations for systems range between 9 and 11 times cash flow. Using 10 times as an average produces a figure of \$80 billion in cash flow valuation. Subtracting the \$35.8 billion in debt, estimated by Kagan, puts a cash flow value on cable of \$44 billion.



The valuation of cable systems on a per-subscriber basis has dropped since 1988, with \$1,700 the best guess by brokers today. With 56 million cable subscribers, the \$1,700 per subscriber valuation works out to just over \$92 billion. Subtracting the debt leaves system valuations at \$56 billion.

Few cable networks have changed ownership, but their values have held up better than cable systems. Hearst's 20% purchase of ESPN for under \$200 million, translating ESPN's worth to upwards of \$1 billion, is probably close to a real valuation for top programming networks.

Based on 1990 numbers, ESPN generated a cash flow margin of 21%, Turner's entertainment networks 11% (held down by Goodwill Games losses and other sports costs), MTV 25% and CNN 33%. Given that smaller networks produce smaller margins (on public record are QVC at 10% and HSN at 7%), the overall cable network average is probably closer to 20%.

With cable network revenues for 1990 projected by Veronis, Suhler at \$2.1 billion, and an average cash flow margin of 20%, overall cash flow would compute to \$420 million. Using a conservative 10 times cash flow valuation would put the value of basic cable networks in the \$4 billion-plus range.

The pay side has been hit harder since 1988, with HBO and Showtime posting 14% and 7% operating cash flow margins, respectively, in 1990. Using the cash flow multiple would put their combined valuation at \$2 billion, with Disney adding another several hundred million dollars.

All told, a valuation in the range of \$8 billion can probably be put on the cable network universe.

Telephone

The telephone operating companies have not suffered the same financing problems as have cable operators and, even more so, broadcasters. Thus, the telcos, formally referred to as local exchange carriers (LEC's), appear not to have lost value; if anything, they may have gained some.

LEC operating revenue is up from several years ago, to just under \$90 billion in 1990. Of that sum, just over \$42.2 billion in cash flow remains after operating expenses, revealing a cash flow margin similar to that of cable.

Estimates vary as to what multiple of cash flow should be used in pricing the LEC's. Using nine times, a number suggested by Sal Muoio of Gabelli Securities, implies an asset value for the telcos of \$380 billion, which, minus \$50 bil-

lion of long-term debt, as of the end of 1990, leaves a net asset value of \$330 billion.

Such a number may be unrealistically high because three-quarters of the total value resides in the seven regional holding companies, which, arguably, are too big to be sold or, if they were, might command a below-market multiple.

A much lower value, \$275 billion, is arrived at using a dollars-per-access-line formula. The U.S. Telephone Associa-

tion survey tentatively shows 138 million access lines at the end of 1990. There is no industry-wide dollar value of access lines, but \$2,000 per access line might represent a conservative estimate—an offer of over \$3,000 per access line was made in one of the few recent LEC transactions.

Averaging the figures using the two different valuation methods results in a total valuation for the LEC's of \$300 billion.

-GF,MS

NETWORKS FACE UNCERTAIN SCATTER MARKET

The big question facing the three networks and Fox is: How bad will the fourth-quarter scatter market be? If the current read is right, the networks and Fox may have to endure a rerun of last year's fourth-quarter scatter market when prices were off 20%-40% compared to upfront prices. Certainly, the third quarter has given no indication that relief is around the corner. Scatter prices are currently 22%-25% below 1990 upfront rates.

"If you think the upfront was soft, you ain't seen nothing yet when it comes to scatter," said one media buyer. Although it is difficult to estimate how much inventory in dollars the networks have to sell without knowing what the unit rates will be, some media buyers have valued the networks' inventory in all dayparts in the \$300-million range.

ABC took the big gamble in upfront. The network wrote less upfront business and discounted less than CBS, NBC and Fox and, as a result, still has 30%-35% of its prime time inventory to sell. CBS is said to have sold upwards of 80% of its prime time inventory and NBC about 75%. Fox, like ABC, did not write as much business and probably also sold about 65% to 70% of inventory, but Fox also does not have as much inventory to sell as the other networks.

The networks and Fox are also hoping that advertisers that stayed out of the upfront may come to the table in the fourth quarter. That may not be as unrealistic a wish as it sounds. Some advertisers, media buyers said, held back on upfront spending in hopes of an opportunistic scatter market despite the appealing network upfront discounts. A few media buyers also argue that the prices for scatter in the fourth quarter cannot—whether the economy turns around or not—dip much lower than upfront rates.

"If there will be a quarter that will be priced closer to parity with the [1991] upfront, it will be the fourth quarter," said Steve Grubbs, senior vice president, BBDO, adding that "the networks sold [roughly] the same amount of inventory in the upfront at lowered costs. If scatter is as weak as last year, even then the discounts will not be as deep." Also, the networks could again pull dollars out of cable, syndication and spot budgets if their pricing is comparable.

It will be at least another month until it is possible to guess who had the best upfront selling strategy. ABC is clearly taking a risk that the economy will turn around or that advertisers will have money to spend in the fourth quarter. Jake Keever, executive vice president, sales, ABC, said he has seen "several budgets coming in larger than last year, in the fourth quarter."

Opinions are mixed on first-quarter 1992. No official read will likely be available until mid-November, when advertisers decide whether to exercise their options on upfront buys made in June.

For the first time in recent history, many syndicators will also be participating in the scatter market. Most of the sellers of syndicated programming like to leave little, if any, inventory for the scatter market. However, this year, even the syndicators of top programming were only able to sell, according to industry estimates, about 75% of their inventory. If the network scatter market resembles last year's fourth quarter, the syndicators will most likely feel the pinch. Said one syndication executive: "If you can buy network at \$5 per household and the syndicators sell it at \$3.50, the advertiser may not care. Network is so efficient, it does not matter what price you are selling [syndication] at. If network pricing is comparable, no one wants it." -JF

NBC'S PAY-PER-VIEW OLYMPICS: CARRIAGE TURMOIL

Network, having difficulty finding channels to carry the games, moves on to plan B, which includes combining NBC's CNBC and AMC into one channel

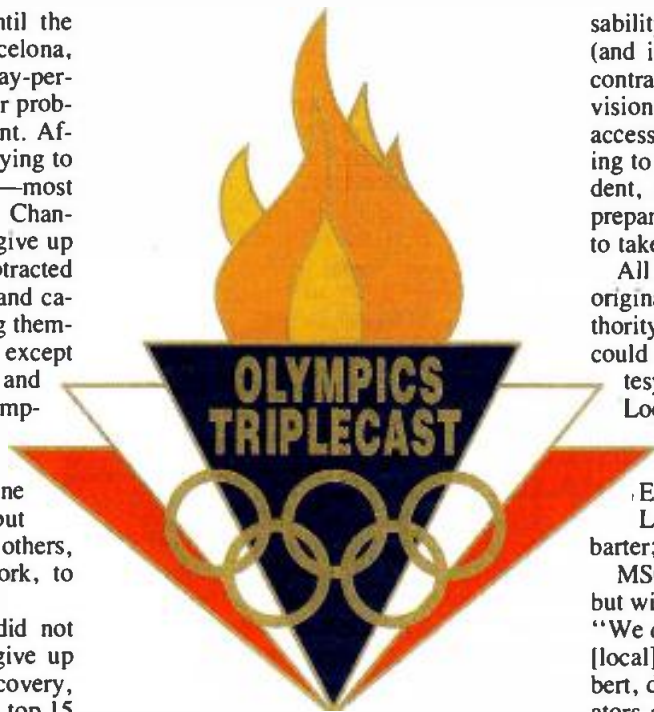
With less than a year until the 1992 Olympics in Barcelona, NBC's three-channel, pay-per-view plan has not solved its major problem: finding channels for the event. After spending the last 10 months trying to get several major cable networks—most notably C-SPAN, the Discovery Channel and the Family Channel—to give up some time for the event, those protracted discussions have finally fizzled, and cable operators and NBC are finding themselves almost back at square one, except for agreements with Request TV and Viewer's Choice for partial pre-emption. NBC's new game plan is to combine its own CNBC and American Movie Classics on one channel, and urge operators without PPV network options to find two others, possibly a regional sports network, to carry the games.

Much of the cable industry did not want Discovery and Family to give up their channels to begin with. Discovery, in making its decision, polled the top 15 MSO's and did not find strong enough support to warrant going ahead with the plan. Continental Cablevision, for one, "has never been enthusiastic" about pre-empting national networks, according to Rob Stengel, senior vice president, programming, at the MSO, which is having a tough time finding channels for the event. But other top MSO's such as Cablevision Industries and Times Mirror would have liked a national solution. "We're really disappointed about it," said Mike Egan, Cablevision vice president.

The fallout from the lack of a national solution to the channel problem means it is increasingly possible the PPV Olympics will be available to fewer than the 40 million homes NBC had hoped—20 million addressable and 20 million non-addressable. With each system forced to find its own way, "it will serve to lessen the number of systems that can do it," said Egan, as MSO's will concentrate on systems with addressability and multiple PPV channels.

(NBC continues to project a 10% buy rate, a figure some MSO's agree with, but others think it will be closer to 2% to 3%.)

NBC's next course, say sources, is to combine its owned CNBC and AMC into one channel, with CNBC on from 5 a.m. to 5 p.m. Sources say the two



networks have not decided whether they will be fully pre-empted for the games in systems that carry just one of the two. Operators might also find carriage with NBC/Cablevision-owned SportsChannel regional networks, depending on contracts with local sports teams.

To ensure as wide a distribution as possible, NBC will pay cable operators 10 cents for each subscriber to whom the Triplecast is made available. That would mean total payments of up to \$6 million if the event were available to all 60 million cable subscribers. That price is much less than what it would have cost to pay Discovery and Family, Lafferty acknowledged. In addition to its own networks, NBC is encouraging operators to use local access and origination channels, and duplicated broadcast channels, although NBC probably would not want its own signals interrupted, since its network will be promoting the event.

Ten cents per subscriber, however, may not be enough incentive to encourage wider distribution of the Olympics and the clearing of channels, especially in nonaddressable systems. MSO's such as Continental continue to ask the question: "To what degree...will we be able to distribute the Olympics to nonaddressable systems? We just don't know," said Stengel.

Jones Intercable, which offers address-

sability to one third of its subscribers (and is the only top-10 MSO to sign a contract with the Olympics, so far), envisions getting its channels from local access and origination channels, according to John Mathwick, group vice president, marketing. The MSO is currently preparing a presentation for its systems to take to municipalities this fall.

All access channels and some local original channels require franchise authority. And those that try to use them could have a fight on their hands, courtesy of the National Federation of Local Cable Programers. To pre-empt access channels "would set a terrible precedent," said Executive Director T. Anthony Lewis, adding, "they are not for barter; they are not for sale."

MSO TeleCable needs channels too, but will stay away from access channels. "We don't want to make waves with the [local] governments," said Andy Albert, director of programming. Even operators such as TeleCable with highly addressable systems could likely have trouble finding channel capacity. All of TeleCable's systems are addressable—a total of 80% of its subscribers—and they plan to use Viewer's Choice II and CNBC as the two channels, but still need to find another. Albert does not want to take off Viewer's Choice I and lose revenue from PPV movies. Other MSO's with only one channel of PPV are in even worse shape to find channels, especially if they want to retain PPV movie revenue during games.

NBC and cable operators will likely sort out problems and issues until the Olympics torch is lit. And some operators wish they did not have to face any of it. The skepticism and occasional resentment that faced NBC a year ago when it announced the project still surfaces.

"It would have been nice of NBC to look at channel capacity before making the announcement [about the PPV event], or at least have given operators the courtesy of some conversation," said Times Mirror's Charles Ward, vice president, programming. Said Continental's Rob Stengel: "A less all-encompassing Olympics plan might have been the way to go. It is raising all these problems never fully thought through or analyzed. Clearly, this is a much more difficult task than, I think, NBC in its wildest dreams imagined." -SDM

TOP 3 MARKETS READY FOR FALL SYNDICATION WAR

Stations in New York, Los Angeles and Chicago prepare their lineups; performance of 'Married...with Children' of great interest

With stations firming up their fall syndication strategies, station, agency and programing executives will be closely watching the performance of Columbia Pictures Television's *Married...with Children*, marketed as the first off-network (or in this case off-Fox) series exempt from the prime time access rule. That is just one of the developments emerging from BROADCASTING's exclusive survey of the top three TV markets last week.

Although New York's WWOR-TV and Los Angeles's KTTV(TV) are independent stations already exempt from PTAR, *Married* still won the 7 p.m. slot on the two stations. But the potentially high-profile story lies in Chicago, where NBC O&O WMAQ-TV has committed its highly prized 6:30 p.m. slot to the Bundys. Other major market affiliates not scheduling *Married* in access could follow suit if WMAQ-TV's results prove impressive.

Columbia has another major story, the syndicator's re-entry into first-run production with game show strip *Ruckus* (BROADCASTING, Aug. 12). If the 7:30

p.m. test on WNBC-TV New York proves successful, Columbia may aggressively distribute the show nationally.

Also on the fall schedules were the expected downgrades of long-time talk shows *Geraldo* and *The Joan Rivers Show*. In New York, Tribune Entertainment's *Rivers* and *Geraldo* move from 9-11 a.m. slots to 11 a.m.-1 p.m. on Tribune-owned WPIX(TV). As in this past season, *Rivers* will continue to be without a home in Los Angeles, however, KCBS-TV is maintaining *Geraldo's* 4 p.m. slot.

With single-access time periods at 6:30 p.m. and fewer wide-open syndication dayparts, Chicago's WLS-TV has decided to continue slotting Buena Vista Television's *Live with Regis & Kathie Lee* and Multimedia Entertainment's *Sally Jessy Raphael* back-to-back at 3-5 a.m. *Raphael*, according to advertising sources, will receive double exposure at 10 a.m. and 2 p.m. on KCAL(TV) Los Angeles.

Also, Group W Productions' newly targeted morning soft talk strip, *The Chuck Woolery Show*, has been relegat-

ed to a 1:05 a.m. slot on WMAQ-TV Chicago, but is said to be receiving either an 11 a.m. or 1 p.m. insertion on KCAL(TV).

Among other new talk shows, Paramount's *Maury Povich* picked up the most quality morning and early fringe time periods, but faces stiff competition against *The Oprah Winfrey Show* (King World) in her hometown of Chicago and in Los Angeles.

Debut talk strip *The Jenny Jones Show* (from Warner Bros. Domestic Television) also received 2 p.m. votes of confidence from NBC O&O's KNBC-TV Los Angeles and WMAQ-TV Chicago.

Love-themed programing continued to receive stronger positions, with Warner Bros.' *Love Stories* obtaining strong soap opera adjacencies and Twentieth Television's mid-season hit, *Studs*, obligating Fox O&O's KTTV(TV) Los Angeles and WFLD-TV Chicago to provide protective access and late fringe slots, respectively. King World muscle also helped comedy strip *Candid Camera* land a 9 p.m. slot on Chicago's WPWR-TV while getting other clearances in access and early fringe slots. —MF

NEW YORK						
Synd. Time Periods	WABC-TV (ABC)	WCBS-TV (CBS)	WNBC-TV (NBC)	WNYW(TV) (FOX)	WPIX(TV) (IND.)	WWOR(TV) (IND.)
9 a.m.	Live with Regis & Kathie Lee (Buena Vista)	The Chuck Woolery Show (Group W)	Highway to Heaven (Genesis)	I Love Lucy (Viacom)	Webster (Paramount) Best Talk (Local)	Bugs & Duffy (Warner Bros.) Silver Spoons (Columbia)
10 a.m.	Sally Jessy Raphael (Multimedia)	Designing Women (Network) Family Feud (Network)	Best of Love Con. (Warner Bros.) Cover to Cover (Network)	People's Court (Warner Bros.) The Judge (Genesis)	C.H.I.P.S. (MGW/UA)	The Jenny Jones Show (Warner Bros.)
3 p.m.	General Hospital (Network)	Guiding Light (Network)	The Maury Povich Show (Paramount)	Woody Woodpecker (MCA TV) Alvin & Chipmunks (Warner Bros.)	DuckTales (Buena Vista) Chip'n' Dale (Buena Vista)	Hawaii Five-O (Viacom)
4 p.m.	The Oprah Winfrey Show (King World)	Love Stories (Warner Bros.) Candid Camera (King World)	Donahue (Multimedia)	Tiny Toon Adv. (Warner Bros.) Beetlejuice (Warner Bros.)	Tale Spin (Buena Vista) Darkwing Duck (Buena Vista)	Hunter (Columbia)
5 p.m.	News	News	News	Diff'rent Strokes (Columbia) Mr. Belvedere (Twentieth)	Saved by the Bell (Rysker/NBC) Charles in Charge (MCA TV)	Out of This World (MCA TV) Head of the Class (Warner Bros.)
6 p.m.	News ABC News	News CBS News	News NBC News	Golden Girls (Buena Vista) Night Court (Warner Bros.)	Full House (Warner Bros.) Growing Pains (Warner Bros.)	Perfect Strangers (Warner Bros.) Who's The Boss (Columbia)
7 p.m.	Jeopardy! (King World) Wheel of Fortune (King World)	Hard Copy (Paramount) Ent. Tonight (Paramount)	Love Connection (Warner Bros.) Ruckus (Columbia)	News A Current Affair (Twentieth)	A Different World (Viacom) Now it Can Be Told (Tribune)	Married w/Child. (Columbia) The Cosby Show (Viacom)

LOS ANGELES

Synd. Time Periods	KABC-TV (ABC)	KCBS-TV (CBS)	KNBC-TV (NBC)	KTTV-TV (FOX)*	KCAL-TV (IND.)*	KCOP-TV (IND.)*	KTLA-TV (IND.)
9 a.m.	A.M. Los Angeles	Designing Women (Network) Family Feud (Net)	TBA	I Love Lucy (Viacom) Andy Griffith (Viacom)	Live with Regis & Kathie Lee (Buena Vista)	TBA Webster (Paramount)	Leave it to Beaver (Paramount)
10 a.m.	Home (Network)	The Price is Right (Network)	TBA Love Stories (Warner Bros)	One Day at a Time (Columbia) Too Close For Comfort (DLT)	Sally Jessy Raphael (Multimedia)	Movie	Bonanza (Republic)
3 p.m.	The Oprah Winfrey Show (King World)	The Maury Povich Show (Paramount)	Donohue (Multimedia)	Muppet Babies (Henson) Alvin & Chipmunks (Warner Bros)	DuckTales (Buena Vista) Chip'n' Dole (Buena Vista)	People's Court (Warner Bros) People's Court (Warner Bros)	Knight Rider (MCA TV)
4 p.m.	News	Geraldo (Tribune)	News	Merrie Melodies (Warner Bros) Beetlejuice (Warner Bros)	Tale Spin (Buena Vista) Darkwing Duck (Buena Vista)	Montel Williams (Viacom)	Magnum PI (MCA TV)
5 p.m.	News	News	News	Tiny Toon Adv. (Warner Bros) TBA	Perfect Strangers (Warner Bros) 227 (MCA TV) or ALF (Warner Bros)	TBA	Highway to Heaven (Genesis)
6 p.m.	News ABC News	News CBS News	News NBC News	Family Ties (Paramount) Studs (Twentieth)	Who's the Boss (Columbia) Love Connection (Warner Bros)	Star Trek: TNG (Paramount)	Hunter (Columbia)
7 p.m.	Inside Edition (King World) Candid Camera (King World)	Wheel of Fortune (King World) Jeopardy! (King World)	Hard Copy (Paramount) Ent. Tonight (Paramount)	Married w/Child. (Columbia) A Current Affair (Twentieth)	Love Connection (Warner Bros) Golden Girls (Buena Vista)	The Cosby Show (Viacom) Night Court (Warner Bros)	Now it Can Be Told (Tribune) Full House (Warner)

* Schedules based on information from media buyers and competing station sources.

CHICAGO

Synd. Time Periods	WLS-TV (ABC)	WBMM-TV (CBS)*	WMAQ-TV (NBC)	WFLD-TV (FOX)*	WGN-TV (IND.)	WGBD-TV (IND.)	WPWR-TV (IND.)
9 a.m.	The Oprah Winfrey Show (King World)	The Maury Povich Show (Paramount)	News One on One (Network)	TBA	Magnum P.I. (MCA TV)	700 Club (PTL)	Movie
10 a.m.	Home Show (Network)	Various (Network)	Cover to Cover (Network) A Closer Look (Network)	TBA	The Joan Rivers Show (Tribune)	Sponsored Prog. Morning Movie	Movie
3 p.m.	Inside Edition (King World) Jeopardy! (King World)	Love Stories (Warner Bros) Love Connection (Warner Bros)	Donohue (Multimedia)	TBA	DuckTales (Buena Vista) Chip'n' Dole (Buena Vista)	Divorce Court (Blair) The Judge (Genesis)	Merrie Melodies (Warner Bros) James Bond Jr. (Caster)
4 p.m.	News	People's Court (Warner Bros) News	Hard Copy (Paramount) News	Tiny Toon Adv. (Warner Bros) Beetlejuice (Warner Bros)	Tale Spin (Buena Vista) Darkwing Duck (Buena Vista)	Hardcastle and McCormick (LBS)	Teenage Mutant Ninja Turtles (Group W) Diff'rent Strakes (Columbia)
5 p.m.	News ABC News	News	News NBC News	The Cosby Show (Viacom) A Current Affair (Twentieth)	A Different World (Viacom) Perfect Strangers (Warner Bros)	Highway to Heaven (Genesis)	Hogan Family (Warner Bros) Gimme a Break (MCA TV)
6 p.m.	News Wheel of Fortune (King World)	CBS News Ent. Tonight (Paramount)	News Married w/Child. (Columbia)	The Cosby Show (Viacom) A Current Affair (Twentieth)	Cheers (Paramount) Golden Girls (Buena Vista)	Matlock (Viacom)	Growing Pains (Warner Bros) Amen (MCA TV)
7 p.m.	Various (Network)	Various (Network)	Various (Network)	Various	Various	Movie	Movie

WESTWOOD, SHERIDAN POST GAINS IN RADAR 43

Just-released RADAR 43 results show that network radio reaches 72% of persons aged 12 and over in the U.S. (147 million people, on a projected basis). Compared to RADAR 42, which was released last February (RADAR results are released twice a year), the audiences for all networks measured by RADAR increased 4.9%. RADAR 43 represents the second report reflecting all the changes in network radio over the last 24 months (BROADCASTING, Feb. 25). With the new makeup in place, the networks continue to show the strength in numbers they were hoping to achieve. Westwood One's networks posted the biggest audience gains, and ABC's Paul Harvey continued to dominate the list of top 10 network radio shows, with ABC recording a clean sweep with all 10, and 19 of the top 20.

ABC's Prime network ranks first in the report in average quarter-hour share, Monday-Sunday, 6 a.m. to 7 p.m., network audiences to all commercials, persons aged 12-plus, 18-plus and adults 25-54. Westwood/Mutual again ranked second overall in the same three categories; third place in all three categories belongs to ABC's Platinum.

Westwood One's Source posted increases of 31.1%, 32.1% and 29.1% in the three demographic categories, persons 12-plus, adults 18-plus and adults 25-54, respectively. Sheridan Broadcasting, the second biggest gainer, posted increases of 15.2% (persons 12-plus), 15.8% (adults 18-plus) and 16.7% (adults 25-54). Out of 16 radio networks in RADAR 43, only three declined: Unistar's Power (decreased 0.9%); ABC's Excel (3.2%) and National Black Network (5.5%).

CBS Spectrum Radio maintained its number-five rank in all three categories, posting slight increases of 0.7% (12-plus), 2.0% (18-plus) and 2.8% (adults 25-54). CBS Radio Network also retained its overall rank of ninth in all three categories.

The breakout for average quarter-hour numbers by network, Monday-Sunday, 6 a.m. to 7 p.m., adults aged 18 and older, was: ABC Prime, 5,165,000 listeners; Westwood/Mutual, 3,297,000; ABC Platinum, 2,696,000; Unistar Su-

RADAR 43—SPRING 1991					
Volume 2, network audiences to all commercials					
Average quarter-hour summary by network, Mon.-Sun. 6 a.m.-7 p.m.					
Network	Total persons		Network	Adults	
	12+	Rank		25-54	Rank
ABC Prime	5,258,000	1	ABC Prime	2,993,000	1
Westwood/Mutual	3,380,000	2	Westwood/Mutual	1,847,000	2
ABC Platinum	2,800,000	3	ABC Platinum	1,475,000	3
ABC Genesis	2,475,000	4	ABC Genesis	1,348,000	4
CBS Spectrum	2,361,000	5	CBS Spectrum	1,326,000	5
Unistar Super	2,346,000	6	Unistar Super	1,313,000	6
Unistar Ultimate	2,183,000	7	Unistar Ultimate	1,251,000	7
W.O.N.E.	1,894,000	8	W.O.N.E.	1,051,000	8
CBS Radio Net.	1,721,000	9	Westwood/Source	958,000	9
Westwood/Source	1,613,000	10	Unistar Power	822,000	10
Westwood/NBC	1,524,000	11	CBS Radio Net.	821,000	11
Unistar Power	1,254,000	12	Westwood/NBC	806,000	12
ABC Excel	1,213,000	13	ABC Excel	774,000	13
ABC Galaxy	1,024,000	14	ABC Galaxy	532,000	14
Sheridan	424,000	15	Sheridan	237,000	15
National Black	292,000	16	National Black	171,000	16

per, 2,283,000; CBS Spectrum, 2,268,000; Unistar Ultimate, 2,117,000; ABC Genesis, 2,029,000; W.O.N.E., 1,853,000; CBS Radio Network, 1,704,000; Westwood/NBC, 1,483,000; Westwood/Source, 1,445,000; Unistar Power, 1,137,000; ABC Excel, 1,081,000; ABC Galaxy, 952,000; Sheridan, 389,000, and National Black Network, 274,000.

Unistar's Ultimate network posted the biggest gains for the company, increasing listeners by 7.2% in the adults 25-54 demographic. Super and Power showed gains of 1.2% and 1.5%, respectively, in the same category. In the 12-plus category, Ultimate increased by 3.3%, Super by 1.7% and Power showed a slight decrease of 0.9%. In the adults 18-plus category, Super increased by 1.8%, Ultimate by 2.5% and Power 0.3%.

National Black Network posted the biggest losses in all three categories, declining 5.5% (12-plus), 6.8% (18-plus) and 10.5% (adults 25-54).

The top five positions for news personalities in network radio, total persons aged 12 and older, average audience, went to Paul Harvey: news, Monday-Friday (M-F), 8:30 a.m., 6,243,000 listeners; news, M-F, 12:06 p.m., 4,640,000; *The Rest of the Story*, Saturday, 8:30 a.m., 3,705,000; news, Saturday, 11:10 a.m., 2,998,000, and *The Rest of the Story*, M-F, 3:06 p.m., 2,922,000.

CBS's *Osgood File* ranked in the top 20; all other slots belonged to ABC. *Osgood* came in 20th, M-F, 7:25 a.m., 2,307,000 listeners.

There were few surprises in the top 20 network radio programs, network audiences to commercials, within programs, persons aged 12-plus. The top 10 breakdown was: *Paul Harvey News and Comment*, M-F, 8:30 a.m., 6,243,000; *Paul Harvey News and Comment*, M-F, 12:06, 4,640,000; *ABC Prime News*, M-F, 7 a.m., 3,913,000; *Paul Harvey's The Rest of the Story*, Saturday, 8:30 a.m., 3,705,000; *ABC Prime News*, M-F, 8 a.m., 3,675,000; *Paul Harvey News and Comment*, Saturday, 11:10 a.m., 2,998,000; *ABC Platinum News/Music*, M-F, 8 a.m., 2,952,000; *Paul Harvey's The Rest of the Story*, M-F, 3:06 p.m., 2,922,000; *ABC Prime News*, M-F, 9 a.m., 2,884,000, and *ABC Prime News*, M-F, 6 a.m., 2,792,000.

Programs ranked 11-20 were broken down as follows: *ABC Prime News*, Saturday, 8 a.m., 2,661,000; *ABC Platinum News/Music*, M-F, 10 a.m., 2,653,000; *ABC Prime News*, M-F, 10 a.m., 2,644,000; *ABC Platinum News/Music*, M-F, 9 a.m., 2,629,000; *ABC Prime News*, Saturday, 9 a.m., 2,471,000; *ABC Prime News*, Saturday, 7 a.m., 2,423,000; *ABC Platinum News/Music*, M-F, 10:30 a.m., 2,417,000; *ABC Prime News*, M-F, 11 a.m., 2,409,000, and *ABC Prime News*, Saturday, 10 a.m., 2,328,000 listeners.

This information was provided by ABC Radio Networks, CBS Radio Networks and Westwood One. Also measured by RADAR are Unistar, National Black Network and Sheridan. RADAR results are delivered by New Jersey-based Statistical Research Inc. —LC

DINGELL PUSHING FOR FCC FUNDING IN FALL

House Commerce chairman asks Appropriations head to work for full \$133 million in '92 funds during upcoming budget conference with Senate

House Energy and Commerce Committee Chairman John Dingell said full funding for the FCC should be a main priority for the House Appropriations Committee when it meets with the Senate Appropriations Subcommittee in a budget conference this fall.

Dingell listed a number of issues he would like to receive special attention during the conference in a letter to Appropriations Committee Chairman Jamie Whitten (D-Miss.) last Monday (Aug. 12). Dingell asked Whitten to seek the full \$133 million in 1992 funding proposed in the House authorization bill (H.R. 1674), which was reported out of Dingell's committee late last month (BROADCASTING, Aug. 5).

"It is my intention to take H.R. 1674 to the House floor shortly after we return in September," Dingell said.

He also asked Whitten to accept the Senate's proposed appropriation of \$40.6 million for the National Telecommunications and Information Administration, a \$2.3 million increase over the funding proposed in the House appropriations bill (H.R. 2608).

The Senate has not yet moved on an FCC authorization bill, but the Senate Appropriations subcommittee dealing with FCC funding, chaired by Ernest Hollings (D-S.C.), set 1992 spending at \$126.2 million, \$6.8 million below the figures proposed in both H.R. 1674 and H.R. 2608. "Unless the FCC obtains the total \$133 million, it will be unable to hire the enforcement and other personnel that will be necessary for the effective functioning of the agency," Dingell said.

The two houses also differ on the administration proposal to partially fund the FCC through a user-fee schedule charged to commission licensees. A \$65 million fee schedule, including \$19 million in fees from Mass Media Bureau licensees, is included in H.R. 1674. The Senate appropriations proposal rejected the fee proposal, and Hollings, who also serves as chairman of the Commerce Committee, has gone on record opposing the fees.

The Commerce Committee's NTIA authorization bill (H.R. 2877) approved up to \$42 million in appropriations, but only \$38.3 million is proposed in H.R. 2608. Additional funding is needed "for NTIA's spectrum management activities, which are extremely important for

government and nongovernment spectrum users," Dingell said. "NTIA is undertaking some ambitious reforms of its spectrum management techniques.... If NTIA is successful, their actions could make additional frequencies available for licensees of the FCC, including public safety licensees."

Dingell also endorsed increased funding for two programs administered by the NTIA: the Public Telecommunications Facilities Program and the Endowment for Children's Television. The Fa-

cilities Program, which provides funds to expand noncommercial radio and TV stations, was authorized \$42 million by the Commerce Committee. The proposed appropriation in H.R. 2608 is \$22.4 million.

The Endowment for Children's Television, which was created by the 1990 Children's Television Act to fund the development of children's TV programming, was appropriated \$4 million by the Senate "and enjoys strong support" in the Commerce Committee, Dingell said. **-RMS**

NETWORKS SAY FCC ERRED IN GRANTING INTV EXEMPTION TO KIDS' COMMERCIAL LIMITS

The five FCC commissioners made a mistake in granting INTV's holiday wish exempting barter syndicated programming from new children's television commercial time limits, which would otherwise take effect Oct. 1, until after the Christmas buying season. Or so said the networks and others filing comments last Friday (Aug. 16) in response to CBS's request for a waiver similar to INTV's.

The exemption will let independent stations cash in on a "windfall" of commercial inventory that may "divert prior commercial purchases from the networks and affiliates to their competitors," said NBC.

The networks want either a similar exemption, or to have INTV's rescinded.

ABC said: "The need that Congress has identified to limit commercials in children's programs applies to independent stations no less than to network affiliates. Networks and their affiliates will suffer every bit as much from the loss of commercial time as will the independents and their barter suppliers."

And NBC said the limits "were designed to apply universally to television broadcast programming originally produced and broadcast primarily for an audience of children 12 years and under. The commission's Aug. 1 order grants one segment of that programming, distinguished only by the fact that it is distributed to broadcast stations under a certain type of contractual arrangement, a three-

month exemption from the limits."

In April the FCC adopted rules implementing the Children's Television Act of 1990. Among other things, the act set commercial time limits of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays in programming aimed at children 12 years and under.

Provisions in the new rules requiring licensees to air programming specifically designed to serve the educational and informational needs of children 16 years old and under were not affected by the exemption. Other portions, including program length commercials, non-commercial station responsibilities under the rules and the role of PSA's were clarified on Aug. 1, but will still go into effect Oct. 1 (BROADCASTING, April 15).

The Aug. 1 exemption of barter syndicated program, the commissioners said at the time, was done in part because there was little opposition from broadcasters to a waiver. Only the National Association for Better Broadcasting filed in opposition (BROADCASTING, July 29, Aug. 5).

Likewise, INTV's request was unopposed on Capitol Hill, and some believe the FCC may feel free to grant CBS's request if Congress remains silent again. So far there has been no formal reaction to the network proposal.

But Larry Irving, majority senior counsel, House Telecommunications Subcommittee, said of the INTV exemption, "The public interest community

CBS ASKS FCC TO LIFT BARRIERS TO WCCO DEAL

Seeking to clear the way for its purchase of Midwest Communications' WCCO-AM-TV-WLTE(FM) Minneapolis-St. Paul, CBS has asked the FCC to waive its local and national station ownership limits.

CBS, in an inch-thick application, requested a waiver of the "one-to-a-market," which bars a company from owning radio and television stations in the same market, and a temporary waiver of the national multiple ownership rules, which limit a company to no more than 12 FM stations. WLTE would be CBS's 13th FM.

CBS's \$200-million deal for Midwest also includes WFRV-TV Green Bay, Wis.; three satellite TV stations (two that rebroadcast WCCO-TV and one that rebroadcasts WFRV-TV) and the Midwest Sports Channel.

In requesting the "one-to-a-market" waiver, the application cites the FCC's 1989 decision to "look favorably" upon waiver requests involving top 25 markets with at least 30 separately owned broadcast stations or "voices."

Minneapolis-St. Paul is the 14th market and has 41 "voices," the CBS filing says. "Accordingly, CBS should be granted a waiver of the commission's one-to-a-market rule and its assignment of [WCCO-AM-TV-WLTE(FM)] should be granted."

In lieu of a permanent waiver of the multiple ownership rules, CBS asked for a waiver until six months after the FCC concludes its rulemaking looking at raising the radio multiple ownership limits or an 18-month waiver to give it time to sell off one of its FM's and comply with the current 12-station cap. —MAJ

MEDIA ACCESS PROJECT WANTS FIN-SYN CASE MOVED

A Washington-based public interest law firm, believing the FCC went too far in liberalizing its financial interest and syndication rules last April, is trying to shift the site of the eventual appeal of the rules from the federal circuit court in Chicago to the one in San Francisco—a court it expects will be more sympathetic to its position.

The Media Access Project, on behalf of the Arizona Consumer Council, filed a motion last week in the U.S. Court of Appeals in Chicago where five fin-syn appeals have been consolidated, asking the court to rule that the lottery that had assigned it the case was "invalid" and give MAP another chance at having the case heard in San Francisco.

The Chicago court "is not a congenial forum for those who support the traditional regulatory processes," said MAP Executive Director Andy Schwartzman.

After the FCC adopted its new fin-syn rules, MAP appealed in San Francisco; Fox Broadcasting, Capital Cities/ABC and the CBS Television Affiliates Association, in Washington, and Schurz Communications, a group broadcaster, in Chicago. Of the five, only MAP wants to restore the old rules. The others hope to eliminate all fin-syn restrictions.

When appeals or, more precisely, petitions for review are filed in the same case in more than one court, a federal panel in Washington selects which court will hear the case by lottery. Chicago won the lottery and the appeals were consolidated there.

In its motion, MAP argues Chicago should not have been given a chance in the lottery because Schurz and the CBS affiliates group "acted in concert" and stacked the odds in their favor by filing in two courts where they felt they had the best chance of prevailing—Schurz in Chicago and the affiliates group in Washington. MAP said Schurz, which owns two CBS affiliate as well as two NBC affiliates, has been a "prominent and active member" of the CBS affiliates group.

"The creation of two parties seeking review in two different venues when there was actually only one party in interest disadvantaged" its client, the Arizona Consumers Council, MAP says. The lottery is therefore "invalid," it says.

Schurz executives could not be reached for comment, but a network executive questioned MAP's motivation, suggesting it was fronting for Hollywood interests, which share MAP's interest in preserving strict fin-syn rules. MAP's Schwartzman was prepared for the fronting-for-Hollywood charge. MAP has been at the forefront of trying to preserve fin-syn restrictions from the start, not because it is in Hollywood's interest, but because it's in the public's, he said. "I'm doing this because it's the right thing to do." —MAJ

was not exactly enamored of that."

Subcommittee Chairman Edward Markey (D-Mass.) has not yet gathered opinion on the proposal from Republican members of the subcommittee who played a significant role in the drafting of the act, Irving said.

But ABC said it "argued in our reply comments that there was no basis for such preferential treatment" afforded the independents.

Action for Children's Television, in a joint filing with several groups, said it is "at a loss to square this waiver request with prior broadcaster assurances...that the networks' advertising practice during children's programming has been far below the commercial time limits imposed by the act."

ACT added: "A waiver of the effective date would simply frustrate the Congressional intent in that the salutary limits of the Children's Television Act would be ineffective during the most exploitive three months of children's advertising...to delay the effective date for network programming would be inimical to the public interest."

Following the Aug. 1 action, ACT President Peggy Charren said she recognized the political and economic pressures heaped on the commissioners by INTV, and although she said the FCC should not have granted INTV's request, she nevertheless understood the politics behind the grant. In its petition, ACT said INTV at least went to the trouble of "detailing the extent and severity of the revenue loss to stations in already precarious financial condition and explaining their inability to avoid such losses through renegotiation of the barter contracts." But, ACT said, the networks "are not faced with the same problems involved in renegotiating barter agreements... It is not the FCC's responsibility to guarantee the networks some level of profits in this area."

Indeed, ACT said that July's Office of Plans and Policy paper on the future of television (BROADCASTING, July 1) revealed that "while independent stations suffered a downward trend in average profit, average profits of network stations have remained high."

INTV, which said after the Aug. 1 decision that it would not have opposed network efforts for an exemption similar to INTV's had the networks asked for it, said it "neither supports nor opposes the CBS Inc. request for waiver."

But INTV said it would support a Jan. 1, 1992, effective date "extending the waiver already granted for barter programs and requested for network programs to all barter and non-barter programming." —PJS

RADIO

REINVENTING THE AM RADIO

NAB will launch promotional campaign for high-quality AMAX radios at San Francisco's Radio '91 convention; over 1,000 stations pledge to participate

The National Association of Broadcasters and its AM members will keep a promise to the consumer electronics industry during the upcoming Radio '91 convention in San Francisco (Sept. 11-14).

For several years, broadcasters have complained about the audio quality of low-fidelity consumer AM radios. In response, the NAB commissioned the design of a new "Super Radio" and told the press at the Radio '89 show in New Orleans that it would organize a campaign among its AM membership to sell them (BROADCASTING, Sept. 25, 1989).

Now, consumer electronics manufacturers have the new sets (with an AMAX certification mark) ready for market, and AM stations are prepared to promote them. About 1,100 AM stations have told the NAB they will air spots in a year-long promotional campaign. The spots are expected to run about a million times for the estimated equivalent of about \$20 million in AM advertising, based on the average spot cost. "We expect more stations will join in. We've got something in the mail to those who have not pledged, and there is a lot more immediacy to this campaign now than there was when we first got up the pledge," said Walt Wurfel, NAB senior vice president, public affairs and communications.

The new radios will eventually make it safe for AM stations to program music formats again, said Ted Snider, president, KARN(AM) Little Rock, Ark., a former NAB board chairman who has spent the past two years as the chairman of NAB's AM radio manufacturers' liaison task force. "We expect the quality of these radios will approach the quality of the average FM receiver.... If we could get receivers to the point where AM sounds like FM, then AM could have a competitive chance." Snider said he has heard General Motors' latest Delco AM car radios, the first sets available with the AMAX logo, and believes the FM-parity goal has been met.

NAB showed the first prototype of the



new radio in 1988 and by 1989 had begun working with the Electronic Industries Association to develop a certification mark for the new sets to signify their enhanced features: a minimum frequency response of 7.5 khz for home

receivers and 6.5 khz for car receivers for the first three years starting Sept. 30, 1991; automatic bandwidth control to narrow the response in extremely noisy reception conditions; AM noise blanking, a technique to reduce static; external antenna capability, and expanded band to 1705 khz. A separate mark was developed for AMAX receivers incorporating AM stereo technology.

Besides the Delco receivers already on the market, more car radios from Denon, as well as some home receivers, are expected to be in stores by Christmas. Meetings between NAB and manu-



CALIFORNIA STATION SPONSORS AIDS WALK

As sponsor of AIDS Walk San Francisco, Viacom's synchrocast Double 99, KDBK(FM)-KDBQ-FM, covering central California from Santa Rosa to Monterey, helped raise over \$2.1 million for AIDS care and prevention. Over 13,000 individuals participated in the walk, while Double 99 (in conjunction with Viacom Cable) organized a team of staff, listeners and viewers who raised pledged donations totaling \$26,327.

"Our goal was to help raise awareness as well as funds, and we succeeded in both," said Paul Wilensky, Double 99 vice president/general manager. "It was an honor to be part of such an important event."

Following the AIDS Walk, participants celebrated the success of the fundraiser at a concert, with music provided by such performers as Clarence Clemons (above).

facturers in Japan dealing with AMAX radio negotiations are planned for this fall.

"This is a push-pull campaign. It is helping push existing product and pull additional product into the market," Wurfel said. At the same time EIA agreed to work with NAB to set the standards for the certification mark, NAB agreed to organize an advertising campaign to coincide with AMAX's introduction. That plan will be explained in detail at Radio '91 next month. It will include the debut of several NAB-pro-

duced radio spots for different formats and a kit with ideas for cross-promotion with local radio retailers. That kit will be mailed to stations participating in the campaign next month.

Most AM operators appear to favor the efforts being made to improve the quality of receivers. Glynn Walden, director of engineering, Group W, Philadelphia, believes that there is a market for a better AM receiver. "I get calls from people about which AM receiver to buy all the time. With the AMAX sticker there will at least be a way to tell them

what to buy," Walden said.

But optimism among broadcasters is not universal. "I think the public is not particularly interested," says Steve Berger, president, Nationwide Communications. "The quality of AM reception is a bigger problem in the minds of the broadcasters than it is in the minds of the listeners." Berger compares AMAX's introduction to the ineffective efforts to promote AM stereo in the 1980's. "I don't think people are waiting in line for the next big AM technological advance," Berger said. -RMS,LC

NEW MEXICO STATION TO GO 50 KW SOLAR

An alternative rock station has found an alternative source of energy to power its broadcasts.

Progressive rock-formatted KTAO-FM Taos, N.M., is installing a 50 kw transmitter designed to draw all its power from the sun. Through a system of 132 photovoltaic panels and 24 industrial-strength storage batteries and a move to the top of a 10,800-foot peak at the edge of the Taos Valley, the station will increase its effective radiated power from

3 kw to 50 kw, in part by moving from 187 feet below average terrain to 2,700 feet above average terrain. "At our present location, in order to achieve an effected radiated power of 3,000 watts, we have 5,000 watts going into our transmitter," said station owner Brad Hockmeyer. "Up there, we need to put only 1,000 watts into our transmitter to get out 50,000 watts effected radiated power because it's so ridiculously high above average terrain." Hockmeyer predicted

the upgrade will increase the station's coverage from 15,000 to 150,000, including most of Taos sister city (and New Mexico state capital) Santa Fe.

The solar panels, to cover some 600 square feet, theoretically will provide enough energy to power the station for five sunless days. Hockmeyer said the transmitter has been designed to "go off the air no more than one day in 20 years" and that a studio-to-transmitter link will alert personnel at the station if the batteries are low. In that case, a portable generator can be transported up the eight-mile dirt road to recharge the units.

The structure housing the transmitter and batteries is being designed and built by architect Mike Reynolds, who is known for his "earth ships" constructed from tires, beer cans and adobe. In keeping with the solar consciousness of the project, Reynolds is using a solar generator to power the equipment used in conjunction with the construction.

The solar panels and generator are being provided at cost by Micha Weinman, owner of Paradise Power Co. "Solar has tremendous potential to take us off the grid without removing many of the pleasures of modern living, [and this] represents an important, visible application of solar power," Weinman said. Funding for the new equipment was provided by Guy Spiller, local broadcast engineer and producer.

Hockmeyer said he expects the solar transmitter to be operable by October and plans to mark the occasion with a celebration. "Taos is the perfect place for beginning the changeover to solar for radio," he said. "We're an alternative community making hard decisions about our future. As a mirror of our rather unusual community, and as the only FM station in the area, KTAO has to meet the needs of our listeners. It seems appropriate that we would make a bold and creative move to solar." -REN

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RADIO '91 PROGRAMING SESSIONS ANNOUNCED

The National Association of Broadcasters' Radio 1991 in San Francisco next month (Sept. 11-14) offers a full slate of programing sessions, format rooms and production workshops. Recognizing that programing "has become a highly sophisticated mix of art and science," Michael McVay, Radio '91 programing subcommittee chairman, believes that the radio programer of the 1990's is "responsible for the creation and distribution of a salable product in order to generate revenue, serve the community and entertain the public." To assist radio program directors in this task, Radio '91 is designed to provide educational sessions "filled with actionable information" that attendees can take home with them, McVay said.

Programing highlights include a keynote address delivered by recording industry executive/producer Quincy Jones and a programing and production showcase spotlighting the products and services of over 75 syndicators and distributors.

Other programing sessions at Radio '91 include:

- "Database Marketing: The Cutting Edge," which discusses how to better utilize promotional dollars to target the heavy user/loyal listener.
- "Move from P.D. to G.M.," offering practical advice on how program directors can make the once-impossible jump to station management.
- "Clutter or Clean: Programing vs. Sales," explaining how stations can win in the ratings while still scheduling a full spot load.
- "Effectively Programing for Ratings," which explores tactics that programers can use to ensure good ratings.
- "Wake Up Your Morning Show," outlining methods that can help kick-start a somnambulant morning jock and energize a station's vital a.m. drive.
- "Rules of the Radio Ratings Game," identifying methods involved in identifying and maintaining numbers success.
- "Making Value-Added Promotions Work," which is designed to help a station increase the quantity and quality

of revenue-generating promotions while not damaging the overall product.

- "Controversy vs. Good Taste," a debate of where broadcasters should draw the line between controversial programing and public responsibility; the session looks at questionable record lyrics, "shock jocks" and other matters of "indecency."
 - "What Audiences Want to Hear," which combines research information and practical experience to reveal what listeners want to hear and why.
 - "Radio Theater Workshop," with demonstrations of radio drama and comedy of yesterday and today. Scheduled participants include actors Ed Asner, Marsha Mason, JoBeth Williams and Ed Begley Jr.
- Radio '91 also will offer 14 individual format forums, including Oldies, New Adult Contemporary/Contemporary Jazz, Urban Contemporary, Spanish, Noncommercial, CHR, Country, MOR/Nostalgia, Classical, AOR/Classic Rock, News/Talk, Easy Listening, Religious and Adult Contemporary. **-REB**

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RIDING GAIN

NPR CUTS DUES TO NEEDY

At its August board of directors meeting, NPR approved 50% dues reductions for stations serving minority audiences that can demonstrate financial need. Stations must air programs targeted to ethnic groups, 40% of their audience must be minority and they must receive less than \$500,000 in non-federal funding support to qualify. Should a station receive more than \$500,000, it may qualify for one-year 50% reduction in dues and second-year reduction of 25%.

Board also reduced its distribution interconnect fees from \$7,800 to \$6,500 per participating station for full program access, and minimum fee was reduced from \$2,000 to \$1,600.

With addition of new full-member station KZYX-FM Philco, Calif., and new associate members WUNV-FM Albany, Ga.; KAGI(AM) Grants Pass, Ore., and WRTY(FM) Mount Pocono, Pa., total number of NPR affiliates now stands at 433.

One programming note: board approved plans for weekday national call-in show. Program is slated to

start in November, will be funded entirely by outside sources and will be available at no additional charge to member stations carrying morning or afternoon news.

LABOR UNION

Westwood One has announced its lineup of special Labor Day weekend (Aug. 30-Sept. 2) programming, which includes "The '60s," a 12-hour look at the biggest hits of that decade; "Led Zeppelin: The Final Chapter," a six-hour special; "An Evening with Luther Vandross;" "Gloria Estefan: Into the Spotlight;" "Unforgettable Nat King Cole;" "A Labor of Love: Fans and Country Music," three hours of country music from the 20th annual Fan Fair, and "Elvis, Marilyn and James: Stars That Never Fade," a tribute to Elvis Presley, Marilyn Monroe and James Dean hosted by actress June Lockhart.

LABOR STRIKE

Unistar Radio Networks is producing and distributing four special Labor Day weekend (Aug. 30-Sept. 2) broadcasts, including the final edition of the 15-part "Soul of the Sixties" summer special,

featuring music and interviews with Smokey Robinson, Marvin Gaye, Mary Wilson and Jermaine Jackson; "Great Sounds of Broadway," combining music and interviews with Mary Martin, John Raitt, Robert Goulet and Sammy Davis Jr.; "Sixties Party," a four-hour retrospective of "all-time best party music" from the 1960's; and "The Judds Story," part of Unistar's "Country Six Pack 1991" series.

NEW APPROACH TO RATINGS BOOKS

William O'Shaughnessy, owner of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., has issued a handbook titled "Our Ratings Book," containing 100 testimonials from people like William Paley, Walter Cronkite, Mario Cuomo, Daniel Moynihan and Tony Bennet. The book is designed to position the station as the choice for people who matter, using the slogan: "People other people listen to, listen to us." According to O'Shaughnessy, the booklet demonstrates "how we use the franchise to improve people's lives."

The testimonials praise the stations' editorial courage and comprehensive coverage of topical issues. Says O'Shaughnessy, "To make this work, you have to have a natural inclination to the world around you, and you have to view a radio station as an instrument of communication."

RADIO AD REVENUE DOWN IN JUNE

Radio advertising revenue was down 6% for the month of June, according to the index of revenue pool results compiled by the Radio Advertising Bureau. A 7.2% drop in local revenue combined with a 2.3% decrease in national revenue accounted for the overall decrease. Year-to-date revenue posted a 3.9% decrease, with local year-to-date at a 4.7% decrease, and national year-to-date at a 1.4% decrease.

Adjusted local revenue was down across all regions of the country, with the Midwest faring the best, with a decrease of only 1.6%, while the Southeast fared



As part of its Radio 2000/An Alliance for Growth plan, the promotion and marketing team of the Interep Radio Store sponsored a forum for radio, television, cable, outdoor and direct mail representatives on how cooperation among media can increase profits and improve effectiveness. Pictured are (left to right): Erica Farber Viola, Interep Radio Store; Matthew Kreiner, Television Bureau of Advertising; Kathleen Lusk Brooke, Center for the Study of Success/The Graduate Center; Bruce Ferguson, Cable Advertising Bureau; Andrea MacDonald, Outdoor Advertisers Association of America; Bob Lion, Interep Radio Store; Martha Harrington, Interep Radio Store; Carleton Loucks, Mail Advertising Service Association, and Abbie Korman, Interep Radio Store.

the worst, with a decrease of 12.6%.

National revenue continues to outperform local, with several regions showing positive growth. The Southwest posted a gain of 12.6% over the same period in 1990, and the West increased revenue by 7.1%. The Eastern region showed a sharp decrease of 14% in June (only 1.6% in May).

The accounting firms of Miller, Kaplan, Arase and Hungerford, Aldrin, Nichols & Carter provide the data on the markets the RAB uses to calculate its revenue index.

MORE RADIO FOR ISLANDERS

The New York Islanders hockey team has added two radio stations to its network lineup for the 1991-1992 season. The flagship station is WPAT(AM) Paterson, N.J. The new additions are WRHD(AM) Riverhead and WFAS(AM) White Plains, both New York.

Barry Landers will return for the 11th season as the team's radio play-by-play announcer. Former Islander right wing Bob Nystrom will do color, returning for his fourth

season in that capacity for all Islanders home radio broadcasts and selected away games.

Temple University in Philadelphia will move into the Big East Football Conference this season, and 10 of its 11 games will be broadcast over WIP(AM).

HOME-GROWN VIDEO

Buck Owens Production Co., owners of KNIX-FM Phoenix, along with KPNX-TV Mesa, Ariz., have joined to produce a country music video show, *Steppin' Out*. The half-hour show will feature interviews, videos and profiles of local country bands. *Steppin' Out* will premiere Sept. 5.

AND THE RADIO WINNER IS...

The Southern California Broadcasters Association (SCBA) will expand the SUNNY Creative Radio Awards to include national radio-only advertising entries. The next call for entries will be Sept. 27.

SCBA launched the SUNNY Awards six years ago. Statuettes and

certificates of achievement are awarded in 10 categories, including campaign, dramatic presentation, Hispanic, humorous, musical, new advertiser, public service, radio station promotion, talk and television station promotion. An 11th SUNNY is awarded to first-place winner named as best of show.

HISPANIC HORIZONS

National Public Radio is producing a four-part series honoring the cultural contributions of Americans of Hispanic ancestry, scheduled to air in September on NPR's "Horizons" documentary program. "El Corazon Musical: Latin Music from the Heart" explores and celebrates musical styles created and/or influenced by U.S. Latinos. The four documentaries that comprise the series examine the influence of African religious tradition on Cuban music, the influence of rap music on young Latinos, the roots and influence of rhythm and blues on Mexican-Americans in the 1940's and the "Tex-Mex" style of Conjunto music.

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PROGRAMING

P.O.V. PULLS FILM CRITICIZING CATHOLIC CHURCH

On heels of 'Tongues Untied' controversy, PBS drops segment after internal review of show deems it 'inappropriate'



'Stop the Church' has been stopped by P.O.V. and PBS

P.O.V., the PBS documentary series that caused a stir last month with the airing of a piece on black homosexuals, has dropped plans to air a controversial documentary later this month criticizing the Roman Catholic Church, *Stop the Church*.

The sudden move has raised some concern over the program decision-making process at the Public Broadcasting Service, which called for the removal of the program from the P.O.V. schedule. One program supplier to PBS, speaking on the condition of anonymity, said an increasingly tense climate at the service "will probably be demonstrated in kind of scary and unpredictable ways" in future programing decisions.

"It's just going to make producers and exhibitors really think twice about tapes that address gay issues or involve complex social issues," said Tom Di-Maria, executive director of Frameline, which distributes *Stop the Church*. The San Francisco-based company also distributes *Tongues Untied*, which caused a stir among PBS stations last month when P.O.V. aired the explicit depiction of black homosexual lifestyles.

John Grant, vice president for scheduling and programing administration for PBS, insisted the move against *Stop the Church* was not in response to pressure from any outside forces. Rather, he said, an internal PBS review of the documentary determined that the film took an approach that was deemed inappropriate by the service.

"We're not arguing with the point of view that was taken in the film; we're arguing with the way it was done, the inappropriateness of ridiculing individuals and groups," said Grant. "We are required to exercise our judgment and not to be an open conduit for whatever program comes."

Stop the Church, a 23-minute documentary produced by New York-based filmmaker and gay rights activist Robert Hilferty, offers a behind-the-scenes look at the organization ACT-UP (AIDS Coalition to Unleash Power) and its protest of John Cardinal O'Connor's public statements about AIDS and the gay community. The piece has been shown at the Berlin Festival and New York's Whitney Museum, among other places, and last spring was awarded best documenta-

ry at the Ann Arbor Film Festival.

"This is not a ridicule of the basic tenets of the religion or the beliefs of a people; this is about the political role of the church," said Hilferty, who self-financed the documentary with a budget of about \$4,000. "My film is definitely a gay statement against the church, and I can't help but feel that this is a form of gay-bashing."

Among the more controversial aspects of the documentary is the use of "The Vatican Rag," a song by Tom Lehrer that spoofs the Roman Catholic mass. Hilferty said that while the song is "irreverent," he said it is used in the film to present what he described as an "irreverent Catholic."

"Yes, it's irreverent, and yes, it's going to make people uncomfortable," said Hilferty, a non-Catholic. "But anyone with a sense of humor is going to enjoy it."

Stop the Church was to have aired Aug. 27 along with other short films in a P.O.V. installment entitled "Short Notice." A PBS member station contacted the service last month raising questions about its controversial nature, which in turn prompted Jennifer Lawson, executive vice president for national programing and promotion services, Grant and other PBS programing executives to pre-screen the documentary.

"It seems kind of silly to all of a sudden say the 'Point of View' series is no longer the fit place for a point of view," said David Bartlett, president, Radio-Television News Directors Association. "The one place where you would have thought that kind of work could get an airing would be on public television."

P.O.V. executives noted that while PBS objected to the filmmaker's treatment of the subject, the producers of the documentary series felt *Stop the Church* should be pulled off the air because of the timing of the broadcast, and not its content.

"To be effective in presenting challenging and potentially controversial work, we need to give stations time to

prepare," said David M. Davis, president and chief executive officer, *P.O.V.* "Tongues Untied put staffs of many stations through tremendous stress. In the aftermath of that broadcast, it would be irresponsible, with so little notice, to expect stations to handle the level of press interest and viewer response *Stop the Church* is likely to generate. I felt another controversy at this time would break their backs and undermine their confidence in *P.O.V.*."

More than half the 341 PBS member stations had chosen not to air the July 16 broadcast of *Tongues Untied*, and the program has prompted substantiated viewer complaints to the Federal Communications Commission (BROADCASTING, July 29).

"*P.O.V.* has traditionally taken risks, and I'm confident that will continue," said Davis. "This is the first time I've had to step in and override a decision by the executive producer. I regret having to take such an extreme measure, but feel that it's in the long-range interest of both the series and the independent documentary itself. Our public television stations need to feel that they can trust *P.O.V.*."

-BB

JENNINGS TOPS Q SCORERS

Peter Jennings, anchor of ABC's evening news is the highest-rated network news anchor according to the recently released television Q-scores, which gauge popularity of television personalities. Maureen O'Boyle, host of *A Current Affair*, heads the list of hosts of daily syndicated news-magazines shows. Jennings scored a 28 among the network news anchors followed by Dan Rather (26), Tom Brokaw (23), Bernard Shaw (18), Diane Sawyer (15), Garrick Utley (14), Forrest Sawyer (14), Bob Schieffer (14), Mary Alice Williams (9), Chuck Scarborough (8) and Catherine Crier (8). Rated below O'Boyle, who scored an (18), were Mary Hart (16), Faith Daniels (15), Leeza Gibbons (14), John Tesh (14), Terry Murphy (13), Alan Frio (13), and Larry King (9). Of the morning network magazine shows, Charlie Gibson was ranked first with a score of (17). Following were Joe Garagiola (15), Harry Smith (14), Paula Zahn (14), Robb Weller (14), Katie Couric (13), Maria Shriver (13), Bryant Gumbel (12), and Deborah Norville (8).

MAKING THE MOST OF MORE LOCAL NEWS

Some stations are banking on expanded news coverage in early morning, prime time and elsewhere to provide programing punch and economic boost

As the broadcast networks make further cuts in affiliate compensation (see page 41) and independent stations grow increasingly weary over sharing any additional advertising inventory with syndicators, mounting economic pressures have major market stations studying the expansion of local newscasts to generate added revenue. While some station programmers downplay July sweeps as due to the lower HUT levels, news programmers see this latest period as a critical barometer of how expanded local news coverage can help stem the defection of viewers to cable.

WSVN(TV) Miami and KCRA-TV Sacramento are working on establishing "dominant news presences" in their respective markets, while in the hotly competitive seven-station Los Angeles market, KTLA(TV) and KCAL(TV) are fighting to carve out niche successes in the morning and prime time, respectively, and have long-term business plans geared toward returns on those initial investments in news programing.

Los Angeles, and a handful of top-10 markets have three or more independent stations competing against affiliate news operations. But in other markets, news programmers are contemplating exploiting opportunities in less competitive waters.

WSVN(TV), which in 1989 made a highly-publicized shift from NBC affiliation to a quasi-independent affiliation with Fox, realized a major payoff in the July sweeps with the third-ranked 7-9 a.m. (ET) newscast, *Today in Florida*, averaging a robust 4.1 rating/22 share in the Arbitron overnight ratings. Broadcasting over eight hours of news daily, WSVN(TV) is enjoying a spillover effect with its 10-11 p.m. newscast averaging a 9.7/15. It ranks second nationally among independent stations, behind only WTTG(TV)'s (Washington) 10.218, according to late news rankings from Arbitron.

KCRA-TV, the NBC affiliate in Sacramento that gained something of a maverick reputation by preempting network children's programing on weekend mornings in favor of news, is benefiting from an overnight news (2-5:30 a.m., PT) that averaged a 2/31 in the July Nielsen overnights (NSI) and provides

lead-in flow to its top-rated 6-9 a.m. weekend newscast. The 6-9 a.m. newscast averaged a 5/26, up 40% over year-ago overnight sweeps ratings with network kids fare, while its Saturday/Sunday companion 9 a.m.-noon newscasts averaged 5/17 in July and a 7/23 in last May's sweeps period.

With KCRA-TV typically averaging over a 40 share for weekday morning newscasts (5:30-7 a.m.) and late news (11 p.m.) hovering close to top-ranked 30 share, the Kelly Broadcasting station recently got approval from NBC corporate brass for a September 1991-June 1992 test rollback of its 8-11 p.m. prime time to a 7-10 p.m. prime time schedule (BROADCASTING, July 29). Owner John Kelly and general manager John Kuenke have said they feel a 10 p.m. newscast can easily top a 30 share in the higher HUT level period. Such a move not only sent shockwaves through the Sacramento market, but it also has other West Coast affiliates in such markets as San Francisco and Seattle contemplating similar rollbacks.

In Seattle, KIRO-TV and KING-TV, CBS and NBC affiliates, respectively, have already taken a cue from KCRA-TV by preempting their Saturday morning kids programing to start 6-9 a.m. news blocks this month. And KRON-TV San Francisco added news in the daypart this past season, with NBC clearing its jilted children's fare on independent KOFY-TV.

News expansion in Los Angeles, however, has come at a considerable cost to KTLA(TV) and KCAL(TV). In March 1990, Walt Disney Studios completed what industry sources estimated at the time was a \$40 million startup investment on KCAL(TV)'s 8-11 p.m. prime time news operation, which sources say also includes \$8 million-\$10 million in annual operational costs. Randy Reiss, executive vice president, Walt Disney Studios, who is responsible for overseeing KCAL(TV), while declining comment on financial matters, says that the independent station is "ahead of expectations" in Disney's "five-year plan" for breaking even on its investment.

Although ratings for KCAL(TV)'s *Prime 9 News* have consistently ranked

last or next to last among the seven L.A. stations, each hour within the three-hour block has realized 12%-15% growth over year-ago sweeps ratings. The 8 p.m. news hour averaged a 4/7 (NSI) and 9 p.m. averaged a 3.8/6, but with the 10 p.m. newscast (2.4/5) facing off against three competing independent newscasts, KTLA-TV maintained its dominance with a 4.9/10.

Like many stations that sell advertisers more so on demographics than strictly household ratings, KCAL(TV) has formulated a new marketing approach to advertisers who may have been offered strictly combination ad buys in hour newscasts in the past. Instead the station offers what Reiss has coined "trombos"—package buys with three 30-second spot exposures over the station's entire news block. "Offering a combined 9 rating over the three hours has been an awesome advantage for us economically," says Reiss.

One media buyer, who wished to remain nameless, said that KCAL(TV) is getting \$2,400 for each "trombo" package, or \$800 per 30-second spot on average. While saying the three-exposure advertising plan is a "good deal" for advertisers and is competitively priced with the 10 p.m. newscasts on KTTV(TV) and KCOP(TV), it falls considerably below the level of what KTLA(TV)'s long-established newscast commands.

"They're [KCAL(TV)] only selling one hour [8 p.m.], but are giving away the other two hours," said the source. "There's nothing wrong with that...it's obviously smarter to sell the best rating."

KTLA(TV) itself has been experiencing some growing pains with the launch last month of its 7-9 a.m. newscast. In Arbitron, the two-hour newscast averaged 1.8/9, posting a slight 12% rating gain over year-ago programming, but it finished third to last in the market. CBS

This Morning on KCBS-TV finished last with a 1.6/8 average, but in Nielsen's measuring was ahead of KTLA(TV)'s last-place 1.6/7 with a 2.2/10.

"We had our best July book ever, and that's all that counts to us right now," said Steve Bell, vice president and general manager of KTLA(TV). "We purposely picked the summer to work out whatever kinks may be in the newscast, then in the fall we'll be ready to roll. I think what we looked at, and that other stations should pay heed to, is how [WNYW(TV) New York] struggled to get near a 2 rating for its morning news [*Good Day New York*, 7-9 a.m., ET] its first two seasons, but now it has built up to a terrific 3-4 rating. Stations have to remain patient, that's all."

(According to Arbitron, WNYW-TV's *Good Day New York* ranks second among morning news shows on independent stations with a 3.5/17, following WSVN(TV)'s *Today in Florida*.) —MF

SYNDICATION MARKETPLACE

Twentieth Television has reportedly hired Peter Marino, vice president of programming at Tribune Entertainment, to fill vice president of programming position left vacant at Twentieth since resignation of Robert Unkel (BROADCASTING, Aug. 12). Move also follows hiring of Ken Solomon from Buena Vista Television as general sales manager under apparent management realignment undertaken by Twentieth Television Chairman Lucie Salhany. Tribune and Twentieth officials would neither confirm nor deny rumors of Marino's signing with Twentieth.

All American Television has been named exclusive advertising sales representative for Blair Entertainment's new fall 1991 weekly, *Stuntmasters*. Hour stunt-oriented series has been cleared in 134 markets, representing over 90% U.S. coverage, including 45 of top 50 markets. All American spokesman said that New York-based syndicator has one-year contract to handle national barter sales. Barter split is even six minutes national, six local.

King World Productions has cleared *Candid Camera* in 115 markets, representing over 80% of U.S. for its Sept. 16 first-run revival. Hosted by Dom DeLuise, strip is being offered to stations on cash-plus-barter basis (one minute national barter time). With clearances on such top-10 market stations as WCBS-TV New York, KABC-TV Los Angeles, WPWR-TV Chicago, KYW-TV Philadelphia and KBHK-TV Boston, King World Chairman Roger King predicted that clearance level will be above 85% by time show premieres.

Waiting for the Wind, half-hour syndicated special starring Robert Mitchum and skater Rhonda Fleming, in her first TV appearance in 20 years, has been cleared by syndicator **MG Perin** in 145 markets, covering 92% of U.S. Half-hour drama tells story of Kansas farmer plays mentor to his 10-year-old grandson. Special, which triggers in mid-August, has been

sold to WABC-TV New York, KNBC-TV Los Angeles, WPWR-TV Chicago, WGBS-TV Philadelphia, KBHK-TV San Francisco, WSBK-TV Boston and WJLA-TV Washington, D.C. *Waiting for the Wind* was produced by Envoy Productions, branch of International Lutheran Laymen's League, for syndication by MG Perin.

MCA TV reports that its *Universal Pictures List of a Lifetime*, syndicator's latest feature film package targeted for prime time, has been sold in 91 markets, including 37 of top 40 markets. Among latest stations buying package of 35 movie titles are WPHL-TV Philadelphia, KICU-TV San Jose-San Francisco, WDCA-TV Washington, KHTV-TV Houston, WBFS-TV Miami, KSTW-TV Seattle and KPLR-TV St. Louis. Previously announced stations include WWOR-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago and WEWS-TV Cleveland. Straight cash package, which is scheduled to trigger first title in Oct. 1991, showcases established library titles such as "The Deer Hunter," "American Graffiti," "Earthquake,"

Western International Syndication has sold 14-episode *Magic Johnson's 3 on 3 Celebrity All-Star Slam-N-Jam* series in 32 markets (over 50% coverage), including five CBS-owned stations for broadcast over 26-week period in 1992 basketball season. Series features Los Angeles Lakers guard (shown at right with Western International Syndication President Ron Glazer) as host of round robin tournament featuring teams celebrities and active NBA players representing various charities. Barter program is being produced in Hawaii.



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 8/5	ABC 8.7 / 16		NFL Pre-Season Football—Buffalo vs. NY Giants (49) [8.7 / 16] 7.3 / 15 8.0 / 15 9.3 / 17 8.9 / 15				9.6 / 17	9.6 / 17
	CBS 12.0 / 22		Evening (33) Shade 9.8 / 19	Major (23) Dad 10.4 / 19	Murphy (6) Brown 12.6 / 22	Designing (3) Wmn. 13.5 / 23	Northern Exposure (4) [12.8 / 23] 13.1 / 23 12.4 / 23	
	NBC 9.2 / 17		Fresh (34) Prince 9.6 / 19	A Different (36) World 9.5 / 18	NBC Monday Night Movie—Rage of Angels Pt. 2 (43) [9.0 / 16] 8.5 / 15 8.6 / 14 9.1 / 16 9.6 / 18			
	FOX 5.8 / 10		Fox Night at the Movies—The Sure Thing (74) [5.8 / 10] 5.0 / 10 5.7 / 11 6.1 / 11 6.5 / 11					
TUESDAY	ABC 8.7 / 16		Who's the (44) Boss 8.9 / 18	Cocanut (58) Downs 7.5 / 14	Roseanne (8) 12.2 / 22	Coach (21) 10.7 / 18	Thirtysomething (69) [6.3 / 12] 6.2 / 11 6.3 / 12	
	CBS 10.6 / 20		Rescue: 911 (31) [9.9 / 19] 9.2 / 18 10.6 / 20		CBS Tuesday Night Movie—Beverly Hills Cop 2 (16) [11.0 / 20] 8.6 / 15 10.0 / 17 12.7 / 23 12.7 / 24			
	NBC 10.1 / 19		Matlock (29) [10.2 / 20] 9.7 / 19	10.7 / 20	Heat of the Night (12) [11.1 / 19] 10.8 / 19	11.3 / 19	Law and Order (42) [9.1 / 17] 9.4 / 17 8.8 / 17	
WEDNESDAY 8/7	ABC 8.8 / 17		Wonder (41) Years 9.2 / 19	Growing (25) Pains 10.3 / 20	Doogie H. (25) M.D. 10.3 / 19	Davis Rules (36) 9.5 / 17	Anything (63) B. Love 6.9 / 13	Married (67) People 6.5 / 13
	CBS 8.4 / 16		Police (69) Squad! 6.3 / 13	Morton & (85) Hayes 4.5 / 9	Jake and the Fatman (44) [8.9 / 16] 8.2 / 15 9.7 / 17		48 Hours (20) [10.9 / 20] 10.9 / 20 10.8 / 21	
	NBC 9.8 / 18		Unsolved Mysteries (7) [12.4 / 25] 11.4 / 23	13.3 / 25	Night (34) Court 9.6 / 17	Seinfeld (51) 8.5 / 15	Quantum Leap (56) [7.9 / 15] 7.7 / 14 8.0 / 15	
THURSDAY 8/8	ABC 8.1 / 15		Gabriel's Fire (73) [5.9 / 12] 5.9 / 12	5.8 / 11	Father Dowling (64) [6.8 / 12] 6.4 / 11	7.2 / 12	Primetime Live (11) [11.6 / 21] 11.3 / 20 12.0 / 23	
	CBS 7.8 / 14		Top Cops (44) [8.9 / 18] 8.3 / 17	9.4 / 18	Trials of Rosie (67) [6.5 / 11] O'Neill 6.4 / 11 6.5 / 11		S. King's Golden Years (55) [8.0 / 15] 8.1 / 14 7.9 / 15	
	NBC 10.5 / 20		Cosby (30) 10.0 / 20	A Different (16) World 11.0 / 21	Cheers (2) 13.9 / 25	Wings (12) 11.1 / 19	L.A. Law (50) [8.6 / 16] 8.6 / 15 8.6 / 16	
	FOX 9.7 / 18		Simpsons (39) 9.4 / 19	True (60) Colors 7.2 / 14	Beverly Hills 90210 (12) [11.1 / 19] 10.4 / 18 11.7 / 20			
FRIDAY 8/9	ABC 10.7 / 22		Full House (16) 11.0 / 20	Family (10) Matters 11.7 / 24	Perfect (25) Strang. 10.3 / 21	Hi Honey I'm (44) Home 8.9 / 18	20/20 (16) [11.0 / 22] 11.0 / 22 11.0 / 23	
	CBS 7.8 / 16		Fantastic (52) Facts 8.4 / 18	Primetime (64) Pets 6.8 / 14	CBS Friday Night Movie—Pair of Aces (56) [7.9 / 16] 7.2 / 15 7.7 / 15 8.3 / 16 8.6 / 18			
	NBC 6.1 / 13		NBC Movie of the Week—Joshua's Heart (69) [6.3 / 13] 5.2 / 11 5.8 / 12 6.9 / 14 7.4 / 15				Hunter (74) [5.8 / 12] 6.0 / 12 5.6 / 12	
	FOX 5.1 / 11		America's Most (78) [5.3 / 11] Wanted 4.8 / 10	5.9 / 12	Marilyn:Something-Give (82) [4.8 / 10] 4.6 / 9 4.9 / 10			
SATURDAY 8/10	ABC 6.5 / 14		Young Riders (82) [4.8 / 11] 4.5 / 11	5.1 / 11	ABC Saturday Night Movie—Perfect People (59) [7.4 / 16] 5.8 / 12 7.1 / 15 8.3 / 17 8.5 / 18			
	CBS 4.7 / 10		Claws (91) 3.4 / 8	Vidiots (93) 2.6 / 6	NFL Pre-Season Football—NY Giants vs. Cleveland Browns (76) [5.7 / 13] 4.5 / 10 5.3 / 11 6.1 / 13 6.4 / 14			
	NBC 8.4 / 18		Golden (52) Girls 8.4 / 20	Golden Girls (39) Special 9.4 / 21	Empty (21) Nest 10.7 / 23	Dear John (52) 8.4 / 18	Sisters (66) [6.7 / 14] 6.7 / 14 6.8 / 15	
	FOX 5.5 / 12		Cops (72) 6.1 / 14	Cops 2 (62) 7.0 / 16	Totally Hdn. (82) Video 4.8 / 10	Babes (88) 3.9 / 8		
SUNDAY 8/11	ABC 10.2 / 19	Life Goes On (81) [5.1 / 11] 4.5 / 10	5.7 / 12	Am. Fun. (31) Videos 9.9 / 20	Am. Fun. (23) People 10.4 / 20	ABC Sunday Night Movie—Commando (4) [12.8 / 22] 11.4 / 20 12.7 / 22 14.0 / 24 13.4 / 24		
	CBS 12.2 / 23	60 Minutes (1) [16.1 / 36] 15.0 / 34	17.1 / 37	Murder, She Wrote (9) [12.1 / 24] 11.8 / 24	12.5 / 24	CBS Sunday Night Movie—The Stranger Within (25) [10.3 / 18] 10.1 / 18 10.1 / 17 10.3 / 18 10.5 / 19		
	NBC 7.5 / 14	Ferris (89) Bueller 3.5 / 8	Parent. (92) hood 2.7 / 6	Expose (86) 4.3 / 9	Real Life (78) J. Pauley 5.3 / 10	NBC Sunday Night Movie—P. Mason: Case All-Star Assassin (12) [11.1 / 19] 10.2 / 18 11.1 / 19 11.6 / 20 11.6 / 21		
	FOX 6.2 / 12	Total. Hld (89) Video 3.5 / 8	Parker (87) Lewis 4.2 / 9	In Living (61) Color 7.1 / 14	Get A Life (78) 5.3 / 10	Married w/ (44) Children 8.9 / 16	Married w/ (36) Children 9.5 / 16	Sunday Comics (77) [5.6 / 10] 5.7 / 10 5.5 / 10

WEEKLY PRIME TIME AVERAGE	ABC 8.9 / 17	CBS 9.2 / 18	NBC 8.7 / 17	FOX 6.4 / 12	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 11.4 / 20	CBS 11.4 / 20	NBC 11.6 / 20	FOX 6.2 / 11	*—PREMIERE
NIGHTLY RATING / SHARE	(##)—RANKING	(##)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN	

CABLE

INFOMERCIALS GOING 24 HOURS

Two new services, FYI and Infonet, propose to offer all-day forum for program-length commercials; some cable operators skeptical

The \$500-million-a-year infomercial business is attracting two ventures so far that want to give consumers 24 hours a day of the program-length commercials.

One of the services, which has not yet formally announced its existence, is being guided by three longtime cable industry executives and attorneys. FYI—The Consumer Channel wants to launch in the first quarter of 1992, dedicating itself to 24 hours worth of infomercials. Its three principals want to convince cable operators that the revenue they will earn will be reason enough to dedicate a cable channel to infomercials.

FYI will face some hefty competition, though, from Home Shopping Network's Infonet infomercial service, scheduled to launch Sept. 1. According to infomercial producers, HSN, which is due to announce details of the venture today (Aug. 19), is offering Infonet primarily to be accessed at any time 24 hours a day by both broadcasters and existing cable networks and, if desired, by cable operators for a full-time dedicated channel.

FYI wants to expand on the current 30-minute infomercial format, according to Bruce Goodman, FYI's president and the former president of MultiComm

Telecommunications Corp. Instead of individual 30-minute commercials, Goodman said FYI wants to develop celebrity-hosted magazine shows, wrapping together 5- or 10-minute infomercials on compatible products. FYI also wants to attract *Fortune* 500 advertisers to the infomercial category and products that don't require direct response 800 numbers, such as cars or stereos, according to Goodman. "We're looking for products that can't be explained in 30- or 60-second blips," he said.

Cable operators will not have to pay for FYI. They will get a percentage of revenues the network takes in, but Goodman would not disclose specifics. Nor would he say whether the principals would seek equity investment from MSO's for the channel, which will have offices in Washington, New York and Los Angeles (which will also have a studio).

While the executives would not give projections for how many homes they will reach at launch and beyond, "we're contemplating a fast ramp up," said one of FYI's principals, Jay Ricks, a communications attorney for 30 years and currently chairman of Douglas Communications II. (Douglas Dittrock, president of Douglas Communications and former NCTA chairman is FYI's third principal.) "Cable operators are experiencing ever-increasing pressure with programming costs going up. They will welcome a program service that pays them money," said Ricks.

FYI is still likely to have a tough time getting carriage, given crunched channel capacity and what appears to be lukewarm response from at least some cable operators. Rob Stengel, senior vice president, programming, Continental Cablevision, likes the concept but doesn't see the practicality of it. "It would be nice to have infomercials all in one place, so other cable networks can be used for what operators like to see them used for. But the reality is, [a channel like FYI] needs a lot of subscribers to generate

TCI DENIES INVOLVEMENT WITH CAPCOM

Tele-Communications Inc. said last week that the company had no involvement with Capcom Financial Services Inc., a company charged by the Justice Department in connection with money laundering allegations against the Bank of Credit and Commerce International. The TCI connection is that TCI Chairman Bob Magness and Senior Vice President Larry Romrell were directors of Capcom from 1984 through 1988.

TCI "has had no investments, loans nor any other business relationships with Capcom Financial Services Inc. or any other company TCI has heard connected to Capcom, including BCCI," TCI said last week. The company said "it has seen nothing to indicate Magness or Romrell were involved in any wrongdoing or any activity inconsistent with their duties at TCI. In 1988, both took steps to sever their relationship with Capcom when allegations about that company and certain of its employees came to their attention."

The TCI-BCCI connections surfaced in the Aug. 19 issue of *New York* magazine in an article by Christopher Byron. In it, he speculated that while TCI and Knight-Ridder were discussing joint ventures in the early 1980's, Clark Clifford, who was serving as an outside director for Knight-Ridder, may have met Magness. (Clifford and First American Bank have been linked with BCCI, owned by Middle Eastern businessmen.) "A remark dropped casually, indeed innocently, could have set the wheels of an introduction turning," Byron wrote.

In 1984, Magness and Romrell took positions on the board, the *New York* magazine article said, serving until October 1988. At that time, the magazine said, Capcom was charged by federal prosecutors with cocaine trafficking and money laundering through the Tampa, Fla., branch of BCCI, and one and a half weeks later Magness and Romrell resigned.

Because TCI said it had no direct or indirect involvement, it's unclear what, if any, fallout will come from the disclosure. It may give fuel to some cable critics, one source said, but how much mileage could be gained politically is unclear.



FYI President Bruce Goodman

revenue, and deep enough pockets to stay a long time." A channel like FYI is "a low priority," according to John Mathwick, group vice president, Jones Intercable. "If we had a couple hundred channels, then maybe we'd put it on."

The HSN concept's success is not contingent on direct cable operator involvement. Infonet is primarily looking to be carried on an as-need basis by broadcasters and cable networks, according to infomercial producer Greg Renker, president of Guthy-Renker, who has discussed the plan with HSN chairman and CEO Roy Speer. HSN has a much better foundation for an infomercial service than FYI, according to Renker. "It would be hard for anybody to compete with Roy Speer," he said.

According to Renker, HSN's Infonet is offering royalties ranging from 5% to 10% to broadcasters and cable networks and operators who carry the service. Infonet will have infomercials for its own products as well as others and, according to Renker, will be able to leverage off its existing inventory, mailing and cross-promotion capacity. If a product doesn't sell via an infomercial, "they can put the celebrity host live on HSN and sell it that way," commented Renker.

Both HSN's and FYI's ventures though, could be risky, since less money is being spent on infomercials than in years past. In 1990, infomercial producers spent about \$20 million a month producing and airing their programs. That's down to \$12 million to \$14 million a month in 1991, said Renker, citing a poor economy, "consumer skepticism and over-saturation of infomercials." But if cable networks "can't find someone to pay \$30,000 for a half-hour spot at 3 a.m., they can just take down the Infonet signal and bring in some revenue at least," said Renker. Services like Infonet and FYI won't take infomercial product away "because infomercials require saturation," said Renker. **-SMM**

OPERATORS GET AVAILS ON WWOR

Eastern Microwave giving 10 minutes per hour during substituted programing as carriage enticement

Eastern Microwave, in an effort to make WWOR-TV New York more valuable to cable operators, is offering them 10 minutes per hour in advertising availabilities during the roughly seven hours per day of programing that the satellite common carrier substitutes because of syndicated exclusivity.

"What we're trying to do is to increase the value of WWOR-TV," said Gil Korta, vice president, Eastern Microwave. The effort is not only aimed at existing affiliates. Korta believes that if there are enough success stories of operators covering their copyright costs with local advertising, more systems will add the superstation.

The local advertising would replace the public interest spots running in those time periods, principally prime time and late night. Eastern Microwave doesn't sell any national advertising in those

slots.

The company estimates there are about 300 systems serving 10,000 or more subscribers that receive WWOR-TV beyond the New York area (14 million subscribers total), which would be eligible for insertion. The company is testing the concept on Jones Intercable's Kenosha, Wis., system; TeleCable's Margate, Fla., system, and Newhouse's Syracuse, N.Y., system. (Newhouse owns Eastern Microwave.) Other systems in California and Florida will also be testing the concept.

To entice operators to sign up, Eastern Microwave is offering a free trip to Jamaica for an Oct. 16-19 sales seminar for those systems that commit to the ad sales effort by Oct. 1. The number of systems and MSO's going to Jamaica is expected to be upwards of 35.

Since syndicated exclusivity was instituted in January 1990, Eastern Micro-

BRYSON BRINGS CABLE PERSPECTIVE TO TELCO

There may be no past cable executive better clued in to the thoughts of at least one regional Bell operating company than Gary Bryson, formerly of American Television & Communications, who is now spearheading US West's cable ventures internationally and domestically. And while U.S. District Judge Harold Greene's ruling on information services, when it likely survives appeal, will allow the RBOC's to own cable systems beyond their service area, it doesn't appear there will be any mad rush to follow Pactel's example in Chicago.

"It's more complicated than just owning and operating [cable systems]," said Bryson. "I think most telephone companies are looking at better investment propositions in terms of logical derivatives of their core business than they'd be looking at making those acquisitions," he said.

US West has been active abroad, partnering with U.S. cable companies in franchises in Europe and Scandinavia. In those cases, "we're bringing telephony skills to cable systems," he said.

Domestic overbuilding doesn't appear in the cards. "We're not thrilled about being the second video provider" in a market as an overbuilder, said Bryson, because "we've never been able to make those numbers work."

Greene's ruling is positive in that anything that eases the burdens of doing business and that creates opportunities for cable and telcos to cooperate is good for both businesses, he said. "I think there are lots of ways costs can be saved by sharing facilities with companies within our service area," he said, pointing to the TCI-AT&T-US West video-on-demand trial in suburban Denver. "The removal of restrictions makes it easier to enter into those relationships," he said. "That's the part of it we would pick on." Since TCI is the largest cable operator in US West's home territory, partnering with it makes the most sense, although Bryson said US West would talk with anyone about possible joint ventures.

"Telcos have a lot of growth opportunities to pursue that are maybe more natural in information services," said Bryson. Cable purchases would require a lot of capital, and "nobody is sitting around with a bunch of money in a pile saying 'What should we do with it?'" he said. **-MS**

wave has been substituting programming on WWOR-TV. The lineup includes *Ironside* (5-6 p.m.), *Comedy Wheel* (7:30-8), *Quincy* (8-9), *Kojak* (9-10), *Switch* (11-Midnight), *It Takes a Thief* (midnight-1 a.m.) and *Comedy Tonight* (1-1:30). The company also substitutes movies, and will, for instance, program nine of the 18 movies on WWOR-TV this month.

The advertising breaks within the programming are a 60-second spot between one and three minutes past the hour and half hour, and two minutes at 10 and 20 minutes past the hour and half hour. That timing would allow operators to share insertion equipment with another cable network whose local breaks occur at different points in the hour. In order to help operators, Eastern Microwave is considering purchasing insertion equipment and having the operator pay it back over a year's time. The offer is designed to help operators who had not budgeted for insertion equipment this year.

Eastern Microwave has purchased national numbers from Arbitron and broken them down into local market numbers to show operators the value of WWOR-TV. Those ratings, especially in New York markets, are comparable to other cable networks. Eastern Microwave reports that in Binghamton, N.Y., WWOR-TV scored a 0.7/2.2 in prime time during the February sweeps, compared to 0.9 for WPIX(TV) New York and WTBS(TV) Atlanta. In Buffalo, N.Y., WWOR-TV scored a 0.6 in that same time period, versus a 1.4 for WTBS and a 0.2 for WPIX. In Baltimore, WWOR-TV scored a 0.3 in February versus a 0.7 for WTBS, Eastern Microwave said.

While WWOR-TV is seen primarily east of the Mississippi River, with the Northeast its biggest stronghold (New England, Pittsburgh, Philadelphia, New York state, Detroit, Chicago and Florida), it has a smattering of systems in the South and in Los Angeles and San Francisco. Because it carries New York news, as well as the New York Mets, it has appeal to transplanted New Yorkers beyond the state's borders.

United Video, carrier of superstation WGN-TV Chicago, has no local advertising component. It carries, on average, less than five hours per day, and some of that programming is obtained from WGN-TV and includes its own barter advertising, thus reducing the amount of time available. Additionally, WGN-TV carries far more Cubs games than WWOR-TV has Mets games, and the substituted programming is scattered more widely throughout the schedule, which would make ad sales more difficult. —MS

DERSHOWITZ V. BRILL: IRRECONCILABLE DIFFERENCES

Prominent attorney and Harvard University law professor Alan Dershowitz is no fan of Courtroom Television Network. His syndicated *Boston Globe* column last week attacked the network for "falsely claiming that it holds the exclusive rights to the [William Kennedy] Smith trial," and urged the judge overseeing the case to "disqualify Court TV from having its camera in the courtroom, because Court TV has abused that right by misleading the public." Dershowitz claimed a *Boston Globe* article, as well as comments from two Court TV executives, used the word "exclusive." Court TV is the pool camera for the Smith trial, and must share its coverage with other news organizations.

In a response to Dershowitz, Court TV President Steven Brill wrote, "We have been especially careful not only not to claim or advertise any exclusive right to this or any other trial, but also to do no advertising at all concerning

this sensitive and easily exploitable case...."

In his column, Dershowitz went on to question "the appropriateness of having a for-profit cable channel exploiting the miseries of crime victims, criminal defendants and other litigants in order to sell soap, dog food and laxatives." He also did not have kind words for Brill's *American Lawyer* magazine organization, which he says has a history of making "the facts fit the personal agenda of its publisher."

Brill says Dershowitz has been none too happy with the organization since *American Lawyer* ran an article critical of the attorney several years back. Dershowitz himself characterized his relationship with Brill as "a long-running feud" in a recent article in *New York* magazine.

As for Court TV being "commercially exploitative, I guess that means he'll start giving his book [the best-selling *Chutzpah*] away for free," said Brill.



BRADLEE ON TV AND NEWSPAPER NEWS

I think what CNN is doing and what [C-SPAN] does has dealt the cards quite a lot," said former *Washington Post* executive editor Ben Bradlee in a special one-hour *American Profile* on C-SPAN, Aug. 26 at 8 p.m. Bradlee, interviewed by C-SPAN Chairman Brian Lamb, said: "But you take the average network news, and even with weather and stocks, you've got 22 minutes. If you want to know more—and our theory here is that you can't hold down a job unless you know more—you've got to go to the newspaper."

BUSINESS

ABC CUTS TV AFFILIATE COMPENSATION

Reduction estimated at \$11 million; future hourly rate to be determined by formula based on household delivery; affiliates protest

ABC announced several compensation changes last week that together could reduce the total amount given annually to affiliates by roughly \$11 million, or 10% of the current \$110 million total. The move was surprising, since ABC's prior restraint in cutting compensation had been rewarded with fewer prime time schedule preemptions, which are down 38% since 1988. The announcement drew an immediate negative response from the ABC Television Affiliates Association.

Most of the dollar reduction would come from cutting the hourly rate percentage applicable to *World News Tonight*. The current compensation rate, which averages close to 25% of the hourly rate, will be cut to 10%, closer to the 10% and 15% rates of the other two networks, said ABC affiliate relations executive vice president George Newi. To adjust for the fact that stations in the mountain and central time zones will lose less—they currently have a lower compensation rate for the newscast—they will also lose two percentage points from their prime time rate.

From the point of view of the affiliates, however, the worst change may be ABC's decision to tie each station's hourly rate to its delivery of prime time households, a formula similar to that adopted earlier by NBC. Peter Desnoes, chairman of the ABC affiliates association, said the new formula is unfair because ABC has not lost revenue despite declining household delivery. The formula, said Desnoes, effectively locks at 1991 levels the value to affiliates of a TV household: "If ABC were to an-

SECOND-QUARTER EARNINGS-PROFITS REPORT FOR TV AD CATEGORIES

Category	% Chg. Revenue	% Chg. Profit	% of total 1990 network advertising	% of total 1990 spot* advertising
Airlines	7%	-97%	0.9%	2.4%
Automotive	-10%	loss	17.3%	25.3%
Banks, S&Ls	-7%	loss	.09%	3.1%
Beverages	7%	9%	4.6%	7.2%
Financial Services	8%	25%	0.5%	0.4%
Insurance	3%	15%	1.7%	2.1%
Hotels & Motels	9%	2%	0.3%	2.2%
Office Equipment	loss	1.4%	0.3%	
Retail	9%	27%	2.4%	5.0%
Restaurants	2%	5%	6.1%	14.5%

* National, regional and local. Source for category revenue and profit: *Business Week*. Source for advertising percentages: Arbitron's Broadcast Advertiser Reports and Television Bureau of Advertising (TVB).

The second-quarter revenue and profit picture for some of television's major advertising categories was mixed, and although some areas were up compared to a year ago, not all analysts that follow those industries are sure that positive reports translate into bigger advertising budgets. In fact, few are expecting advertising increases for most of the categories shown above.

The automotive category, which in 1990 accounted for 17% of all network advertising and 25% of local spot advertising, is still feeling the sting of the recession, as second-quarter totals indicate. Joseph Phillippi, analyst, Shearson Lehman Hutton, said he "suspects that advertising budgets are down" at Chrysler, General Motors and Ford. General Motors and Chrysler have both done large cross-media packages and are, Phillippi said, spending smarter. "Clearly this [advertising] is an area where the bean counters look and ask where they can spend less and get almost as much bang for the buck."

How consolidation in the airline business will impact advertising remains to be seen, but in 1970 promotion/advertising costs for U.S. airlines were 2.7% of all operating costs, and through the second quarter of 1991 that declined to 2.4%, according to the Air Transport Association of America. Kidder, Peabody analyst Samuel Buttrick said Delta's acquisition of Pan-Am's shuttle and several international routes may require extra advertising to "educate the consumer on the transition process." However, when it comes to advertising special rates or discounts, it is print that sees an increase, not TV, he said.

Although travel and tourism have been off in several states, revenue and profit were up for hotels and motels. Once again, that may not translate into more advertising dollars. "Travel," said Merrill Lynch analyst Harold Vogel, "has been rather weak, and it seems to me that these companies will try to sustain ad budgets. It is unlikely to become much more aggressive." Fortunately for broadcasters, hotel and motel advertising accounted for less than 1% of all network advertising and only 2.2% of spot and local advertising in 1990.

Beverage companies spent a little more on TV, and a combination of beer and soft-drink companies reported single-digit growth for second-quarter 1991. In 1990, beverage advertising accounted for 4.6% of all network advertising and 7.2% of national and local spot advertising. Brown Brothers Harriman analyst Jay Nelson does not expect those numbers to increase much this year: "Both Coke and Pepsi have raised the noise level pretty high, but it has slowed." As for beer, Nelson said smaller breweries have been reducing spending, and while beer advertising remains heavy, concern over commercial regulation may check growth revenue, at least for now. —JF

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July 31, 1991

1,750,000 Shares



Clear Channel Communications, Inc.

Common Stock

Price \$14.25 Per Share

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Donaldson, Lufkin & Jenrette <small>Securities Corporation</small>	A.G. Edwards & Sons, Inc.
Goldman, Sachs & Co.	Lehman Brothers
Merrill Lynch & Co.	Prudential Securities Incorporated
Salomon Brothers Inc	Smith Barney, Harris Upham & Co. <small>Incorporated</small>
Dean Witter Reynolds Inc.	Kemper Securities Group, Inc.
J. C. Bradford & Co.	Dain Bosworth <small>Incorporated</small>
Ladenburg, Thalmann & Co. Inc.	Robert Fleming Inc.
Stifel, Nicolaus & Company <small>Incorporated</small>	The Robinson-Humphrey Company, Inc.
Brean Murray, Foster Securities Inc.	Sutro & Co. Incorporated
Gabelli & Company, Inc.	Frederick & Company, Inc.
The Principal/Eppler, Guerin & Turner, Inc.	Moran & Associates, Inc. <small>Securities Brokerage</small>
Rauscher Pierce Refsnes, Inc.	Southwest Securities, Inc.

nounce to Wall Street that the network price per TV household they were selling to advertisers would never be higher, there would be a run on the stock."

The formula will determine each station's hourly rate, across all dayparts, by comparing that station's average quarter-hour prime time household delivery during the November and February sweeps of the 1991-92 broadcast year with the sweeps from last year. Those numbers will be adjusted downward for any part of the prime time schedule not being cleared. The resulting change in household delivery, compared to the prior year, will be applied to the hourly rate, with a cap of 10% on any adjustment. If, for example, a station's household delivery is up or down 4%, its hourly rate would also be adjusted up or down 4%.

A third change in compensation announced last week was a reallocation of the daytime percentages to encourage clearances of *Home* and *Loving*. The 11 a.m.-1 p.m. time period, when the two shows run, will have a compensation rate of 18¼%, while the rest of the daytime schedule will carry a rate of 6%. Currently the entire schedule carries a rate of 10.9%, which will be the blended rate under the new system. Thus, stations that clear all the shows will notice no change. ABC affiliates in Birmingham, Ala.; Detroit; Minneapolis; Columbus, Ohio, and Washington are among the stations that will suffer some compensation drop since they do not, according to Arbitron, clear one of the two shows.

Last week's statement by the affiliate association's board of governors said that the overall cut "may add a greater incentive for affiliates to pre-empt the network's less popular programs." Among the shows that could be vulnerable to further pre-emptions or delays is *Nightline*, which is already delayed or pre-empted by stations covering more than half the country.

Asked why ABC would risk such pre-emptions for only a 10% cut, Newi noted that while the amount to be gained is a small percentage of network revenue, it is significant compared with network profit, especially for 1991 and perhaps 1992. Desnoes said he had not yet appealed the compensation cut to Capital Cities/ABC Chief Executive Officer Dan Burke. Because the matter had likely been passed upon by Burke and because it would help the company in a particularly bad year, it seemed last week that affiliates were resigned to change. The daytime and *World News Tonight* changes are effective as of this coming January; the hourly rate formula, as of May 1992.

-6F

CHANGING HANDS

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

KVSO(AM)-KKAJ(FM) Ardmore, Okla. □ Sold by Sunburst Broadcasting Inc. to Carter County Broadcasting Inc. for \$1,276,592 in assumption of debt. Seller is headed by Patrick J. Nugent, who is 80% shareholder in Nugent Broadcasting, licensee of KCTI(AM) Gonzales, Tex., and 75% shareholder of Gonzales Broadcasting, licensee of KPJN(FM) Gonzales. Buyer's stock is 100% owned by First National Bank of Yorktown, Tex. Principals Lou Evans Gips, David P. Styra and Robert B. Eyhorn Jr. are chairman, vice president and director, respectively, of bank. Family Financial Institution Inc., 86% shareholder of First National Bank of Yorktown, through trusts owns interests in LBJ Co., licensee of KLBJ-AM-FM Austin, Tex. KVSO is fulltimer with oldies format on 1240 khz and 1 kw. KKAJ has country format on 95.7 mhz with 100 kw and antenna 450 feet above average terrain.

KRVV-FM Bastrop (Monroe), La. □ Sold by My Cue Broadcasting Inc. to Holladay Broadcasting of Louisiana Inc. for \$1,035,891. Terms: \$40,000 cash at closing, \$10,000 earnest money deposit, \$735,891 in assumption of debt and \$250,000 noninterest-bearing note. Seller is headed by Billy Edmundson and is also licensee of KMYQ(AM) Bastrop, La. Buyer is headed by Clay E. Holladay, and is 100% owner of Holladay Broadcasting Co. Inc., licensee of WYBZ(FM) Mary Esther, Fla. KRVV-FM has adult, classic rock format on 100.1 mhz with 50 kw and antenna 150 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$330,000 □ 4

FM's □ \$3,405,891 □ 9

AM-FM's □ \$1,276,592 □ 1

TV's □ \$0 □ 0

Total □ \$4,012,483 □ 14

Year to Date:

AM's □ \$57,103,480 □ 176

FM's □ \$139,305,646 □ 170

AM-FM's □ \$159,299,179 □ 119

TV's □ \$730,299,000 □ 53

Total □ \$1,085,007,305 □ 518

For 1990 total see Jan. 7, 1991 BROADCASTING.

KBCM(FM) Yankton, S.D. □ Sold by Flagship Communications Ltd. to Park Broadcasting of the Midwest for \$675,000. KBCM(FM) will form combo with Park's WNAX(AM) Yankton. Seller is headed by Bob Barron and has interest in KSCJ(AM) Sioux City, Iowa. Buyer is subsidiary of Park Communications, which is headed by Roy H. Park. Park Communications has interest in WBMG(TV) Birmingham, Ala.; KWLO(AM)-KFMW(FM) Waterloo, Iowa; KJJO-AM-FM St. Louis Park, Minn.; WPAT-AM-FM Paterson, N.J.; WHEN(AM)-WRHP(FM) Syracuse and WUTR(TV) Utica, both New York; WNCT-AM-FM-TV Greenville, N.C.; KWJJ-AM-FM Portland, Ore.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WLSL-TV Roanoke, both Virginia, and KEZX-AM-FM Seattle. KBCM(FM) has country format on 104.1 mhz with 100 kw and antenna 430 feet above average terrain. Broker: Jorgenson, Chapin & Co.

KSUX(FM) Winnebago, Neb. (Sioux City, Iowa) □ Sold by Gary L. Violet to Flagship Communications for \$450,000. KSUX(FM) will form combo with Flagship's KSCJ(AM) Sioux City. Seller recently sold his interest in KSPG(AM)-KBUZ(FM) El Dorado, Kan., for \$1.05 million to New Life Fellowship Inc. ("Changing Hands," Aug. 5). Violet is applicant for new FM at Clearwater, Kan. Buyer is headed by Bob Barron and is selling KBCM(FM) Yankton, S.D. (see above). KSUX(FM) has country format on 105.7 mhz with 1.4 kw and antenna 1,568 feet above average terrain. Broker: Jorgenson, Chapin & Co.

WWOC(FM) Avalon, N.J. □ Sold by Group Six Communications Inc. to Ocean Media Inc. for \$400,000, including \$50,000 three-year noncompete covenant. Seller is headed by Lawrence P. Herbster. Ronald Townsend, principal of Group Six Communications, is vice president of Gannett Co. Inc.'s subsidiary's licensees of eight TV's in top 60 markets. Buyer is headed by Sid Friedman, who is employed as director of International Electronic Journalism, NBC News. Friedman also has interests in licensee of WDMV(AM) Pocomoke City, Md., and is 20% shareholder of Webb Broadcasting Inc., applicant for new FM in Ocean City, Md. wwoc has easy-listening format on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WGEC(FM) Springfield (Savannah), Ga. □ Sold by Christian Enterprises Inc. to Country Time Broadcasting for \$390,000. Terms: \$110,000 cash at closing, \$25,000

CLOSED!

The sale of WVGO-FM, Richmond, Virginia by Daytona Group of Virginia, Norman S. Drubner, Principal to Benchmark Communications, Joe Mathias, Phillip Rainwater and Bruce Spector, Partners for \$4,000,000.

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RADIO and TELEVISION BROKERAGE
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FOCUS ON FINANCE

Media stocks were mixed for week ending last Wednesday, during which broader market averages were flat. Stock of Telemundo has fallen 33% over last month to 3. Ackerly Communications fell 28% in week in which it released second-quarter earnings and reported decreased operating profit of 13% for first six months of 1991, compared to 1990. Nelson Holdings declined 16% to 5/8 in week that saw company report second-quarter net loss of \$6.7 million, compared to \$3.7

million for second-quarter 1990. QVC Network also fell 10% after announcing it filed registration with Securities & Exchange Commission relating to its proposed public offering. Gentner Communications Corp., a manufacturer and marketer of electronic equipment for radio broadcast, recently announced public offering. Artel Communications, manufacturer of coaxial cables, completed public offering and raised \$3.3 million.

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

A (BHC) BHC Comm.	54	1/2	56	- 1	1/2	-02.68	-7	1,561
N (CCB) Cap. Cities/ABC	454	3/4	463	- 8	1/4	-01.79	18	7,770
N (CBS) CBS Inc.	164	1/2	162	1	1/2	00.92	72	2,150
A (CCU) Clear Channel	13	1/2	13	1/8	3/8	02.85	1312	76
O (JCOR) Jacor Commun.	2 11/16	2	1 1/16			00.00	-2	24
O (OSBN) Osborn Commun.	7	7				00.00	-9	48
O (OCOMA) Outlet Comm.	5	1/2	5	1/2		00.00	-8	36
N (PL) Pinelands	12	7/8	12	7/8		00.00	-29	219
A (PR) Price Commun.		1/4	1/4			00.00		2
O (SCRIP) Scripps Howard	45	43				04.65	19	444
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-1	1
O (TLM) Telemundo	3	3	1/2	- 1/2		-14.29	-1	79
O (UTV) United Television	29	29				00.00	3	315

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	7/8	30	1/8	- 1/4	-00.83	22	564
A (AK) Ackerly Comm.	1	7/8	2	5/8	- 3/4	-28.58	-2	40
N (AFL) American Family	24	24	1/4	- 1/4		-01.04	15	1,978
O (ACOMA) Assoc. Comm.	15	3/4	15	1/2	1/4	01.61	140	578
N (CCN) Chris-Craft	27	1/2	27	3/4	- 1/4	-00.91	10	708
O (DUCO) Durham Corp.	31	1/2	30	3/8	1 1/8	03.70	15	256
N (GCI) Gannett Co.	46	1/4	46	3/8	- 1/8	-00.27	20	6,639
N (GE) General Electric	73	73	3/4	- 3/4		-01.02	14	64,206
O (GACC) Great American	111/16	1	21/32	1/32		01.88		83
A (HTG) Heritage Media	2	7/8	3	1/4	- 3/8	-11.54	-4	147
N (JP) Jefferson-Pilot	47	7/8	45	1/2	2 3/8	05.21	9	1,570
N (LEE) Lee Enterprises	25	3/4	26	1/2	- 3/4	-02.84	14	610
N (LC) Liberty	40	39	1/2	1/2		01.26	12	310
O (LINB) LIN	72	1/4	70		2 1/4	03.21	-36	3,597
N (MHP) McGraw-Hill	55	3/4	55	3/4		00.00	16	2,733
A (MEGA) Media General	21	7/8	22		- 1/8	03.21	22	569
N (MDP) Meredith Corp.	25	1/2	26	1/8	- 5/8	-02.40	3	103
O (MMEIC) Multimedia	28	3/4	29	3/4	- 1	-03.37	21	1,030
A (NYTA) New York Times	21	7/8	22		- 1/8	-00.57	31	1,700
N (NWS) News Corp. Ltd.	14	3/4	13	3/4	1	07.27	7	3,691
O (PARC) Park Commun.	14	15			- 1	-06.67	17	310
O (PLTZ) Pulitzer Pub.	25	25				00.00	24	261
O (SAGB) Sage Bcs.	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	3/4	31	3/8	3/8	00.40	25	4,031
N (TRB) Tribune Co.	45	3/4	46	3/8	- 5/8	-01.35	32	2,975
A (TBSA) Turner Bcs. 'A'	15	1/2	13	5/8	2 1/8	13.76	-32	2,066

	Closing Wed Aug 14	Closing Wed Aug 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	218	222	- 4	-01.81	17	2,636		
N (WX) Westinghouse	23	7/8	24	3/4	- 7/8	-00.96	45	7,760

PROGRAMING

O (IATV) ACTV Inc.	2	1/8	2	3/8	- 1/4	-10.53		2
O (AACI) All American TV	13/16	3/4	1/16			08.33		1
N (CRC) Carolco Pictures	7	1/2	7	3/4	- 1/4	-03.23	25	223
O (DCPI) dick clark prod.	5	1/4	5	3/4	- 1/2	-08.70	19	47
N (DIS) Disney	122	3/8	119	5/8	2 3/4	02.29	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	7/8	5	3/4	1/8	02.17	-71	500
O (IBTVA) IBS		1/2	1/2			00.00	6	1
N (KWP) King World	26	1/2	27	1/8	- 5/8	-02.31	11	1,027
O (KREN) Kings Road Ent.		1/4	1/4			00.00	-1	1
N (MC) Matsushita	121	124	1/2	- 3 1/2		-02.82	14	258,989
A (NNH) Nelson Holdings		5/8	3/4	- 1/8		-16.67		3
O (NNET) Nostalgia Net.		7/16	7/16			00.00		2
N (OPC) Orion Pictures	3	3/4	3	1/2	1/4	07.14	-1	78
N (PCI) Paramount Comm.	38	5/8	39	3/8	- 3/4	-01.91	30	4,632
N (PLA) Playboy Ent.	7	3/8	7	1/4	1/8	01.72	80	134
O (QNTX) Qintex Ent.		1/8	1/8			00.00		2
O (QVCN) QVC Network	12	5/8	14	1/8	- 1 1/2	-10.62	-23	249
O (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-6	85
O (RPICA) Republic Pic. 'A'	7	1/2	8		- 1/2	-06.25	40	34
A (SP) Spelling Ent.	5	5	1/4	- 1/4		-04.77	37	173
O (JUKE) Video Jukebox	4	1/8	4	5/8	- 1/2	-10.82	-30	48
O (WONE) Westwood One	1	7/8	1	7/8		00.00	-1	28

CABLE

A (ATN) Acton Corp.	4	3	3/4	1/4		06.66		5
O (ATCMA) ATC	44	3/4	43	1/4	1 1/2	03.46	36	4,717
A (CVC) Cablevision Sys. 'A'	24	3/4	25	1/2	- 3/4	-02.95	-2	572
A (CTY) Century Comm.	7	7/8	7	3/4	1/8	01.61	-8	572
O (CMCSA) Comcast	13	3/4	13	7/8	- 1/8	-00.91	-9	1,604
A (FAL) Falcon Cable	7	7/8	8	1/8	- 1/4	-03.08	-4	51
O (JOIN) Jones Interchange	9	1/4	9	1/4		00.00	-2	110
N (KRI) Knight-Ridder	54	3/8	53	1/4	1 1/4	02.11	19	2,633
T (RCL) Rogers 'A'	12	12				00.00	-9	395
O (TCAT) TCA Cable TV	15	1/2	15	5/8	- 1/8	-00.80	57	382
O (TCOMA) TCI	13	3/4	13	7/8	- 1/8	-00.91	-20	4,890
N (TWX) Time Warner	87	1/2	86	7/8	5/8	00.71	-6	4,995
O (UAECA) United Art. 'A'	13	7/8	13	3/4	1/8	00.90	-11	1,929
A (VIA) Viacom	31	3/8	31	3/8		00.00	-44	3,678

escrow deposit and \$255,000 10-year interest-bearing note. 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. WGEC has religious format on 103.9 mhz with 3 kw and antenna 300 feet.

WHAP(AM) Hopewell (Richmond), Va. □ Sold by WHAP Inc. to Connon Communications Corp. for \$330,000. Seller is owned by Great Lakes Broadcasting Co., headed by Carl M. Adams, and is licensee of WATN(AM) Montgomery, Ala. (49%); WXVQ(AM) De Land, Fla., and KSVF(AM)-KTZA(FM) Artesia, N.M. (50%). Buyer is headed by Bruce J. Connon, who is vice president and general manager of licensee WHAP Inc. and vice president of Great Lakes Broadcasting Corp. WHAP is full-timer with C&W format on 1340 khz.

WRJW(AM) Picayune, Miss. □ Sold by Howes Broadcasting Corp. to Pearl River Communications Inc. for \$321,196 in assumption of debt owed to bank. Seller is headed by Randolph M. Howes and is licensee of WZRH(FM) Picayune, Miss. 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. WRJW has country format on 1320 khz with 5 kw day and 75 kw night.

KMFI(AM) Sierra Vista, Ariz. Sold by Si-



BANKING ON TELEVISION

WMUR-TV Manchester, N.H., and the Bank of New Hampshire have teamed up to produce a series of 30-second consumer-tip spots featuring WMUR-TV anchor Karen Appel. In the spots, Appel provides basic information for viewers on personal and small-business finances. The ads are paid for and sponsored by the bank, but do not pitch the bank's services. "BankNotes" are run by the station three times daily.

erra-Pacific Broadcasters Ltd. to Blue Horizon Investments Inc. for \$310,000 cash. Seller is headed by Alan R. Solut, trustee; Sierra-Pacific is headed by Edward P. Bolding and is licensee of KZMK(FM) Bisbee, Ariz. Buyer is headed by William S. and Valta E. Yarbrough, husband and wife (51% and 49%, respectively), and has no other broadcast interests. KMFI has adult contemporary format on 1470 khz with 2.5

kw day, 39 w night.

WDIG(AM) Steubenville, Ohio □ Sold by Romano R. Cionni Sr. to World Witness for Christ Ministries Inc. for \$250,000 cash. 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. WDIG has oldies format on 950 khz with 1 kw day.

	Closing Wed Aug 14	Closing Wed Aug 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Aug 14	Closing Wed Aug 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	86	5/8	86	7/8	-	1/4	-00.29	15	19,079
N (ARV) Arvin Industries	24		23	5/8	3/8		01.58	18	444
O (CCBL) C-Cor Electronics	5	3/4	6	1/8	-	3/8	-06.13	612	27
O (CTEX) C-Tec Corp.	15		15	1/4	-	1/4	-01.64	-19	251
N (CHV) Chyron		3/16		1/8	1/16		01.50		1
A (COH) Cohu	10	7/8	11	1/2	-	5/8	-05.44	9	22
N (EK) Eastman Kodak	43		41	1/2	1	1/2	03.61	19	13,467
N (HRS) Harris Corp.	24		25	3/8	-	1	-05.42	36	986
N (IV) Mark IV Indus.	14	1/8	13	1/8	1		07.61	7	187
O (MATT) Matthews Equip.	4	1/8	3	7/8	1/4		06.45	193	23
O (MCDV) Microdyne	10	1/8	9	7/8	1/4		02.53	-12	41
N (MOT) Motorola	48		45	1/8	2	7/8	04.41	17	8,581
A (PPI) Pico Products	2	1/2	1	1/2	1		66.66	-2	5
N (SFA) Sci-Affanta	14	1/8	14	1/8			00.00	14	318
N (SNE) Sony Corp.	44	1/8	45	1/4	-	1	-02.49	-22	15,321
N (TEK) Tektronix	29	1/2	29	1/8	3/8		01.28	-26	849
N (VAR) Varian Assoc.	40	1/4	37	5/8	2	5/8	06.97	85	712
O (WGNR) Wegener	1		1	1/8	-	1/8	-11.12	.3	8
N (ZE) Zenith	5	7/8	6	5/8	-	3/4	-11.33	-2	193

SERVICE

O (AFTI) Am. Film Tech.	3		3	1/8	-	1/8	-04.00	-10	33
O (BSIM) Burnup & Sims	7	1/4	7		1/4		03.57	-21	88
A (CLR) Color Systems	3	1/4	3	3/8	-	1/8	-03.71	-4	38
N (CQ) Comsat	32	1/4	32	1/2	-	1/4	-00.77	-36	613
N (CDA) Control Data	10		10				00.00	83	427
N (DNB) Dun & Bradstreet	44	5/8	45	1/8	-	1/2	-01.11	16	8,062
N (FCB) Foote Cone & B.	25	3/8	25	3/4	-	3/8	-01.46	12	282
O (GREV) Grey Adv.	138		132		6		04.54	11	149
O (IDBX) IDB Commun.	10		9	1/2	1/2		05.26	86	60
N (IPG) Interpublic Group	47	5/8	45	7/8	1	3/4	03.81	20	1,761
N (OMC) Omnicom	29	1/4	28	1/4	1		03.53	14	791
O (RTRSY) Reuters	42	3/4	42	7/8	-	1/8	-00.30	14	18,598
N (SAA) Saatchi & Saatchi	13/16		7/8	-	1/16		-07.15	-1	1,358
O (TLMT) Telemation		1/8		1/8			00.00		0
O (TMCI) TM Century		7/32		7/32			00.00	-10	4
A (UNV) Unitel Video	8		7	7/8	1/8		01.58	10	11
O (WPPGY) WPP Group	3	7/16	4	5/16	-	7/8	-20.29	1	186
Standard & Poor's Industrials	463.00		465.50		-2.5		-0.54%		

WASHINGTON

APPEALS CONTINUE ON GREENE TELCO DECISION

Newspapers, cable, broadcasters want information services decision overturned by appeals court; RBOC's to ask same court to lift stay

With Congress out of town for the month, Washington lawyers and representatives for the regional Bell operating companies (RBOC's) are again concentrating on the courts and more rapid removal of the legal barriers to their entry into information services.

The RBOC's will ask the U.S. Court of Appeals to lift a stay on a U.S. District Court order to let them in the information-services business. This week, RBOC foes, led by the American National Newspaper Association (ANPA), will ask the appeals court to reverse the district court decision.

The conflicting appeals are expected to keep the information-services debate tied up in the courts for several months. The telephone companies hope to have the issue settled in their favor in the appeals court within six months to a year. RBOC opponents believe the debate will last longer and could ultimately be decided by the Supreme Court.

U.S. District Court Judge Harold Greene caught the attention of the Congress and nearly all U.S. communications industries last month when he reluctantly lifted the RBOC's information-services ban (BROADCASTING, July 29). Greene expressed deep concern about potential anticompetitive behavior by the RBOC's should they be allowed to deliver information services, but lifted the ban, following what he interpreted to be the instructions of the Court of Appeals. But he put a stay on the order pending further review by the appeals court.

Information services are broadly defined as audio, video, data and other media. In the 1984 modified final judgment (MFJ), the consent decree governing regulation of the telephone industry following the breakup of AT&T, RBOC's were banned from providing such services. The 1984 Cable Act codified the RBOC prohibition on entering the cable TV business in their own service areas. The Congress is now consid-

ering several pieces of MFJ-related legislation, including allowing the RBOC's to compete with the cable industry. Cable operators and broadcasters are closely observing the steps now being taken by the newspaper industry.

Electronic newspapers, classified ads, yellow pages and any other service now using paper could potentially be provided by the telcos over a broadband fiber optic network. The RBOC entry into information services is expected to affect newspaper publishers first. The ANPA executive committee held its regular meeting last week on the West Coast with information services high on the agenda. ANPA officials said they would file an appeal to the decision lifting the stay by this week. Greene gave those seeking to appeal 30 days from the issuance of the decision (July 25).

After the July 25 decision, the seven RBOC's jointly filed a request with Judge Greene to lift the stay on his decision. As expected, Greene quickly denied the request. The RBOC's are now expected to take their request to the appeals court, also likely by this week.

In their request to lift the stay, the RBOC's claimed their entry into information services would not do "irreparable injury" to potential competitors. "Obviously, concern that entry by the Bell companies will increase competition to inventors' detriment is insufficient to meet this test. The mere existence of competition is not irreparable harm," the RBOC's said.

"The regional companies possess market power with respect to information services," Greene replied. "Regulation is ineffective to restrain this market power; they have the incentive and the ability to engage in anticompetitive conduct, and once the companies are allowed to enter the information services market, many of those now in that market will be driven out of business by the anticompetitive strategies which, on the basis of past experience, the regional companies may be expected to adopt." —RMS

FCC ENLARGES REVIEW BOARD

The FCC is planning to expand its review board from three to four members with the addition of Associate General Counsel Marjorie Reed Greene, according to FCC sources.

Creation of a fourth seat on the board awaits the approval of the Office of Personnel Management, and Greene's appointment to it requires approval from the other commissioners, sources said.

When established in 1960, the board had five members, but the number has fluctuated over the years. It has had three since departure of Jerold Jacobs in December 1987. The board hears appeals of initial decisions of the administrative law judges. Most cases involve comparative proceedings, in which the FCC tries to select new broadcast licensees.

The board's expansion comes just a year after the FCC considered disbanding it as a means of speeding up its adjudicatory proceedings. The commission dropped the idea after the communications bar came to the board's support.

Greene's current slot will be filled by Lauren (Pete) Belvin, now FCC Chairman Alfred Sikes's mass media legal assistant. But she is expected to be more deeply involved in policymaking. Greene's job was primarily administrative.

Belvin is to be replaced in Sikes's office by Sandy Wilson, now mass media assistant to General Counsel Robert Pettit.

PROPOSERS OF FINDER'S PREFERENCE ENTREAT FCC

NAB says parties who invest in finding vacant frequencies should get 'credit' for effort

Support for a "finder's preference," already strong among broadcasters, is growing at the FCC.

During the comparative hearing process for new stations, a "finder's preference" would be given to the applicant who "found" a non allocated frequency. Preferences for minority or local ownership, for example, are already of part of the process.

"[I]t's absolutely essential. I think it's unfair for someone to go through the process and pay to find a frequency, and then get filed on by 10 or 15 applicants," said Commissioner James Quello.

Other commissioner's apparently share Quello's sympathy for entrepreneurs who find frequencies only to lose them in the comparative process. However, they question their legal authority to alter the preference policy to give an individual or group an advantage in the process, especially if awarding a preference to that group does not foster diversity, several commission staff members told BROADCASTING.

The issue is before the FCC thanks to Larry G. Fuss's petition for rulemaking that would grant finder's preference to applicants who "assume the risk and expense of locating an available channel for a new FM allotment and successfully pursuing that allotment through the commission's rulemaking process."

During the comment and reply period, broadcasters voiced considerable support for Fuss's petition. NAB said the preference "would further the public interest by encouraging parties to seek out new frequency allotments [and] would also add a needed element of equity into the comparative process."

NAB said the FCC should "give credit to the party who invests 'sweat equity' in finding vacant frequencies.

"Once an entrepreneur has expended considerable effort and money in locating a vacant frequency, the frequency is then opened for applications from all comers, who generally are placed at least on equal footing with the entrepreneur," said NAB.

A finder's preference would help curb abuses in the comparative process by aiding "those applicants who were truly interested in operating the facility," NAB said.

The NAB also said that, while the "finder" would be entitled to recover his or her legitimate and prudent expenses in a settlement agreement, the FCC should also allow reimbursement

of "engineering and legal costs incurred in the table-amendment stage."

Sacred Heart University, licensee of WSHU(FM) Fairfield, Conn., said: "The investment in engineering and research services that are necessary to find a potential FM channel are significant. The fact that an individual or group would have to make such an investment only to become the target of future filings and competitive applications is a major disincentive for such investments."

About a dozen commercial broadcasters, in similarly worded comments, supported the preference as well.

The National Association for the Ad-

vancement of Colored People, the League of United Latin American Citizens and the National Black Media Coalition opposed the preference, saying it would undercut current preferences that reward applicants who best serve the public interest and would "seriously erode [the] opportunity to bring minorities into broadcasting."

In reply comments, the NAB said the proposal grants "a weighted, rather than dispositive, entrepreneur's preference [that] would help to reward those who seek out new frequency allocations, but [would] not be the sole determinative factor in the comparative process." —PJ5

PAC TALLY: NCTA, NAB FILL POLITICAL WAR CHESTS

Cablecasters give politicians \$175,000 in first half of '91; broadcasters donate \$116,000; Inouye largest beneficiary

A political off year, like 1991, is a time for incumbents to build their war chests for the following year's House and Senate races. With retransmission consent, must carry, cable rate regulation, FCC license user fees, telephone entry into cable TV distribution, and spectrum and trade issues involving high-definition television and digital audio broadcasting coming up for congressional debate in the coming months and years, 1991 is also a good time for TV and radio industry political action committees to provide some of the war-chest building materials.

Federal Election Commission figures for the National Association of Broadcasters' Television and Radio Political Action Committee (TARPAC) show a total \$116,487 in House and Senate campaign contributions during January-June 1991. TARPAC contributed \$15,900 of that total to members of the key House Telecommunications Subcommittee. Four members of the Senate Communications Subcommittee up for 1992 re-election received a total of \$20,987 from TARPAC.

The National Cable Television Association Political Action Committee (also known as Cable PAC) contributed \$175,500 during the first six months of 1991, according to the FEC. Telcom-subcom members received \$32,500 from Cable PAC, while three Senate Communications Subcommittee members up for re-election in 1992 got \$20,000. Cable

PAC also contributed \$1,000 to Senator Conrad Burns (R-Mont.), a strong advocate of telco entry into the cable TV business and who is not up for re-election until 1994.

Communications Subcommittee Chairman Daniel K. Inouye (D-Hawaii), running for re-election, was the leading beneficiary from the cable and broadcast PAC's, which each gave him \$10,000 contributions. Both PAC's also contributed to subcommittee member John McCain (R-Ariz.)—TARPAC with \$1,000 and Cable PAC with \$5,000.

John Breaux, freshman Democratic senator from Louisiana, was the third Communications Subcommittee beneficiary of Cable PAC money with \$5,000. NCTA also donated \$5,000 to several prominent Senators from outside the subcommittee, including: Christopher J. Dodd (D-Conn.), Robert Dole (R-Kan.), Bob Graham (D-Fla.), Charles Grassley (R-Iowa), Jesse Helms (R-N.C.) and Robert W. Kasten Jr. (R-Wis.).

Ernest Hollings (D-S.C.), a member of the Communications Subcommittee and chairman of the parent Commerce, Science and Transportation Committee, received \$7,987 from TARPAC. Hollings, who could face a tough 1992 campaign ("Closed Circuit," July 15), is expected to receive even heavier support from the broadcast PAC in coming months. Fellow subcommittee member Wendell H. Ford (D-Ky.) received \$2,000 from NAB. Other large Senate contributions from TAR-

PAC were \$5,000 to Daniel Coats (R-Ind.) and \$10,000 to Don Nickles (R-Okla.).

In the House, John Dingell (D-Mich.), chairman of the powerful Energy and Commerce Committee, garnered a \$5,000 contribution from TARPAC and \$1,250 from Cable PAC. House Majority Leader Richard Gephardt received \$5,000 from both PAC's. TARPAC also sent \$5,000 contributions to Jack Brooks (D-Tex.), chairman of the House Judiciary Committee, and to Donald Thurston, president, Berkshire Broadcasting and former NAB joint board chairman, who lost a bid for the Republican nomination for the first district seat in Massachusetts left open by the death of Silvio Conte last spring.

Cable PAC also contributed \$10,000 to the candidacy of the newly chosen Democratic House whip, David Bonior (D-Mich.). Cable PAC also sent \$5,000 each to Democratic Congressmen James Collins (Massachusetts), Butler Derrick (South Carolina), Vic Fazio (California), John Moakley (Massachusetts) and Al Swift (Washington).

Some members of the Telcomsubcom, including Chairman Edward Markey (D-Mass.), do not accept PAC money. Of those on the subcommittee who do accept it, the recipients of the largest contributions from Cable PAC were Thomas Bliley (D-Va.) and Dan Schaefer (R-Colo.), \$5,000 each. Donations ranging from \$500 to \$2,500 were given to subcommittee members Mi-

chael Bilirakis (R-Fla.), Dennis Eckart (D-Ohio), Jack Fields (R-Tex.), Claude Harris Jr. (R-Ala.), Richard Lehman (D-Calif.), Thomas Manton (D-N.Y.), Thomas McMillen (D-Md.), Carlos Moorhead (R-Calif.), Bill Richardson (D-N.M.), Don Ritter (R-Pa.), James Scheuer (D-N.Y.), Jim Slattery (D-Kans.), Billy Tauzin (D-La.) and Ronald Wyden (D-Ore.).

TARPAC contributions to the Telcomsubcom included \$2,000 to Moorhead and Tauzin; \$1,500 to Eckart and Slattery; \$1,400 to Matthew Rinaldo (R-N.J.), the subcommittee's ranking minority member; \$1,000 to Bliley, John Bryant (D-Tex.), Fields, Lehman, Manton and McMillen, and \$500 to Harris, Richardson and Schaefer. **-RMS**

GARDEN STATE APPEALS REJECTION OF SETTLEMENT

Partnership challenges decision that competing license application was a payoff ruse

Garden State Broadcasting last Wednesday appealed Administrative Law Judge Richard Sippel's decision to vacate the \$2-million settlement it had reached with WWOR-TV Inc., licensee of WWOR-TV Secaucus, N.J.

Four years ago, Garden State filed a competing application for WWOR's channel 9, but agreed to withdraw the application as part of the settlement. On July 15, Sippel ordered the renewal of WWOR-TV's license, dismissed Garden State's application and rejected the settlement.

In his decision, Sippel said that Garden State had challenged the license re-

newal to force the station into a lucrative settlement payoff, an action that disqualifies an applicant from acquiring a license or being a party to a settlement.

Garden State's appeal, an "exceptions and brief" in FCC language, claims Sippel's July decision was not supported by the facts and that it was based, in part, on issues raised outside the scope of the FCC's March order remanding the settlement to Sippel for re-examination (BROADCASTING, March 11).

The March remand order, voted on unanimously by the commissioners, followed Sippel's January approval of the settlement. Garden State filed a petition

for reconsideration of the March remand order, but the FCC dismissed it Aug. 1 because it said it "was interlocutory in nature...[and] the rules state that petitions for reconsideration of interlocutory actions will not be entertained."

In its brief, Garden State said Sippel's July decision "constitutes a radical reconsideration of [Sippel's January] decision that cannot be justified by new facts... There is no evidence pursuant thereto to support disapproval of the pending settlement."

Sippel, Garden State said, "harbors a wholly unprecedented notion that unless an application is filed for a purely disinterested public interest reason it can be viewed as abusive. In fact, there are no restrictions on filing applications for private and even speculative reasons. All that is proscribed is filing for the specific reason of procuring a settlement... There is ultimately no evidence whatsoever that Garden State filed its application for purpose of settlement. The allegation has always been—and remains—mere speculation and surmise."

Sippel, in his ruling, said that inconsistent testimony, particularly that concerning the time the Garden State partnership was formed, given at the two ALJ hearings indicated an "absence of credibility" and that Garden State counsel's Lew Cohen's testimony in particular was "lacking in candor."

But Garden State said: "The existence of inconsistencies in the testimony has never been disputed. Indeed, it would be precise, consistent recall that might suggest contrivance." **-PJS**

FCC STAYS CHARACTER QUALIFICATIONS

The FCC has temporarily stayed character qualification reporting requirements adopted late last year and earlier this year. The stay, however, will remain in effect only until the commission reconsiders the full matter this fall. Also, the stay only affects portions of the new standards that require licensees to report within 90 days judgments of disqualifying misconduct, and that require renewal applicants, assignors and transferors to notify commission, within 90 days, of their involvement in potentially disqualifying litigation.

Petitioners for the stay (which included NBC, CapCities/ABC, Times Mirror, Cox Enterprises, Cosmos Broadcasting and A.H. Belo Corp.) alleged reporting requirements represented a significant burden on them while jeopardizing a station's license if the requirements were not met.

The FCC said: "It was not our intent to impose unwarranted reporting burdens on licensees and applicants. In this regard, petitioners have raised questions as to whether the significance of some of the matters required to be reported is sufficient to justify the burden involved in preparing the reports."

The FCC said the action "should not be viewed as an intent by the Commission to weaken its commitment to strong broadcast character policies."

GORE BLASTS NCTA 'TAX' BILL STUFFER

He objects to association's characterization in mailing of retransmission consent provision in bill as 20% tax on cable subscribers

Senator Albert Gore (D-Tenn.), during an Aug. 9 roundtable interview on the *MacNeill/Lehrer NewsHour*, lashed out at the National Cable Television Association for a grassroots campaign suggesting Congress wants to impose a "20% tax" on cable subscribers.

"It is a deliberate falsehood, a deliberate distortion," said Gore referring to a bill stuffer with NCTA's name on it. "And it is an example of the kind of tactics that the cable industry has used to prevent passage of...legislation...[that would] protect consumers by...either competition or arm's length regulation."

Gore's remarks were directed at NCTA President James Mooney, who participated in a taped roundtable along with FCC Chairman Alfred Sikes.

As part of its effort to defeat Senate legislation reregulating cable, NCTA has—through print and cable ads and mailings—attacked a provision of the bill—retransmission consent—that would give broadcasters the right to charge cable systems for carrying their signals.

The bill stuffer to which Gore referred was sent by Clear-Vu Inc., a system serving Summerville, Ga. Using the same language that has appeared in newspaper ads, it begins: "The TV networks will continue to transmit for free, but they want to tax you 20% to watch it on cable."

Answering Gore, Mooney said the ads "do not say what Senator Gore just described." They say "the broadcast networks are going to Congress looking for this 20% surcharge," he said.

In its more substantive portion, the roundtable presented three distinct views on what to do about cable.

Reflecting the views of the Bush administration, Sikes advocated a measure aimed at promoting competition; Gore argued for the Senate legislation reregulating cable, and Mooney contended there was no need for any action.

Congress should pass a law prohibiting municipalities from "unreasonably" refusing to grant second cable franchises and creating barriers to second franchisees through regulations, said Sikes. "You can't load [second cable systems] up with so-called universal service obligations," the chairman continued. "We've got to be friendly to competi-

tion. Calling cable an "unregulated monopoly," Gore said consumers have "a right to expect that we'll have laws and rules in this country that protect them against a situation where a big nationwide corporation has no competition and no regulation.... That's the situation today, and it is totally unfair and unreasonable and it's got to be changed."

Mooney said those advocating stiff regulation forget the "overall good" cable has done. "To hear some of this

talk, you'd think that cable is some kind of terrible plague that has been visited on the country by a bunch of bad guys," he said.

Mooney conceded some measure of regulation may be needed in areas where viewers cannot receive a "sufficient" number of broadcast signals, but the regulation ought to be done at the FCC. "Whatever Congress does, he said, "we hope...it will not simply throw us back into the clutches of the city councils." —MAJ

NCTA VP SCORES REREGULATION'S 'UNINTENDED CONSEQUENCES'

Retransmission consent and telco entry will backfire, Anstrom tells state legislators

National Cable Television Association Executive Vice President Decker Anstrom, in a speech before state legislators last week, contended that legislation reregulating cable would cause cable rates to rise rather than fall, and that legislation allowing telephone companies to offer cable services would squelch rather than promote competition.

The proposed measures would confirm Washington's "law of unintended consequences," he said.

Speaking at the National Conference of State Legislatures, Anstrom argued the retransmission consent provision of the Senate reregulation bill (S. 12) would "effectively impose a surcharge on the antenna functions of cable."

The provision, which has the full backing of the broadcasting industry, would allow television stations to charge cable systems to carry their signals. As Anstrom noted, CBS is the proposal's principal architect and proponent.

"Under this new scheme, if you want to subscribe to cable to improve your reception of [the local CBS affiliate], the network wants to add a surcharge of up to 20% to your monthly cable bill," he said.

"You won't get anything new, just the same CBS programs and the same commercials," Anstrom said. "But with cable subscribers then subsidizing 'free

TV' broadcasters, CBS's profits will rise.

"So here we see the law of unintended consequences in full bloom," Anstrom said. "Legislation designed to protect consumers will inevitably lead to higher cable rates, and consumers won't get anything new."

Another unintended effect of the legislation will be to stymie cable's development, Anstrom said. City councils, re-empowered by the legislation to regulate cable rates, would keep the lid on them. And that would "choke off our incentives to invest in new technology and programing," he said.

House and Senate legislation removing the prohibition on telcos' providing cable services in the same places they provide telephone services would also prove counterproductive, Anstrom said, because it will not promote competition. "The telcos would be allowed to become, in effect, giant television stations," he said. "American consumers would be required to finance the telcos' \$400 billion bet on becoming the TV tycoons of the 21st century and beyond.

"Unless you think untested safeguards will work, this legislation will lead to...a one-wire world in which the telcos provide all voice, video and data to every home," he said. "The law on unintended consequences, indeed." —MAJ

JOURNALISM

TV STATIONS LUKEWARM TO COURT EXPERIMENT

Civil cases seen lacking news appeal; proponents worry that long-term prospects for federal trial coverage may hinge on response to test

An eagerly awaited experiment allowing cameras in selected federal courtrooms has resulted in very little trial coverage by television stations since the test began July 1. The reason, many stations say, is that the three-year test run, which allows coverage only of civil cases, has not produced particularly newsworthy cases.

Even in what were to be the active courtrooms of the Southern District of New York and the District of Massachusetts (Boston), there has been little coverage outside the opening-day trials. Activity has also been limited in the Western District of Washington (Seattle and Tacoma), the Eastern District of Michigan (Detroit, Ann Arbor, Bay City, Flint and Fort Huron) and the Southern District of Indiana (Indianapolis, Evansville, Muncie, New Albany and Terre Haute).

"The normal daily news flow does not put most federal civil cases very high on the agenda," said David Bartlett, president, Radio-Television News Directors Association. "There hasn't been much action, but that doesn't disturb me. We knew that was going to be the case, and nobody in their right mind should have ever thought that we would have people camped out on the steps of all six federal courthouses desperate to cover proceedings."

Indeed, Bartlett had warned a year ago that the experiment "could be damaged by a lack of media interest" in civil cases (BROADCASTING, Sept. 17, 1990). Such a perceived "lack of interest" could be problematic for news organizations, whose long-term future in the federal courts is likely to be weighed against the results of the test. The Federal Judicial Center, which serves the federal courts, is evaluating media coverage during the three-year experiment.

The only test site that has so far been active has been the Eastern District of Pennsylvania (Philadelphia), where local stations have covered six trials during the first six weeks of experimenta-

tion. But the test holds additional significance for stations in Pennsylvania, where state laws have not previously allowed cameras in the courtroom.

"If the test was whether it's obtrusive or unobtrusive, clearly it has passed with flying colors that the cameras are unobtrusive," said Michael Kunz, clerk of court for the Eastern District. "The judges fully endorse the concept. It's an idea whose time has arrived."

Judges in the Pennsylvania district have granted all station requests to cover trials, which have included cases on smoking regulations, prison overcrowding, product liability and employment discrimination. Much of the media activity in the Philadelphia courts can be tied to efforts on the part of the court to keep local stations aware of proceedings, said Kunz. Peter Levin, a legal reporter and attorney, has been positioned as a local media coordinator.

"I realize civil cases are boring, but if we don't cover these it will be hard to cover the criminal cases and eventually the Supreme Court," said Levin. He called upon stations to enthusiastically cover nonsensational cases during the experiment to demonstrate their sincerity to the judicial system.

"The John Gotti trial is real interesting, but it doesn't really affect most of the people living in New York," said Levin. "A woman suing for age discrimination or religious discrimination, or prayer in the public schools, or pickets at the abortion clinics—that really affects most of the people, and the media has to learn how to cover that. The cases are there to be found; the media just has to be prodded and told why each case is important."

In Detroit, stations have shown interest, but have faced difficulty in gaining access. Under the pilot program, all media organizations must make an advance request to cover a case, and are permitted entry at the judge's discretion.

Seven media requests have been made to cover federal court proceedings in

Michigan, and only one of those—a bankruptcy proceeding in Flint—has resulted in coverage, according to Jeri Torolski, assistant court administrator. Four of the seven requests were approved, but two of those involved cases that were adjourned prior to the scheduled date, and one was settled at the last minute. One request was turned down because it was determined that cameras would interfere with the trial, and another was rejected because the judge chose not to participate in the experiment.

Activity has been slow in Indiana, where television and radio stations have not covered a federal court proceedings since the experiment began. "We spent a lot of time getting organized, and we haven't done anything since," said Gene Slaymaker, news director, WTUX(AM) and WTLC(FM), both Indianapolis, who helped coordinate local media preparation for the experiment. He said part of the problem is that none of the stations have regular court reporters, and there is no system in place to know when newsworthy trials are taking place. He also said the courts have not been helpful in adapting their courtrooms to accommodate media equipment.

Activity has been slow in Indiana, where television and radio stations have not covered a federal court proceeding since the experiment began. "We spent a lot of time getting organized, and we haven't done anything since," said Gene Slaymaker, news director, WTUX(AM) and WTLC(FM), both Indianapolis, who helped coordinate local media preparation for the experiment. He said part of the problem is that none of the stations have regular court reporters, and there is no system in place to know when newsworthy trials are taking place. He also said the courts have not been helpful in adapting courtrooms to accommodate media equipment.

"We think that the experiment is long enough that we can legitimately apply news tests," said Lippman. —RB

SATELLITE

Midpower public TV. Primestar, the 45-watt Ku-band satellite broadcasting service, will add selected hours of public television fare to its program package beginning Sept. 9. Headquartered near Philadelphia, Primestar reached an agreement with WHYY-TV Philadelphia to carry daytime children's programming (including *Sesame Street* and *Mr. Rogers' Neighborhood*) and early evening news programming (including *MacNeill/Lehrer NewsHour* and *Nightly Business Report*) from that PBS member's schedule. Primestar will insert the WHYY series into superstation schedules generally where commercial programs are duplicated on two or more superstations.



Hughes-built Intelsat VI-F5 can carry 120,000 voice and three signals at once

Intelsat flies. Following a nearly two-month delay, Arianespace launched Intelsat VI-F5 into transfer orbit last Wednesday, Aug. 14. The 4.5-ton spacecraft (pictured above in assembly at Hughes Aircraft's Space and Communications Group, El Segundo, Calif.) lifted off from Arianespace's Kourou, French Guiana, Space Center at 7:15 p.m. ET.

Carrying 38 C-band and 10 Ku-band transponders, VI-F5 will be placed temporarily at 322 east longitude, a vacant slot over the Atlantic Ocean. The Intelsat Board of Governors will determine its final deployment position when it meets Sept. 12-18. Last March, the board had planned to use VI-F5 to replace VI-F2 at 335.5 east and to move F2 to the Pacific region. However, after Arianespace delayed the originally scheduled June 25 launch to further test elements of its Ariane 44L launch vehicle, the board decided to consider further options, said an Intelsat spokesman.

Antenna farmed out. MicroNet Inc. will provide CBS-TV with two full-time network distribution uplinks from Glenwood, N.J., under a multiyear agreement reached last week. In addition to delivering CBS's Eastern feed and backing up its Western feed, MicroNet will provide interconnection with CBS's network control center in Manhattan, said MicroNet.

Transmission missions. When Paramount Pictures's *Maury Povich Show* debuts Sept. 9, it will be delivered to affiliates via satellite by Keystone Communications. Originating in Chelsea Studios in New York, the daily 60-minute program will be uplinked from Keystone's Technical Operating Center on the 82nd floor of the Empire State Building.

Mass migration. Telesat Canada will move more than 40 full-time television services from three satellites to one in September and October. On Sept. 1, two months after Telesat engineers spun loose a stuck C-band antenna aboard newly launched Anik E2, 21 Ku-band broadcasters will begin moving from Anik C1 to E2 (which carries 32 Ku transponders); both birds fly at 107.3 degrees west longitude. On Sept. 3, another 22 programers will start the move from C-band Anik D1 to E2. (All those services will appear on both birds through September.) The mass migration will be completed between Oct. 3 and Oct. 16, as two more services move from Anik D2 to the 24 C transponders on E2.

Mystery partners. Arguing that the public has not been allowed sufficient information for comment, Pan American Satellite asked the FCC to rescind its June 27 grant allowing Orion Satellite Corp. to build and launch two Ku-band birds into the Atlantic Ocean region. In response, Orion has argued that Pan Am Sat has no standing to call for reconsideration of the grant.

Pan Am Sat said the FCC has apparently contradicted itself—denying Orion's request for confidential treatment of its limited partners' identities but, at the same time, issuing the grant before deciding to make those identities public. Orion's May 1 request for review of whether release of the information could cause it competitive harm is still pending. One observer speculated that Pan Am Sat's petition could expedite the review.

Sports and music over the big pond. Last Thursday, Aug. 15, BrightStar Communications helped HBO share its carriage of recording artist Paul Simon's four-hour concert in Central Park, New York City, with Germany's Premiere TV. And from Aug. 31 through Sept. 18, BrightStar will carry Canada's The Sports Network coverage of the 1991 Canada Cup hockey series to two broadcasters in Scandinavia, YLE Finland and Scansat. Observing that increasing time is coming available for new programming on European TV services, Bill Page, vice president, North America, for BrightStar, said YLE and Scansat will together receive more than 45 hours of Canada Cup play.

Returning home. Moved from Satcom C-1 to Telstar 303 last March, Prime Network and five of its regional affiliates will move permanently to Satcom FIR between Aug. 19 and Aug. 31. Prime Network President Ed Frazier said the presence of other national cable networks on FIR "will make it easier on the cable operator and commercial accounts to pick up" Prime's national feed.

Netlink's Denver 5 group of superstations delivered to the home dish market are also slated to return from temporary placement on Satcom F2R to Satcom C-1 between Aug. 24 and Sept. 7.

TECHNOLOGY

CABLEVISION TESTS DIGICABLE AND DIGISAT AS CABLELABS ISSUES COMPRESSION RFP

Similar test of S-A system could follow next month; 65 companies will receive request for satellite proposals drafted by TCI and Viacom

Cablevision Systems, Tele-Communications Inc. and Viacom International acted on several fronts last week to hasten development of video compression technology that promises to squeeze more television signals into limited satellite and cable system capacity.

In Hicksville, N.Y., on Wednesday and Thursday (Aug. 14-15), Cablevision conducted tests of General Instrument's DigiSat and DigiCable video compression hardware.

In about a month, Cablevision hopes to conduct similar tests with Scientific-Atlanta, and it continues "on and off" discussions with SkyPix, said Wilt Hildenbrand, vice president of engineering for Cablevision. "We're trying to increase our body of knowledge and maybe everybody else's," he said.

So is Cable Laboratories Inc., Boulder, Colo., which by last Friday was expected to issue to 65 companies a request for proposals (drafted by TCI and Viacom) for the development of compression systems to deliver cable programming via satellite.

Calling for responses by the end of October, CableLabs will seek consensus among its operator and programmer membership on "operating protocols or guidelines," perhaps by 1992, said CableLabs spokesman Michael Schwartz.

A CableLabs RFP seeking proposals to compress signals within cable plants will follow.

In both cases, the guidelines could be passed to a standard-setting body, said Schwartz, adding that CableLabs expects settlement on in-plant protocols to take several years beyond 1992, as operators wait for the price of decoder-decompressors to come down.

GI's own projections call for commercial availability of DigiSat by mid-1992 and DigiCable 24 months to 30 months later, said Mark Medress, vice president of new business development for GI.

However, last week's test in Hicksville included "a real early look" at



Al Johnson (l), Cablevision director of technical operations, with Medress

prototype DigiCable hardware, which passed four compressed signals through a four-amp cascade at 91 MHz, "right there among AM channels," said Hildenbrand.

It marked the first time GI has used its "breadboard-type" DigiCable hardware to compress four unique signals through a cable plant, said Medress.

Downlinked by a 2.4-meter antenna from a single Ku-band transponder aboard Hughes Communications SBS 6 satellite were sports tapes, a recent theatrical movie, a documentary and American Movie Classics, one of Cablevision subsidiary Rainbow Programming Services' dozen regional and national services.

Mainly subjective evaluation included side-by-side monitoring of compressed and noncompressed signals before and after passage through the cascade. But objective measurements also included bit error testing, said Hildenbrand.

Applauding CableLabs' efforts, he said Cablevision shares the perspective of TCI and Viacom, each a major programmer with "very serious interest" in a technology "which goes right to the bottom line"—saving about \$1 million per

year per satellite transponder.

"We're pressing hard to get a feel for what we're going to do, how we're going to budget and not necessarily how we're going to deploy," said Hildenbrand.

But deployment and timing, he said, raise at least two points of tension: Whether the adoption of multiple compression systems by a variety of programmers will drive subscriber set-top converter costs too high and whether satellite compression could outrun operator capacity to carry new services.

On one hand, he said, use of multiple compression systems would cause little difficulty for cable operators, which already need "one piece of equipment for [decoding] each video source."

Yet if an operator passes signals compressed several ways right through his plant, "I've got an in-home converter working off of three different standards," and unlikely to be cheap. Programmers also want to avoid converter confusion in the home dish market, he said.

"Waiting four or five years for the box price to come down is hard to argue with," Hildenbrand said. However, "I've got to weigh waiting for that [cheaper] box, if what I have to do while I'm waiting is upgrade the whole system to higher and higher analog bandwidth to be able to receive all that programming"—a process which, like buying boxes, incurs a per-sub cost.

"You've got to wonder which is the right one to do," he said.

Noting that "a sort of backlash" from HDTV development by GI, S-A, Zenith and AT&T has been NTSC compression development by those companies, Hildenbrand said: "One thing this test has shown us so far is that all this stuff about digital being transparent—if I stay above a certain threshold, what I deliver looks like what I receive, without the slow degradations I get in analog—appears to be happening."

-PDL

FOR THE RECORD

As compiled by BROADCASTING from August 7 through August 12 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

- **KSOF(FM) Wichita, KS (BALED910729HK; 91.1 mhz; 100 kw; ant. 345 ft.)**—Seeks assignment of license from Friends University to New Life Fellowship Inc. for \$205,000. Seller is headed by Richard Felix and 29 other board members, and has no other broadcast interests. Buyer is headed by David G. and Tammie L. Brace, husband and wife, and recently purchased KSPG(AM)-KBUZ(FM) El Dorado, KS, for \$1.05 million ("Changing Hands," Aug. 5). Assignee is nonprofit corp., 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. New Life also has applications pending for new FM's in Topeka, KS, and Minneapolis. Filed July 29.
- **KRVV-FM Bastrop (Monroe), LA (BALH910725HL; 100.1 mhz; 50 kw; ant. 150 ft.)**—Seeks assignment of license from My Cue Broadcasting Inc. to Holladay Broadcasting of Louisiana Inc. for \$1,035,891. Seller is headed by Billy Edmundson, and is also licensee of KMYQ(FM) Bastrop, LA. Buyer is headed by Clay E. Holladay, and is 100% owner of Holladay Broadcasting Co. Inc., licensee of WYZZ(FM) Mary Esther, FL. Filed July 25.
- **KLDZ(FM) Lincoln, NE (BALH910725HM; 95.1 mhz; 50 kw; ant. 287 ft.)**—Seeks assignment of license from Kempff Communications Co. to Radio Lincoln Inc. for \$1.134 million ("Changing Hands," Aug. 5). Seller is headed by Ron Kempff, and also owns WKKI(FM) Celina, OH. Buyer is headed by Sue Ellen Bereman and William H. Bereman. Sue Bereman sold WPAD(AM)-WDDJ(FM) Paducah, KY, last year ("Changing Hands," Dec. 24, 1990). Filed July 25.
- **WWOC(FM) Avalon, NJ (BALH910723HO; 94.3 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from Group Six Communications Inc. to Ocean Media Inc. for \$400,000. Seller is headed by Lawrence P. Herbster. Ronald Townsend, principal of Group Six Communications, is vice president of Gannett Co. Inc.'s subsidiary's licensees of KPNX-TV Mesa (Phoenix), AZ; KOCO-TV Oklahoma City; WFMY-TV Greensboro, NC; KVUE-TV Austin, TX; WLVI-TV Cambridge (Boston), MA; WTLV(TV) Jacksonville, FL; WUSA(TV) Washington, and WXIA(TV) Atlanta. Buyer is headed by Sid Friedman (25%), Robert Kan-

- tor (18.75%), Frank Field (18.75%), Tony Guida (12.50%), Mario Mazza (12.50%) and Philip Becker (18.75%). Friedman has interests in Five Star Broadcasting Inc., licensee of WDMV(AM) Pocomoke City, MD; president and is 20% shareholder of Webb Broadcasting Inc. applicant for new FM in Ocean City, MD, and is employed as director (noncorporate) of International Electronic Journalism, NBC News (less than 1% nonvoting shareholder of General Electric). Filed July 23.
- **KVSO(AM)-KKAJ(FM) Ardmore, OK (AM: BAL910723EA; 1240 khz; 1 kw-U; FM: BALH910723EB; 95.7 mhz; 100 kw; ant. 450 ft.)**—Seeks assignment of license from Sunburst Broadcasting Inc. to Carter County Broadcasting Inc. for \$1,276,592. Seller is headed by Patrick J. Nugent, who is 80% shareholder in Nugent Broadcasting, licensee of KCTI(AM) Gonzales, TX, and 75% shareholder of Gonzales Broadcasting, licensee of KPJN(FM) Gonzales, TX. Buyer's stock is 100% owned by First National Bank of Yorktown, TX. Principals Lou Evans Gips, David P. Styra and Robert B. Eyhorn Jr. are chairman, vice president and director, respectively, of bank. Family Financial Institution Inc., 86% shareholder of First National Bank of Yorktown, through trusts owns interests in LBJ Co., licensee of KLBJ-AM-FM Austin, TX. Filed July 23.
- **KFNC(FM) Sulphur, OK (BALH910724HN; 100.9 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from Murray County Broadcasting Inc. to Central Oklahoma Radio Corp. for \$40,000. Seller is headed by Raymond B. McGrew, and has no other broadcast interests. Buyer is headed by Kenneth D. Austin (45%), Jeffery D. Southmayd (30%), Peter Lechman (20%) and Sam F. Houston (5%). Austin, Southmayd and Lechman have interests in Blue Mountain Broadcasting, permittee of KZUD(FM) Willburton, OK. Southmayd and Lechman have interests in Peanut Whistle Broadcasting Co., licensee of KZHR(FM) Dayton, WA. Southmayd is 49% shareholder in Austin Broadcast Services Inc., licensee of KFXI(FM) Marlow, OK, and 85% shareholder in Leverrier Broadcasting Co. Inc., general partner in licensee of WAPP(FM) Berryville and WESI(FM) Strasburg, both Virginia. Filed July 24.
- **KTRQ-FM Tri City, OR (BTCH910726HS; 104.3 mhz; 5.6 kw; ant. 1,384 ft.)**—Seeks transfer of control from Gee Jay Broadcasting to Tri City Communications Inc. for \$65,000. Seller is headed by Robert W. Larson, and has no other broadcast interests. Buyer is headed by Michael J. Markham, and has no other broadcast interests. Filed July 26.
- **WTRL(FM) Tomah, WI (BAPH910726HP; 96.1 mhz; 3 kw; ant. 1,075 ft.)**—Seeks assignment of CP from Trunkel Broadcasting Inc. to Magnum Radio Inc. for \$100,000. Seller is headed by Tony J. Trunkel, and has no other broadcast interests. Buyer is headed by David R. Magnum, and has no other broadcast interests. Filed July 26.

Actions

- **KABN(AM) Long Island, AK (BAPL910328ED; 830 khz; 10 kw-U)**—Granted assignment of CP from Korlyn Broadcasting Properties Inc. to Chester P. Coleman for \$45,000. Seller is headed by Milt Radford, J.K. Hage III and Bill Lawrence, and has interests in KXDZ(FM) Anchorage. Buyer is 50% shareholder of KWUN(AM) Concord, CA. Action Aug. 1.
- **KNEZ(AM) Lompoc, CA (BAL910621EB; 960 khz; 500 w-U)**—Granted assignment of license from Caballero Spanish Media Inc. to Green-Gold Broadcasting Inc. for \$140,000. Seller is headed by Eduardo Caballero, and has interests in KXEM(AM)-KSUV(FM) McFarland, CA. Buyer is headed by Randolph Johnston, and has no other broadcast interests. Action Aug. 1.

- **KRMX(AM) Pueblo, CO (BAL900904EA; 690 khz; 250 w-D)**—Granted assignment of license from Carole A. Carson, trustee, to Ventana Enterprises Inc. for \$237,181. Seller has no other broadcast interests. Buyer is headed by Jerry J. De La Cruz, Diane K. Young, Baltazar S. Mendoz, Richard L. Gonzale and Paul G. Brown, and has no other broadcast interests. Action July 26.
- **WECY-AM-FM Seaford, DE (AM: BAL910507HJ; 1280 khz; 1 kw-D, 250 w-N; FM: BALH910507HK; 98.3 mhz; 3 kw; ant. 328 ft.)**—Granted assignment of license from Beach Broadcasting Inc. to South Jersey Radio Inc. for \$520,000 ("Changing Hands," May 27). Seller is headed by Don Crisp, who also owns WBEJ(AM) Elizabethton, TN. Buyer is headed by Howard L. Green (50%) and Donald M. Simmons (50%), and also owns WOND(AM)-WMGM(FM) Atlantic City and WONZ(AM) Hammonton, both New Jersey; WMGM-TV Wildwood, NJ, and WENY-AM-TV and WLEZ(FM) both Elmira, New York, and is permittee of LPTV W07CE Atlantic City, NJ. Action Aug. 2.
- **WJML-AM-FM Petoskey, MI (AM: BAL910118HU; 1110 khz; 10 kw-D; FM: BAPLH910118HV; 98.9 mhz; 100 kw; ant. 800 ft.)**—Granted assignment of license from Petoskey Broadcasting Company to Northern Radio of Petoskey Inc. for \$795,400. Seller is headed by Tim Achterhoff, Harvey J. Nedeau Jr., Lillian Boonstra Trust, Frances Sova, Dalton Hille, Estate of P. B. Rogoski and Dave Dexter. Principals have interests in Greater Muskegan Broadcasters Inc., licensee of WMUS-AM-FM Muskegan, MI; WPLY Inc., licensee of WPLY(AM) Plymouth, MI, and Great Duluth Broadcasting Co. Inc., licensee of KQDS-AM-FM Duluth, MN. Buyer is headed by Northern Broadcast Inc. (100%), Richard A. Dills, William Langer Gokey and Bruce P. Peterson. Northern Broadcast Inc. is also 100% voting stockholder of Northern Radio of Michigan Inc., licensee of WKLT-AM-FM Kalkaska, MI. Action July 29.
- **WOKN(FM) Goldsboro, NC (BALH910613GN; 102.3 mhz; 3 kw; ant. 275 ft.)**—Granted assignment of license from WOKN Inc. to Southern Broadcasters Inc. for \$560,500. Seller is headed by Robert Swenson, and has no other broadcast interests. Buyer is headed by Caroline Beasley and Bradley C. Beasley. Bradley Beasley is stockholder of Beasley Broadcasting of Philadelphia Inc., licensee of WXTU(FM) Philadelphia, and 51% stockholder of CSRA Broadcasters Inc., licensee of WKXC-AM-FM Aiken. S.C. Beasley also has interests in Winstersrun Communications Inc., licensee of WBSS-FM Millville, NJ. Caroline Beasley has interests in Beasley Broadcasting of Reidsville Inc., licensee of WJMH(FM) Reidsville, NC; Midwest Broadcasting of Chicago Inc., licensee of WBIG(AM) Aurora, IL; Beasley FM Acquisition Corp., licensee of KRTH-FM Los Angeles. Action Aug. 1.
- **KYKN(AM) Keiser, OR (BAL910419EB; 1430 khz; 5 kw-U)**—Granted assignment of license from Capitol Equities Corp. to Willamette Broadcasting Inc. for \$109,161. Seller is headed by Felix L. and Rosemary D. Dilger, and has no other broadcast interests. Buyer is headed by Michael Frith, and has no other broadcast interests. Action Aug. 1.

NEW STATIONS

Applications

- **Monee, IL (BPED910722MB)**—The Moody Bible Institute of Chicago Inc. seeks 88.9 mhz; .10 kw-H; ant. 21 m. Address: 820 N. LaSalle Dr., Chicago, IL 60610 Principal is headed by Joseph M. Stowell, and is licensee of noncommercial educational WMBI-AM-FM Chicago; KMBI-AM-FM Spokane, WA; WDLM-

AM-FM East Moline, IL; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, TN; WAFS(AM) Atlanta; WMBV(FM) Dixon's Mills, AL; WXYB(AM) Seminole, WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, all Florida, and WGNR(FM) Grand Rapids and WGNB(FM) Zeeland, all Michigan. Filed July 22.

■ **Burlington, IA (BPH910722M)**—John T. Pritchard seeks 103.1 mhz; 11.8 kw; 145 m. Address: 2212 Piper Pl. Apt. #1, Burlington, IA 52601. Principal is proposed transferee of 100% of stock of Hensley Broadcasting Inc., licensee of KDWD(FM) Burlington, IA. Filed July 22.

■ **Burlington, IA (BPH910719MA)**—John M. Gianettino seeks 103.1 mhz; 25 kw; 100 m. Address: P.O. Box 946, Burlington, IA 52601. Principal is licensee of KCPS(AM) Burlington, IA. Filed July 19.

■ **Stephenson, MI (BPH910719MB)**—Pacer Radio of the Near-North seeks 106.3 mhz; 50 kw; ant. 99 m. Address: 1296 Marian Lane, Green Bay, WI 54304. Principal is headed by Lyle Robert Evans is sole proprietor of Brillion Radio Co., permittee of WEZR(FM) Brillion, WI, and is also 49% owner of Hometown Television Inc., permittee of WHTA(TV) Calumet, MI. Filed July 19.

Actions

■ **Hogansville, GA (BPH880531MN)**—Granted app. of Tharpe Communications Inc. for 97.5 mhz; 3 kw H&V; ant. 100 m. Address: P.O. Box 656, Hogansville, GA 30230. Principal is headed by L.A. Wood Jr. and Alexander M. Tharpe. Wood has application pending for purchase of WMXY(AM) Hogansville, GA. Filed July 30.

ACTIONS

■ **Revision of Radio Rules and Policies Denied** request by Media Access Project for extension of time to file comments and replies in matter of revising radio rules and policies. (MM docket 91-140 by Order Denying Extension of Time [DA 91-899] adopted July 17 by Chief, Mass Media Bureau.)

■ **Radio Radio Inc.** Commission has denied request by Valerie Woodson and Henry Cornell, shareholders of Radio Radio Inc., for tax certificate in connection with RRI's participation in settlement of RKO proceeding. (By MO&O [FCC 91-205] adopted July 3.)

■ **Affirmed dismissal** of four commercial FM applications with facsimile signatures (Report MM-567, Mass Media Action, by Commission July 31 by MO&O [FCC 91-243].)

■ **Amended rules regarding time computations** by redefining public notice as day that Commission action is taken, for example, day that decisions are published or released. First day to be counted in making time computations would still be day after public notice. (Report No. GN-76, General Action, Commission August 1 by Order [FCC 91-254].)

■ **Declined to amend rules** to establish Personal Emergency Locator Transmitter Service (PELTS), in light of comments received in response to its rulemaking notice. (PR docket 89-599, Report No. DC-1926, by Commission July 31 by MO&O [FCC 91-245].)

■ **Granted waiver or clarification** of Commission's rules, filed by LBS Communications, Inc., to permit "Memories...Then and Now," program produced by NBC News Productions, Inc., and syndicated by LBS, not to be deemed network program and to permit its broadcast on network affiliated stations during prime time access period (By MO&O [DA 91-965] adopted August 2 by Chief, Mass Media Bureau.)

■ **Granted waiver** of Commission's rules filed by John Blair Communications Inc. to permit "Studio 22," program produced by CBS-owned television station and syndicated to Blair, to not be deemed network program and to permit its broadcast on network affiliated stations during prime time access period. (By MO&O [DA 91-966] adopted August 2 by Chief, Mass Media Bureau.)

■ **Ordered** NewSouth Broadcasting Inc., NewSouth Media Corp. and Timothy S. Brumlik to show cause why their licenses for WFXL(TV) Albany, GA, and

CPs for four low power TV stations should not be revoked. Both corporations are owned and controlled by Brumlik, who has been convicted on felony of laundering money from proceeds of illegal drug-related activity. (MM docket 91-227, Report DC-1917, by Commission July 26 by Order to Show Cause and Hearing Designation Order [FCC 91-235].)

■ **Shut down** unlicensed "Pirate" broadcast station in Pennsylvania on July 20, 1991. Mark Radecki of Erie, PA, was fined \$1,000 for illegally operating on 7415 kHz, frequency allocated to International Fixed Public Radio Service. Illegal broadcast station had rock music format.

■ **Solicited comment** on whether FCC should continue to exempt television satellite stations from national multiple ownership rule. (MM docket 87-8 (Report No. DC-1921, Commission August 1 by Second Further NPRM [FCC 91-247].)

■ **Meridianville, AL Denied** applications of Frank Digu, Sr., Linda L. Alt and KPI Communications Inc. and granted application of Virginia Griffith for construction permit for new FM on channel 231A. (MM docket 90-150 by ID [FCC 91D-41] adopted July 30 by ALJ John M. Frysiak.)

■ **Little Rock, Pine Bluff and El Dorado, all Arkansas** Renewed applications of KARN(AM) Little Rock, KOLL(FM) Pine Bluff and KIXK(FM) El Dorado. Placed reporting conditions on renewals of KOLL and KIXK and notified KIXK of apparent liability for forfeiture of \$2000. (Report MM-566, Mass Media Action, by Commission July 29 by MO&O and NAL [FCC 91-238].)

■ **Flagstaff, AZ Denied** Julia S. Zozaya reconsideration of its Order which upheld Review Board decision granting application of Flagstaff Broadcasting Partnership (FBP) for new FM in Flagstaff, AZ, and denying competing applications of Zozaya and Flagstaff Broadcasting Foundation. (MM docket 88-275, Report No. DC-1908, July 9 by MO&O [FCC 91-210].)

■ **Phoenix Upheld** ALJ and Review Board decisions finding Maricopa applicant for new TV on channel 61 was not financially qualified. (MM docket 88-581, Report DC-1919, by Commission July 30 by MO&O [FCC 91-239].)

■ **Glendale, CA Denied** request of Southern California Broadcasting Co., licensee of KIEV(AM) for reduction of \$10,000 forfeiture for sponsorship identification violations. (By MO&O [FCC 91-204] adopted July 3 by Commission.)

■ **Los Angeles Denied** request by Black Television Workshop of Los Angeles Inc. (BTW) for reconsideration of FCC's determination that KEEF-TV Los Angeles is unbuild station and thus may not be sold in distress sale for more than BTW's expenses. Commission also denied Mary V. Woodfork's request to block sale of KEEF-TV entirely. (By MO&O [FCC 91-203] adopted July 3.)

■ **Pasadena, CA** In response to Commission inquiry about KROQ-FM's broadcast of hoax murder confession, as well as additional information developed in ongoing staff investigation, Commission has directed Chief Administrative Law Judge to require by subpoena production of books, papers, correspondence, memoranda and other records deemed relevant to this inquiry; and to require witnesses to testify and produce evidence under authority of, and in manner provided in, Section 409 of Communications Act of 1934. Commission has ordered that investigation of KROQ-FM shall be non-public, and upon conclusion of inquiry, presiding Administrative Law Judge shall certify record thereof to Commission for appropriate action. (MM docket 91-214 by Order [FCC 91-225] adopted July 3.)

■ **San Francisco Upheld** ruling by Mass Media Bureau returning as unacceptable for filing application of Oro Spanish Broadcasting Inc. for construction permit to operate KIQA(AM), San Francisco, with 1 kw nighttime power and 30 kw daytime power. (By MO&O [FCC 91-212] adopted July 9 by Commission.)

■ **San Francisco** Commission has approved KQED, Inc.'s request for extension of time to cease operation of KQEC-TV channel 32 to 12:01 a.m., August 31, 1991. (By Letter [FCC 91-208] adopted July 8.)

■ **Milton, FL** Designated for hearing license renewal application of WXBW-FM Inc. for its station WXBW-

FM. Joint Petition to Deny renewal has been filed by National Black Media Coalition and National Association for Advancement of Colored People (NAACP). However, NBMC subsequently withdrew as petitioner. Thereafter, licensee and NAACP filed settlement Agreement conditioned on FCC grant of renewal. (MM docket 91-236 by HDO [FCC 91-256] adopted August 1 by Commission.)

■ **Valdosta, GA** Approved joint settlement agreements and dismissed with prejudice applications of Lowndes County Broadcasting and Sky Broadcasting Company; granted application of Albert Leon Brooks for construction permit for new FM on channel 299A2. (MM docket 90-112 by SD [FCC 91D-38] adopted July 10 by ALJ Richard L. Sippel.)

■ **Des Moines, IA** Designated for hearing mutually exclusive applications of Center for Study and Application of Black Economic Development to renew license of KUCB-FM channel 207C, and Iowa Acorn Broadcasting Corp. and Minority Communications Inc. for CP to operate new FM on those facilities. (MM docket 91-204 by HDO [FCC 91-197] adopted June 28 by Commission.)

■ **Chicago Upheld** earlier action granting application of Monroe Communications Corp. for construction permit for new TV on channel 44 and denying application of Video 44 for renewal of its station WSNS-TV on that channel. (MM docket 883-575, 576, Report No. DC-1912, July 23 by MO&O [FCC 91-234].)

■ **Topeka, KS** Remanded proceeding for construction permit for new FM on channel 223A for further hearing. (MM docket 89-293 by MO&O [FCC 91R-65] adopted July 16 by Review Board.)

■ **Winfield, KS** Consented to assignment of license for KVFW(AM) from Valu-Broadcasting Inc. to Johnson Enterprises Inc. Because Johnson is also licensee of KLEY(AM), Wellington, KS, it was granted waiver of duopoly rule. (MM-563, Mass Media Action, July 3 by Letter [FCC 91-202].)

■ **Monticello, ME** Denied application of Weiner Broadcasting Company for construction permit for new International Broadcast Station at Monticello. (MM docket 90-243 by ID [FCC 91D-37] adopted July 9 by ALJ Joseph Chachkin.)

■ **Boston, MA** Denied Committee for Community Access reconsideration of decision granting application for assignment of license for WHDH(AM) Boston from Channel Broadcasting Inc. to WHDH(AM) Inc., and WHDH(AM) concurrent request for waiver of the one-to-a-market rule. (By MO&O [FCC 91-201] adopted July 3 by Commission.)

■ **Walker, MI** Conditionally accepted application of William E. Kuiper, Jr. for construction permit for new FM on channel 263A. (MM docket 90-83 by MO&O [FCC 91R-63] adopted July 16 by Review Board.)

■ **Long Beach, MS** Upheld Review Board Decision granting application of Beach Broadcasting Limited Partnership for new FM on channel 233A and denying competing application of Manuel Lima. (MM docket 89-66, Report No. DC-1909, July 15 by MO&O [FCC 91-223].)

■ **Bainbridge and Cape Girardeau, both Missouri** Commission has determined that Data Investments Inc. is apparently liable for forfeiture of \$150,000 for unauthorized construction and operation of facilities of Public Land Mobile Service stations KUC843 and KW516 at Bainbridge and Cape Girardeau, MO. (By NAL for Forfeiture [FCC 91-224] adopted July 16 by Commission.)

■ **Helena, MT** Conditionally granted KFBB Corporation construction permit for new VHF television station on channel 10 Helena over objections of Big Sky Limited Partnership, licensee of KTVH-TV channel 12 (NBC) Helena. Because KFBB is also licensee of KFBB-TV, channel 5 (ABC) Great Falls, MT, and FCC rules prohibit common ownership of television stations with overlapping Grade B contours, KFBB was granted waiver of multiple ownership rule and will operate channel 10 as satellite of KFBB-TV. (Report No. MM-560, Mass Media Action, July 12 by MO&O [FCC 91-228].)

■ **Secaucus, NJ** Denied and dismissed with prejudice application of Garden State Broadcasting Limited Partnership and granted application for renewal of license

of WWOR-TV. (MM docket 88-382 by ID on Remand [FCC 91D-34] adopted July 3 by ALJ Richard L. Sippel.)

■ **Bay Shore, NY** Upheld grant of Shore Media Inc.'s application for new FM on channel 276 and dismissed petition for review and denied petition for reconsideration filed by Long Island Music Broadcasting Corporation (LIMBC). (MM docket 87-246, Report No. MM-558, Mass Media Action, July 12 by MO&O [FCC 91-219].)

■ **Shirley, Ridge and Southampton**, all New York Designated for hearing mutually exclusive applications of Sacred Heart University Inc., Long Island Educational TV Council Inc. and Long Island University for new noncommercial educational facilities at Shirley and Ridge, respectively, and for modification of WPBX(FM) at Southampton. (MM docket 91-206 by Order [DA 91-834] adopted June 28 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Yadkinville and Greensboro**, both North Carolina Dismissed Triad Network, Inc.'s appeal of Memorandum Opinion and Order released June 19, which found Triad's counsel in conflict of interest in this proceeding concerning application of Palmetto Communications Company for construction permit to modify facilities of WDIX(AM) Yadkinville and Triad's application for new AM in Greensboro. (MM docket 89-357 by MO&O [FCC 91R-62] adopted July 8 by Review Board.)

■ **Cleveland** Upheld Bureau's action approving transfer of control of WKYC-TV from NBC to Multimedia Inc. over objections of AFTRA and NABET. (MM-565, Mass Media Action, by Commission July 30 by MO&O [FCC 91-242].)

■ **Huron, OH** FCC has overturned Review Board order remanding to ALJ proceeding involving five mutually exclusive applications for new FM on channel 241A. It also vacated an order by ALJ dismissing application of Luipold Broadcasting, Inc. (MM docket 88-86 by MO&O [FCC 91-198] adopted July 2 by Commission.)

■ **Hormigueros, PR** Dismissed with prejudice applications of Joseph Bahr, Guillermo A. Bonet, and Occidental Broadcasting Corporation and granted application of Renacer Broadcasters Corporation for new FM on channel 291A in Hormigueros. (MM docket 89-541 by ID [FCC 91D-40] adopted July 16 by ALJ Edward Luton.)

■ **Hanahan, Sumter and Wedgefield**, all South Carolina Renewed, over objections of various entities, licenses for stations WDXY(AM) Sumter and WIBZ(FM) Wedgefield were renewed unconditionally; and license of WAVF(FM) Hanahan was renewed for short-term and subject to reporting conditions. Additionally, WAVF was issued notice of apparent liability (NAL) for forfeiture of \$13,000 for its repeated failures to comply with Commission's EEO provisions. (By MO&O and NAL [FCC 91-218] adopted July 11.)

■ **Kingstree, SC** Upheld initial decision concluding that Williamsburg County Broadcasting Corp. is unqualified to remain licensee of WKSP(AM) and ordering license to be revoked. (MM docket 88-536, Report No. DC-1930, by Commission August 1 by MO&O [FCC 91-255].)

■ **Rapid City, SD** Denied petition to rescind or revoke filed by Spitzer Communications Co. against substitution of channel 281C1 for channel 282C and modification of construction permit for Tom-Tom Communications Inc. in Rapid City. (MM docket 88-540 by MO&O [DA 91-886] adopted July 9 by Chief, Mass Media Bureau.)

■ **Killington, VT** Approved settlement agreement and dismissed with prejudice applications of Albert E. Gary, Mountain Broadcasting Limited Partners, and Elf Broadcasting Company; granted application of Killington Broadcasters Ltd. for construction permit for new FM on channel 287C2 at Killington. (MM docket 88-240 by SD [FCC 91D-36] adopted July 9 by ALJ Richard L. Sippel.)

■ **Crewe, VA** Ordered Southern Virginia Broadcasting Corp., former licensee of stations WSVS-AM-FM to forfeit \$15,000 for repeated failures to comply with Commission's affirmative action provisions. (MM-562, July 12 by MO&O [FCC 91-221].)

■ **Richmond, VA** Upheld Review Board decision

granting application of James River Communications Corporation for new FM on channel 266A. Weyburn Broadcasting Limited Partnership, Future Broadcast Limited Partnership, Virginia Commonwealth Limited Partnership and Witjo Broadcasting Inc. sought review of that decision. Commission also dismissed James River's conditional application for review of Board's decision. (MM docket 87-352, Report No. DC-1910, July 15 by Order [FCC 91-222].)

■ **Roanoke, VA** Resolved comparative issue in favor of Susan D. Brown and granted Brown's application for new FM on channel 287A, and denied competing application of Pamela R. Jones. (MM docket 90-295 by Summary Decision [FCC 91D-39] issued July 12 by ALJ Richard L. Sippel.)

ALLOCATIONS

■ **Gosnell, et al., AR, and Germantown, et al., TN** Effective September 9, allotment of channel 297A to Osceola, AR, as community's second local FM transmission service; filing window: September 9-October 9. (MM docket 87-619 by MO&O [DA-91-920] adopted July 22 by Assistant Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Edgewater, FL** Effective September 9, substitution of channel 226C3 for channel 226A and conditional modification of de Horo Radio Ltd.'s construction permit, accordingly. (MM docket 91-117 by R&O [DA 91-918] adopted July 17 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **West Palm Beach, FL** Effective September 9, substitution of channel 221C3 for channel 221A and conditional modification of license for WNGS(FM) accordingly. (MM docket 91-74 by R&O [DA 91-914] adopted July 11 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Newton, IL** Effective September 9, substitution of channel 278B1 for channel 278A and conditional modification of construction permit for WIKK(FM) accordingly. (MM docket 91-123 by R&O [DA 91-916] adopted July 17 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Eagle Grove, IA** Effective September 5, allotment of channel 264C3 as community's first local FM service; filing window: September 6-October 7. (MM docket 91-4 by R&O [DA 91-883] adopted July 9 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Eldon, IA** Effective September 9, allotment of channel 282C3 as community's first local FM service; filing

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%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

window: September 10-October 10. (MM docket 91-42 by R&O [DA 91-879] adopted July 8 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Millford, IA** Effective September 5, allotment of channel 271C2 as community's first local FM service; filing window: September 6-October 7. (MM docket 91-48 by R&O [DA 91-877] adopted July 5 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Houston and Thayer, both Missouri** Effective September 9, substitution of channel 257C2 for channel 257A at Houston and conditional modification of license for KUNQ(FM), accordingly; substitution of channel 222A for channel 257A at Thayer; filing window for Thayer: September 9-October 10. (MM docket 90-619 by R&O [DA 91-915] adopted July 11 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Port Henry, NY and Middlebury, VT** Effective September 23, allotment of channel 221C3 to Port Henry and conditional modification of license for Station WMNM(FM) accordingly; allotment of channel 216A to Middlebury and conditional modification of license for WRMC-FM accordingly. (MM docket 90-509 by R&O [DA 91-925] adopted July 22 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Cottage Grove and Bend, both Oregon** Effective

August 22, allotment of channel 288A to Cottage Grove as area's first local FM service; substitution of channel 289C1 for channel 289C2 at Bend and conditional modification of license of KQAK in Bend; filing window for Cottage Grove: August 23-September 23. (MM docket 89-591 by R&O [DA 91-783] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Reedsport, OR** Effective September 5, allotment of channel 258A as community's second local FM service; filing window: September 6-October 7. (MM docket 91-3 by R&O [DA 91-882] adopted July 9 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Roseburg, OR** Effective August 30, allotment of channel 46 as third local commercial television station. (MM docket 90-649 by R&O [DA 91-847] adopted June 25 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Boalsburg, Clearfield, Jersey Shore, Laporte, Lewisburg, Mill Hall, Muncy, Renovo, St. Marys and Tloga, all Pennsylvania** Effective August 26 amended FM Table of Allotments for these communities; conditionally modified various licenses and construction permits accordingly; filing window (where

appropriate): August 27-September 26. (MM docket 88-496 by R&O [DA 91-853] adopted June 28 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Canton, SD** Effective September 5, substitution of channel 274C2 for channel 274A and conditional modification of construction permit for K1XK(FM). (MM docket 91-24 by R&O [DA 91-878] adopted July 5 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Amarillo, Claude and Dimmitt, all Texas** Effective September 23, allotment of channel 259A to Amarillo as community's tenth local FM service; filing window: September 24-October 24. (MM docket 90-537 by R&O [DA 91-927] adopted July 22 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Chetek, WI** Effective August 26 allotment of channel 294C2 as community's first local broadcast service; filing window: August 27-September 26, (MM docket 91-32 by R&O [DA 91-793] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Ladysmith, WI** Effective August 22 substituted channel 226A for channel 224A and conditionally modified license of WLDY-FM. (MM docket 91-93 by R&O [DA 91-781] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

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FACILITIES CHANGES

Applications

FM's

- **Roosevelt, UT KBWL(FM)** 98.5 mhz—June 14 application for CP to change ERP: 3.19 kw H&V; ant.: 515 m.; change TL: 16 km N 310 degrees E of Vernal, UT.
- **Pasco, WA KGDN(FM)** 101.3 mhz—July 23 application for mod. of CP (BPH890420M1) to change ERP: 6.6 kw H&V; change ant.: -27 m.; change to channel 267C3 (per docket #90-579).
- **Quincy, WA KWWW-FM** 96.7 mhz—July 19 application for CP to change main studio location: (move outside 1mv/m contour).

TV's

- **Jackson, MS WMPN-TV** 29 mhz—July 25 application for CP to change ERP: 922.6 kw (vis); ant.: 598 m; change TL: 4 mi SE of Raymond, MS; ANT: Dielectric TFU-30J, (BT); 32 12 46N 90 22 54W.
- **West Point, MS WYSB-TV** ch. 27—July 22 application for mod. of license to change main studio location approximately 2.3 mi outside principal community contour in Tupelo, MS.
- **Arlington, VA WTMW(TV)** ch. 14—July 30 application for mod. of CP (BPCT800118KN) to change ERP: 2880 kw (vis); change ant.: 173 m; TL: 4001 Nebraska Ave., NW, Washington, DC; antenna: Dielectric Communications TFU-26ECP (38 56 24N 77 04 54W).

Actions

FM's

- **Clifton, AZ KJJJ(FM)** 95.3 mhz—July 26 application (BMPH910222IB) granted for mod. of CP (BPH830419AF as mod.) to change ERP: 2.8 kw H&V; ant.: 677 m.; TL: Guthrie Peak, 11 mi S of Clifton; class: C1.
- **Blytheville, AR KHLS(FM)** 96.1 mhz—July 25 application (BPH8702241W) dismissed for CP to change TL: Chestnut St., 1.45 km S of the intersection of Chestnut St. and AR Rte. 198, NR Osceola, AR; change ant.: 323 m.; 35 38 27N 89 56 54W.
- **Pine Bluff, AR KPBO-FM** 101.3 mhz—July 24 application (BMPH901224MD) granted for mod. of CP (BPH870514MF as mod.) to change ERP: 25 kw H&V; ant.: 100 m.; TL: on Walker Rd. near the Jefferson and Cleveland County line; change to class C3 (per docket #90-18).
- **Bakersfield, CA KTQX(FM)** 90.1 mhz—Aug. 1 application (BMPED9106071A) granted for mod. of CP (BPE860115MA) to change ant.: 46.7 kw H&V; TL: 1801 Panorama Dr., Language Arts Bldg., Bakersfield, CA.
- **Blythe, CA VKERU-FM** 88.5 mhz—July 26 application (BPE880120ME) granted for CP to change ERP: 3 kw H&V; change ant.: -17.2 m.; and correct coordinates: 33 36 40N 114 35 48W.
- **Temecula, CA KRTM(FM)** 88.9 mhz—Jan. 25 application (BMPED910125IE) granted for mod. of CP (BPE900223MA) to change ERP: 1.15 kw H&V; ant.: 138 m.; TL: 30025 Front St., Temecula, CA.
- **Manitou Springs, CO KCME(FM)** 88.1 mhz—July 23 application (BPE890303IE) granted for CP to change ERP: 13 kw H&V; change ant.: 661 m.
- **Rifle, CO KZKS(FM)** 105.3 mhz—Aug. 1 application (BPH910318II) granted for CP to change ERP: 1.8 kw H&V; change ant.: 389 m.; TL: Monument Peak Communications site on Grand Hogback Mtn., 14.7 km NW of Rifle in Garfield County, CO; class: C2.
- **La Belle, FL WKZY(FM)** 92.1 mhz—July 30 application (BPH900830IH) granted for CP to change freq: 92.5 mhz; change ERP: 6 kw H&V; ant.: 100 m.; TL: approximately .38 km SE of Rte. 80, approximately 3.5 km SW of Rte. 29-Rte. 80 intersection in Labelle.
- **Tallahassee, FL WUMX(FM)** 103.1 mhz—July 24 application (BPH910321IB) granted for CP to change ERP: 50 kw H&V; change ant.: 90 m.; change to class C2 (per docket #90-211).
- **Rockford, IL** (no call letters) 102.3 mhz—July 29 application (BMPED9106071I) granted for mod. of CP

(BPE850909MA) to change ERP: 5.4 kw H&V; ant.: 99 m.; class: A (per docket #87-158).

- **Corydon, IN WGZB-FM** 96.5 mhz—July 30 application (BPH910208IA) dismissed for CP to change ERP: 2.348 kw H&V; change ant.: 158 m.; TL: Doolittle Hill Rd. at Lotticks Corner Rd., Elizabeth, IN.
- **Plymouth, IN WNZE(FM)** 94.3 mhz—July 29 application (BPH910308IA) granted for CP to change ERP: 11.3 kw H&V; change ant.: 150 m.; TL: 0.15 km N of Jackson St., .72 km E of U.S. 31, Lakeville; class: B1 (per docket #90-203).
- **Harlan, IA KNOD(FM)** 105.5 mhz—July 22 application (BPH910313IE) granted for CP to change freq: 105.3 mhz; change ERP: 25 kw H&V; ant.: 86 m.; class: C3 (per docket #90-303).
- **Ogden, KS KQLA(FM)** 103.9 mhz—July 29 application (BPH910117IA) granted for CP to change freq: 103.5 mhz; change ERP: 50 kw H&V; ant.: 93 m.; class: C2 (per docket #90-16).
- **Oscoda, MI WCLS(FM)** 100.1 mhz—July 18 application (BPH910514IA) returned for CP to change class (per docket #90-319); freq: (per docket #90-319); ERP: 25; ant.: 100 m.; change antenna location: approximately 2 mi SE of Mikado, MI, on Coville Rd.
- **Petoskey, MI WJML-FM** 98.9 mhz—July 29 application (BPH910118ID) granted for CP to change ERP: 52 kw H&V.
- **Charleston, MS WTYG(FM)** 94.3 mhz—July 29 application (BMPH900213ID) granted for mod. of CP (BPH880917II) to change ERP: 6 kw H&V.
- **Laughlin, NV KLUK(FM)** 107.9 mhz—July 25 application (BMPH910619IF) granted for mod. of CP (BPH871229MM) to change ant.: 569 m.; TL: BLM site at Oatman Peak in Black Mountains, AZ, 24 km SE of Laughlin, NV.
- **Lisbon, NH** (no call letters) 96.7 mhz—July 9 application (BMPH901231ID) granted for mod. of CP (BPH880809NC) to change ERP: 3.25 kw H&V; ant.: 90 m.
- **Margate City, NJ KBOQ(FM)** 96.1 mhz—July 25 application (BMPH910405IF) granted for mod. of CP (BPH870922MT as mod.) to change ERP: 2 kw H&V; ant.: 120 m.; TL: Ocean Club Condominium, 3600 Boardwalk, Atlantic City, NJ. Amended 61091 to change ERP: 2.3 kw H&V and ant.: 113 m.
- **Rensselaer, NY WQBK-FM** 103.9 mhz—July 10 application (BPH880819ID) dismissed for CP to change ERP: 2.5 kw H&V; change ant.: 112 m.; TL: end of Williams Rd., N Greenbush, NY.
- **Davidson, NC WDAV(FM)** 89.9 mhz—July 19 application (BMPED910429MG) returned for mod. of CP (BPH891107IA) to change ant.: 313 m.; TL: 0.76 km NNE of intersection of Caldwell Rd. and Back Creek Church Rd., 5.4 km SW of Richmond, NC; class: C.
- **Wanchese, NC WOBR-FM** 95.3 mhz—July 23 application (BPH910107IE) granted for CP to change ERP: 25 kw H&V; change ant.: 90 m.; class: C3 (per docket #89-574).
- **Valley City, ND KOVC(FM)** 100.9 mhz—July 17 application (BMPH910529JL) granted for CP to change ERP: 11.9 kw H&V; change ant.: 305 m.; change TL: 22 km NE of Valley City, ND, at bearing of 29 degrees. Valley City, ND.
- **Dayton, OH WWSN(FM)** 107.7 mhz—Aug. 1 application (BMLH901017KD) granted for mod. of license (BLH3385) for changes in transmission line.
- **Edgewood, OH WZOO-FM** 102.5 mhz—July 30 application (BPH900615IA) granted for CP to change ERP: 5.8 kw H&V.
- **Woodward, OK KWFJ(FM)** 93.5 mhz—March 26 application (BPH910326IA) dismissed for CP to change freq: 100.1 mhz; ERP: 100 kw H&V; ant.: 300 m.; TL: 5.6 km SW of Woodward, OK; change class: C1.
- **Milton-Freewater, OR KLUB(FM)** 97.9 mhz—July 18 application (BMPH910620ID) returned for mod. of CP (BPH860918MT as mod.) to change ERP: 4.5 kw H&V; ant.: 243 m.; TL: Duroc, OR change to class C3 (per docket #89-203).
- **Erie, PA WJET(FM)** 102.3 mhz—July 30 application (BPH900518IE) granted for CP to change ERP:

1.6 kw H&V.

- **Anasco, PR WVID(FM)** 90.3 mhz—July 18 application (BMPED901015IA) dismissed for mod. of CP (BPE880125MX) to change freq: from 90.3 mhz to 90.1 mhz.
- **Hilton Head Island, SC WJYJ(FM)** 105.5 mhz—July 9 application (BPH910405IA) granted for CP to change coordinates: 32 13 35N 80 51 00W; change ERP: 41 kw; change ant.: 164 m.
- **West Columbia, SC WSCQ(FM)** 100.1 mhz—July 19 application for mod. of license (BLH850401KK) to reconstruct down station tower, antenna, and coax.
- **Pierre, SD KGFJ-FM** 92.7 mhz—July 30 application (BPH910328IB) returned for CP to change ERP: 100 kw H&V; change ant.: 146 m.; class: C1.
- **Rapid City, SD KTOQ(FM)** 104.3 mhz—Aug. 1 application (BMPH900412IF) granted for mod. of CP (BPH850712SW) to change ant.: 100 kw H&V; TL: .35 mi S of intersection of Horse Creek and Happy Hollow, approximately .3 mi S of Rapid City limits; change freq: 104.1 mhz; class: C1; 44 01 50N 103 15 34W (per docket #88-540).
- **Brownsville, TN WTBG(FM)** 95.3 mhz—July 31 application (BMLH900723KB) granted for mod. of license to increase ERP: 5 kw H&V (pursuant to docket #88-375).
- **Dickson, TN WQZQ(FM)** 102.3 mhz—July 23 application (BMPH910513IG) granted for mod. of CP (BPH871030IC as mod.) to change ERP: 41 kw H&V; ant.: 152 m.
- **Gatlinburg, TN WDLY(FM)** 105.5 mhz—July 18 application (BMPH910517IG) granted for mod. of CP (BPH910311IB) to change ERP: .530 kw H&V; ant.: 322 m.
- **Brenham, TX KWHI-FM** 106.3 mhz—July 18 application (BPH910201IC) granted for CP to change ERP: 50 kw H&V; change ant.: 150 m.; freq: 106.1; class: C2; TL: 4.8 km W NW of Somerville, TX (per docket #86-442).
- **Centerville, UT KBCK(FM)** 105.5 mhz—July 18 application (BMPH910627IL) granted for mod. of CP (BPH881212IA) to change ERP: 7.3 kw H&V; ant.: 1116 m.; TL: Farnsworth Peak antenna farm, 29 km SW of Salt Lake City; change to class C (per docket #90-548).
- **West Rutland, VT WVNHF(FM)** 107.5 mhz—July 19 application dismissed for CP to modify (BPH851209MK, as replaced by BPH891229JP) ant.: 699 m; ERP: 0.110 kw H&V; 43 38 22N 72 50 12W.
- **Pulaski, VA WPSK-FM** 107.1 mhz—July 19 application (BPH910207ID) granted for CP to change ERP: 1.75 kw H&V; change ant.: 368 m.; change channel to 269C3 (per docket #89-444).
- **Rural Retreat, VA WCRR-FM** 103.1 mhz—July 26 application (BMPH910212IA) granted for CP (BPH890420MK) to change freq: 95.3 mhz; ERP: 6 kw H&V; ant.: 58 m.; TL: N of I-81, 1.1 km E of SR680 4 km NE of Rural Retreat, VA (per docket #90-412).
- **Edmonds, WA KCMS(FM)** 105.3 mhz—July 8 application (BMPH900322IF) granted for mod. of CP (BPH870227MK) to change ERP: 115 kw H&V; ant.: 220 m.; TL: 19303 Fremont Ave. N: Seattle, WA 98133.
- **Hartford, WI WTKM-FM** 104.9 mhz—July 31 application (BPH910319IA) granted for CP to change ERP: 5.8 kw H&V.
- **Milladore, WI WGNV(FM)** 88.5 mhz—July 24 application (BPE890224MA) granted for CP to change ERP: 50 kw H&V; change ant.: 178 m.; TL: Yellowstone Dr. at County Hwy. N; 44 38 37N 89 50 48W.
- **Suring, WI WRVM(FM)** 102.7 mhz—July 9 application (BPH910211IA) granted for CP to change ant.: 299 m.; change TL: Hwy. 32 N, .3 km SW of Suring.

TV's

- **Denver KTDC(TV)** ch. 50—July 24 application (BMPCT901231KH) granted for mod. of CP (BPCT860212KO) to change ERP: 2,498 kw (vis); ant.: 233 m; TL: 955 Lookout Mountain Rd., Golden, CO; antenna: Bogner201 Customa (DA)(BT) antenna is version the BU(50) 32N Customized Pattern 39 43 59N 105 14 12W.

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Looking for a great opportunity! Station manager needed for a well established AM & FM in southern New Hampshire. Strong sales background a must. Good organizational skills/communication skills with knowledge of PC a plus. Send resume and references to: Scott Roberts, Roberts Communications, PO Box 707, Keene, NH 03431. EOE.

Radio general sales manager: Self-motivated, quick starter, ability to manage seasoned, professional staff. Must be familiar with quantitative and qualitative ratings service data. Strong inventory control skills. Understanding of full service AM radio and Oldies format helpful. Experience with retail, co-op and vendor sales development. Good sales training and organizational skills. Ability to develop sales programs and promotions beyond spot sales. Send resume to Gilbert Hoban, Empire Radio Partners, Ltd., PO Box 1410, Schenectady, NY 12301. Empire Radio Partners, Ltd. is an EOE.

Are you currently managing a small market radio station and are "making it" today but have no assurance of anything extra at the end of the road? Perhaps we should talk! We're looking for small-medium market managers who want a piece of the action and are willing to work to earn it! Box N-27. EOE.

National underwriting manager. Responsible for soliciting underwriting on behalf of the public radio member stations of the Rural America Radio Network (RARN) from regional, national and multinational corporations and organizations. Develop marketing plan and strategies. Bachelor's in Marketing or Business Administration with emphasis in marketing plus four years marketing experience, preferably in regional or national network radio sales, required. Equivalency considered. Demonstrated ability in utilizing marketing strategies and excellent interpersonal communications necessary. \$28,051 minimum. Apply by September 15 to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

KBLA, the business news station in Los Angeles, is looking for an experienced general manager. Major market experience preferred. Resumes to: Gary Price, Box 49650, Los Angeles, CA 90049. EOE.

General manager: Financially-solid group operator seeks experienced GM for Northeast medium market. Excellent compensation and benefits. Send letter and resume with performance and income history to Box N-26. EOE.

Selling sales manager, who can lead the "consultancy sales method" by example. Must have at least three years radio experience and a proven track record in sales. KCII, 110 East Main, Washington, IA 52353. EOE.

General manager needed for premier classical station on the Gulf Coast. Must have demonstrated leadership and fundraising abilities. Send resume and salary history to: Joe Martin, General Manager, WHIL-FM, Box 160326, Mobile, AL 36616. No phone calls. EOE.

General manager: Investor seeking small market acquisition seeks manager with experience, dedication to run station and make it grow. Equity, long term potential with this, future acquisitions. N.E. or S.E. Reply to Box N-28 EOE.

HELP WANTED SALES

Need someone who can sell advertising and call high school sports. Resume, tape, photo, Darrell Sehorn, KGRO KOMX, Box 1779, Pampa, TX 79065. EOE.

Award winning 100,000 watt public radio KOSU-FM seeks development director. Position functions: Seek programing underwriting; seek grant dollars; coordinate volunteer activities; coordinate station promotion activities; coordinate special fundraising projects; speak before various groups, on-air fund raising, in-state travel and seek in-kind contributions. Minimum three to five years experience in Public Broadcasting underwriting, fundraising, and development activities. Demonstrated public relations work experience. Bachelor's degree required (Master's preferred) or equivalent work experience may be substituted. Demonstrated development personnel supervision experience preferred. Valid driver's license required. Salary competitive. A letter of application, resume and three references should be forwarded to Craig Beeby, General Manager, KOSU-FM, 302 Paul Miller Bldg., Oklahoma State University, Stillwater, OK 74078. Deadline September 1, 1991. EOE.

City Slickers! Sales position available in the beautiful Pecos Valley of Southeastern New Mexico. 100,000 watt FM and full-time AM team wants you! Resume to: General Manager, PO Box 181, Artesia, NM 88211. EOE.

Northeast Ohio AM/FM is looking for a sales manager to take stations to next level. Candidate will carry list and lead, direct staff. Outstanding opportunity with established company. EOE. Send resumes to Box N-29.

HELP WANTED ANNOUNCERS

WSTW/Wilmington, Delaware's dominant Adult CHR is interviewing quality full-time and part-time air talent. WSTW is looking for creative team players. Good production and phones a must. Join a great radio station in a top 100 market. T&R to: Program Director, WSTW, PO Box 7492, 2727 Shipley Road, Wilmington, DE 19803. EOE.

HELP WANTED TECHNICAL

Radio technician: Kent State University invites applications for the above full-time position to assist in providing maintenance, installation, test and repair of various equipment and facilities for WKSU radio. Qualifications: high school diploma or equivalent plus a minimum of two years formal training in electronic technology (or equivalent training or experience which provides comparable knowledge, skills, and abilities); a minimum of three years experience in repair and maintenance of electronic broadcast equipment. Society of Broadcast Engineers certification as broadcast engineer in radio or equivalent is preferred. Must possess a valid Ohio driver's license; physical dexterity and ability to lift 50 pounds. Wage \$11.15 per hour. Application deadline: August 26, 1991. Submit letter of application and resume to: Personnel Department, Kent State University, Kent, OH 44240. Equal opportunity/affirmative action employer.

HELP WANTED NEWS

Business reporter: National Public Radio seeks business reporter with experience and ability to make the language of global economics sing on the radio. Must have broadcasting or specialized journalism experience, and basic understanding of domestic and international business issues. Excellent salary and benefits. Send resume and cover letter to: NPR Personnel Dept. — #173, 2025 M Street, NW, Washington, DC 20036. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Attention all morning men and women! Here's the job you have been looking for. Operation manager's job for AM/FM in beautiful southern New Hampshire. Promotional skills a must. Salary negotiable. Send resume, tape and references to Scott Roberts, Roberts Communications, PO Box 707, Keene, NH 03431. EOE

SITUATIONS WANTED MANAGEMENT

Sales manager, major S.E. market seeks more profitable opportunity. Background includes programming and GM experience. Florida markets especially interesting -- equity possibilities a strong plus. Market size not critical. Reply to Box N-4.

Retiring or need help? GM with degree, over 20 years experience including strong sales/community involvement, seeks GM position with equity situation. Some dollars to invest. Florida/Southeast preferred. 174 Lee Road, Melbourne, FL 32904.

General manager: 30 years experience, heavy on sales, experienced all phases, community oriented, a real general manager. Not a salesman or sales manager. Full charge positions only. Eastern states only. Reply to Box N-30.

Recent MBA graduate with 15 years radio and advertising management experience, seeks position in group management. Superb analytical and creative skills. For your free, no cost, no obligation resume, call Doyle at 405-447-0626. Prefer SW region.

Experienced, take charge professional seeks position as GM or GSM. Expertise in retail and co-op sales, programming, promotion, community service. Available immediately on permanent or interim basis. Northeast markets only. Call Rich 201-429-7323.

Bottomline GM/GSM: Past decade 140, doubled combo sales; 80, loser combo to profit sale; 35 doubled billings, ratings. Owner references. Reply to Box N-31.

Music licensing problems? Fees too high? Too much red tape? Call me for help. Former BMI VP. I'll save you money, time and aggravation dealing ASCAP, BMI and SESAC. Bob Warner, 914-634-6630.

SITUATIONS WANTED ANNOUNCERS

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.

Announcer: Mature broadcaster seeking return to radio. Country, Oldies or Soft Adult Contemporary. East coast only. Prefer military town. Call Ed. 703-799-0739. Available now!

Eleven years experienced announcer seeking stable job in Eastern or Southeastern U.S. Jay Linn, 135 Martin, Pittsburgh, PA 15237. 412-364-5622.

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.

Experienced chief engineer/engineering manager seeks new opportunities. Strong management and hands-on technical skills. Reply to Box N-32.

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.

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.

This fall's hottest TV spot! Your entire morning team caricatured in outrageous clay animation! 100% customized for you. Unbelievable recall power! World's finest clay animation studio. 14 day turnaround. Under \$25K! Call Tom at Sherman Co. 213-858-0577. "This ain't no Gumby, dammit."—Gumby

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: WYZZ-TV Fox 43 Peoria-Bloomington, Illinois, seeks experienced professional. Emphasis upon training and new account development. Respond in complete confidence to Mike Lennon, Station Manager, 309-662-4375. EOE.

General sales manager: WCOV-TV, Fox, Montgomery, Alabama. Prefer applicant with Fox experience. Send resume to David Woods, One WCOV Avenue, Montgomery, AL 36111. EOE.

Manager for small market network affiliate television station sought in Midwest area, part of two station group. Strong sales and marketing background as well as management experience desired. Please send resume, compensation requirements, and references to Box N-33. EOE.

Promotion manager: WAVE-TV, NBC affiliate, is looking for an experienced, self starting, creative, energetic person who knows how to create compelling advertising and supervise all elements of a promotion department. Looking for a team player. Minimum three years experience as a promotion manager. Send resume and tape by August 30th to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. 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.

General sales manager WTOV9 seeks a dynamic individual to join our winning organization. We support our sales department with the resources of the marketing communications group. If you are a proactive manager, possess at least three years sales management experience and would enjoy the lifestyle of a 100+ market while having easy access to a major metropolitan area, send your resume to Art Daube, WTOV9, Box 9999, Steubenville, OH 43952. EOE.

HELP WANTED SALES

Marketing consultant with Mid-atlantic affiliate in top 50 market. Candidate must have 3-5 years experience in broadcast sales. Proven track record in new business development and strong negotiating skills for established list. Vendor support development a plus. Excellent opportunity for growth with market leader. Reply to Box N-34. EOE.

Fox affiliate WRSP/WCCU needs two account executives for the Springfield-Decatur-Champaign market. Experience in TV, cable or radio sales required. Resume to: Greg Thomas, WRSP-TV, 3003 Old Rochester Road, Springfield, IL 62703. EOE.

Account executive, local sales, minimum of three years broadcast sales. Strong negotiation and interpersonal skills. Looking for a proven new business development record. Computer literacy a plus. send resume, salary requirements, references to: Christopher Koch, WCAU-TV, City Line & Monument Rd., Philadelphia, PA 19131. No calls please. EOE.

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.

Communications systems engineer: PBS is seeking an experienced electrical engineer to develop and evaluate new technologies to determine the feasibility and cost effectiveness of implementation. Responsibilities include providing in-depth technical analyses, participating in ongoing development projects, and monitoring industry standards committees. Successful applicant will have a BS degree in Electrical Engineering with a minimum of 5-7 years experience in broadcast systems engineering, satellite, or data communications. PBS offers a salary commensurate with experience and an excellent benefits package. Interested candidates should send letter of interest, resume, and salary requirements to: PBS, Attn.: Carla A. Gibson, 1320 Braddock Place, Alexandria, VA 22314. PBS is an equal opportunity employer.

Broadcast engineer television: WNYC Foundation seeks a broadcast engineer to work in the TV operations department. Major responsibilities include master control operation, video tape and cassette operation, and assisting maintenance personnel. Requirements include a technical background in television broadcasting (beyond high school level), minimum of 2 years in television broadcasting or a Bachelors degree in Communications and one year experience in television broadcasting. Also required are a drivers license valid for operation in New York State and familiarity with current television broadcasting equipment. Salary: 24,361 + complete benefits, including 3 weeks vacation. If interested, please send resume to WNYC-Personnel Department, 1 Centre Street, 26th floor, New York, NY 10007. No phone calls please. EOE.

TV broadcast technicians wanted: the US Information Agency's television and film service seeks candidates interested in serving as television broadcast operations and/or maintenance technicians, performing various duties in a multi-function broadcast television production center. Must be able to operate any of a wide range of equipment including cameras, audio and video consoles, audio and video tape recorders, electronic editing systems, digital signal processors; or to perform satellite, long-line, microwave and earth station operations. Position requires at least three years experience which is in or related to the line of work described above and which has equipped the applicant with the specific knowledge, skills, and abilities to successfully perform the duties of the position. Salaries based on work experience and current earnings. Interested candidates must submit a Federal application form SF-171 to the Bureau of Broadcasting, Office of Personnel, Room 1543, 30 Independence Ave., SW Washington, DC 20547, Attn: VRGamer. The Bureau of Broadcasting is an equal opportunity employer and a part of the US Information Agency. (1826N).

"Hands-on" chief engineer for UHF-TV Fox independent in Southwest. Transmitter and studio maintenance experience required. Able to set up and maintain preventive maintenance program. Self-starter. Salary and benefits negotiable. Reply to Box N-35. EOE.

HELP WANTED NEWS

Field producer: Opportunity available for a creative, mature individual. Good journalism background a must. On camera experience required with a minimum of 3 years hands-on experience in news or magazine style stories. One of the country's top Christian television programs offers an excellent salary and benefits package. Send 1/2 inch reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9009. EOE.

Reporter/anchor. Freelance. Earn valuable experience with up and coming NY cable medical news program. Send resume and non-returnable VHS tape to: Personnel Director, 11 Cromwell Avenue, Staten Island, NY 10304. EOE.

Director of meteorological services: NBC affiliate in exciting, weather active market seeks chief meteorologist. Ideal candidate should have college degree, knowledge of liveline weather systems and three years weathercasting experience. VHS tape/resume to Robert Cizek, News Director, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

Weekend anchor/producer: Minimum two years reporting experience. Anchor and producer experience preferred. Send non-returnable tape and resume to Ralph Bristol, News Director, WGEM-TV, PO Box 80, Quincy, IL 62306. EOE/M-F.

Sports producer: Produce sports segments for early and late newscasts. Three years sports producing, reporting or news producing preferred. Tape and resume (no phone calls) to News Director, WRTV - PO Box 607, Indianapolis, IN 46206. EOE.

Anchor/reporter: To complement male anchor on weekday newscasts and also perform general assignment reporter duties. College degree and experience in commercial reporting preferred. Send tapes, resume, references, and salary requirements to: John Murovich, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE-M/F.

Sports director/anchor...Top 100 station needs upbeat engaging sports anchor for 6:00 and 11:00 to continue our commitment to local as well as national sports. We want someone who knows how to go beyond network feeds. Two years anchor experience required. Reply to Box N-36. EOE.

WFMZ-TV is seeking reporters for a possible future opening. Applicants need 1 year on-air experience including live. Send non-returnable tape and resume to Brad Rinehart, ND, WFMZ-TV, East Rock Road, Allentown, PA 18103. No calls. EOE.

Weathercaster: Are you a personable, knowledgeable weathercaster? If you are and want to work where weather is a priority, send tape (VHS) and resume to Robert Cizek, News Director, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager: ABC affiliate needs a self-motivator who can keep all the plates spinning while creating great promotions. Must be able to conceive, write and edit promos for news, station image, entertainment programming and community affairs. Organization skills a must! If you've got a creative mind that can prioritize and see things through, we want to see your resume and reel. Send to: KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls, please. EOE/MF.

Traffic manager: Maintain IBM system, station avails, reports, training, daily log and invoice generation, order & copy input, and on-air programming. TV or radio traffic experience required. Columbine system experience preferred. Immediate opening, apply ASAP: Administrator, KSCH-TV, PO Box 2258, Rancho Cordova, CA 95741. EOE. No calls.

Graphic artist: WABC-TV, NY seeks highly qualified computer graphic artists to work in the art department. Artists interested only in per diem daily hire situations on a regular ongoing basis need apply. Experience with Quantel paintbox, AVA and Harris still store is required. News graphics experience a plus. Send resume and reel to: Lynne Maimed, Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

Production supervisor/producer director. Seeking an experienced production supervisor/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 remote operations, editing and control room/studio operations. Forward a complete resume (no calls) to Charles R. Bradley, Director of Programming and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Producer/writer: Self-starter to join the team of broadcast and corporate production company in Florida. On-camera a plus. Autonomy and authority. Salary negotiable. Send resumes to: PO Box 24208, Jacksonville, FL 32257. EOE.

Promotion writer/producer. 21st market, CBS affiliate, seeks a highly creative writer/producer. Qualified candidates will have a minimum of 2 yrs. experience in news promotion, excellent writing skills, and a demonstrated talent for original production. Submit resume/tape/salary requirement to: Peter Holmes, Promotion Mgr., KXTV, 400 Broadway, Sacramento, CA 95818. No calls please. EOE.

Television production executive producer wanted: The U.S. Information Agency's television and film service seeks candidates interested in playing an important role in the production of accurate and comprehensive television coverage about the United States to foreign audiences worldwide. Put your television production talents to work to illustrate various aspects of the American experience and to help foreign audiences gain a better understanding of the American way of life. Candidates must have a proven success record in both production and broadcast management of a news operation. Experience must demonstrate at least ten years of experience in writing, editing of scripts, researching of story ideas, studio and location videotaping and strong managerial skills. Included must be an extensive knowledge of the U.S. and its relationship to other nations. Working knowledge of the world broadcasting environment and the world political situation are essential. Salaries based on work experience and current earnings. Interested candidates must submit a Federal application form SF-171 to the US Information Agency, Bureau of Broadcasting, Office of Personnel, Room 1543, 330 Independence Ave., SW Washington, DC 20547, Attn: VRGarner. Note: Pre-employment drug testing and a security clearance are required. The Bureau of Broadcasting is an equal opportunity employer and a part of the US Information Agency. (1828N)

Mississippi Educational Television seeks applications for ETV-operations director. This is a senior management position responsible for the supervision of production, promotions, programming, as well as grant operations. The successful candidate will have superior management skills consistent with the needs of a dynamic organization. May be called upon to represent the agency in public settings. Minimum requirements: Bachelor's degree in Business Administration, Education, Broadcasting, Engineering or a related field, and six (6) years of experience, in which three (3) must have been in public broadcasting with supervisory responsibilities. Entry salary: \$34,146/yr. Send cover letter with salary history to: Confidential-Personnel Department, MS ETV, PO Box 1101, Jackson, MS 39215-1101 by September 13, 1991. EOE/AA M-F.

Promotion writer/producer for KATV, one of the nation's top ABC affiliates in Little Rock, Arkansas. If you can keep up with news series and topicals, forge memorable image campaigns and lend a hand with our Macintosh desktop publishing system, send us a tape and a resume. Bring your 2-3 years of promotion experience to our recently restructured Audience Development Department and join the dominant station in a highly competitive medium market. Send tape and resume to: Personnel Director, KATV, PO Box 77, Little Rock, AR 72203 or apply in person at KATV studios, 401 Main Street, 8AM-5PM M-F. Equal opportunity employer M/F. No phone calls please.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box N-22.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newspaperman. 216-929-0131.

I make weather interesting! Knowledgeable meteorologist. Excellent personality! Friendly and humorous. You'll want to see ONE more tape! Mark 319-227-7246.

Major market weather anchor, with AMS seal. Looking for 1 to 30 market with #1 news team. Reply to Box N-37.

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.

Reporters/anchors: Make sure your tape/resume gets you that job! Affiliate news director critiques your tape and resume. Entry level & up. Send \$37.00 (tapes returned) to Coastal News, PO Box 62, Bridgeport, WV 26330. EOE.

Attention employment-seekers. We rescue media professionals from the avalanche of job-hunting! FREE referral nationwide. No placement fees or contractual obligations. From major-market to entry-level. Register today--and find your place in the sun! Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slatter and Associates gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Broadcast/audiovisual manager: Knowledge of healthcare a plus; high energy, pro-active, strong manager. Salary approximately \$50k. Send resumes to Box N-38. EOE.

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. EOE.

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.

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

Wanted: for copywriting. Suspect: Mr. Michelle T. Johnson. Address: 6245 Renwick #4706, Houston, TX 77081. Phone: 713-666-7357.

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 xmr., STL system needed. Will accept equipment in any condition! 919-443-4101, Vince.

KCOS seeks to purchase: 1 — One inch VTR with TBC, 1 — One inch VTR with TBC, 1 — Dual channel still store, 3 — equipment racks. Distributors and manufacturers interested in providing bids should contact DOE at 915-747-6500 for copy of bid specs.

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.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free. 1-800-238-4300.

Broadcast equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

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.

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.

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 — 39 sections 3 1/8" 51 1/2 ohm transmission line 19 1/2", \$200 per section. Skip Lowrey Tel-Fax 817-857-9109.

1984 Ford, Cabover, 16' box, AC, excellent! \$14,950. 615-238-4200. Pauza Company.

VPR-80, with TBC-3, DT. low hours, pristine! \$20,000. Also 1100A's, rebuilt with warranty from \$9,500. 615-238-4200. Pauza Company.

Madison receiving, transmitting tubes, transformers, filter capacitors, Yaesu amateur radio. Surplus Jennings RH7G \$300.00. Free flyer. Madison Electronics, Houston, TX. 713-729-7300. 1-800-231-3057.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

Quantel Harriet system. Want to buy complete set-up in good condition. Contact Mr. Scott at 804-253-0050.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems 602-582-6550.

Broadcast quality satellite equipment bought and sold. HPA's, dishes, exciters, etc. 702-386-2844.

TELEVISION

Help Wanted Programing Promotion & Others

POST-PRODUCTION EDITOR

Consummate editor combining creative vision with technical skill to join our expanding creative environment. Will operate a first-class post-production suite, working on promotion, local programs, and commercials. Minimum of five years experience with CMX, still-storer, Gross Valley and Ampex switchers, Abekos A53D and interformat. Also hands-on experience with Beta and one-inch tape machines. College degree a plus. Women and minorities are encouraged to apply.

Send resume and reel to:
Emerson Coleman
Director of Broadcast Operations
WBAL-TV
Baltimore, Maryland 21211

WBAL-TV
BALTIMORE

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
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS PLEASE
An Equal Opportunity Employer

M/F/HC
K5
THE HOME TEAM

Help Wanted Technical

Broadcast Engineer

Vetter Communications Company, Inc. has an opening for a qualified broadcast engineer. FCC 1st Class Operators License required. 2-5 years experience in television studio equipment maintenance required. Experience in radio broadcasting and related equipment desirable. Send resume and references to:

VCCI,
PO Box 14685,
Baton Rouge, LA 70898
ATTN: Larry Dietz

VCCI is an Equal Opportunity Employer

DIRECTOR OF BROADCAST OPERATIONS, WHIO TV,

Cox Enterprises'
CBS affiliate in Dayton, Ohio.

Requirements include:

A highly motivated self-starter with an ability to provide strong leadership in designing and managing newly restructured department combining Engineering, Production, Operations and facilities into one cohesive unit.

A "Team Concept", results-oriented manager with a proven record of innovation, a capacity for hard work and a desire to win.

Candidate should have 3-5 years experience in medium to large market station in both engineering and production.

Experience in generating and administering capital and operating budgets.

Experience in negotiating and complying with collective bargaining agreements.

ASEE or BSEE preferred with SBE certification and FCC General Class license considered a plus.

Send resume, no phone calls please to:

David Lippoff
Vice President &
General Manager, WHIO TV
1414 Wilmington Avenue
Dayton, OH 45401

EOE.

Situations Wanted News

NEWS DIRECTOR

Veteran newswoman wants to
make your news #1.

Management experience.
Aggressively competitive.

Available NOW!
BOX M-79

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

RADIO

Help Wanted Sales

Radio

General Sales Manager/
National Sales

Major market radio station currently interviewing for the position of General Sales Manager/National Sales. Five years major market experience required.

Exceptional management and motivational skills a must. Candidate should be able to manage large sales staff as well as handle National Sales.

Qualified candidates send resume, sales management philosophy, management background, salary history and references to:

Human Resources Department
KRTH-FM
5901 Venice Blvd.
Los Angeles, CA 90034

NO PHONE CALLS PLEASE. ALL REPLIES HELD IN STRICTEST CONFIDENCE.

KRTH-FM IS AN EQUAL OPPORTUNITY EMPLOYER AND ENCOURAGES RESPONSE FROM QUALIFIED MINORITY AND FEMALE APPLICANTS.



We'll give you all the credit.

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036.
Deadline is Monday at noon Eastern Time for the following Monday's issue.

Help Wanted Management

SALES MANAGER

Class C Combo, needs strong professional leader to motivate and train staff. Energetic, promotion-minded, street fighter, motivator. Salary & incentives. Beautiful mid-southwest area 200,000. EOE.

Reply Box N-39

ALLIED FIELDS

Help Wanted Programing
Promotion & Others

PROMOTION MANAGER (Exempt)

Marketing/Broadcasting (New York)
Description: Produce all promotional materials, including media kits, presentations to clients, in-house ads, etc. This person will also make all arrangements for convention attendance. Tasks will involve writing, working with outside vendors to design and produce all pieces. Position will also involve heavy contact with Advertising Director and salespeople to assess needs and produce specific materials.

Qualifications: College preferred. At least 3+ years related experience preferably in a publishing environment. Some experience working with a desktop publishing system is required. Demonstrated ability to handle multiple tasks. Effective communication skills. Reports to publisher.

Contact: Allison Light, 212-545-5303.

Employment Services

Find A Job Today!

TV Anchor, Weather, Sales
Reporter, Sports, Producer
& Entry Level Jobs.

Radio Disc Jockey, News, Sales
Program Dir. & Entry Level Jobs.

1-900-786-7800

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JobLine**
Your Career is on the line

TV'S JOB LISTING LEADER

As little as a TOTAL OF \$6 PER WEEK taps you into MediaLine's unparalleled TV job listing service.

NO OUTRAGEOUS PER MINUTE CHARGES

NO STALE, OUTDATED LISTINGS

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TV LISTINGS PER WEEK

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To subscribe call 800-237-8073 California 408-648-5200

MediaLine
THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

Employment Services Continued



1-900-726-JOBS
51.99 Per Minute (5 6 2 7)

Business Opportunity

TOWER SPACE

Available for lease on 1,865-foot tower to UHF-TV, LPTV, FM and auxiliary services in Des Moines, Iowa.

REPLY TO BOX M-53

For Sale Equipment

Daxel CORPORATION

EQUIPMENT SALES DIVISION

Buying and selling pre-owned quality broadcast video equipment.

Call our toll free number for information on our national listing service.

1-800-842-5111

FAX (818) 841-8539

SNG FLYAWAY

Rent or Lease

- 1.8M Vertex Antenna
- 300W TWTA
- Video Exciter With 2 Audios



Ready for Immediate Short Term Rental or Long Term Lease. Please Call For Rates and Availability.
Dan Powlas (407) 724-9630

SKYDATA, INC.

For Sale Stations

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC.

4171 Dundee Rd., Suite 269, Northbrook, IL 60062

708-272-4970



MAUI, HAWAII

Clear channel — Unlimited hours — Non D.A. — 1 Kilowatt with power increase very possible. Partner considered. Write:

Richard Miller
33 Hui Drive, Lahaina, HI 96761

SALE OR LEASE

FULL CLASS C FM MID SW
Rated market / Great Ratings

Box N-40

FOR SALE

Two Class A FMs
Two Class IV AMs
Growing Northeast MS area
Call Zane Roden 601-844-1490
R. J. Bonds 601-728-5301

TOP 100 MARKET AM-FM

Mid—Atlantic area
Class A FM, C-3 Pending
Highly rated urban AM 24 hours
License/Equipment/Leases
\$995K, terms available
(804) 977-4181, 9-5 EDT

Kepper,
Tupper &
Fugatt

TOP 40
MARKET
OPPORTUNITIES

300 Knightsbridge Parkway, Suite 360
Lincolnshire, Illinois 60069
Phone: 708 / 634-9258

For Sale Stations Continued

**WESTERN FM'S & COMBOS
TURNAROUNDS & CASHFLOWS
CLIFF HUNTER
BROADCAST MEDIA
ASSOCIATES
805-735-6404**

CHAPTER 11 BANKRUPTCY SALE

Regional AM, Austin, MN, must be sold. Now accepting sealed bids through August 31 at 4 pm CDT. Per liquidation plan, top 3 sealed bids will compete by phone auction September 10. Bidder anonymity protected. Facility is 970khz, 5kw directional day, 540 watt night; 4 tower array. Approximate 28 acres of land with modern studio building. Population city 21,907; county 37,300. All bids require certified deposit of \$20,000 which will be returned to non-accepted bidders. For further information on station and terms of sale, contact Joseph A. Peiffer, attorney for debtor, Eells & Peiffer, P.C., 465 Brenton Financial Center, 150 First Avenue NE, Cedar Rapids, IA 52401. 319-363-1641.



"SITA! SITA!"
CARE
When the world cries "Help!"
CARE is there.
1-800-242-GIVE

EARLY DEADLINE NOTICE

**Due to the Labor
Day Holiday,
Deadline for the
September 2, 1991
issue is Friday,
August 30, 1991 at
noon**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202) 659-2340.

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

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

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

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

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

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

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

Donald Marion, general sales manager, KTXQ(FM) Dallas-Fort Worth, joins KRQR(FM) San Francisco as VP-GM.



Hank Price, president-GM, WFMY-TV Greensboro, N.C., joins co-owned KARE(TV) Minneapolis in same capacity, succeeding Linda Rios Brook, who resigned.

John D. Murphy, general sales manager, KCBN(AM)-KRNO-FM Reno,

named station manager.

John Riccardi, controller and acting chief financial officer, NewCity Communications Inc., Bridgeport, Conn., named VP, chief financial officer.

Craig Evans, director, events and special projects group, CMF&Z/Young & Rubicam Advertising, Cedar Rapids, Iowa, joins HSN Entertainment, St. Petersburg, Fla., as VP, corporate market development division.

Wade Brewer, program director, KTZZ-TV Seattle, named GM.

Paul J. Cassidy, VP-GM, WBRE-TV Wilkes-Barre/Scranton, Pa., joins WKBW-TV Buffalo, N.Y., as president-GM. **William W. Harper**, GM, WSMH(TV) Flint, Mich., succeeds Cassidy.

William G. Evans, GM, WRDW-TV Augusta, Ga., named VP-GM, succeeding William L. Service, who resigned.

Jerry H. Whitener, general sales manager, KOKI-TV Tulsa, Okla., joins KLRT(TV) Little Rock, Ark., as VP-GM.

Abraham L. Goren, GM, WDRE-FM Garden City, N.J. (New York), named VP-GM.

Chuck Velona, former VP-GM, KHJ(TV) Norwalk, Calif. (Los Angeles), joins KDOC-TV Anaheim, Calif. (Los Angeles), in same capacity. **Calvin Brack**, GM, KDOC-TV, named CEO.

Charles J. Martin, acting GM, WHOI(TV) Peoria, Ill., named executive VP-GM.

Anne Peterson, accounting manager and senior accountant, Continuum Company Inc., Austin, Tex., joins KXAN-TV there as business manager.

Carolyn DeBenedetto, contracts administrator, Group W Satellite Communications, Stamford, Conn., named manager, affiliate administration and special markets.

Thomas K. Holleron, acting GM, WPBY-TV Huntington, W. Va. (Charleston), named GM.

Randy Oswald, GM, KSBY-TV San Luis Obispo, Calif., joins WOWT(TV) Omaha as VP-GM.

Stephen G. Tom, VP, East Coast, Keystone Communications, adds duties as managing director, international division, New York and Washington.

Jim Esposito, station manager, WPOP(AM)-WIOF(FM) Hartford, Conn., named VP-GM.

Stephen A. Tuzeneu, former air personality, WLWX(AM) Bloomfield, Conn. (Hartford), joins WVNE(AM) Leicester, Mass. (Worcester), as operations manager and music director.

Bruce Peckover, general sales manager, WKLQ(FM) Holland, Mich. (Grand Rapids), joins WMLI(FM) Sauk City, Wis. (Madison), as GM.

SALES AND MARKETING

Edward L. Wax, CEO, Saatchi & Saatchi Advertising North America, named chairman, and **Richard Humphreys**, CEO, Saatchi & Saatchi Advertising International, named president.

Charles Rutman, executive VP, group media director, Backer Spielvogel Bates Inc., New York, named executive VP, media manager.



Rutman



Belcher

Appointments at WBBM(AM) Chicago: **Marsha Belcher**, local sales manager, named new business development manager, succeeded by **Steve Fapka**, national sales manager. **Tim Stevens**, account executive, succeeds Fapka.

Kathleen Sullivan, broadcast manager, Hult Fritz & Matuszak, Peoria, Ill., joins WXII(TV) Winston-Salem, N.C., as marketing research director.

Account executives appointed at WSTR-TV Cincinnati: **Karen Phillips**, account executive, named local sales manager; **Peter Elam**, director of sales, Western region, Raycom Sports; **Jeremy Herrington**, from KJYK(AM)-KKLD(FM) Tucson, Ariz.; **Jim Strasser**, from Brannon Cable, and **Kerry McKiernan**, Chiat Day Advertising, Atlanta.

Kenneth Ripley, account executive, LBS/TV Horizons, joins Kassel Marketing, New York, in same capacity.

Appointments at Pezold Broadcasting, Columbus, Ga.: **Ginny P. Lovelace**, account executive, WRDW-TV Augusta, Ga., joins WFGX(TV) there in same capacity; **Paul Brewer**, general manager, Seltel, Atlanta, named national sales manager, and **Mary Mixon**, general sales manager, WRDW-TV Augusta, Ga., to WFXG(TV) there in same capacity.

Gary Kirkorian, former national account executive, ABC-TV, Los Angeles, joins KMPH(TV) Visalia, Calif. (Fresno), as local marketing specialist.

Appointments at KBSI(TV) Cape Girardeau, Mo.: **Beth Engram**, formerly with KFVS-TV Cape Girardeau, Mo., named Southern Illinois regional sales manager; **James Humphreys**, from WNPL-TV Naples, Fla., named national sales manager, and **Sue McHaney**, from KFVS-TV Cape Girardeau, Mo., named Western Kentucky regional sales manager.

Ed Kampf, regional sales manager, WMGC-TV Binghamton, N.Y., joins WBNG-TV there as account executive.

Eduard D'Abate, New York sales manager, Katz Hispanic Radio, joins CBS Hispanic Radio Network, New York, in same capacity. **Marc Gross**, from WABC(AM) New York, joins CBS Radio Representatives there as director of marketing services.

Lynn Lazaroff, director of creative services, Tribune Entertainment, New York, joins Turner Program Services, Atlanta, as VP, advertising and promotion.

Michael Nurse, local sales manager, WHLL(TV) Worcester, Mass. (Boston), named general sales manager, succeeded by **Lehel Reeves**, senior account executive.

Judy Rettinger, account executive, KMOL-TV San Antonio, Tex., named marketing manager. **Bill Carleton**, account executive, KVUE-TV Austin, Tex., joins KMOL-TV in same capacity.

Jon White, account executive, Group W Television Sales, New York, named New York marketing manager. **Barbara A. Johanson**, director, Central sales, TV network, NBC, Chicago, joins Group W Satellite Communications there as account executive.

Appointments at Time Warner CityCable Advertising, New York: **Phyllis Kessler**, associate publisher, *Office Life* magazine, named co-operative advertising specialist; **Jim McDaniels**, manager of sports sales, named director, sports sales, and **Allen Blum**, account executive, named manager, media sales.

Brent Scheiner, sales manager, KICU-TV San Jose, Calif., joins KCNS(TV) San Francisco as director of sales.

Ken Debritto, major account executive, WFLC(FM) Miami, joins WXXL(FM) Leesburg, Fla., as general sales manager. **Jeff Kimmel**, local sales manager, WMGF(FM) Mount Dora, Fla., joins WXXL as regional sales manager.

James Valice, group sales manager, red team, Petry National Television, Los Angeles, named VP, group sales manager.

Steven C. Falen, from Valentine-Radford Advertising, joins D'Arcy Masius Benton & Bowles, St. Louis, as associate creative director.

David Kaye, regional sales manager, WUAB(TV) Lorain, Ohio (Cleveland), named national sales manager, succeeded by **Steve Passwaite**, account executive.

Cathy Clark, local and regional account executive, WTOL-TV Toledo, Ohio, named national sales manager.

Jerry Donovan, general sales manager, KHOW-AM-FM Denver, joins KMOX(AM) St. Louis in same capacity.

Thersa Coleman, account executive, WVEU(TV) Atlanta, and **Mariam Moad**, former producer, WXIA-TV Atlanta, join WFOX(FM) there as account executives.

Elyse Kaplan, VP, account supervisor, Young & Rubicam Inc., joins Showtime Networks Inc., New York, as director, advertising.

Jeff Robinson, senior employment and training coordinator, City of Rochester, N.Y., joins WHEC-TV there as account executive.

Lou Verruto, national sales manager, WRGB(TV) Schenectady, N.Y., joins WTNH-TV New Haven, Conn., as local sales manager.

Leisa Conrad White, former regional marketing and sales representative, National Cinema Network, Dallas, joins KUII(AM) Dallas-Fort Worth, as account manager.

Pam Alfa, former account executive, Katz Television, Los Angeles, joins Seltel Inc. there as account executive, white sales team. **Paul Scutari**, account executive,

Cablevision Systems, joins Seltel, New York, as account executive, white sales team.

Larry Sindall, director of promotional sales, Seattle Mariners, joins KZOK-AM-FM Seattle as account executive.

John Browning, from KQYT(FM) Green Valley, Ariz. (Tucson), joins KOY(AM) Phoenix, as account executive.

Lynn Moore, special projects manager, WDAF-TV Kansas City, Mo., joins WKRN-TV Nashville as senior account executive.

Sharon Harp, media relations director, Jonas & Doty Associates, Oshkosh, Wis., joins Cable Ads, Appleton, Wis., as account executive.

David Purcell, formerly from Fort Wayne Toyota, joins WOWO-AM-FM Fort Wayne, Ind., as account executive.

Robert Caravello, sales associate, sabers sales team, Katz Independent Television, New York, named sales executive, sabers team. **Darren Kornblut**, formerly from CBS Sports, joins Katz Continental Television, New York, as research analyst, and **Peggy O'Neill**, from TeleRep, rejoins Katz Continental, New York, as sales executive.

Robert Dove, account executive, KKRZ(FM) Portland, Ore., named local sales manager.

PROGRAMING

Lauren Corrao, executive producer, MTV series development, MTV: Music Television, New York, named VP, development. **Linda Alexander**, director, corporate communications, West Coast, MTV Networks, Los Angeles, named VP.

Steven Pollock, director, business affairs, Andrew Solt Productions, Los Angeles, named VP, business affairs. **Greg Vines**, director, creative affairs, Andrew Solt Productions, named VP, creative affairs.

Jim Byrne, marketing and advertising director, WFXT(TV) Boston, named program and promotion director.

Paul L. Singman, account executive, Black Entertainment Television, joins Spectrum, Multimedia Entertainment's barter sales division, New York, in same capacity. **Valerie A. De Santi**, account executive, Spectrum, named New York sales manager.

June M. Baldwin, VP, business affairs, ACT III Television, joins Quincy Jones Entertainment, Los Angeles, as senior VP, business affairs.

Amy Dorn Kopelan, director, direct response marketing, daytime programs, ABC Entertainment, New York, named VP, direct response marketing, daytime programs.

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Nanci Donnellan, sportscaster, WFNS(AM) Plant City, Fla. (Tampa), joins KJR(AM) Seattle in same capacity.

David Janollari, director, comedy development, Fox Broadcasting, joins Lorimar Television, Burbank, Calif., as VP, comedy development.

Linda Alexander, director, corporate communications, West Coast, MTV Networks, Los Angeles, named VP, corporate communications, West Coast.

Nadine Cualoping, marketing director, American Television & Communications, Fayetteville, N.C., named programing coordinator, ATC, Stamford, Conn.

Gayle Mnookin, manager, post production, MGM/UA Television, Culver City, Calif., named associate director, post production.

Jim Painten, executive production manager, ABC Productions, Century City, Calif., named VP, production.

Shelly Raskov Aronson, director, comedy development, Warner Bros. Television, joins Twentieth Television, Los Angeles, as VP, programs.

Mitchell R. Semel, president, television, UBU Productions, Los Angeles, and former NBC Entertainment executive, joins Public Broadcasting Service, Alexandria, Va., as VP, programing.

Peter Maroney, president, World Review Television, Sausalito, Calif., joins *Now It Can Be Told* investigative news magazine, San Francisco, as West Coast bureau chief.

Betty Marshall, from Tulsa University, joins Prevue Networks Inc. there as manager of business development.

Michael L. Weisbarth, president-CEO, Coastline Productions, joins Alliance Communications Corp., Los Angeles, as senior VP, television.

Rori Peters, VP, media finance, Marine Midland Bank, joins Courtroom Television Network, New York, as regional manager, affiliate relations.

Paula Chevalier, from WTIC-TV Hartford, Conn., joins WGOT(TV) Merrimack, N.H. (Manchester), as movie host and entertainment director.

Stan Marinoff, general manager, WRDW-TV Augusta, Ga., joins Pezold Broadcasting, Columbus, Ga., as director of programing and operations.

Kirsten Sundheim, account executive, WLTF(FM) Cleveland, and **Kate Strauchon**, account executive, WEWS(TV) Cleveland, join WUAB(TV) Lorain, Ohio (Cleveland), in same capacities.

Laura Lawrence, director of special projects and program development, Nostalgia Television, New York, named VP, East Coast program development. **Mark Ringwald**, senior producer, Nostalgia Television, named executive producer, Alexandria, Va.

Peter Tortorici, senior VP, program planning, CBS Entertainment, New York, named executive VP.



Tortorici



Fulton

Damian X. Fulton, VP, creative group head, Ogilvy & Mather, joins Marvel Productions Ltd., Los Angeles, as VP, creative affairs.

Cari Bernstein, producer-host, WKAR(AM) East Lansing, Mich., resigns, succeeded by **Doug Massey**, operations manager, reporter and host, Jefferson Public Radio, Ashland, Ore.

Rob Early, from KHLT(FM) Little Rock, Ark., joins WSTF(FM) Coco Beach, Fla., as morning air personality.

Lisa N. Sagett, account manager, Direct Response Broadcasting Network, Philadelphia, named media manager.

Bart Curran, program director, KIMT(TV) Mason City, Iowa, retired.

Stuart Elliott, advertising columnist, *The New York Times*, adds duties as media reporter, WQXR-FM New York.

Erik Nelson, writer, *Unsolved Mysteries*, NBC-TV, joins *Missing/Reward*, Los Angeles, as producer.

Valerie Grant, assistant controller, DIC Enterprises, Los Angeles, named controller.

Tara Weingarten, director of development, Chris Pye Entertainment Ltd., Los Angeles, adds duties as VP, development.

Jonathan Sands, formerly with WALK-AM-FM Patchogue, N.Y., joins WKJY(FM) Hempstead, N.Y., as evening air personality.

Rick Walker, air personality, KZFX(FM) Lake Jackson, Tex. (Houston), joins KZBS(FM) Oklahoma City.

Gregory P. Tantom, independent radio syndicator and marketer, Philadelphia, joins WIP(AM) there as assistant program director.

Chris Douridas, former music producer and host, KERA(FM) Dallas, joins KCRW(FM) Santa Monica, Calif., as music producer and host, *Morning Becomes Eclectic*.

Michelle Stevens, programing assistant and weekend air personality, WPST(FM), named music director and assistant program director.

Robin Haas, lead syndicator, Jalbert Productions, New York, joins GGP produc-

tion and syndication there as syndication account executive.

Thomas J. Zappala, program and promotions director, WNDS(TV) Derry, N.H., joins KTXH(TV) Houston as program director.

Stan Marinoff, consultant, WFXG(TV) Augusta, Ga., named director of programing and operations for co-owned WFXG and WXTX(TV) Columbus, Ga.

Tim Tobin, promotion director, WKXE-FM White River Junction, Vt., named program director. **Caleb Wetherbee**, announcer, WKNE-FM Keene, N.H., joins WKXE-FM in same capacity.

Mary Gardner, traffic coordinator, Oregon Public Broadcasting, Portland, named broadcast operations manager, television programing.

Barry Teiman, management consultant, New York, joins Graff Pay-Per-View there as VP, programing. **Ellen R. Tiller**, promotion supervisor, Viewers Choice, joins Graff Pay-Per-View, New York, as manager, affiliate support services.

John Heinen, VP, marketing and creative services, WXIA-TV Atlanta, named VP, operations and programing.

Fred Petrosino, former managing partner, B.P. Media Specialists, joins Multimedia Entertainment, New York, as regional sales manager.

Denise Russell, telemarketing supervisor and acting district marketing manager, Cablevision Industries, Foxboro, Mass., joins SportsChannel New England, Woburn, Mass., as affiliate marketing manager.

Harry Valentine, from KFRC(AM) San Francisco, joins The Radio Group Ltd. as programing consultant.

Andrew Carl Wilk, consulting producer, *Explorer*, National Geographic Society, Washington, named studio producer, *Explorer*.

Temple Lindsey, from KOAI(FM) Denton, Tex., joins KCDU(FM) Dallas as air personality.

Susan Cone, account executive, Nostalgia Television, Los Angeles, named VP, direct sales and paid programing.

Joe O'Connor, sales and marketing director, PC Designs, joins United Video Inc., Tulsa, Okla., as business operations manager.

Philip Mueller, independent manufacturing representative, Ford Motor Company, joins Prevue Networks Inc., Tulsa, Okla., as affiliate marketing representative.

J. Baxter Urist, group VP, worldwide product licensing, Children's Television Workshop, New York, named senior VP, international television group.

Ivan Davis, affiliate advertising sales manager, Eastern region, Financial News Network, joins Nickelodeon/Nick at Nite, New York, as manager, affiliate marketing.

NEWS AND PUBLIC AFFAIRS

Anne Curry, correspondent, NBC News, New York, named anchor, *NBC News at Sunrise*.

Christine Sharp, independent producer, Seattle, joins CNN, Kirkland, Wash., as producer and assignment desk editor. Jill Dougherty, former correspondent, CNN and WMAQ-TV Chicago, rejoins CNN, Washington, as general assignment correspondent.

Rudy Miller, host, *Rudy's Kids*, WMAR-TV Baltimore, named morning co-anchor.

Cindy Roesel, from WTNH-TV New Haven, Conn., joins WSVN(TV) Miami as 7:30 p.m. producer. Reggie Sanders, from WJLA-TV Washington, joins WSVN as sports assignment editor.

Rita Foley, news director, WWRC(AM) Washington, named morning co-host, succeeded by Mary Ann Jennings, morning editor, WTOP(AM), there.

Appointments at KGAN(TV) Cedar Rapids, Iowa: Kris Pedelty, weekday anchor, KESQ-TV Palm Springs, Calif., named weekend anchor; Tim Heller, weekday weathercaster, KRCG(TV) Jefferson City, Mo., to same capacity, and Mike Doocy, weekday sportscaster, WKBT(TV) La Crosse, Wis., to weekend sportscaster.

Appointments at KJEO(TV) Fresno, Calif.: Lucy Ruiz, senior research coordinator, named public affairs director; Brenda Burette Herrera, weekend anchor and general assignment reporter, KJCT(TV) Grand Junction, Colo., named morning anchor and general assignment reporter, and Yvette Alcoser, recent graduate, California State University, Fresno, Calif., named account executive.

Mike Lewis, night side reporter and weekend co-anchor, WVEC-TV Hampton, Va. (Norfolk), named 11 p.m. co-anchor.

Marshall Arbitman, researcher, Middle March Films, New York, joins WXII(TV) Winston-Salem, N.C., as part-time field producer and writer. Bill O'Neil, weekend anchor, WFMY-TV Greensboro, N.C., joins WXII as Greensboro bureau chief.

Rhonda Mann, producer, WNDS(TV) Derry, N.H., joins WGO(TV) Merrimack, N.H. (Manchester), as news director.

Rich Lee, assistant sports director, KEZI(TV) Eugene, Ore., named sports director.

Jeffery Klotzman, news director, WKOW-TV Madison, Wis., joins KXAN-TV Austin, Tex., in same capacity.

Lu Ann Canipe, 6 and 11 p.m. anchor, WPSD-TV Paducah, Ky., joins WTOL-TV Toledo, Ohio, as weekday noon anchor.

Lori Cohen, director of affiliate sales, Midwest region, SportsChannel Chicago, joins CNBC, Fort Lee, N.J., as affiliate relations director, Northeast region.

TECHNOLOGY



Landgraf

Thomas Landgraf, regional manager, North Central region, Sony Business and Professional Group, Montvale, N.J., named VP, distribution.

Robert A. Slutske, former marketing consultant, Lucas Arts, Dataquest and

D/Vision, joins BTS, Los Angeles, as marketing programs manager, complementary products.

Charles Meyer, director of engineering, NVision Inc., Nevada City, Calif., named VP, engineering.

Edwin S. Clare, general manager, Live Time Inc. Showbiz Expo, and former Western regional sales manager, Ikegami Electronics USA, joins Matthews Studio Equipment Group, Burbank, Calif., as VP, sales operations.

Ray Dulye, former marketing manager, Grass Valley Group, joins Pacific Video Resources, San Francisco, as marketing director.

Robert J. Cherry, former sales manager, Communications Plus Video, joins Audio Plus Video International Inc. International Post, Northvale, N.J., as account executive, post-production services.

Morris Pollock, former chief engineer, WXTX(TV) Columbus, Ga., joins Pezold Broadcasting there in same capacity.

Jeffrey Brownstein, national sales manager, Washburn International's Oscar Schmidt division, joins Shure Brothers Inc., manufacturer of microphones and circuitry products, Evanston, Ill., as regional sales manager.

Barbara Stevenson, customer service representative, Keystone Communications, named sports services assistant, Salt Lake City. Melodee Baird, customer service representative, Keystone Communications, Salt Lake City, named account manager.

Dave Collie, head, product development, Solid State Logic, UK, named manager of Western operations, Los Angeles.

Kevin J. Conklin, director of new business ventures, Prime Computer, joins Artel Communications Corp., Hudson, Mass., as director of marketing and strategic planning.

Rick Davis, former product marketing consultant, Electronics for Imaging, joins Digital F/X Inc., Mountain View, Calif., as director of business development and third-party relations, Video F/X desktop video product line.

David Weaver, regional sales manager,

Comverse Technologies Inc., Woodbury, N.Y., joins Telecorp Systems Inc., Roswell, Ga., as VP, sales.

Donn Carper, executive VP, Donald D. Lewis Advertising, joins On Call Communications satellite communications company, Los Angeles, as VP, sales and marketing.

Suzanne Nielsen, technical writer, Cable Television Laboratories Inc., Boulder, Colo., named publications editor. Larry J. Yokell, competitive analyst, AT&T Bell Laboratories, joins Cable Labs, Boulder, Colo., as senior analyst, competitive and strategic assessment.

Vince Vellardita, from Santa Fe Communications, joins Empire Studios production facility, Burbank, Calif., as VP, sales. William Apostol, general manager, Center City Studios, Chicago, joins Empire Studios, Burbank, Calif., in same capacity.

Appointments at Tektronix Inc., Beaverton, Ore.: James R. Koehn, director of U.S. sales, test and measurement group, named VP, U.S. sales, test and measurement group; Alan G. Jones, VP, sales, communications industry systems division, Unisys, named VP, chief information officer; Gary P. Arnold, VP and chief financial officer, adds duties as treasurer, succeeding Terry W. Clifford, retired. Douglas C. Shafere, treasury operations manager, named assistant treasurer.

Appointments at JVC Professional Products Co., Elmwood Park, N.J.: John Brown, national manager, market development and government sales, named director, duplicator sales. Steve Martin, senior district sales representative, named assistant director, duplicator sales, and Gary Ballard, district sales representative, named government sales representative.

Andrew Hanges, former editor, Varitel Video, rejoins Varitel Video, Los Angeles, as senior editor.

PROMOTION AND PR

Senior VP's Paul W. Johnson and Thomas L. Buckmaster, Fleishman Hillard Inc., Washington, named partners.

Arnold A. Tucker, executive VP, North American operations, Carl Byoir & Associates public relations firm, joins Satellite Television Asian Region Ltd. (STAR TV), Hong Kong, as executive VP.

Glenn Tomlinson, night production supervisor, WJBF(TV) Augusta, Ga., named promotion manager.

Donna Bleznak, account executive, Paolin and Sweeney, Cherry Hill, N.J., joins Weightman Public Relations, Philadelphia, as senior account executive.

Appointments at Cohn & Wolfe public relations, New York: Peter B. Himler, VP, media director, named senior VP, media director; Howard Pulchin, account supervisor and

Elizabeth Scherer, manager, healthcare strategy and marketing, healthcare communications division, named VP.

Appointments at The Kamber Group, Washington: Jeffrey M. Sandman, VP and general counsel, named senior VP and general counsel; Bruce Kozarsky, senior associate and director of media relations, named VP and director of media relations, and Jim Cummins, senior associate and senior producer, named VP, senior producer.

Jo Ann Molter, media coordinator, Greater Cleveland Literacy Coalition, joins WOIO(TV) Shaker Heights, Ohio (Cleveland), as publicity coordinator.

Deborah Friedman, VP, corporate communications, Stride Rite, Cambridge, Mass., joins Weightman Public Relations, Philadelphia, as VP, business development.

D. Deann Hunt, employment and benefits specialist, Faultless Caster Corp., joins Keller-Crescent Co., Evansville, Ind., as senior personnel specialist.

Appointments at Porter/Novelli, Washington: Jerry Franz and Pattie Yu Hussein, VP's, named senior VP's; Chris Causey, part-time account executive, named full-time account executive.

ALLIED FIELDS

New appointments at National Basketball Association, New York: John Kosner, director of broadcasting, named VP, broadcasting; Don Sperling, executive producer, named VP, executive producer; Jon Miller, director of programming, named VP, programming, and Steve Hellmuth, director of operations, named VP, operations.

Frank Stanton, former president and vice chairman, CBS Inc., New York, has been elected to board of directors, Alias Research Inc., Toronto.

R. Michael Oglesby, VP, corporate communications, Turner Broadcasting System Inc., honored by Cable Television Administration & Marketing Society with second annual A+ Award for Management.

New trustees at The Museum of Television and Radio, New York: Henry A. Kissinger, former Secretary of State and chairman, Kissinger Associates Inc.; Arthur L. Liman, partner, Paul, Weiss, Rifkind, Wharton & Garrison law firm; J. Bruce Llewellyn, chairman of board and CEO, Queen City Broadcasting Inc., and William C. Paley, son of late William S. Paley, substance abuse counselor and therapist.

James H. Lewis, VP, WGBH-TV Boston and GM, co-owned WGBY-TV Springfield, Mass., joins Oregon Public Broadcasting Foundation Inc., Portland, Ore., as president.

John A. Reisenbach Foundation has been formed to honor memory of slain barter sales executive (All American Television)

killed last year near his New York City home. Foundation has scheduled fundraising dinner for Nov. 12 at Marriott Marquis hotel in Manhattan to raise money for scholarships and community service groups. Tribute dinner chairman is James Rosenfield, chairman and CEO of John Blair Communications.

Bhaskar Menon, chairman, International Federation of Phonographic Industry, appointed to International Cablecasting Technologies Inc., Beverly Hills, Calif., board of directors.

Carolyn Sumner Hood, general manager, Printers Inc., Portland, Me., joins Maine Association of Broadcasters, Augusta, as executive director.

Alan J. Rowan, VP and assistant controller, television network group, Capital Cities/ABC Inc., named chairman, audit/finance committee, Academy of Television Arts & Sciences, New York.

Leslie MacAskill, formerly with Korn/Ferry International, joins Media Search Inc. search and recruitment firm, Burbank, Calif., as senior VP, entertainment and advertising division.

Andrea M. Morehead, recent graduate, Howard University, Washington, named 1991-91 Minority Intern in Media Careers by Greater Media Inc.

I. King Jordan, president, Gallaudet University, Washington, elected to advisory board, The Caption Center.

Peter F. Ryan, executive VP, Harrington Righter & Parsons Inc. TV station rep, elected president, succeeding John J. Walters, named chairman.

Stephen McKenney Steck, president, WMFE-FM-TV Orlando, Fla., named 1992 chair, board of directors, Southern Educational Communications Association.

Ron Burdett, president and founder, Sunset Post Inc., Glendale, Calif., elected to International Teleproduction Society's 1992 board of directors.

Ed Shaw, radio producer and star of syndicated radio show *Ed Shaw's America*, named film commissioner, Belize, Western Caribbean.

James E. Blancarte, attorney, Mitchell, Silberberg & Knupp law firm, Los Angeles, joins Jeffer, Mangels, Butler & Marinaro, Century City, Calif., as partner concentrating in entertainment law.

Betty C. Alewine, president, Communications Satellite Corp. World Systems, Washington, named U.S. governor to Intelsat board of governors.

Richard Pegram III, executive VP, WTVR-TV Richmond, Va., appointed president, Virginia Association of Broadcasters.

William K. Lisecky, corporate finance officer, media group, Bankers Trust Co., joins Communications Equity Associates, New York, as assistant VP.

Alison L. Smith, former deputy assistant attorney general, Antitrust Division, U.S. Department of Justice, rejoins Vinson & Elkins law firm, Houston, as partner in business litigation group.

DEATHS

Douglas Kiker, 61, correspondent, NBC News, Washington, died of apparent heart attack Aug. 14 in Cape Cod, Mass. Most recently, Kiker reported for *NBC Nightly News* and *Sunday Today*. Kiker began his 25-year tenure with NBC in 1966. He served as Rome correspondent, war correspondent and as national political correspondent. While in Washington he covered Watergate scandal, President Nixon's resignation, national political conventions and presidential campaigns. Kiker contributed to *Today* and was principal reporter for *NBC Magazine with David Brinkley*. He is survived by his wife, Diana; daughter, Ann; four sons, James, Craig, Douglas and Patrick.

Joe Bowen, 56, director, feature films and late night programing director, CBS Entertainment, Los Angeles, died of heart attack Aug. 4 in Los Angeles. In 1960 he joined WCBS-TV New York as programing assistant. Bowen held variety of positions including supervisor, feature-film productions; program executive, late-night movies and associate director, prime-time features. He is survived by his son, Scott.

George Snell, 82, president, KEEN(AM)-KBAY(FM) San Jose, Calif., died of cancer July 14 there. He earned ham radio operators license in 1925 and started as technician for KDYL(AM) Salt Lake City while attending college at University of Utah there. He worked at KDYL for 15 years as writer, air personality and program director. Snell had stint at KIDO(AM) Boise, Idaho, in 1944 and joined KNBR(AM) San Francisco (formerly KPO(AM)) one year later. While there he wrote and produced programs including *The Standard Hour* and *Tonight at 9:30*. In 1946, along with two other partners, Snell invested in KEEN, and in 1961 KBAY. He is survived by four sons: George IV, Steven and Christopher, GM's of KEEN-KBAY, and Jonathan.

Richard Dreyfuss, 70, radio and TV broadcaster, died July 29 of cancer in Pittsburgh. He began his career as air personality in Presque Isle, Me., after serving in World War II, and had stints at numerous stations including KDKA-TV Pittsburgh; WSAZ-TV Huntington, W. Va., and WPGH-TV Pittsburgh. In 1982 Dreyfuss joined Group W productions, Pittsburgh, as distribution manager, leaving seven years later for TPC Communications of Pittsburgh as senior account executive. Most recently, he produced *The Great Years* weekly syndicated radio show. Surviving him are his wife, Rosemary; daughter, Susan; two sons, Richard Jr. and James; one brother, and two grandchildren.

FIFTH ESTATE

MIKE FAHERTY: CAREER RADIO JUNKIE

I am a radio junkie, and I've never wanted to be anything else," boasts Michael Faherty, executive vice president for radio at Cox Enterprises in Atlanta. In fact, Faherty thinks so highly of radio that he has encouraged several of his children to get into the business. "While some fathers are afraid their kids will follow in their footsteps, I'm delighted," he says.

Faherty got his first taste of radio as a 19-year-old student at Rutgers University, when he landed a summer announcing/sales job at WBUD(AM) Trenton, N.J. By the end of the season he was anchoring five-minute newscasts and was invited to stay on as a part-timer. "I was bitten by the radio bug," he says.

Faherty abandoned his pursuit of a history degree for a sales/announcing post at WPAC(AM) Patchogue, N.Y., where he quickly learned his future was on the streets, not behind the microphone. "I looked in the mirror one day and knew I was never going to be a radio star. I didn't have the voice or the personality for it. And I'd discovered that the sales people were making a lot more money than the announcers. I also knew that if I wanted to get into management I had to learn the sales end."

With this knowledge, Faherty soon took a job as an account executive at KYW(AM) Cleveland (now WWWE(AM)), thus beginning a 19-year career with Westinghouse that took him to WBZ(AM) Boston, WINS(AM) New York, and WIND(AM) Chicago. A seven-year stint as president of the company's Radio Advertising Representatives brought Faherty to New York, where he earned his master's degree in business from Columbia University. "I'm one of the few guys you'll meet in this business who holds a master's degree but never graduated from college," he notes. Four years later Cox tapped him to become vice president and general manager of WSB-AM-FM Atlanta, and in 1989 named him to head its growing radio division.

How has radio changed since Faherty took that look in the mirror? "First, selling back then was incredibly easy," he laughs. "There were no FM stations listed in the ratings, and in Cleveland we only had seven full-time AM's. It was like a license to steal."

FM changed all that, although not



overnight. By the late 1960's and early '70s, most markets were feeling FM's competitive threat, but the change was slow. The rapid development of digital audio broadcasting technology could produce similar changes, but at a much faster pace, Faherty predicts. "Right now the future of DAB depends a great deal on what happens at the World Administrative Radio Conference—and the FCC. If we don't get the L-band, we have some alternatives, including in-band systems." Acknowledging that in-band systems currently are still on the drawing board, Faherty foresees four-band radios by the year 2000. "Forty-five years after the introduction of FM, a steady 30% of all radio listening is on AM," he explains. "I suspect that if we go with in-band DAB, we will see radios with AM, FM, AM DAB and FM DAB.

"There's also going to be some kind of satellite DAB."

Despite the attention currently focused on DAB, Faherty insists that an increasingly overcrowded and splintered media marketplace ultimately will serve

as radio's proving ground. "There's no question that the radio industry is going to be radically different 10 to 20 years from now," he says. "DAB will bring about vast technological changes, but radio will be viable many years to come." Competition from cable will continue to thin out local market revenues, Faherty says, which will induce radio to search for more creative and aggressive marketing strategies and force it to stop battling itself, go after cable and "come up with ways to maintain and grow the bottom line."

Faherty obviously enjoys the challenges that overseeing 14 radio stations entails. Since advancing to the top radio post at Cox, he has picked up an AM to go with the FM in St. Petersburg, and bought an FM in Dallas. "Basically, we're in an acquisitive mode, which we couldn't say when the prices were so high in the late '80s," Faherty notes.

"Now is the perfect time for a company like Cox to be buying stations. We've put together eight GM's at Cox who are very bright and hardworking, people who are able to set goals for themselves, their management teams, and their stations—and then stay very focused."

Cox currently owns six AM's and eight FM's, and Faherty remains bullish on both bands. "The way this industry has evolved, we have two viable bands, and both bands have stations that are very successful—and some that aren't. There's a great deal of money to be made in AM radio, and we own some very successful AM stations."

Faherty celebrated his 10th year with Cox last Monday (Aug. 12), and in all that time—and the 20 years that came before it—"never once have I had a day when I didn't want to go down to the 'sweat shop' again," he says.

Michael Joseph Faherty

Executive VP, radio, Cox Broadcasting, Atlanta; b. April 20, 1938, Trenton, N.J.; attended Rutgers University; MS, Business, Columbia University, 1977; announcer-account executive, WPAC(AM) Patchogue, N.Y., 1960; account executive, KYW(AM) Cleveland, 1962; account executive, Eastman Radio, New York, 1964; national spot account executive, Radio Advertising Representatives, 1966; sales manager WBZ(AM) Boston, 1967; general sales manager, WINS(AM), New York, 1968; VP, general sales manager, RAR, 1972; president, RAR, 1973; VP, GM, WIND(AM) Chicago, 1979; VP, GM, WSB-AM-FM Atlanta, 1981; present position since April 1989; m. Barbara Scheffe, Oct. 22, 1961; children—Jill, 28; Michael Jr., 27; David, 25; Susan, 24; Peter, 19; Lisa, 18.

IN BRIEF

Checkerboard programming strategy used by leading independents wwor-TV New York and KTLA-TV Los Angeles was reworked in new fall schedule announcements last week (also see pages 22-23). wwor-TV is adopting checkerboard for its prime time schedule with women-behind-bars drama, *Dangerous Women*, from Reg Grundy Productions filling 8-9 p.m. Monday and Wednesday; LBS Communications' first-run revival of *Baywatch* has same time period Tuesday, and Cannel Distribution's off-network *Wiseguy* in at 8 p.m. Thursday and Friday. Premiering in Monday-Friday 9 p.m. slot is hour talk show, *New York Tonight Starring Clint Holmes*, followed by hour-long newscast at 10. Meanwhile, KTLA-TV is dropping its past season's prime access checkerboard of MCA TV sitcoms *Charles in Charge*, *Out of This World* and *My Secret Identity*, and Columbia Picture TV's *Punky Brewster*. Station cited discontinuations of first-run

production on MCA TV-distributed shows and lack of new first-run sitcoms in market as reason for cancellations. Instead, Tribune Broadcasting-owned station will be slotting Tribune Entertainment's *Now It Can Be Told* and Warner Bros. Domestic Television's off-network *Full House* in at 7-8 p.m., preceding its 8-10 p.m. movies.

Viacom Cable is fighting property reappraisal relating to 1% possessory tax in California that could mean huge jump in annual tax paid from \$185,000 to \$5 million. State has four years after sale of property to reassess value for tax purposes. Clock on 1987 Viacom buyout by Sumner Redstone is ticking down, and Viacom has begun receiving reappraisals for years 1987 and beyond. Reappraisal of its systems in state has jumped from \$18.5 million to \$506 million, which means new tax base for 1987 would be \$5 million. Company is lobbying local

and federal officials that reappraisals are too high and it plans to appeal reappraisal. Firm had set aside funds to cover 60% increase in taxes.

WJLA-TV Washington will switch reps from Petry to Katz this Friday, Aug. 23. For Petry, loss of WJLA-TV, said to have national billing of about \$35 million annually, follows earlier loss of four Post-Newsweek stations with billings close to \$100 million to Blair and TeleRep. **Other news in rep business: NBC station manager met last week, and a decision on who will rep station group is expected after Labor day.** However, NBC may narrow list of candidates as early as this week.

ABC Productions will make project for another network, *Fugitive Among Us*, made-for-TV movie to air on CBS. Two-hour project, to be produced by Andrew Adelson Co. in association with ABC Productions, is based on true story of policeman's obsessive pursuit of an escaped convict.

Many changes are in store this fall for Group W's KRW-TV Philadelphia, including elimination of 5:30 p.m. newscast, as reported in BROADCASTING ("Closed Circuit," Nov. 19, 1990). Among other changes at NBC affiliate, *The Joan Rivers Show* moves from 3 p.m. to 4 a.m.; *Geraldo* moves to 9 a.m. to make room for locally produced *Jane Wallace Show* at 10 a.m.; *The Chuck Woolery Show* wins 3 p.m. slot; *Inside Edition* joins schedule at 5:30 p.m.; *Now It Can Be Told* debuts at 1:35 a.m.; *Love Stories* begins at 2:05 a.m., and *Later With Bob Costas* leaves schedule.

United Church of Christ, Telecommunications Research and Action Center and Washington Area Citizens Interested in Viewer's Constitutional Rights want FCC to reconsider and in meantime stay changes in commission's satellite TV policies adopted July 12 until multiple ownership ramifications have been resolved in further rulemaking proceeding currently in process. Petitioners also fear new rules allow for distant stations to be own satellites and that applicants wishing to operate station as full-service, stand-

NBC-TCI-CABLEVISION STARTING SPORTS NEWS CHANNEL

NBC, Cablevision and Tele-Communications Inc. spin-off Liberty Media have struck a deal to create a 24-hour sports news service, distributed as a part of NBC/Cablevision's SportsChannel America. According to Tom Rogers, president, NBC Cable and Business Development, the sports news service will be a "separately owned entity" from SportsChannel America and TCI part-owned Prime Network.

A formal announcement is expected this week; final details were still being worked out last week. The sports news service, scheduled to launch as early as October, according to Rogers, will distribute programming to SportsChannel's 11 regional networks and three TCI-controlled regional networks: KBL Sports Network in Pittsburgh and Intermountain West (both wholly owned) and Prime Sports Northwest (co-owned with Viacom).

SCA, currently in negotiations to extend its NHL contract, will continue to do event programming, according to Rogers. But "sports news programming more likely will play a larger part in the overall mix," he said. SCA, which has two transponders, will possibly have two feeds, one with sports news, the other with event programming. That would mean cable operators could pick up the sports news service on a free-standing basis.

According to industry sources, the deal may involve Liberty getting anywhere from one-third to 50% equity in SCA, but that could not be confirmed. According to a source close to the deal, Bill Daniels, TCI's partner in Prime Network, "was offered the opportunity to participate in terms of distribution, but ownership was never on the table." So far Daniels has not approved distribution of the service to the other Prime affiliates in which it has some stake. Observers speculate the forthcoming announcement is an attempt to sway Daniels into agreeing to terms being discussed to merge Prime and SCA. The announcement's timing, observers say, could also be related to the attention ESPN has been getting of late regarding its possible development of a sports news service.

-SMM

alones may have difficulty securing station because new satellite rules fail "to expressly state that if an otherwise-qualified applicant proposing to operate a full-service station files a competing application against a satellite renewal applicant, the full-service applicant would prevail without the need to hold a comparative hearing. If this is what the FCC intended, it should so clarify."

Comcast reported increases of 12% and 15%, respectively, in revenue and operating cash in second quarter as it lowered net loss to \$33 million from previous year's \$42 million. Revenue jumped from \$164 million to \$183 million in second quarter, while operating cash flow increased from \$69 million to \$80 million.

QVC has filed SEC registration statement to offer 3.5 million shares of common stock it hopes will raise \$40 million. QVC expects to take about \$30 million of proceeds to repay \$61.5 million note accruing at 17% interest to affiliate of Liberty Media, one of two large stockholders in QVC. Other \$10 million from offering would be used to repay bank indebtedness. Remaining portion of \$61.5 million Liberty note would be converted into QVC stock at public offering price, net of underwriters' discount.

Allbritton Communications' **ALLNEWSCO announced Oct. 7 as launch date for cable regional news service in Washington area.** Service will be called NEWSCHANNEL 8, reflecting channel assignment given by area cable operators.

Monitor Channel is giving operators one last chance to lock into lower rates before rate card takes effect next year, with difference amounting to threefold increase by 1996. Operators can still lock into introductory rates if they sign contracts to launch Monitor on one system by Dec. 1. Rates call for no fees in 1991, one cent in 1992 and one cent per month thereafter rising to five cents in 1996. Rate structure beginning Jan. 1, 1992, will see rates at five cents per month in 1992, rising to 15 cents per month by 1996, based on percentage of subscribers in each system able to receive Monitor.

George Vradenburg III, executive VP, Fox Inc., Los Angeles, was appointed **co-chair of Advanced Television Service Implementation Subcommittee** of FCC Advisory Committee by FCC Chairman Alfred Sikes. Vradenburg will co-chair subcommittee with James Tietjen, president of SRI International, beginning with Sept. 19 meeting in Washington.

DAB WILL RIDE HILLS AND HALLS OF SAN FRANCISCO

Pending FCC approval, the NAB will use 701 mhz (UHF ch. 52) to provide a mobile demonstration of the Eureka 147 digital audio broadcasting system during NAB's Radio 1991 convention in San Francisco (Sept. 11-14).

Bonneville Holding Co.'s KOIT-AM-FM San Francisco will participate in what NAB President Eddie Fritts described as "a terrifically large demonstration out there. We're spending a lot of bucks on that," he said. "One of the reasons that some people are going to come to San Francisco is to hear what's going on with DAB," which will also include an exhibit hall demonstration of Project Acorn's in-band system.

"San Francisco's hills will simply not be a problem" for the Eureka mobile show, said Michael Rau, NAB senior VP of science and technology. Rau said NAB will make a signal "gap filler" available, not because it expects any gaps to fill, but to demonstrate that Eureka's signal duplication strengthens reception.

FCC said Tietjen's move upward from Sarnoff Research Institute to parent SRI made co-chairmanship desirable. Vradenburg said he volunteered service and credited Sikes and Advisory Committee Chairman Richard Wiley with "philosophy of inclusion and consensus."

Orange County (Calif.) Newschannel signed affiliate deal with Times Mirror Cable (125,000 subscribers) last week, filling in final piece of carriage puzzle for regional news service. Eleven-month-old service will now be on all systems in county on Jan. 1, giving it 500,000-home reach.

Prime Sports On STAR TV, Prime International's Asian sports network, will debut on Aug. 26 before potential audience of 2.7 billion viewers. Network debuts with coverage of U.S. Open and will feature regional, American and worldwide sports during its 24-hour program day. Programming will be available to about 500,000 earth stations and will also be carried by cable systems and terrestrial broadcasters in region.

United Cable Television of Oakland County (Michigan) has bought out limited partners interest in system, which serves 73,200 subscribers, in deal brokered by CEA. While United was general partner, limited partners owned more than 50% of system. System value is about \$130 million, industry source said.

NAB filed comments with Supreme Courts of Arizona and New Mexico in favor of unrestrained advertising rights for lawyers. Bar associations in both states restrict production methods attorneys may use in TV and radio advertising. Both Supreme Courts serve as arbiters in rules development for bar associations. Placing restrictions on production methods can often amount to complete ban on advertising and infringement of lawyers' First Amendment rights, NAB said, cit-

ing recent U.S. Supreme Court rulings.

Infinity Broadcasting President Mel Karmazin appeared before FCC last Thursday, Aug. 15, to answer questions from FCC attorneys investigating KROQ(FM) Los Angeles murder hoax ("Closed Circuit," Aug. 12). Karmazin declined to comment on closed session, but said he "welcomed the opportunity to be there."

As expected (BROADCASTING, July 29) CBS announced last Thursday that **Peter Tortorici, senior VP, CBS Entertainment, has signed new two-year contract** with network that carries title of executive VP. Tortorici's responsibilities will continue to be in areas of scheduling, current programs, development, specials and acquisition of feature films. Tortorici joined CBS in 1983 after brief stint with ABC and held various positions in CBS Sports prior to joining entertainment division in 1987.

Lorimar Telepictures Corp. last week asked FCC to reconsider its approval of sale of WLIW-TV Caguas and satellite wsun-TV Ponce, both Puerto Rico, to Estella Brillante Limited Partnership, alleging "true ownership levels" of two foreign partners exceed 20% limit set by FCC rules. On paper, Malrite Communications is EBLP's 80% general partner and Angel Gonzalez, Mexican citizen, and Julio Vera Gutierrez, Peruvian citizen, hold only 25% non-voting interest in TeleOnce, EBLP's 20% limited partner, Lorimar says. But, Lorimar alleges, actual ownership stake of Gutierrez and Gonzalez "is at least 40% and probably as high as 50%." According to Lorimar, Gutierrez and Gonzalez are entitled to siphon off that much of cash flow as result of loans and equipment leasing deals. Lorimar, one-time owner of stations, says its interest in transaction stems from \$5 million owned by TeleVista, company that controls TeleOnce, EBLP's 20% limited partner.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

GIVING QUARTER

Although the FCC's comments deadline expired last week, we would like to cast our informal lot with CBS in its petition to delay imposition of children's TV ad limits for nonbarter programming—CBS is primarily interested in nonbarter network programming, of course—from Oct. 1 to Jan. 1, 1992, as the FCC did for barter programming limits (BROADCASTING, Aug. 5). In that decision, broadcasters, the FCC and the powers that be on the Hill, through which the barter extension was cleared, concluded that such an extension was warranted, given that many barter contracts governing spots in the all-important fourth quarter predated the April 12 decision. In addition, delaying the implementation for three months so that broadcasters in a very tough economy can make the most of a crucial selling season is consistent with the spirit—in this case holiday spirit—of the lawmaking process.

The CBS request would extend that same grace period to network children's programming, so that affiliates, who face the same tight economy as everyone else, might be equally positioned to benefit from strong fourth-quarter sales. While it is at it, the FCC might as well cover all the bases and extend the waiver to all nonbarter children's programming.

THE BURCH YEARS

Following the departure in 1974 of FCC Chairman Dean Burch after five years in the post, BROADCASTING's then FCC reporter, Len Zeidenberg, who had covered Burch's tenure from the outset, took the measure of the outgoing chairman in a lengthy retrospective. Following his FCC posting, Burch, who died of cancer two weeks ago, continued to make his mark on the Fifth Estate—most recently as director general of Intelsat—but a few excerpts from that retrospective seem an appropriate postscript to his passing. The following is a compilation of some of the insights from that BROADCASTING, March 11, 1974, piece:

"When, in August 1969, President Nixon announced he was asking Burch to give up his law practice to succeed departing FCC Chairman Rosel Hyde, many in the industries regulated by the FCC seemed to picture Burch as a two-gun reactionary. To some broadcasters, at least, this was what the industry needed—a muscular conservative who could keep liberal Democrat Nicholas Johnson in line. His conservatism seemed a guarantee he would be reasonable on broadcasting matters. There were others, though, who were concerned, fearful that, like many conservatives, Burch would regard the networks as too liberal—particularly in view of the clashes he had with their news operations while running the Goldwater campaign—and attempt to do something about them.

"Both groups were wrong.

"Network officials and Democratic members of Congress feel that Burch was generally fair in matters concerning broadcast news operations, and demonstrated a healthy regard for

the First Amendment (although his opposition to what he thought was obscenity in broadcasting left a lingering question in the minds of some over the quality of that regard). Broadcasters who welcomed Burch as a conservative were wrong because he did not regard conservatism as the functional equivalent of being pro-broadcasting. He was, for instance, sympathetic to land mobile radio's claim of need for access to UHF spectrum space.

"But if Burch had an ideological pole star, it was competition. Broadcasters became painfully aware of his feelings about the virtues of competition through the commission's efforts to free cable television of some of the shackles previous commissions felt were necessary to the preservation of broadcasting. Cable operators themselves, however, became uneasy when the commission began expressing interest in the well-being of those trying to make a go of the new multipoint distribution services.

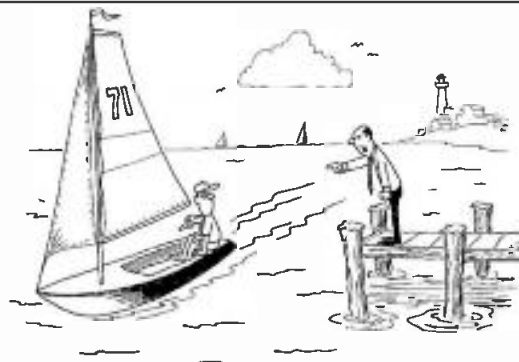
"Dean Burch shook up the agency, moved it a bit in new directions and demonstrated that brains and independence are not out of style in Washington."

Words for the ages.

SWEAT EQUITY

The FCC is currently considering whether to grant a "finder's preference" in its comparative new station application process. We believe it should. The preference would encourage entrepreneurship by rewarding those who have expended the time and effort to uncover a nonallocated frequency. Currently, the initiative of staking such a claim on a vacant frequency carries no weight. The discovery must be shared with all comers, including applicants who may have a leg up due to preferences of their own. (We are reminded of the little red hen, who had no help grinding the corn or baking the bread, but was surrounded by helpers when it came time to eat it.)

A "finder's" preference would be extra weight in a comparative review and far from a lock on the channel. As such, it seems fair compensation for the initiative taken in finding the frequency.



Drawn for BROADCASTING by Jack Schmidt

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