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Tabloid TV competition encourages less sordid, more mainstream stories

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First look at Gaylord's TV, radio, entertainment empire

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Petitions to deny license of WUSA(TV) flow in after Gannett buys five dailies

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ON TAP IN SAN FRANCISCO
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of Radio '91
Report on
Black Broadcasters



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THIS WEEK

19 / THE RADIO PICTURE

Members of the industry gathering this week at Radio '91 can find perhaps two silver linings in otherwise gray economic news. First, radio still looks like a fundamentally good business. Second, it can't get much worse. Many brokers and broadcasters believe that station prices have hit bottom, and the introduction of new equity might signal the banks that it's okay to enter radio again.

21 / MORE AM RADIO

Later this month, the FCC will adopt rules for use of the expanded AM band—100 extra kilohertz of spectrum at the high end of the band. The extra space, which the agency is reserving for existing channels, will accommodate up to 250 stations around the country. Operating in a band governed by strict new interference and spacing standards with 10 kilowatts of daytime power and one kilowatt at night, the stations will be able to boom interference-free signals over thousands of square miles day and night.

22 / ABC, ESPN TO FORM RADIO NETWORK

ABC Radio Networks and ESPN announced the January 1992 launch of a jointly managed sports news radio network. The ESPN Radio Network will consist of 16 weekend hours of original programming comprising sports news, game reports, guest interviews and features excerpted from ESPN's cable service. The

network has no immediate plans to acquire rights to sports events. Twenty-five affiliates in the top-50 markets have been signed to date.

23 / STILL A MONEY-MAKER

In spite of the bad news about profits, ad revenues and sales volume, one aspect of radio still looks good: appreciation. A study available from the NAB shows that stations have continued to be sold for higher prices than they were purchased for during the two-and-a-half-year period ending in June. The average annual gain was 7.7%.

25 / MOVING ON MOVIES

Twentieth Television is making the rounds with Century 16, a package of films like "Home Alone" and "Sleeping With the Enemy" that will be available late in the decade. Speculation has it that Fox will want a prior network window for Fox Broadcasting, and that Fox will also offer a rerun package of 35 to 40 titles.

26 / MORE MOSCOW COUPS

CNN was first in the network rush to reach Gorbachev and Yeltsin following last month's coup; it scored with separate live interviews early in the week. ABC was a close second on Thursday with a historic "town meeting" of both leaders and studio audiences in the United States and Moscow.

30 / SPECIAL REPORT: RADIO '91



CBS Radio President Nancy Widmann talks about format fine-tuning, AM's future, DAB development and the timing of a turnaround (page 31).

A series of stories examines the big issues in radio on the eve of Radio '91. Sales of radio stations dropped dramatically in the first six months of 1991 compared with the same period last year: the dollar value of transactions fell 65% to \$328 million (page 34); local ad business is down 2.6%, but network business is showing slow but steady growth (page 40); equipment manufacturers report a recent uptum in sales, and see a move to digitization in the making (page 42); this year's historic news events have spawned a rebirth in shortwave, and a Canadian firm is planning a service to broadcast into the United States (page 46).

A complete agenda of Radio '91 sessions (page 47); booth locations of exhibitors in the Moscone Center (page 48)





FCC to adopt rules on AM band expansion (page 21).

51 / BLACKS IN BROADCASTING

Although the number of blacks in the industry has grown over the years, the consensus among the 30 men and women who make up BROADCASTING's survey of standout executives in black broadcasting and cable is that blacks remain underrepresented, particularly in positions of power. The percentages of blacks in ownership, management, talent, cable programming, production and distribution are generally well below the percentage of blacks in the population.

58 / PETITION AGAINST GANNETT

Once the Times Journal Co. closed the sale of its five suburban-Washington dailies to Gannett Co., a group of D.C. newspapers petitioned the FCC to deny license renewal to Gannett-owned Washington station WUSA(TV). Times Journal's printing facilities were the primary

motivation for the purchase, but some believe that Gannett is considering asking for a permanent waiver from the cross-ownership rule so that it can keep the papers.

58 / CONTROL OF AIRSPACE

A U.S. appeals court in Atlanta, in a case involving construction of a new Orlando airport, ruled that the Federal Aviation Administration has the primary responsibility to "make an accurate determination of the most efficient use of airspace." Even though the FAA's co-respondent in the case was a broadcaster—Gannett Publishing—the industry worries the agency will tend to side with its congressionally mandated constituency—the airports—in future airspace disputes.

59 / COVERING THE NEXT WAR

The RTNDA is convening a meeting Oct. 11 to devise a means of reporting war events independent of the military in the next conflict. Association President David Bartlett hopes the meeting will result in a consensus among the media on principles to govern coverage of military activities.

64 / TURNER CLOSE TO DEAL WITH HANNA-BARBERA

Turner Broadcasting System announced last week that it is close to purchasing Hanna-Barbera Productions, an acquisition that would include over 3,000 half-hours of such programming as *The Flintstones* and *The Jetsons*. The 350 different series, specials and films is said to comprise one-third of all animation ever produced, and could put Turner in the position to



ABC News anchor Peter Jennings and President Gorbachev at a 'National Town Meeting' (page 26).

eventually launch a full-scale children's network.

65 / DOWN FOR THE COUNTS?

Showtime Event Television President Scott Kurnit predicts a PPV revenue record-breaker for the Evander Holyfield-Mike Tyson match-up on Nov. 8, provided the fight takes place. At a press conference last week, promoters assured the media that pending civil and criminal cases against Tyson would not hold up the event, but they were not taking questions about the legal proceedings.

72 / TV REVENUES DOWN 4.9%

Total broadcast TV revenue—local, national spot, network and national syndication—dropped 4.9% during the first six months of 1991 compared with the same period last year, according to the Television Bureau of Advertising. Said TVB President Jim Joyella: "The only comfort we can take in these figures is that our competition is suffering losses as well."

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Incorporating

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CLOSED CIRCUIT

LOS ANGELES

Century 16 strategy

Fox has scheduled sales meeting in next couple of weeks to decide on strategy for latest movie package for Century 16, perhaps indication that studio is not holding titles for planned basic cable network as some have thought. If package is sold, consortium of superstations WGN-TV Chicago and WTBS Atlanta, and Gaylord Broadcasting may be first in line to buy. Fox had pulled away from deal for Century 16 with them in spring, according to Dennis FitzSimons, vice president and general manager, WGN-TV. "They indicated they wanted to sell us the package, and we were interested in buying," he said. Calls from Fox stopped when rumors started of management change, which led to appointment of Lucie Salhany. FitzSimons commented he was surprised Fox wanted to sell to him at all: "We hadn't gotten a call from them in three years, since the syndication unit started selling mostly to Fox affiliates."

Eight station limit

Fox Broadcasting Corp.'s stringent conditions on sale of its affiliates may have kept some potential suitors from

Act III Broadcasting, whose eight Fox affiliates have been sold, subject to FCC approval, to ABRY Communications (see page 68). Fox's decision to limit any station group to no more than eight affiliates may have partially deterred at least one potential Act III buyer, Clear Channel Communications, which already owned five Fox affiliates.

BALTIMORE

Ripple effect

Effective today (Sept. 9) WMAR-TV Baltimore will switch reps from TeleRep to Katz Television. Change has set off domino effect in market, with TeleRep becoming new rep for WBFF(TV) Baltimore. WBFF was repped by Seltel. Switches may not end there, as Seltel could end up repping ABRY Communications-owned WNUV-TV Baltimore. WNUV-TV is currently repped by Petry Inc. ABRY may consider switch to Seltel because Seltel reps Act III stations that ABRY is acquiring controlling interest in as well as two other ABRY stations. According to market sources, WMAR-TV, NBC affiliate owned by Scripps Howard, has national billings of \$25 million, while Fox affiliate WBFF has estimated national billings of \$9 million.

CHICAGO

Burnham restructures debt

Noteworthy example of television industry's general financial difficulties surfaced last week. Chairman of ABC television affiliates board of governors, Peter Desnoes, who is managing partner of Burnham Broadcasting, said that five-station group owner is now renegotiating senior debt, including schedule of principal repayment. Recent default on debt's covenants allowed banks to force Burnham to stop paying interest to holders of \$32 million in 13 7/8 subordinated notes. Desnoes said problems are troublesome, but understandable, surfacing at worst point in long industry-wide revenue slowdown.

Minority ad drive

Stations having trouble selling local ad time during syndicated programing featuring and targeted to African Americans may soon have help. Don Jackson, president of Tribune/Central City Productions, expected to launch Black Television Network to sell local barter time to national spot advertisers. Money from sale goes to local station in exchange for small commission and better positioning of syndicated program. *Soul Train* is often cited as example of show that pulls relatively high ratings while being difficult to sale locally for often predominantly white sales staffs. In tougher economic times, lack of local sales may mean show like *Soul Train* will be moved to different time, which could undermine national barter deals, or outright cancellation. Although venture is unlikely to help Jackson's existing shows—most are annuals and specials—word has it that Central City is readying weekly, comedy-talk format syndicated program for early 1992 that might benefit directly.

NEW YORK

TV on radio

ABC Television Network is turning to local radio to promote its three new fall programs: *Home Improvement*, *Sibs* and *Good and Evil*. Campaign will roll out in eight of top-10 markets today, (Sept. 9), with in-store promotions



Senator Albert Gore (D-Tenn.), left, was among the guests of the Arts & Entertainment Network and the National Cable Television Association for a premiere screening of A&E's 'Dinosaur!' last Wednesday evening (Sept. 4) at the National Museum of Natural History in Washington. The new four-part documentary series shows how paleontologist "dinosaur detectives" use fossilized remains to piece together the story of how the dinosaurs evolved and suddenly died out 65 million years ago. Series narrator Walter Cronkite "was a critical element of the series," approaching the project with "a childlike wonder," said A&E President Nicholas Davatzes (right). 'Dinosaur!' premiered last night (Sept. 8) and is running nightly at 8 p.m. through Wednesday. Pictured in the center is Frank H. Talbot, director of the Museum of Natural History.

centered on individual themes of shows. Cincinnati-based Local Marketing Corp., that handled similar campaign for network last year, will coordinate promotion in different markets.

Palmer to CNN?

John Palmer, former NBC news correspondent and anchor, has held talks with CNN about joining network, well-placed source reports. Palmer, who hosted last season's syndicated *Instant Recall*, from King World Productions, has also talked with KNBC-TV Los Angeles about possible anchor position, source said. Palmer is under contract with KWP until next spring, but company does not currently have plans to develop another show around him. Palmer would confirm only that he's been "talking to a lot of people" about reporting and anchor jobs. In meantime, Palmer is about to start shooting 13-episode documentary series (through Lou Reda Productions) about high-tech weaponry for Discovery Channel. Series is scheduled to air next season.

Ford on Rivera

Now It Can be Told, new syndicated news magazine from Geraldo Rivera and Tribune Entertainment, will broadcast interview with former president Gerald Ford on debut episode today (Sept. 9). Producers say its first time Ford has granted interview solely to discuss his pardon of Richard Nixon since doing deed 17 years ago. Rivera said last week that Ford almost walked out of studio twice during course of interview as Rivera pressed him on whether pardon was result of "deal." Ford said notion was "ridiculous" and that reason he granted pardon was clear-cut—he couldn't hold press conference that wasn't dominated by Nixon and Watergate questions, and he wanted to get matter behind him and country.

First Things First

Prime Network and SportsChannel America may still not agree on host of issues regarding merger of two sports services, but they have been able to agree at least on one thing: its name. Word is that merged entity, if and when it finally happens, will be dubbed Prime Sports America.

MISSOULA, MONT.

DAB Proponents

Smith Broadcasting's Jeff Smith and Phil Stiffler, operators of AM-FM com-

TURKISH TALE OF KIDNAPPING

Plans to clear special on search for Noah's Ark with broadcast network or for syndication, according to veteran producer David Sams, are still tentatively set for Christmas airing despite fact that five production partners from Noah's Ark Found Ltd. were kidnapped by Kurdish terrorists Aug. 30 on Turkish soil. Led by Nashville-based amateur archaeologist Ronald Wyatt, production crew (Americans Marvin Wilson and Richard Rives, Australian Allen Roberts and Briton Gareth Thompson) was apparently en route to Mt. Ararat in eastern Turkey—where it is believed Noah's Ark is buried—until they were kidnapped by group claiming to be Kurdish Labor Party (PKK). PKK, which has been fighting for separate state since 1984, also abducted 10 Germans last month but released them 10 days later.

Associated Press report late last week said U.S. currency had been found scattered at "regular intervals," leading Turkish authorities to believe Wyatt's group was leaving trail where to be located. Sams, who owns Los Angeles-based David Sams Industries and rights to 14 hours of footage Wyatt shot in search of Noah's Ark, says U.S. State Department is discussing release of hostages with Turkish officials. "Myself and Doug Snider are making their release our top priority," said Sams, who is production partner with Snider Productions of Nashville and Phillips Entertainment Group of Los Angeles.

bo in Missoula, Mont., have gained "substantial equity chunk"—something under 50%—of Strother Communications Inc., which hopes "in short order" to firm up its own digital audio broadcast (DAB) system plan and announce partners in company to develop hardware and test center, said SCI President Ron Strother. On separate track, additional manufacturer has offered UHF transmitter to Digital Audio Technology Alliance—group founded two weeks ago by SCI, LDL Communications, duTreil, Lundin & Rackley and Broadcast Electronics to evaluate DAB technology and provide management, marketing and test coordination for industry-wide DAB efforts.

WASHINGTON

NAB Gets HLT Extension

NAB was granted 30-day extension to file comments in highly leveraged transaction proceeding taking place at federal agencies that regulate nation's banks. NAB needed extra time, it said, so its HLT task force could gather data (BROADCASTING, Aug. 26). Although HLT is expected to be hot topic at this week's radio show, some broadcasters are complaining that NAB has not sent its HLT survey "kit" yet it's due to be mailed this week. With about three weeks to go before comments are due, NAB is cutting it too close.

NCTA'S News Project

Telecommunications News. No, it's not new trade magazine. It's National Cable Television Association's latest effort to hold line against telephone

companies intruding on television business. In letter to members of Congress, NCTA President James Mooney introduces Telecommunications News as "public affairs information project" that will periodically distribute facts sheets, studies and analyses on "key topics in telecommunications policy." NCTA's principal interest in telecommunications to date has been to preserve restrictions against telephone companies providing competitive cable services.

EL SEGUNDO, CALIF.

Dish Discount

Following response to latest mailing, Turner Broadcasting now expects about one quarter of nation's 10,000 cable headends to take advantage of \$400 discount it and HBO are offering on satellite antennas to point at Galaxy V, Hughes Communications' next-generation cable bird now scheduled for launch in mid-January 1992. Galaxy V will be placed in slot outside current four primary cable bird slots and, for interim period, require some operators to add dish. Once all four primary birds (two Hughes, two GE Americom) are replaced, some operators may use dish to take down combined Prime Network-SportsChannel America (if and when a merger of those two services occurs). Those networks have yet to choose permanent slot in sky. El Segundo, Calif.-based Hughes has contracted Scientific-Atlanta, Prodeline and Antennas for Communication to supply 3.7 meter antennas, which sell for between \$1,400 and \$1,500 before discount. If 2,500 claim dish credit, TBS and HBO will spend about \$1 million, headends about \$3.6 million.

“Not since... Wheel has a syndicated half hour caused such a stir.”

-TV GUIDE AUGUST 31, 1991

Everybody's talking about STUDS, the show that's improved every one of its 16 stations since its premiere. Doubling and tripling ratings and boasting the best demographic profile in first-run syndication, STUDS is already the most promising launch since *Wheel of Fortune*.

But don't take our word for it. *TV Guide* is the latest to profile STUDS, joining such national publications as *Time*, *Newsweek* and *USA Today*, and television shows *CBS This Morning* and CNN's *Showbiz Today*.

Take the lead with the franchise of the 90's. STUDS. It's the hottest item in first-run.



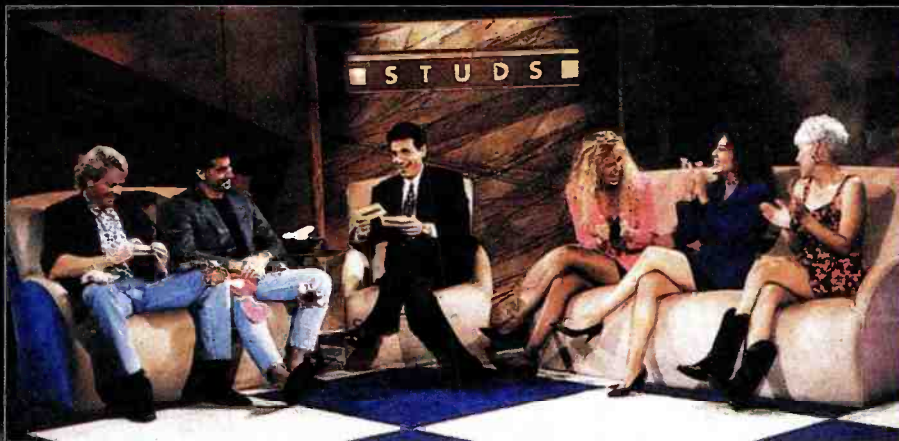
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Call it sexy fun or sexist foolishness—controversial *Studs* is turning on fans

Not since Vanna White started spinning the Wheel has a syndicated half hour caused such a stir. From Boston to Sacramento, this game show has doubled and tripled its ratings in just a few months—reaching as high as a 20 share in Houston.

The show is *Studs*, a hip version of *Love Connection* and its host, 29-year-old Mark DeCarlo, has a theory for its popularity. "The show and its contestants are as real as you can get," he says. Since *Studs* has no script, "there is no posturing. We say things like 'make love,' not 'make whoopie.' There is no 'Come on sit in my Porsche, baby!'"

The premise for *Studs* is straightforward. Two men separately blind-date the same three women. Later, in the TV studio, the women recall their romantic interludes—with as much sexual innuendo as possible. The studs then try to guess which woman said what. The stud with the higher score wins a \$500 fantasy date with the studette of his choice—but only if she picked him as the better of the two men.

Fans of *Studs* call it funny and spon-

Above: Host Mark DeCarlo with contestants.

taneous. But the show's critics call it something else (some have labeled it "sexist" and "humiliating"). And with some justification. The studettes can get testy. One stud worked as a Conan the Barbarian impersonator at Universal Studios. Sounds impressive, right? Not to his date, apparently. She nicknamed him Conan the *Librarian*.

Good-natured Conan shrugged off the insult, though, as do most *Studs* contestants. That's probably because segment producers screen out sensitive types. "If we have a bald guy on the show, that fact is bound to come up," says DeCarlo. "If he can deflect it by saying, 'Yeah, I keep it shined twice a day,' there's no problem."

DeCarlo's own *Studs* fantasy show would be an "homage to Vegas, with showgirls and an Elvis impersonator." Or a salute to Warren Beatty? "He's the ultimate stud. The only way Beatty would need advice is if he listened to me." DeCarlo pauses. "Then he would need professional help." —Mindy Kitei

MONDAY MEMO

A radio commentary from Lynn Christian, senior VP, radio, NAB, Washington

Radio risk-taking, as an old friend of mine says, has always been a contradiction in terms. That is—until the 1990's.

With half of all radio stations losing money, playing it safe is no longer a realistic competitive strategy as more and more media outlets, such as cable, vie for radio ad dollars.

Today, owners and managers must increasingly reject copycat practices in programming and promotion, and look to innovative strategies that help establish unique market presence and sound financial footing. Moreover, radio station owners, who may have once thought of their endeavors as show business, are now realizing that today's economic challenges require a lot less show and more business—business practices rooted in the fundamentals of sound management.

Radio 1991 in San Francisco this week is designed to provide radio managers both with new ideas and with information on how to translate those ideas into successful business practices. Marketing, management and programming sessions in San Francisco will encourage innovative thinking, grounded in the realities of today's economic times and changing demographics.

As more and more radio stations divide the same audience pie, radio stations are challenged by advertisers to look beyond the total number of listeners. Enter qualitative research. This type of audience research attaches faces, lifestyles and spending habits to the radio listenership at large, giving advertisers more media choices and smaller stations a chance to flourish.

Similarly, new techniques to improve the actual scheduling or placement of radio spots are giving broadcasters a valuable tool to once again underscore the effectiveness of radio and show advertisers a better way to tie ad spending to total sales. New methods, such as Optimum Effective Scheduling, can increase radio station revenues, using scheduling techniques that heighten listener attention and produce dramatic results for advertisers.

In the same vein, broadcasters can't rely on yesterday's methods to promote and advertise their own medium. Stations are increasingly seeing the need to



market their stations through the use of interactive phone systems, cable and nontraditional print and in-store displays. Database marketing, targeting the heavy user or loyal listener of your radio station, is an exciting new concept for broadcasters and promises to be an effective, highly cost-effective way to put promotional dollars to work.

Radio must also meet technological challenges head on to stay competitive. That's why NAB radio members are exploring radio data broadcast systems (RDBS) which, among other features, will enable listeners to tune to their favorite radio stations by format rather than by frequency and receive electronic displays on their radio receivers.

The time has arrived to change the way we have always done business, and nowhere is the need for new approaches more evident than in how the industry reacts to digital audio broadcasting. The radio industry of the past would have fought the development of new technology, viewing it as an ominous threat to the status quo. Radio industry leaders, however, took a bold step in January when they endorsed DAB technology and determined to help manage its development—to insure that it enhances local radio's long-term future rather than destroys it. There are still many unresolved issues surrounding the specific technological and business implications of DAB, but by stepping up to the plate, the industry has shifted the debate and exposed the fallacies of supposing that

tomorrow's radio could adequately serve the public by becoming a national satellite medium rather than remaining community-based.

Our focus on tomorrow's radio should not deter us from making the most of today's technology, particularly AM—where transmitted audio quality is much better than most receivers can capture. AM radio's new 1,500-station campaign to promote a new generation of high-quality receivers carrying the AMAX or AMAX Stereo certification mark is a prime example of how the industry can improve its own destiny.

Technology and marketing are not the only areas where radio can benefit from risk-taking, however. People listen to radio for its programming. There is clearly no shortage of radio stations in most markets, but 10 stations all broadcasting the same tried-and-true format in a market are likely to frustrate or bore listeners.

Some are proposing new formats—and some are taking a tip from radio's past success. One group of visionaries, looking at the popularity of talk radio and booming sales for books on cassettes, want to bring storytelling back to the radio airwaves. A group of well-known Hollywood

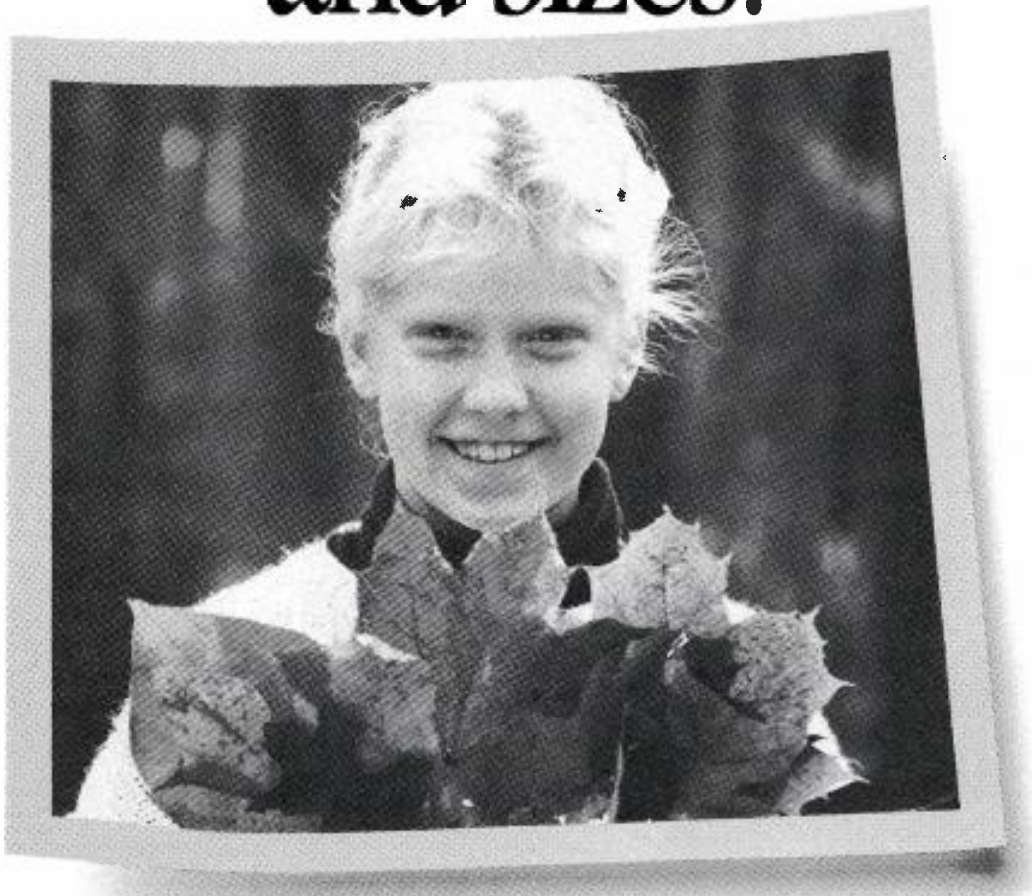
actors, led by Ed Asner and JoBeth Williams, will conduct a Radio Theatre Workshop at Radio 1991. This group has turned imaginative radio programming into a hit for KCRW Santa Monica, Calif.

The radio industry is blessed with some of the most talented people in business today. But today's tough economic climate—shrinking ad dollars, fierce competition among radio stations and increasing competition from other media—provides a challenge for the shrewdest, most creative radio executive.

In planning for Radio 1991, CBS Radio President Nancy Widmann and NAB's steering committee kept in mind that the economic challenges facing radio have also provided new opportunities for change and success. So we hope those broadcasters attending will take time to invest in their company's future, their career and, through these commitments, in the future of the industry. ■

"The time has arrived to change the way we have always done business."

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

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—*American Women in Radio and Television, Florida Hurricane chapter*, luncheon. Speaker: Major Olin Saunders, chief media relations for U.S. Central Command at MacDill Air Force Base. The Omni Hotel, Tampa, Fla. Information: Eleanor Hollis, (813) 626-4108.

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

■ **Sept. 10**—International symposium: "Advertising and the Media in an Open Society," sponsored by *International Advertising Association*. London Hilton on Park Lane, London. Information: Richard Corner, (212) 983-0455.

■ **Sept. 10**—*International Advertising Association, UK chapter*, Media and Marketing Europe International Advertising Awards 1991 banquet. London Hilton on Park Lane. Information: Samantha Fordy, (71) 490-5500

■ **Sept. 10-11**—Tax seminar sponsored by *American Association of Advertising Agencies*. Arthur Andersen and Company, New York. Information: Arnie Freeman, (212) 682-2500.

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—"Public Relations Imperatives for the 90's," a public relations and communications seminar designed for the telecommunications industry sponsored by *United States Telephone Association*. ANA Westin Hotel, Washington. Information: (202) 835-3100.

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. Informa-

tion: Dinah Huff, (708) 390-8700.

■ **Sept. 11**—Screening of "The Search for Signs of Intelligent Life in the Universe," featuring Lily Tomlin and Jane Wagner sponsored by *New York Women In Film*. The Asia Society, New York. Information: (212) 679-0870.

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—"Watching the Watchdogs," seminar sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

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*. Programing keynote: recording executive Quincy Jones. Moscone Convention Center, San Francisco.

MAJOR MEETINGS

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 conventions: 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 Broadcast-*

ers 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: (202) 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 Ad-*

vertising 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 conventions. New York Hilton, New York. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla., and 1994, Town and Country Hotel, San Diego, Calif.

May 2-6, 1992—*Public Radio* annual conference. Sheraton Hotel, Seattle.

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.

Information: (202) 429-5420.

Sept. 12—*American Women in Radio and Television*. Washington D.C. chapter. TV fall preview party. Deja Vu, Washington. Information: Linda Curtis. (202) 429-5401.

Sept. 12—"Celebrate the Winners," reception saluting New York area 1991 CTAM Awards winners sponsored by *Cable Television Administration and Marketing Society*, New York chapter. HBO Media Center, New York. Information: Dennis Patton, (516) 364-2222, or Ellis Simon, (516) 763-1388.

Sept. 12—*Hollywood Radio and Television Society* newsmaker luncheon featuring four network entertainment presidents: Warren Littlefield, NBC; Bob Iger, ABC; Jeff Sagansky, CBS, and Peter Chernin, Fox Broadcasting Company. Beverly Wilshire Hotel, Beverly Hills, Calif. Information: (818) 769-4313.

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—*USA Network* local ad sales seminar. Hyatt Regency Ohio Center. Columbus, Ohio. Information: Karen Yashon, (312) 644-5413.

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. Fee: \$25. Information: (212) 836-3050.

Sept. 13—"How to Go to Market Globally (Or Will It Play in Perugia?)," seminar on the expanding international television landscape and the burgeoning global marketplace. Spon-

sored by *Center for Communication* as part of "The Best of Banff" international television festival. Participants include: Burt Staniar, chairman and CEO, Westinghouse Broadcasting, Inc.; Mary Hearne, managing director, Public Television International; Fred Cohen, president, King World International; Maria Komodakis, vice president, ABC Video Enterprises International, and William Miller, president, Hearst Entertainment. General Electric Auditorium, New York. Fee: \$25. 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 free 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.

ALSO IN SEPTEMBER

Sept. 16—*Radio Advertising Bureau* marketing workshop. San Luis Obispo, Calif. Information: (212) 254-4800.

Sept. 16—Call for entries for the 32nd International Broadcasting Awards honoring the world's best broadcast advertising for 1991. Expanded categories for both radio and television. Sponsored by *Hollywood Radio and Television Society*. Information: (818) 769-4313.

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

Sept. 17—Ninth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: FCC Commissioner Ervin S. Duggan. Sponsored by *United Church of Christ* and the *De-*

partment of Communication of the National Council of Churches. The Interchurch Center, New York. Information: William C. Winslow. (212) 870-2137.

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—*Radio Advertising Bureau* regional marketing workshop. Dayton, Ohio. Information: (212) 254-4800.

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—*Radio Advertising Bureau* regional marketing workshop. Wichita, Kan. Information: (212) 254-4800.

Sept. 19—"The New Spectrum Mudwrestle: WARC 1992," symposium discussing the economics and politics of fixed and mobile satellite allocation. HDTV, PCN, Digital Audio Broadcasting, High Frequency and the World Plan placing bets on the outcome of WARC 92. Luncheon speaker: Dr. Pekka Tarjanne, director general of the International Telecommunications Union. Sponsored by *Center for Strategic and International Studies*. Washington. Information: (202) 775-3263.

Sept. 19—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-Astoria, New York. Information: (212) 867-6650.

Sept. 19—*International Radio and Television Society* under-30's seminar. Theme: "Promotional Campaigns: From the Conception of the Idea to the Evaluation of the Campaign." NBC. Mezzanine Level, New York. Information: (212) 867-6650.

Sept. 19-20—*International Advertising Association, Lebanon chapter*. forum: "Gateways to Reconstruction," Beirut. Information: Mustapha Assad. (1) 45-62-74-74.

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

Sept. 20—*Broadcast Cable Financial Management Association* second annual regional seminar. Fairmont Hotel, New Orleans. Information: Patti Foley or Cathy Lynch, (708) 296-0200.

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 re-

porting. Holiday Inn, Traverse City, Mich. Information: Geoff Haynes, (313) 259-0650.

■ **Sept. 22-23**—*Radio Advertising Bureau* managing sales conference steering committee meeting. Nashville. Information: (212) 254-4800.

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**—*National Academy of Cable Programming* sixth annual fall forum luncheon. Participants: Philip Balboni, special assistant to the president for new projects, The Hearst Corporation; Betsy Frank, senior vice president and director, TV information and new media, Saatchi and Saatchi Advertising; Steve Friedman, executive producer, NBC Nightly News with Tom Brokaw and Robert Pittman, president and CEO, Time Warner Enterprises. The Waldorf Astoria, New York. Information: (202) 775-3611.

■ **Sept. 24**—*Radio Advertising Bureau* marketing workshop. Pittsburgh, Pa. Information: (212) 254-4800.

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

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

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

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

■ **Sept. 25**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas S. Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 786-5050.

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

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

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

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

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

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

■ **Sept. 26-27**—"Cable Insights," seminar for non-technical cable television employees sponsored by *Jerrold Communications*. Orlando Marriott, Orlando, Fla. Information: Dorothea Davis, (215) 956-6501.

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

Sept. 27—Deadline for entries in the *SUNNY Creative Radio Awards* sponsored by *Southern California Broadcasters Association*. Information: Gordon Mason or Carol Senor, (213) 466-4481.

Sept. 27—*Michigan Capitol Press Corps* alumni reunion. East Lansing, Mich. Information: Al Sander, (517) 373-7958.

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

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

■ **Sept. 30**—*Radio Advertising Bureau* marketing workshop. Wheeling, W. Va. Information: (212) 254-4800.

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

Sept. 30—Deadline for entries in the 41st annual real estate journalism competition sponsored by *National Association of Real Estate Editors*. Works must have been published or broadcast between Aug 1, 1990, and July 31, 1991. Information: Robin Hepler, (614) 475-6766 or Bill Mullen, (602) 265-1699.

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

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

Sept. 30—Deadline for entries in Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Content category for Desert Shield/Desert Storm programming has

been added this year. Information: Phyllis Madry, (614) 292-0185.

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

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

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

OCTOBER

Oct. 1—"First Amendment: When Edits Lead to Libel," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

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

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

■ **Oct. 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Johnathan Crane, head of BBC, New York. Copacabana, New York. Information: (212) 786-5050.

Oct. 2—Fall managers meeting sponsored by *New Jersey Broadcasters Association*. Forsgate Country Club, Jamesburg, N.J. Information: (908) 521-9292.

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

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

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

Oct. 3—"PR-omoting a Franchise: How Public Relations Plays Baseball," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

Oct. 3—*Women In Cable* annual meeting. Chicago. Information: Lora DiPadova, (312) 661-1700.

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

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

Oct. 3-5—*Women In Cable* board of directors meeting. Chicago. Information: Lora DiPadova, (312) 661-1700.

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

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

Oct. 3-6—*Vital Communications* presents "Sportel 1991." International Sports Television Market and the Golden Podium awards. Loews Hotel, Monte Carlo. Information: (201) 869-4022.

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

■ Oct. 4—Deadline for entries in the 1991 New TV Awards and The CNTV Consulting Awards sponsored by *The Center for New Television*. Information: (312) 951-6868.

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

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

Oct. 6-8—"100 Plus," exchange meeting for small-market TV executives sponsored by *National Association of Broadcasters*. Hyatt Regency Capitol Hill, Washington. Information: Carolyn Wilkins. (202) 429-5366

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

■ Oct. 6-10—The First World Communications Summit, an annual communications event sponsored by *International Advertising Association*. Centre Le Regent, Crans-Montana, Switzerland. Information: Jean-Jacques Vellino. (41-22) 788-1670/1672.

Oct. 6-11—"Ethical decisionmaking/broadcast." seminar for broadcast journalists spon-

sored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens. (813) 821-9494.

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

■ Oct. 8—"Research: Can Creative People Turn This Old Enemy Into a New Ally?" seminar sponsored by *American Association of Advertising Agencies, New York council*. Speakers include: Joel Hochberg, president of domestic marketing, Twentieth Century Fox, and Jamie Kellner, president/COO of Fox Broadcasting. New York Helmsley, New York. Information: Michael Seymour, (212) 682-2500.

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

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

■ Oct. 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William G. Moll, president and general manager, WNBC-TV New York. Copacabana, New York. Information: (212) 786-5050.

Oct. 9—*International Radio and Television Society* foundation dinner. Panel moderated by former CBS News president, Fred Friendly. Panelists include: Peter Arnett, CNN; Frank Biondi, Jr., Viacom International; Richard Harris,

Group W Radio; Gerald Levin, Time Warner Inc.; Johnathan Rodgers, CBS Television Stations; Thomas Rogers, NBC Cable; Stephen Weiswasser, Capital Cities/ABC, Inc. The Plaza Hotel, New York. Information: (212) 867-6650.

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

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

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

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

Oct. 11-13—*Women In Communications, Inc.* national professional conference. Hyatt Regency, Atlanta. Information: (703) 528-4200.

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

Oct. 15—Advanced sales seminar sponsored by *New Jersey Broadcasters Association*. Ramada Inn, Route One, South Princeton, N.J. Information: (609) 799-4169.

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

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

■ **Oct. 16**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Kenin, executive vice president, USA Network, Copacabana, New York. Information: (212) 786-5050.

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

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

■ **Oct. 16-18**—"Management of Electromagnetic Energy Hazards," a three-day short course sponsored by Rutgers University's Cook College. Rutgers University, New Brunswick, N.J. Information: (908) 932-9271.

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

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

Oct. 17—*International Radio and Television Society* newsmaker luncheon. The Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Oct. 17—*International Radio and Television Society* under-30's seminar. Theme: "Freelancing in the Communications Industry." NBC, Mezzanine Level, New York. Information: (212) 867-6650.

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

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

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

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

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

■ **Oct. 17-20**—Sixth International Audio, Video, Broadcasting and Telecommunications show sponsored by ASSOEXPO. Milan. Information: (02) 4815541.

■ **Oct. 18**—*Minnesota Association of Cable Television Administrators* seventh annual mini-conference. Holiday Inn, Burnsville, Minnesota. Information: Linda Magee, (612) 782-2812.

■ **Oct. 18-20**—*Massachusetts Broadcasters Association* annual meeting. New Seabury Resort and Hotel, Cape Cod, Mass. Information: Robert S. Mehrman, (508) 921-6400.

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

■ **Oct. 22**—"Business Etiquette and Safety," seminar sponsored by *Women In Cable Chicago* chapter. Information: Julie Johnson, (708) 524-9455.

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

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

■ **Oct. 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Donahue and Vladimir Posner, Copacabana, New York. Information: (212) 786-5050.

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

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

Oct. 24-28—*Friends of Old-Time Radio* 16th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

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

■ **Oct. 25-27**—"U.S.-Mexican Free Trade: Cooperation and Competition," conference for journalists sponsored by *Foundation for American Communications, The Ford Foundation* and *The Los Angeles Times*. Ramada Renaissance Hotel, Long Beach, Calif. Information: (213) 851-7372.

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

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OPEN MIKE

POINT OF VIEW ON P.O.V.

EDITOR: BROADCASTING makes some striking points in its article about the P.O.V. film, "Stop the Church," being pulled from the PBS schedule.

Tom DiMaria, who distributed both "Stop the Church" and "Tongues Untied," laments that PBS stations' reaction to these programs will make producers think twice about offering them. Thinking twice about thrusting these programs down the throats of PBS member-stations would not be a bad idea. Many do not appreciate his "in your face" cavalier attitude in offering these programs, and then making the stations the villains in choosing not to air them.

John Grant of PBS speaks for the vast majority of stations when he states that PBS should not be an open conduit for whatever program comes. PBS program executives need not apologize for exercising precisely the kind of judgment

that stations want.

I have the highest regard for Dave Davis, president and CEO of P.O.V. His empathy for our local station dilemma in pulling "Stop the Church" in the immediate aftermath of "Tongues Untied" is appreciated by most PBS managers. His decision to override his executive producer was a courageous and correct one.—*Sheldon Siegel, president, noncommercial WLVT(TV) Allentown, Pa.*

TELCO WARNING

EDITOR: I feel compelled to respond to your Aug. 5 article, "RBOC's an ad threat?" Not a threat? RBOC's not cutting into the advertising revenue? Are you serious? The phone company has been taking billions of advertising dollars out of the local market for the past 100 years. They've been locking that money up in a book called "The Yellow

Pages." According to McCann Erickson, "The Yellow Pages" take as much local revenue out of the local market as television.

Not to consider RBOC's (regional Bell operating companies) a threat is simply foolhardy. Our company has helped broadcasters take millions of dollars from the phone book. Because of this, we know the phone company has always been a major competitor and they always will be. Don't underestimate them.—*Don Benton, president, National Advertising Consultants, Vancouver, Wash.*

NOTGNIHSAW MORF WEIV

EDITOR: Regarding your reversed photo of Washington on page 14 of the Sept. 2 issue: If your point is that everything is backward in Washington, put it on the editorial page.—*Roy R. Russo, Cohn and Marks, Washington.*

Let's Talk Facts

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Over 80,000 U.S. Army Reservists have served or are serving in support of Operation Desert Storm.

Fact:

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Fact:

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Fact:

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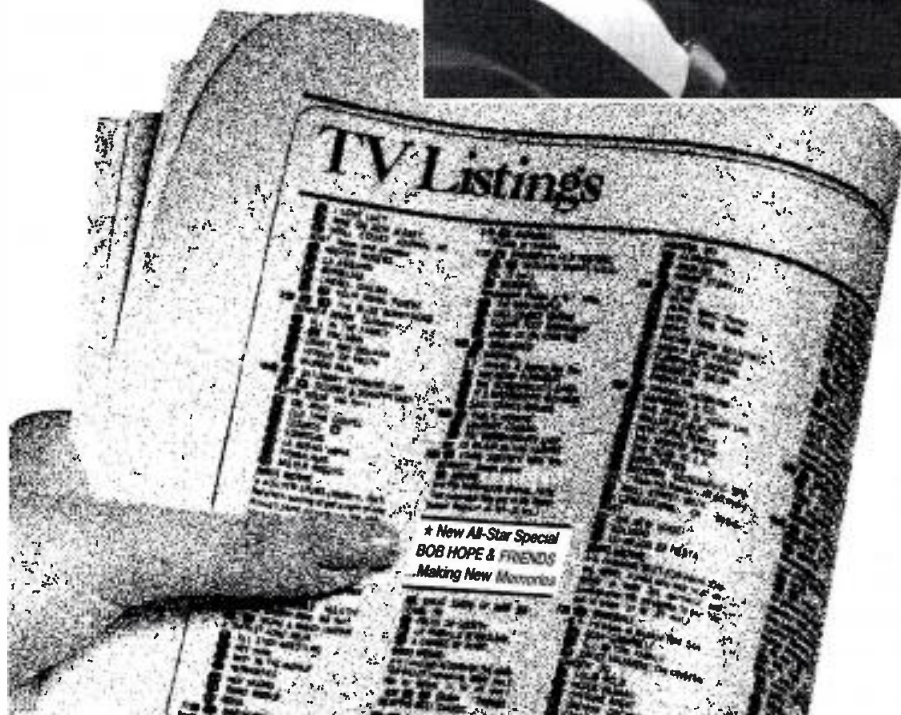
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TOP OF THE WEEK

THE GOOD NEWS AND THE BAD FOR RADIO '91

Survival has proved viability, but experts predict slow return of ad revenue and lender cash

As the National Association of Broadcasters' Radio 1991 Convention opens in San Francisco this week, broadcasters who typically are optimistic about radio are finding themselves hard-pressed to find a silver lining.

In the first half of 1991 the total dollar value of radio station sales has dropped 65% from the same period in 1990; radio revenues are down about 4% compared with this same time last year, and an NAB study shows that more than half of all U.S. radio stations are losing money (BROADCASTING, Aug. 26).

Nevertheless, from the financiers of radio comes good, as well as bad, news. The good news is that, despite soft operating results for the rest of 1991, there is little in those results suggesting that radio is anything but a fundamentally good business. The bad news is that for a number of reasons, some extraneous to the radio business, financing will continue to be difficult, especially in smaller markets.

The oft-repeated view that radio is a management-intensive business is even more true now that revenue growth is slow, said Jill Greenthal, managing director at Lehman Brothers. She noted that good management has been crucial in growing cash flow on flat revenue.

Not all bankers and investment bankers see the industry's current problems as only cyclical. Cabel Williams, senior vice president of Allied Capital, said the industry still suffers from too many radio stations: "The 80-90 docket has proved a disaster, and I think even the

FCC commissioners are finally beginning to realize that. It doesn't help the public to have radio stations that are financially distressed."

One proposal that Williams favors would allow the same owner to have two FM stations in the same market. He is less enthusiastic about the trend of time brokerage and leasing. The commission, Williams said, is in favor of having such

"Broadcasters have had a miserable year, and they've been roughed up, but they have more power than they thought they did."

— Gary Stevens

arrangements easily cancelable by either party: "That could leave me with a dark station, and that is heartburn."

One big problem for radio operators is banker reluctance to finance and refinance stations. Ironically, this is said to be especially true in smaller markets, where such loans should be exempt from the \$20 million hurdle above which loans can be stigmatized as highly lever-

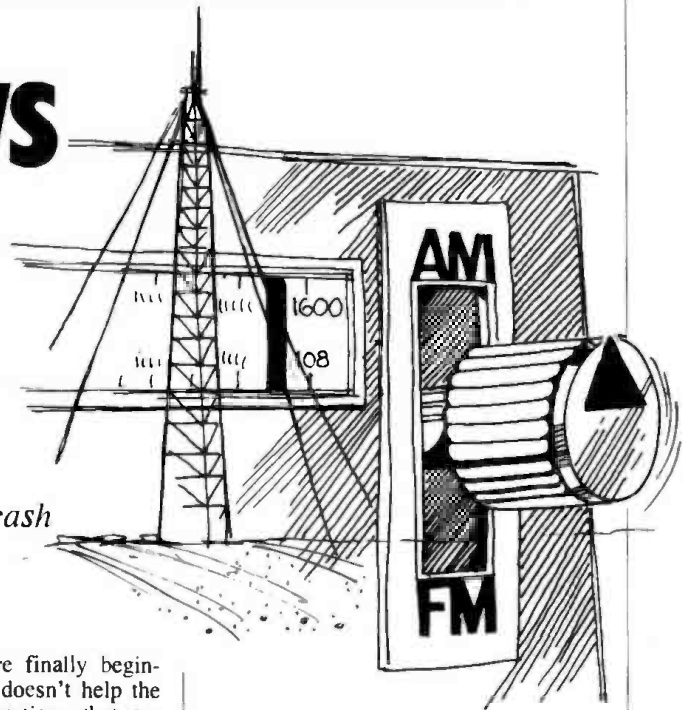
aged transactions (HLT) by banking regulations.

Those commenting said last week that causes of the slowdown in bank financing are many, including the fact that banks' radio specialists are overextended working out existing "sick" loans and do not have time for new loans.

For alternative senior lenders such as commercial credit companies, the banks' absence is mixed news. Said Matt Breyne, vice president of Greyhound Financial Corp.: "Obviously we are seeing better credits than we would normally see. But if there is not enough liquidity in the market, it is harder for us to distance ourselves from existing borrowers whom we might not want in our portfolio any longer."

The near-term outlook is again one of good news and bad news. Said Greenthal: "When the economy turns around we will see prices take off. Right now is as opportune a time to buy a radio station as I can remember." But, noted Breyne, capital reserve requirements impact lenders' income statements in such a way that it is more advantageous to make loans next, rather than this, year.

The outlook from the operator side seems to be that if a silver lining can be found, perhaps it is in the notion that



things can't get much worse. Many brokers and broadcasters believe that station prices have just about hit bottom, and the introduction of new marketplace equity might send a signal to the banks that it's okay to enter radio again.

Additionally, some radio markets are beginning to show early signs of recovery. While revenues have yet to rebound to levels requiring black ink, local sales are beginning to turn around and are offsetting laggard national figures. According to several group operators, re-

radio's future. "The radio industry is suffering through a recession and is slow right now, but the industry itself has not changed at all. In fact, radio is hardly feeling the economic downturn compared to other media, and we're expecting quite a turnaround in '92. Values are going to begin to creep back up, and some of the banks will start to re-enter the picture."

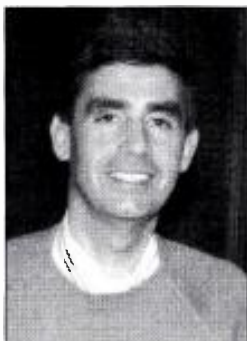
Low station prices and re-entry of banks are needed in order to kick-start a stalled trading arena, which in the long

out many owners and flooding the marketplace with cheap properties. This scenario never came to pass, said broker Gary Stevens, because banks belatedly discovered that their collateral (the license) wasn't quite what they thought it was and because many owners exhibited willingness to negotiate an arrangement with the banks.

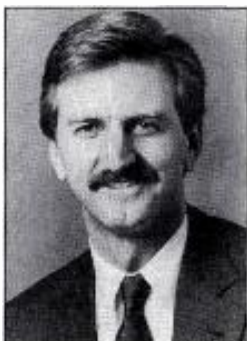
"Broadcasters have had a miserable year and they've been roughed up, but they have more power than they thought they did," Stevens explained.



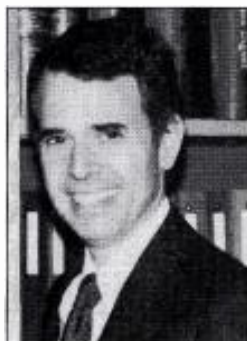
Matt Breyne



Gary Edens



Marc Hand



Gary Stevens



Dick Blackburn

tailers who have been reticent to advertise are beginning to see increased consumer activity trickle down to radio.

While advertising media often are the last to see the end of an economic downturn, the ripple shows signs of beginning, said Fuller-Jeffrey Broadcasting President Bob Fuller. "In broadcasting and other businesses, a lot of properties that were over-leveraged have been shaken out," he noted. "Also, this business is cyclical, and after the '80s we were due for a shakeout. Now business seems to be building up again, and the future for radio is outstanding."

"In some of our markets, sales are starting to track ahead of last year," observed Gary Edens, president of Edens Broadcasting in Phoenix. "But that's not enough." Edens claimed that improved revenues alone won't be enough to rescue radio from the gravity of the recession. Increasingly, "stations that win are those that are driven by operators who can run successful broadcast stations. It's more important than ever to have good operators."

The \$29.75 million purchase by Legacy Broadcast Partners from JACOR of WMJK(FM) Cleveland and WYHY(FM) Nashville tallied as the largest dollar transaction in the last 12 months.

"If this was the largest deal of the last year, it's a sad commentary for the radio industry—but an even sadder commentary on banking," noted Legacy Broadcasting President Carl Hirsch, who told BROADCASTING he still is bullish about

run will greatly benefit radio investors currently sitting on equity but unable to find lending, Hirsch said. "When some of these properties turn over, we're going to see a predator's ball, with tremendous opportunities for people who really understand what's going on," Hirsch said, projecting that station values "will get back to 11-12 [times cash flow] in the good markets—very slowly."

The current downturn is an evil necessary to correct the market excesses of the late 1980's, according to Questcom broker Marc Hand, who believes that current prices "don't necessarily foreshadow the collapse of the radio station marketplace." In fact, he said, "people in any market can have short memories, and for all we know there may be some new 'greater fools' out there five years from now. Right now a lot of experienced people see this as an opportune time to get into radio, which eventually could attract people who are willing to pay higher prices."

Hand said that before multiples can go up again, the banking industry must face its own problems, which should keep prices at current levels for the next year or more. That means a lot of stations will sit dead in the water, with prices set more by the existing debt structure or what a seller is willing to carry in terms of financing and buyer equity and operating capital, Hand explained.

A year ago defaulting broadcasters were worried that the banks would move to restructure or foreclose, thus wiping

Still, radio broadcasters who expect revenues to quickly rebound when the recession ends aren't seeing the entire advertising picture, said Star Media's Paul Leonard. "If things start looking better, consumers aren't suddenly going to run out and buy new cars and go on trips; they're going to start paying off the debt they accrued over the last year," he observed. "A lot of retailers who cut their spending on radio in 1991 aren't necessarily going to rebound next year to their pre-recession levels."

Just how long the trading floor remains status quo will be answered by the banks, Leonard said. "The banks are going to have to decide how they're going to ride with nonperforming loans, and what sort of discounts they can absorb on what kind of time schedule," he said. "And that's going to be a slow process. The banks won't want to take all their medicine at once, and the owners will continue to try to stall them."

Some operators who did weather the banks' pressure have come out healthier than was predicted 12 months ago, said Blackburn & Associates' Richard Blackburn. "A lot of people have reached accommodations with the banks, they have sold stations and they have put themselves in a position to take advantage of the current situation." Blackburn is optimistic that strategic planning is the greatest asset some of these operators possess, and said that those who take advantage of it are those who will pull through.

—REB,GF,LC

THE NEW AM: FCC PAVING WAY FOR BETTER SOUND

Band expansion designed to create new block of high-fidelity stations, improve sound on conventional band

Within a few years, buyers of new AM-FM radios will have a couple of surprises awaiting them when they first switch to AM.

They'll discover the radios go well beyond 1600 khz—all the way to 1700 khz—and they'll find the stations in the new band deliver cleaner, brighter stereo sound—not FM, but not what they have come to expect from AM either.

The FCC will be planting the surprises later this month when it adopts rules for use of the so-called expanded AM band—100 extra kilohertz of spectrum tacked on the high end of the existing 535 khz-1605 khz band.

The band comprises 10 channels, or room for between 200 and 250 stations scattered around the country. Operating in a band governed by strict new interference and spacing standards with 10 kilowatts of daytime power and one kilowatt at night, the stations will be able to boom interference-free signals over thousands of square miles day and night.

Another thing the owners of the new radios may notice is the stations in the new AM band are the same as some of those in the existing band.

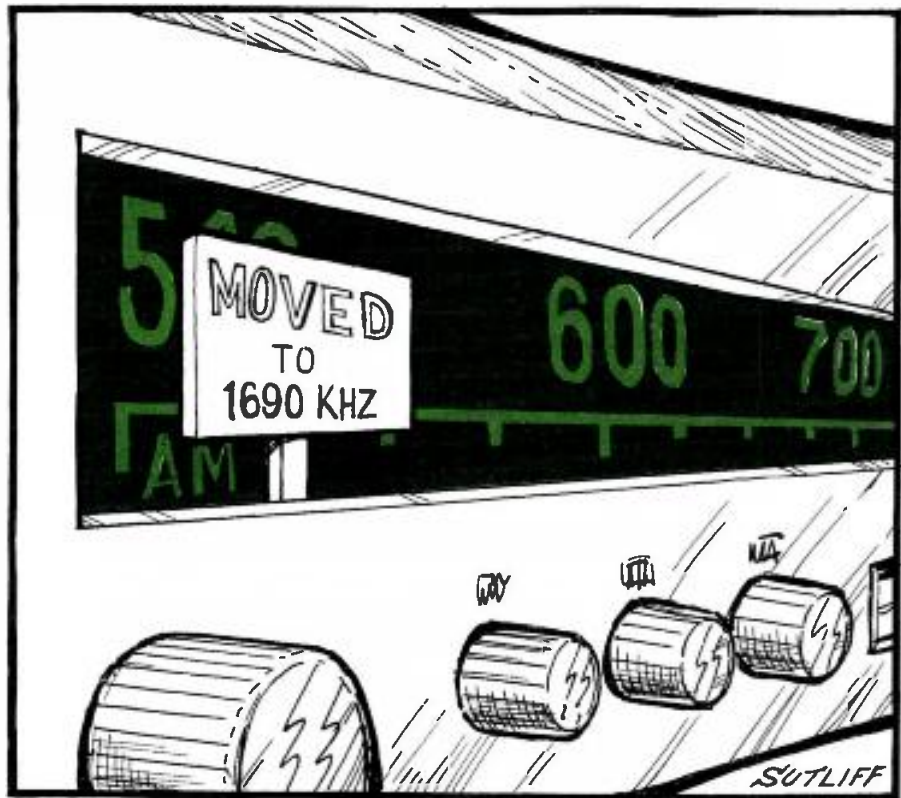
The FCC intends to use the expanded band as part of a multifaceted effort to reverse the downward trend of AM radio. Rather than making the new broadcast channels available to the public as it has traditionally done, the FCC is planning to reserve the new channels for existing stations.

The FCC's hope is that 200-250 stations of the 5,000 existing stations will migrate to the expanded band, relieving some of the congestion that has plagued the existing band with interference and driven listeners to the FM band.

Stations that accept the FCC invitation to move into the upper band will be allowed to simulcast for several years on their old and new channels until the universe of expanded-band AM radios can support expanded-band stations.

The FCC plans to give first dibs on the expanded-band channels to those stations that cause the most interference. It is the agency's way of assuring the most bang for its buck.

So in the end, according to the FCC's thinking, the expanded band will promote AM not only by creating a new breed of powerful interference-free sta-



Under FCC proposal, more than 200 AM stations would move from their current positions on the dial to new channels in the "expanded" AM band (1605 khz to 1705 khz), relieving some of the congestion and interference that plagues the existing 535 khz to 1605 khz band and has contributed to the medium's decline. The proposal and several others aimed at bridging the quality gap between AM and FM are set for Sept. 26 vote.

tions, but also by contributing to the long-overdue cleanup of the existing band.

"Overall, we are trying to look not too many years down the road and see dramatically improved AM radio service—one where stations have enough coverage to rival FM, where every station can operate 24 hours a day and where stations are less susceptible to interference," said FCC Chairman Alfred Sikes, a one-time owner of AM stations.

AM is in trouble, Sikes said, citing the National Association of Broadcasters' report showing between 50% and 75% of all radio stations in the red. "AM's attenuation will continue, and there won't be much AM service if the FCC fails to act boldly at this juncture," Sikes said.

Sikes defends the plan to reserve the new channels for existing broadcasters, even though it seems to conflict with the FCC's bedrock goal of promoting diver-

sity in broadcasting.

"The FCC has helped create over the years a huge quantity of radio stations," he said. "So we have a surplus of quantitative diversity. But I don't think you can be unmindful of qualitative diversity, and that's what this particular proceeding addresses. Do we want 5,000 interference-prone stations, the bulk of which are financially weak?" he asked. "If you do, it seems to me you are not interested in the public interest."

Besides, Sikes added, AM stations are not a rare commodity. "There are no lack of bankrupt AM stations these days," he said. "Anybody who wants to get an AM station, give us a holler and we'll give him a list."

The broadcasting industry is appreciative of the FCC intention, but recognizes that moving 5% of the stations out of the existing band would not have a major impact. "It's a help," said Michael Rau, science vice president, science and

technology, National Association of Broadcasters. "But it would be a mistake to think that moving 250 stations will be the salvation of AM. It's not going to create an interference-free band."

Other proposals in the FCC's AM improvement plan slated for action on Sept. 26:

- Relax the duopoly rules to allow common ownership of two AM's in a market, if the broadcaster agrees to reduce interference caused by either of the stations.

- Mandate AM stereo in the expanded band or award preferences to expanded-band applicants that pledge to go stereo. (Sikes said the FCC will probably choose the preference option.)

- Award tax certificates to AM stations that receive money for agreeing with other stations to go dark or to reduce interference. The certificate allows the holder to defer taxes.

The FCC had also proposed reimposing the ban against AM-FM simulcasting in the same market. Sikes is a proponent, believing it is better that AM stations go off the air and reduce congestion than duplicate the programming of an FM in the same market. The proposal's fate is uncertain. Two other commissioners have indicated they oppose it.

At one time, AM could hold its own as an audio service. But over the years,

it has deteriorated as the FCC shoehorned in more and more stations. With each new station, interference within the band increased until it was tough for a listener to tune in to a station without being bombarded with noise from other stations.

To cope with the overcrowded state of the medium, manufacturers increased the selectivity of radios. That helped limit the interference, but it also destroyed the fidelity, and the quality gap between AM and FM turned into a chasm.

The broadcasting industry is, on the whole, excited by the FCC's latest AM improvement package. By using the expanded band to relieve congestion in the existing band, they say, the FCC proposal will not only contribute to better AM service, but also foreclose what they feared the most when the expanded band first became available for domestic use last year: more competition.

"If the FCC can weed out the existing band, it should greatly reduce the interference problem, especially with regard to adjacent channel interference," said Ted Snider, owner of KARN(AM) Little Rock, Ark.

That the new band will not be opened for new stations is the "most encouraging part of the whole proceeding," said Art Suberbielle, president and general manager of KANE(AM) New Iberia, La.

How willing stations will be to migrate to the upper band is unclear. Rusty Shaffer, general manager of KBOL(AM) Boulder, Colo., said it is a tough decision. Much will depend on how much time the FCC grants for the transitional simulcast period, he said. Given the dearth of expanded-band radios in use today, he said, the more time, the better.

Snider said he is eager to make the move. "It could sound very good," he said. "It will be clean and clear and everybody will have stereo."

Because of the band's higher frequency, the stations will have "somewhat less coverage, but 10 kw of power should be sufficient to cover most markets with a quality signal."

Suberbielle said he will be staying put due mostly to the cost involved in building and running two transmission systems during the simulcast period. "We are comfortable taking what interference we get now, but hope some of it moves to the expanded band," he said.

The FCC admits it erred in allowing too many stations into the AM band and hopes it can compensate to some extent with the expanded-band plan. "You could probably get a good debate going on whether this is too late," said Sikes. "But I hope it's not too little. I hope what we do is sufficiently bold that we increase at least the potential for a strong AM service." -NAJ

ABC AND ESPN TO LAUNCH ESPN RADIO NETWORK

Half of top-50 markets signed on, but some doubt national sports news approach

ABC Radio Networks and all-sports cable television service ESPN will launch a jointly managed sports news radio network in January 1992.

According to John Walsh, executive editor for ESPN, the ESPN Radio Network will consist of 16 weekend hours of original programming designed for radio. Using on-air personnel separate from ESPN's television staff, the network will broadcast Saturdays and Sundays from 6 p.m. to 1 a.m. Programming will include sports news, game reports, guest interviews and features excerpted from ESPN's cable service.

"Our hope is that we can put a quality product on the air," said Walsh.

ESPN Radio Network has no immediate plans to acquire rights to sports events. The network will be given a trial run of unspecified length, according to Walsh. Nor is the network looking to

expand to a 24-hour-a-day, seven-day-a-week schedule. "We perceive there to be a need for weekend sports programming, and we are attempting to take advantage of that," Walsh said.

ESPN Radio Network will be co-managed by Walsh and Shelby Whitfield, executive producer and director, ABC Sports. According to the terms of the arrangement, ESPN will be providing the programming and ABC will handle the sales and affiliate recruiting.

Whitfield believes that the programming is an ideal match for many AM stations. It can be used by all-sports or by those stations trying to program against an all-sports station. "Any sports fan in the country wants to listen to national sports news as well," said Whitfield. The network will be distributed via satellite and has already signed 25 affiliates in the top-50 markets. ABC expects to have 200 affiliates signed by

January.

But they may have trouble signing some of the better known all-sports stations. Tom Bigby, station manager, WIP(AM) Philadelphia, is convinced that if it is not local sports programming, it will not work. "What makes us successful is the game behind the game," said Bigby, "the local personalities behind the sports—the entertainment."

Bigby said there will always be a market for sports programming, but stresses the need for localism. "If you do sports in an entertaining manner, there can never be too much. If you are trying to appeal to men, what else is there?"

Joel Hollander, station manager, WFAN(AM) New York, agrees with Bigby. "Our programming is a localized sell and listen," he said. "People in New York want to hear New York sports. People in Oregon don't care about the Yankees." -LC

RADIO STATION VALUES CONTINUE GROWTH

NAB-sponsored study shows 7.7% annual increase; FM stations appreciate at rate more than twice that of AM

Radio stations have continued to be sold for higher prices during a two-and-a-half-year period ending this past June, according to a study being released this week. The study, available from the National Association of Broadcasters in Washington, showed that radio station values grew by a mean average annual gain of 7.7%, based on the difference between their initial purchase price and their resale price. The reported appreciation of FM stations was more than twice that of AM stations.

Said David Schutz, a partner in Hoffman-Schutz, a New York-based financial firm, who authored the study, "Despite the pessimism, people are continuing to sell radio properties at net gains." Schutz added that the real annual return on investment realized by station owners would be much higher than the annual value appreciation because of the beneficial effect of leverage and because of tax benefits. Such real gains, he estimated, might approximate 20% per annum.

	AM Only	FM Only	AM/FM	All Stat.
Resold at higher price	35	68	87	190
Resold at lower price	22	26	46	94
Resold at same price	1	4	4	9
Average annual (compounded) change	1.0%	10.3%	8.7%	7.7%
Median annual (compounded) change	4.0%	9.4%	8.5%	6.4%

Source: National Association of Broadcasters

Mark Fratrack, senior vice president, NAB, said that gains among regions over the two-and-a-half-year period indicate strong appreciation in the Southeast and mid-Atlantic, with growth in the Pacific and Midwest also. New England, said Fratrack, had a small appreciation, while the Mountain states showed depreciation in value. Appreciation percentages were also reported by market size, with medium-size markets

apparently showing greater annual gains.

Unlike a similar survey released last year, the most recent study eliminated station transactions of less than \$500,000, or \$250,000 in unrated markets, restrictions that reduced particularly the sample of AM stations. Also, those stations held for more than 12 years were not included "due to data availability." **-CF**

WHAT CBS IS BUYING

Six weeks ago, CBS's purchase of Midwest Communications was announced as a happy marriage of two companies with long-standing ties. But the \$195-million-plus transaction is also possibly a time-sensitive deal, which Midwest raced to complete before a bank ultimatum resulted in foreclosure on the company. Furthermore, Midwest Chief Executive Officer James Rupp tried to block the sale just prior to the announcement.

Based on a Midwest proxy statement, BROADCASTING estimates that the multiple CBS will pay for the two TV stations, two satellite TV's, AM-FM radio and cable operations is 7.8 times fiscal 1990 cash flow of \$24.9 million, on revenue of \$86.7 million.

But the true "multiple of cash flow" that observers use to evaluate the industry's perceived prospects is more complex. For one thing, the \$195-million price, according to the proxy, is subject to adjustment for net liabilities and does not include roughly \$15 million in transaction fees and costs of refinancing Midwest's existing debt. Those costs will be borne by CBS.

More positive for CBS, operating cash flow is up substantially for the first nine months of the fiscal year, which ends Sept. 30, if one excludes a sudden decrease in certain non-cash expenses. The improved performance so far this year, despite a slight revenue decline, is due to lower advertising expenses for WCCO-AM-TV and the layoff of staff at Midwest Cable & Satellite (MWCS). Furthermore, the revenue decline, blamed in part on the Minnesota Twins' last-place

divisional finish in 1990, should improve with the Twin's first-place standing to-date this season.

Midwest's Rupp cast the sole vote against the merger both because he objected that MWCS was not spun off directly to shareholders or sold to a shareholder group interested in buying the regional sports channel and related operations. Rupp also objected that the formula that will eventually calculate how many CBS shares are to be given to Midwest owners—perhaps roughly \$37 million worth after assuming existing Midwest liabilities—guarantees CBS that its stock will be valued at at least \$160 per share, even if trading for less. Last Friday, CBS stock was \$156 per share.

Both parties to the agreement are hoping the closing, or at least the shareholder vote approving the transaction, takes place before 1992. According to the Midwest proxy, the power to approve a sale of Midwest changes substantially after January 1992. The voting trust that controls a majority of the company's voting power is set to expire on Jan. 14, 1992—although the trustees indicate that if the vote is taken before then, they intend to pass through the voting rights to beneficiaries anyway. A second trust, holding roughly one-quarter of the voting power, expires on the death of the last surviving of 34 named individuals, who is now 93 years old. Furthermore, two other classes of stock that currently have limited voting rights will probably gain full voting rights after Jan. 1, 1992, a change triggered because of the company's failure to pay dividends for seven consecutive fiscal years.

SYNDICATION 1991-92: LEANER, BUT MEANER?

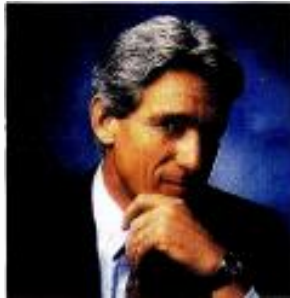
The field of new adult first-run programming—totaling approximately 30 programs (12 strips and 19 weeklies)—may be leaner this season, but several talk and reality-based programs premiering over the next two weeks are considered by industry watchers the strongest candidates so far to test the strength of long-running incumbent syndicated programming. And out of the seven off-network programs entering syndication, station programmers and rating researchers are eagerly awaiting the ratings Columbia Pictures Television's off-Fox sitcom *Married...with Children* will post in 6-8 p.m. access time periods, exempt from the Prime Time Access Rule (PTAR) in the top, 50 markets.

Word from Janeen Bjork, vice president and director of programming at New York-based rep firm Seltel, is for stations not to expect a "quick fix" on the early ratings for three new hour-long talk strips, *The Maury Povich Show* (from Paramount), *Jenny Jones* (Warner Bros.) and *The Chuck Woolery Show* (Group W Productions). Bjork said it has taken talk shows such as *Live with Regis & Kathie Lee* (Buena Vista) and *Sally Jessy Raphael* (Multimedia) two to three years to build audience loyalty.

"In previous years there has been, on average, about 60 new first-run programs to track, so in good economic times, it may have been the case that syndicators flooded the market with programs that didn't really merit entry in the first place," Bjork said. "Because there is less new product coming out, this may help new programming from cannibalizing each other and better take on incumbent programs like *Oprah* and *Donahue*."

The biggest story this season could be *Married...with Children*, which Columbia officials say is scheduled to clear in 40 prime-access time periods out of the top-50 markets where PTAR regulations are nullified for affiliates regarding the airing of off-Fox programming. Bjork said *Married* could surpass previous rating highs established by *The Cosby Show* (Viacom) in off-network syndication.

The chart on this page shows adult and children's programming premiering in syndication this season.



Sewing up the strongest morning and early fringe clearances are three talk shows: The Maury Povich Show, Jenny Jones and The Chuck Woolery Show.

1991-92 SYNDICATION PREMIERE DATES

FIRST-RUN STRIPS

- | | |
|--|---|
| <i>Candid Camera</i> (King World) Sept. 16 | <i>Love Stories</i> (Warner Bros.) Sept. 16 |
| <i>Now It Can Be Told</i> (Tribune Ent.) Sept. 9 | <i>Studs</i> (Twentieth TV) Now |
| <i>Russ Abbot</i> (DLT) Now | <i>The Chuck Woolery Show</i> (Group W Prod.) Sept. 16 |
| <i>Jenny Jones</i> (Warner Bros.) Sept. 16 | <i>Montel Williams</i> (Viacom) Sept. 23 (next cycle) |
| <i>The Maury Povich Show</i> (Paramount) Sept. 9 | <i>Ron Reagan Show</i> (MCA TV) Now |
| <i>Dennis Miller</i> (Tribune) Jan '92 | <i>Overnight Television</i> (Sam/Phillips Ent.) Dec '91 |

FIRST-RUN WEEKLIES

- | | |
|---|--|
| <i>Earth Journal</i> (New Line) Sept. 21 | <i>Emergency Call</i> (Group W) Sept. 6 |
| <i>First Look</i> (TPE) Sept. 21 | <i>Gamepro</i> (Samuel Goldwyn) Sept. 28 |
| <i>The Legend of William Tell</i> (New Line) Sept. 16 | <i>Lightning Force</i> (Viacom) Oct. 5 |
| <i>Phil and Vlad</i> (Multimedia) Oct. 13 | <i>Scratch</i> (MMI) Sept. 23 |
| <i>Studio 22</i> (Blair) Sept. 16 | <i>Tarzan</i> (Worldvision) Sept. 28 |
| <i>Videofashion!</i> (Videofashion!) Sept. 28 | <i>The West In America</i> (Paramount) Sept. 7 |
| <i>WKRP</i> (MTM) Sept. 14 | <i>Baywatch</i> (LBS) Sept. 30 |
| <i>Dangerous Women</i> (Reg Grundy) Now | <i>Grudge Match</i> (Genesis) Sept. 6 |
| <i>Street Justice</i> (Connell) Sept. 16 | <i>Stuntmasters</i> (Blair) Sept. 23 |

CHILDREN'S STRIPS

- | | |
|--|--|
| <i>Casper</i> (Closter) Sept. 7 | <i>Darkwing Duck</i> (Buena Vista) Sept. 9 |
| <i>James Bond Jr.</i> (Closter) Sept. 30 | <i>Smoggies</i> (Sachs Finley) Sept. 9 |
| <i>Widget</i> (Zodiac) Sept. 23 | |

CHILDREN'S WEEKLIES

- | | |
|--|---|
| <i>Buck O'Hare</i> (Closter) Sept. 14 | <i>C.L.Y.D.E.</i> (Sachs Finley) Sept. 30 |
| <i>Happy Castle</i> (Sachs Finley) Sept. 9 | <i>KTV</i> (Goodman) Sept. 14 |
| <i>Mr. Bogus</i> (Zodiac) Sept. 28 | <i>Not Just News</i> (Twentieth) Sept. 14 |
| <i>Saban's Little Mermaid</i> (Bohbot) Sept. 9 | <i>Space Watch Club</i> (JME) Sept. 30 |
| <i>Toxic Crusaders</i> (Sachs Finley) Now | <i>Way Cool</i> (Group W) Sept. 28 |
| <i>Wide World of Kids</i> (Goodman) Sept. 14 | |

OFF-NETWORK SERIES

- | | |
|--|---|
| <i>A Different World</i> (Viacom) Sept. 30 | <i>Full House</i> (Warner Bros.) Sept. 23 |
| <i>Married...with Children</i> (Columbia) Sept. 16 | <i>Munsters Today*</i> (MCA TV) Sept. 30 |
| <i>Saved By The Bell**</i> (Rysher) Sept. 23 | <i>Beauty & The Beast</i> (Republic) Sept. 28 |
| <i>Matlock</i> (Viacom) Sept. 23 (next cycle) | |

*Munsters Today is technically an off-syndication entry, since it had previous exposure as first-run syndicated sitcom.

**Saved By The Bell originally ran on NBC's Saturday morning kids lineup.

Source: Seltel's Updated 1991-92 NATPE Programer.

TWENTIETH MAKES THE ROUNDS WITH FILM PACKAGE

Century 16 titles would be available later in the decade; Turner expresses interest

Twentieth Television has begun approaching potential buyers, including the WTBS/Tribune consortium, USA Network and Chris-Craft, for its 25-to-28-title Century 16 movie package. Discussions should pick up after Twentieth holds a meeting on its sales strategy for the package later this month ("Closed Circuit," Sept. 2).

The Century 16 package, which will not have availabilities until late in the decade, will likely include "Home Alone," "Sleeping with the Enemy," "Die Hard II," "Edward Scissorhands," "War of the Roses" and "Young Guns II." One source predicts the price for Century 16 will be between \$1.7 million and \$2.2 million per title.

Fox will also offer a package of 35 to 40 rerun titles, possibly to accompany Century 16. Titles include both "French Connection" films, the three "Omen" movies, "M*A*S*H," "Revenge of the Nerds" and "Silver Streak." In the opinion of Bob Levi, executive vice president, program administration, Turner, the success of MCA/Universal's sale of its 35-title "List of a Lifetime" rerun movie package to the Tribune/Turner consortium in January is the reason Fox will bring that package out. "That heralded the day for top quality

rerun packages to once again come into syndication," said Levi.

According to a source, Twentieth is pushing for a prior network window for Fox Broadcasting. As a potential buyer, Levi said he has no problem with a Fox window, but he said he would not agree to any basic cable network being a part of that network window, perhaps precluding the titles' availability to the basic cable network that Fox has said it might create (BROADCASTING, June 17). According to Preston Padden, senior vice president, affiliates, for Fox, a decision has not been made as to whether Fox will create a cable network, and is not contingent on whether titles from the Fox library are sold. "I don't think the decision about going into the marketplace with that package [Century 16] has anything to do with internal discussions about a basic cable channel," said Padden.

At least one buyer in the marketplace admits to interest in Century 16. According to Levi, Turner is very interested in both Century 16 and a rerun package. A USA spokeswoman said the network has been approached, but had made no decision about its interest. A source said Chris-Craft had had some conversations about the package.

Turner has talked with Fox in recent

weeks, but Fox has not talked with Tribune since last spring when Fox offered the package to the consortium and then pulled back from the sale, according to Dennis FitzSimons, vice president and general manager, WGN-TV. With Tribune stations overlapping in some markets with Fox-owned stations, "it will be interesting to see if Fox will sell to a non-Fox station in markets where there are Fox O&O's," said Levi, who added he is not sure he would buy the package without his consortium partners.

Padden says Twentieth takes no preference over selling to Fox stations, and points to an affidavit submitted to the FCC during the fin-syn hearings by Michael Lambert, Twentieth's president of domestic syndication. The affidavit states that "a station's affiliation or lack of affiliation is never a factor in making our licensing decisions." What usually happens, though, according to a source close to Fox, is that the Fox O&O's get the right of first refusal.

FitzSimons does not think Fox affiliates will have room for the Century 16 titles in the late 1990's. "If they really have seven nights of programming by 1993 as they say, then they won't have room for those titles. What prime time usage would they have?" he asked. —JF

ABC RELAXES ADVERTISING GUIDELINES

ABC, said to have the strictest rules of the three networks regarding advertising content, issued new guidelines last week that relaxed requirements for, among other things, medical and food product advertising. While ABC said the decision to change policy was not financially motivated, agency executives contacted by BROADCASTING said the network had the tightest regulations and is trying to compete against the somewhat loosened rules at the other networks and local TV stations.

Among the major changes in ABC policy—which applies to the network, owned-stations and radio network—is a reversal of the "white coat" ban preventing doctors or actors playing doctors from pitching products. ABC will now require proof from advertisers that the project advertised is used and/or recommended by medical professionals. Harvey Dzodin, vice president, ABC broadcast standards and practices, said the network had last issued guidelines five years ago, that this is a "periodic update" and "95% of the guidelines are the same."

ABC will also now allow ads for children featuring celebrity endorsement as long as what they are selling has nothing to do with their profession. In other words, an athlete can pitch food and beverage but not athletic equipment.

Other guideline changes include lifting a ban on food products said to increase energy and on diet ads that feature

before-and-after pictures of people.

ABC also dropped its guidelines regarding advertising from astrology and fortune-telling services, previously not allowed, and loosened its beer advertising. The network will now allow beer to be consumed off-camera in commercials; on-camera is still banned. Also on the consumption side, the network will allow actors to take pills on-camera.

ABC was not only in a restriction-easing mood. Dzodin said the network has "made explicit" a policy of no advertising for hard-liquor-based coolers. "We will maintain a distinction between brewed and distilled," Dzodin said.

Although advertising for horoscope and fortune-telling services is not a big chunk of network ad revenue, ABC News is rolling out an overnight service where such advertising is often seen.

As for the other networks, both said rules and regulations are often updated to keep up with the times. CBS said it has operated "for some time under advertising guidelines similar to those reported to be proposed by ABC." The network also said it had advised advertisers a few years ago that it was willing to change the "white-coat rule," but "very few advertisers have shown an interest in a change of this policy."

NBC, a spokesperson said, has not changed its policy toward the "white-coat rule" or off-camera drinking but has periodically altered other rules. —JF

CNN, ABC WIN RACE TO GORBACHEV, YELTSIN

'Proud moments' only beginning of network effort to cover unfolding story; 'What we have to do now is a lot of traveling into the republics,' Turner says

Network news divisions have been relentlessly pursuing interviews with Soviet President Mikhail Gorbachev and Russian President Boris Yeltsin since last month's failed coup; last week those efforts began to pay off.

CNN scored separate live interviews with the leaders early in the week, and on Thursday ABC presented a historic late-night "town meeting" between both leaders and studio audiences in America and Moscow.

For ABC News, which has had a long-standing relationship with Soviet broadcaster Gosteleradio, the groundwork for their telecast had been laid for some time. But for CNN, their interviews with the Soviet leaders were the result of a lot of fast thinking by a contingent to the USSR that included Tom Johnson, CNN president; Eason Jordan, international editor, and Stuart Lorie, vice president for international relations.

No one was sure just what had motivated the Soviet leaders to comply with U.S. media, but CNN Executive Vice President Ed Turner said he suspected they agreed to be interviewed to show the world they had survived the disruptive coup and were very much in control. "Both Gorbachev and Yeltsin were impressive in their on-camera appearances," said Turner. "They seemed clear of mind, lucid—all of the things you expect in a leader."

While ABC and CNN shared the spotlight for capturing interviews, CBS and NBC at times appeared lost in the shuf-



CNN President Tom Johnson, CNN Moscow Bureau Chief Steve Hurst and Russian President Boris Yeltsin at Moscow's ornate St. George's Hall.

fle. But it was not for lack of trying, according to network executives.

NBC News representatives in Moscow made several failed efforts to arrange interviews last week with Gorbachev and Yeltsin, according to John Stack, NBC News foreign editor.

"Everybody has his proud moments," said Stack, offering a congratulatory "hats off" to the competition.

CBS News made attempts to arrange a sit-down interview with Yeltsin last week, but the leader's hectic schedule made it impossible, said Don DeCesare, vice president of operations.

"I don't have a strong sense of an

organized agenda on their part, in terms of interviews," said DeCesare. "It was more catch-as-catch-can and the personal relationships that had been built up over the years."

The networks last week did not appear to be in any rush to scale back their Soviet staffing as they awaited further developments in the region. NBC, for example, plans to maintain about 30 people in the region, up from the 22 people usually based there, said Stack.

"The story is a long way from over," said CNN's Turner. "What we have to do now is a lot of traveling into the republics." —BB

ATTACK ADS TO CONTINUE, DESPITE PRESIDENTIAL REQUEST

Two conservative political lobbying groups denied a request from the White House last week to discontinue their co-produced TV advertisements supporting the nomination of Judge Clarence Thomas to the Supreme Court. The ads drew criticism from the administration and Democratic and Republican senators for attacks on three liberal senators.

President Bush asked the Conservative Victory Committee and Citizens United to remove the ads, designed to build grass-roots support for Thomas before hearings on his nomination, scheduled to begin in the Senate Judiciary Committee this week. Thomas, through a statement read by Senator John Danforth (R-Mo.), the judge's chief sponsor in the Senate, also condemned the ads.



The ads attack Judiciary Committee Chairman Joseph Biden (D-Del.) in connection with a plagiarism charge raised during the 1988 presidential campaign; committee member Edward Kennedy (D-Mass.) for his role in the Chappaquiddick and Palm Beach, Fla., rape scandals, and Alan Cranston (D-Calif.) in connection with the "Keating Five" S & L scandal.

As of last week, none of the three senators had indicated how he will vote on the Thomas nomination.

L. Brent Bozell, chairman of the Conservative Victory Committee and Floyd Brown, chairman of Citizens United, refused the President's request. They cited the 1987 campaign mounted by liberal groups to block the Supreme Court appointment of Robert Bork.

STATE OF THE ART RADIO 1991

Measuring the medium prior to NAB's annual radio convention



Radio's Blue-chip Broker 

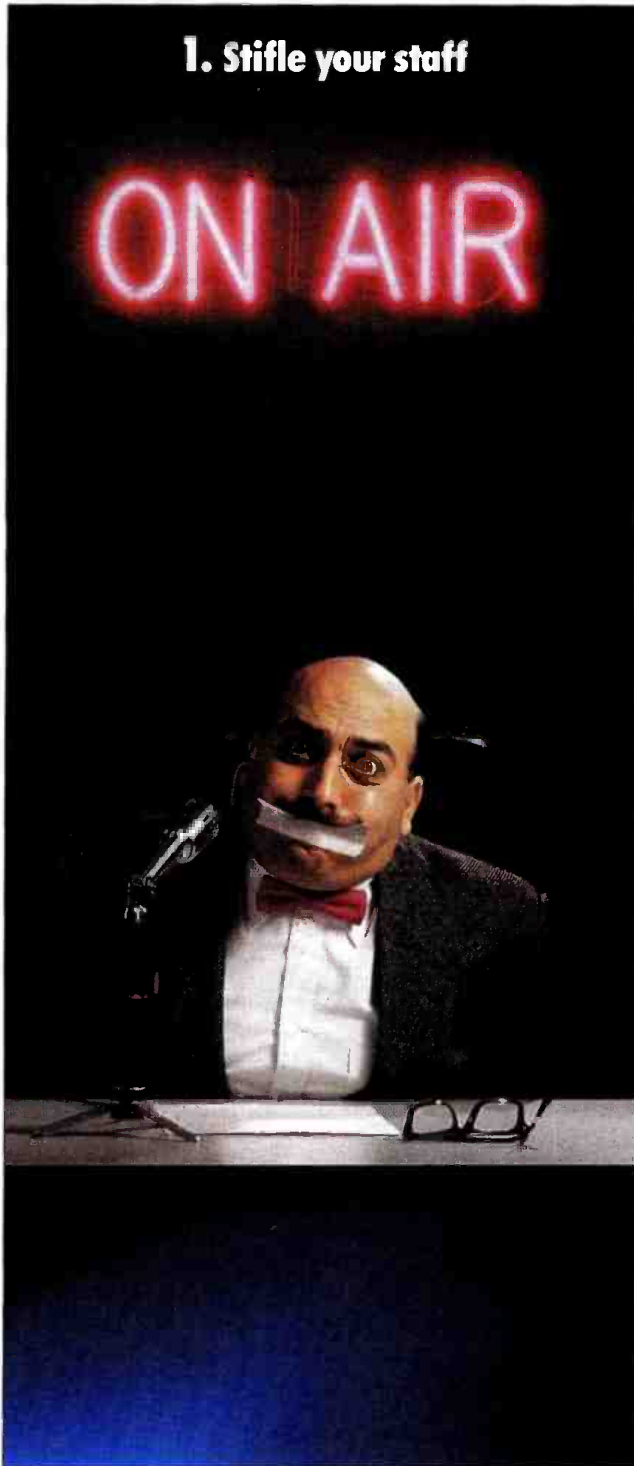
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SPECIAL REPORT

The National Association of Broadcasters is hoping that the tough times won't keep too many radio executives away from Radio '91 in San Francisco this week. Commencing on Wednesday, Sept. 11, the four-day show sports an expansive agenda that is designed to address the needs of all segments of the industry.

Again this year the NAB will feature a keynote speaker for each area of interest—radio management executives can listen to New York Governor Mario Cuomo; programing advice comes from Quincy Jones, and Keith Reinhard, chairman/CEO, DDB Needham Worldwide, will talk about sales and marketing. The third annual Marconi Radio Awards Show will close out the show Saturday, Sept. 14.

30 / AT LARGE

CBS Radio's Nancy Widmann is bullish on the business, in spite of what she calls "the toughest year I can remember." In a BROADCASTING interview, Widmann talks about the CBS Radio group and her outlook on the way doing business has changed for the industry.

34 / DROP IN STATION SALES

The dollar value of radio station sales dropped 65% in the first half of 1991 compared with the same period last year. Bankers, wary of foreclosing when prices are low, are making some allowances, but new lending has virtually dried up. Many owners are holding properties off the market until the climate improves. Brokers discuss the current climate and look past 1992 for any signs of recovery.

38 / BIG DEALS

Legacy Broadcast Partners' purchase of WMJI(FM) Cleveland and



WYHY(FM) Nashville from JACOR for \$29.75 million topped the list of station transactions over the last 12 months. Details of the top five purchases are listed.

40 / LOCAL AD SALES DOWN, NETWORK UP

Radio advertising revenue has been erratic so far in 1991. Network business is up, but local business is down. Association executives discuss the medium's strengths and problems.

42 / EQUIPPED FOR DIGITAL

Equipment makers see an incipient recovery in their business as sales of software-based digitization of studio, transmission and reception controls pick up pace. With fewer than 10% of stations currently using digital automation, manufacturers see a market that may be motivated more by economics than technology.

46 / LONG REACH OF SHORTWAVE

Shortwave radio received a boon from world events in 1991: sets for the service regularly sold out during the Gulf war and the Soviet coup. An Ontario, Canada-based firm hopes to capitalize on the renewed interest by setting up a service to broadcast into the United States.

47 / RADIO '91 AGENDA

A full schedule of convention events.

48 / EXHIBITORS

A guide to the booths in the Moscone Center.



CBS'S NANCY WIDMANN: A HEALTHY BUSINESS, BUT THE TOUGHEST YEAR IN MEMORY

Nancy C. Widmann began working at CBS almost 20 years ago as an account executive for CBS Radio Spot Sales. Since then her career has spanned rep firm management, station management and AM group management. Widmann, the only woman at the head of a major radio group, has revitalized the company's music stations, reinforced its commitment to information-driven programming such as news and sports, and steered the nation's largest radio group into the forefront of industry issues. In this interview with BROADCASTING editors, Widmann talks about her tenure at CBS and shares her perspective on the medium's future.

You've been at CBS Radio, as group head, for three years now. Can you look back and tell us how CBS Radio is different or better today than it was when you first came on?

It is different and I would say better. We, the management team at CBS Radio, have spent the last three years really fine-tuning the formats of our company-owned radio stations. We intentionally aged our music stations, our FM properties. And in the course of the last three years, we have turned many of our properties into oldies stations. We now have five oldies stations—a format that we felt fit the demographic swing of the country, a format with which we had great experience here in New York.

We also purchased two stations in Detroit (WWJ(AM)-WJ01(FM)). That was the only market in the top 10 where CBS Radio did not own a station.

We also reconfigured our CBS Radio Network. We wanted to have much more exposure in the 25 to 54 marketplace. That's where the network marketplace was going. So we took what we considered our youth network and made the CBS Spectrum Network, which responded to the 25 to 54 demographic and also to the need to compete in the tonnage marketplace. On the other hand, we retained the CBS Radio Network, which is "in-program" and which is very qualitative, upscale news—the likes of Charlie Osgood, who has become a major personality for us. That's worked out extremely well. We're very happy with where they're positioned demographically.

We renewed several of our sports contracts—NFL, Major League Baseball—and we have extended contracts with both of those franchises. In addition, we started moving into the

CBS Hispanic Network. We started out with sports; we actually started out with the All-Star Game and developed a small CBS Hispanic Radio group within the network. And then we added football; we added the Superbowl. And we're very happy with that. We also have some long-form programs, some holiday shows. And I see that as a great future, the whole of Hispanic broadcasting.

We published information recently that showed more than half the radio stations in the country lost money last year (BROADCASTING, Aug. 26). What's your reaction to that?

What it says is that within the top markets—certainly the top five—there are successful radio stations. It's important to note that the studies say that people are having tough times because of lack of revenue, not because of costs. Radio has always managed its costs very well, I believe. And what we're struggling with this year is really terrible business. So if we're struggling in the markets like New York and Los Angeles that are down for the first time that I can ever remember, you can just imagine, as that comes down the line to the 30th market and the 40th market, how tough it is.

I think that owning radio stations is a healthy business. It's just been the toughest year I can remember. Across the board in the 12 markets that we're in, we're down 5% in local business, and local business is 75% of my business. And that's really the bedrock of the economy.... That will change. It won't come all the way back up; I think we all have to be very careful of that in the business. I don't think we're going to come back up to '82 or '87 levels; what we're going to do is come somewhere in between....

That's not an optimistic projection.

No. And I don't mean it to be optimistic; I think we would all be foolish. We are talking to our general managers right now about budgeting for 1992. I don't want to be in a situation of saying, "... '92 is business as usual." I don't see how we can have business as usual. The major businesses that we are depending on have changed the way they do business forever.

What are advertisers going to do differently in the '90s?

Well, first of all, their consolidation has really hurt when you consider you have three banks spending money, and now you have one spending money. The same thing with the airlines. Those are major accounts for us—automotive.... They'll be spending less money on advertisements because they're going to have less money. They're looking at their ad spending differently. They have much more choice of clients. Perhaps there's a way we can help them with promotion, a different way of making it attractive to buy radio and print together. We're talking to clients that way....

Why would, for instance, your rep firm be doing well if radio stations in general are having problems and a lot of the national advertising categories are consolidating?

Well, national business is up 5% through July in every one of our markets. So there's money there. Now it's a broader-based economy. The rep also benefits from people going out of business as well. People will turn to radio to clear cars off of a used car lot, to advertise that they have merged with another bank. So you can have the benefits from an economy that's troubled as well. We have a small amount of radio stations. We specialize in basically adult-formatted radio stations. We have all of our own properties and 40 additional properties, and they're all in major markets and they're all basically adult-formatted. So they have managed to find business out there, as have other people because national business is up.

On the subject of oldies: What can CBS do to protect that franchise and its elements—Cousin Brucie, for instance?

He's syndicated, as you know—"Cruisin' America," which

has been a very successful show. We really developed the format in New York, and we learned how to do it there, but we don't do the same oldies format in every one of our cities. All the music and the personalities are tailored to Philadelphia, to Boston, to Los Angeles, to St. Louis.

We also have been very successful because we have contemporary oldies stations. They are not old-sounding radio stations. They are very up-sounding radio stations that happen to play a certain form of music.

So that is how you think the format will be viable over time?

Absolutely. When we first began to emerge as a successful station in New York, the demographic cell that we were number one in was 25 to 34. Now it's 35 to 44. So the audience has grown with us. On the other hand, our AOR properties are aging. They are moving with the population as well. We have very strong 25 to 54 AOR stations in Tampa, San Francisco and Dallas. That counts for us—everything is 25-plus, with one exception, and that is WBBM-FM "B96" Chicago.

Is there any way in which you can build on oldies apart from just a format?

Sure. One of the business opportunities we've been investigating for the last six months is Europe. There is a great interest in '50s and '60s music in Europe. We were approached by a radio station in London, and we now have Cousin Brucie on the air, "The Oldies Party," with a British co-host. I think the possibilities for that moving through Europe are very strong.

Will AM be viable in the coming years? Are you satisfied with the recent developments in AMAX certification? Or do you think that perhaps the consumers are not that interested anymore in the technical developments of AM radio? Is it too little, too late?

We are supporting AMAX, and our stations will be running the PSA spots.... It's a very crowded band, and we have all these young consumers that are coming along that are used to clarity, they're used to super-clarity. They listen very differently than what we listened to when we were growing up. I don't think it's too little, too late, and I think that's almost a defeatist attitude. We are supportive of anything that will help AM radio. AM radio is 40% of the profits of CBS Radio division. It's a very vital, vibrant part of our division. It makes money. So we will support anything in the industry that will help AM radio. If the consumer comes to that dial for some kind of a crisis and likes what he or she hears, no matter what age they are, because they're not sitting down and reading newspapers, they'll come back to us. I really believe that.

The development of DAB is going to be a big issue, and CBS is involved in some of the technical projects. Are you satisfied with the progress that's being made? Would you like to see the industry moving faster?

No, I would not like to see the industry moving faster. I think that everybody is doing the best he can. There's been so much noise about what's going on with the whole thing of digital. CBS Radio almost two years ago got involved with digital, quite like we would get involved with any other new technology, because that's our business, because it is my responsibility to protect the assets that are under my leadership at CBS and because we have in Tony Masiello, who is vice president of technical operations for CBS Radio, a gentleman who considers it to be his responsibility to be in front of these issues for us.

We have worked with the NAB task force under Alan Box, who had a very difficult year. It's all well and good to say that digital may not be here for five years, and in a tough economic year people are trying to figure out how they're going to do next week. But Alan Box and the task force have to come up



with some kind of response for WARC for '92. What they have done very effectively is keep all our options open. We were down there as part of an industry meeting. The system that we feel most comfortable with—the U.S.A. Digital system—had a full hearing with the task force. We have formed a partnership with Gannett and Group W to continue the development of an in-band system. If there's another in-band system that's better than U.S.A. Digital, then we'll support it. I am not interested—in a time in which 50% of the radio stations are in severe trouble in 1990—in an economic disruption. It would be devastating.

Does CBS Radio have any synergy with the rest of CBS? Are there any areas where you're doing joint business ventures or working with other divisions?

Well, CBS is a multibillion-dollar broadcasting company, and we have pared down to the broadcasting business, as you know. And because of that, we have been able to work with each other as far as promotion. There is also much more cross-promoting. We just had a meeting with George Schweitzer where we said, "Let's clear the deck and just work on the fall schedule on our stations." So we sat down with George—they are also a paid advertiser as well at some point. We sit down and we do free spots and we ask, "How can this work?"

We're working out a joint promotion on the Olympics, for example, where we will do Olympic reports during the day on our company's AM stations and then say, "Tune in tonight on your local CBS television station," tag the spot with the channel and say, "And then you can see this athlete who won this gold medal today." It really works—much more so, to answer your question, than in the past. And that is because radio has become, in my estimation, a much more valuable part of the total corporation, a much more visible part of the corporation. Our profit contribution is very appreciated.

You mentioned Hispanic before. Your progress in Hispanic has been very gradual.

It's intentionally been very gradual. We're very cognizant that it's an area that we have to learn a lot about. And we've really been learning from the Hispanic broadcasters. I'm excited about this market. CBS has made great success in specialization. We have the manpower, and we have the resources to specialize in an era of tonnage. But we're very careful not to misstep. And so we have added sporting events, we will be looking at the Olympics and World Cup, we're looking at long-form programming, we have very male-oriented programming because of sports. We would like very much to have a female-oriented talk show. It's a vital, vibrant marketplace, and it has been not as appreciated as much as I think it will be in '92 and in future years. And we're laying the groundwork hopefully for good business.

But the current status is that it's doing well? Hispanic networks on the television side have found that selling to advertisers has been rougher going than they initially anticipated.

Yes. We're breaking even this year. For the first year, we've really made a major push. It's extraordinary, better than I thought we would do. And we're very encouraged by that.

Some eyebrows are raised by you buying so many of the sports rights. Those generally don't come cheap.

No, but we've done very well with sports in the CBS Radio Network. It's the only game in town for us and we've done very well. The income should be good. We're happy with that, our performance in sports.

Are they break-even, loss-leaders or what?

It's been a tough year for sports. Last year was a tough year for sports.... There's a lot of sports inventory available in the marketplace, and we're having a tough fourth quarter. It doesn't mean that I don't find it an attractive business for us. It fits so perfectly with our AM station and with AM stations in the country—the new five-year deal with the Philadelphia Phillies for sponsorship with baseball. I'm very pleased about that. So I love sports. It's great. It's good business. It's just a tough year. There's a lot of inventory out there.

When will the rebound, to whatever level, occur? What's CBS Radio's best prediction?

I think we're going to have a bit of a rebound in '93. Don't misunderstand me. I think it's going to be better than '91. But it's critical to understand that, in my mind, it's changed forever in many ways. And I think we have to, as managers and leaders, really understand how it has changed. It has been the hardest year to manage, and I don't think that '92 is going to be that much different. But it's a great business. We're just learning how to do things differently.

You have all kinds of marketing capabilities, but for average radio stations, how can they face this new situation?

There have been some really creative solutions. I read them every day. I'm fully supportive of them. Do you add more salespeople? Not necessarily. Just move them in a different direction. In the years in which we had some luxury of time and money, we had a development person at our radio stations or a co-op person or a vendor person. Everybody is development in my mind this year. And that's the way I'm sure radio stations are looking at it across the country. There have to be new sources of revenue out there. We still move product. We're still an intimate medium. We're still the medium you take with you everywhere. We have a bond with the consumer. We will make a commercial for you. We'll write it for you. We'll voice it for you. We still have tremendous advantages. We have to go sell it. But the phone isn't ringing this year, so we have to go out and make it happen.

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New York, NY

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KQPT-FM
Sacramento, CA



BIG BAND/NOSTALGIA

WOKY-AM
Milwaukee, WI

LEGENDARY STATION

KMOX-AM
St. Louis, MO

WCCO-AM
Minneapolis, MN

MAJOR MARKET

WCCO-AM
Minneapolis, MN

CBS RADIO
REPRESENTATIVES

...AND YOU. A SOUND PARTNERSHIP

STATION SALES, PRICES DOWN SHARPLY IN '91

Owners, lenders and buyers wait out the recession, slowing market activity

As anticipated almost across the board for the last 12 months, radio station trading activity has dropped dramatically compared with the same period last year. To avoid foreclosures, banks have slightly loosened some of the screws they had tightened against many debt-laden properties; sources of lending have dried up; turn-

around, or "stick," properties are sitting dead in the water, and once-speculative investors have settled into the reality of long-term radio operations and abandoned the spreadsheet-exit strategies of the late 1980's.

Total radio trading for the first six months of 1991 totaled just over \$328 million, a 65% drop from the \$955 mil-

lion that changed hands in the same period last year (and vs. \$749 million in 1989). Between January and June of this year only 78 FM standalones were sold, for a total dollar value of \$128.3 million, vs. 145 stations and \$290 million for the same period in 1990. Based on these figures, average price for an FM standalone in 1991 decreased to \$1,644,910 from \$1,996,925 in 1990.

AM standalone transactions presented an equally dismal picture. In 1991 sales of AM stations totaled 110, for a dollar value of \$32.8 million and an average station price of \$298,854. In the first half of 1990, 126 AMs changed hands, for a dollar value of \$45 million and an average station price of \$354,049.

Sales of AM-FM combinations also were down sharply, with sales of 75 in first-half '91 for a total figure of \$104.8 million, vs. 119 transactions and a total dollar value of \$280 million in 1990. Average price for an AM-FM combination thus far in 1991 is \$1,398,200.

Group sales were way off as well. Six groups, representing 29 stations, changed hands between January and June 1991, for a total value of \$62.5 million, compared with six groups and 20 stations, and a dollar value of \$340 million, in 1990.

The gloomy picture is not likely to improve soon, according to many media brokers. Most financial institutions still are exerting pressure on defaulting owners to restructure and/or sell, or risk foreclosure (although some have backed off a bit). Prices continue to hover around 7-8 times cash flow, well below the 12-14-times multiples enjoyed in the late '80s. Because of regulatory changes and a poor financial climate in the banking industry, even the lenders are beginning to understand that they may not come out of the mess in one piece. Also, many financial institutions have discovered that station assets do not necessarily include the FCC license. As a result, the marketplace is not as crowded with sellers trying to unload properties in order to satisfy the demands of the banks.

According to media broker Robert Mahlman Sr., "As long as owners are almost current, at least on their interest payments, the financial institutions—the senior lenders—have backed off." Mahlman said that in January and February the market saw "a whole boatload of properties, but there was no market for them." He said sellers still are reluctant to believe that the value of their proper-

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CLOSES**

2/18/91 **KZOU AM-FM** Little Rock, AR
Encore Communications LP to GHB Broadcasting

3/29/91 **WFYR-FM** Chicago, IL
*Summit Communications to Major Broadcasting
(At \$19-million, the largest individual sale of a radio property to date 1991)*

7/18/91 **KBFM** McAllen, TX
Encore Communications LP to May Broadcasting

8/7/91 **WZNY-FM** Augusta, GA
Arrow Communications to Benchmark Communications

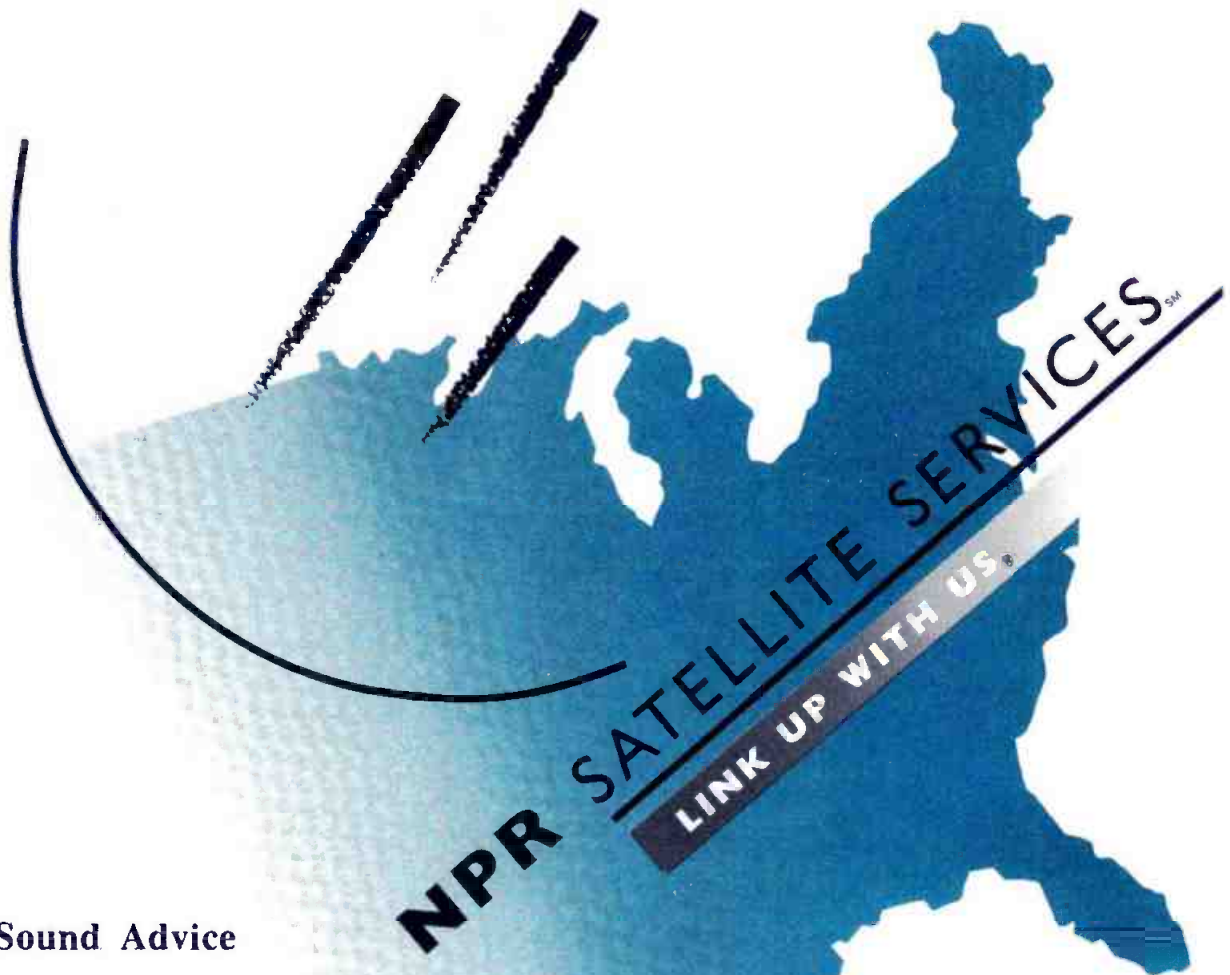
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ties has dropped upwards of 25-30%, and that the concept of values based on power ratios has disappeared.

"The lack of liquidity in the market makes it hard to determine whether we've reached a price point that represents the bottom, or near-bottom, of the marketplace," Star Media's Paul Leon-



**Robert
Mahlman**

"As long as owners are almost current, at least on their interest payments, the financial institutions—the senior lenders—have backed off."

ard said. "We don't expect to see station prices plunge another two multiples, down to the five-to-six-times trailing range, but we wouldn't be shocked if multiples decline slightly."

Because banks no longer are willing to lend against future cash flow projections, most stations will have to weather the effects of the recession before revenues—and prices—rebound significantly, Leonard explained. "The Gulf war and the erosion of retail sales in the first quarter unfortunately had a long-lasting linear effect on the value of radio stations," he said. Many retailers and consumers won't quickly bounce back from the recession, which will help slow any significant economic recovery that might be projected for 1992. "Operators who



**Paul
Leonard**

"Operators who expect a big rebound in 1992, either in revenue or lending multiples, aren't being realistic."

expect a big rebound in 1992, either in revenue or lending multiples, aren't being realistic," Leonard said.

The result is that debt is almost impossible to find. A number of new equity players want to get in the game, and prices are falling, but nobody can get deals done, Leonard said. "Unfortunately,

ly, our industry raced out of the realm of rational, and the pain has to be corrected and shared by a variety of entities, and nobody is willing to take that bitter pill. And that's what's clogging the system."

Most banks are astute enough to realize that flooding the market with debt-ridden stations, in a climate lacking any real source of debt, would be folly, according to Blackburn & Associates' Richard Blackburn. "A lot of restructuring is taking place, but fortunately it's being done quietly and constructively as opposed to a wholesale landslide of properties on the market." Likewise, current pricing structures will remain for at least 12 months, Blackburn said.

Blackburn acknowledged that sluggish economic conditions nationwide have compounded radio's woes, and broadcasters should be wary about a quick recovery. "The status of the marketplace largely is due to the financial climate, but the recession damaged it considerably," he said. "Without [the recession] we might have been able to operate out of it, but not now." The



**Tim
Menowsky**

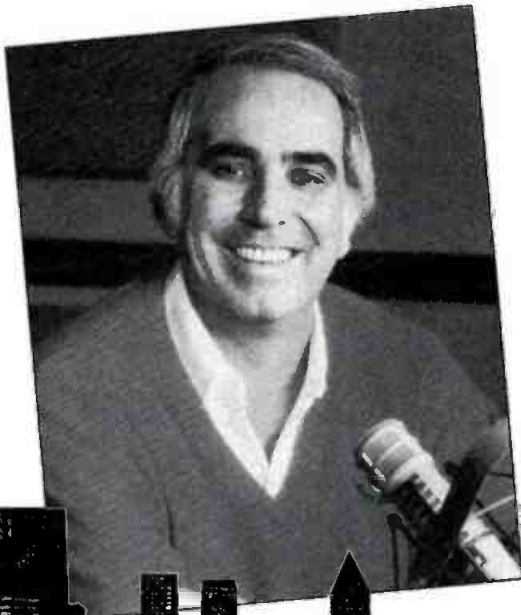
"The prices we're seeing now make... profit possible, and the market is back to where it was 10 years ago."

current marketplace will remain status quo unless a vast majority of troubled stations can shake loose their debt, and until the U.S. economy takes a significant upturn. "We are where we're going to be for a while," Blackburn predicted.

Tim Menowsky, founder of Media Mergers & Acquisitions, believes that today's prices reflect a realistic marketplace based on profitable operations rather than on fanciful exit strategy. "A radio station is a business, and the function of any business is to generate a profit," he said. "The prices we're seeing now make that profit possible, and the market is back to where it was 10 years ago. You have to figure out how to win, not how to sell the station." Real growth will derive from hands-on management from operators who understand business conditions and people management, Menowsky said. "We have an unforgiving economy right now, and success increasingly will be based on activity and performance. The strong

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THE TOP FIVE RADIO DEALS

\$19 million
WFYR (FM) Chicago

Closed: March 1991

Seller: Summit Communications

Buyer: Major Broadcasting

Broker: H.B. LaRue

Notes: Station changed call letters to WWBZ (FM), switched format from soft-AC to younger-skewing AOR, repositioned itself as The Blaze. Increased Arbitron 12-plus numbers from 1.4 to 3.9, Birch numbers from 1.6 to 4.1.

\$29.75 million
WMJI (FM) Cleveland
WYHY (FM) Nashville

Closed: January 1991

Seller: JACOR

Buyer: Legacy Broadcast
Partners

Broker: Bill Steding, Star Media
(Americom)

Notes: WYHY (FM) maintained CHR format; WMJI (FM) modified format from AC-oriented oldies to all oldies.

manager will know how to maximize both elements, rather than lament that "the tower lease often qualifies as salesperson of the month," as one operator told Menowsky.

Prices have stabilized, albeit at a low level, because of two factors, according to Questcom's Marc Hand. "Sellers finally have adjusted to realistic station prices that more closely reflect the current trading environment, and the level of interest on the part of buyers has increased rather dramatically," he explained. "This marks a big change from he thinking a year ago when people knew prices were going to go down but no one was sure what kind of multiples they would come in at."

Still, because the lending pool has

virtually dried up, seller paper is just about the only way that creative deals are getting done except for Triple-A properties, Hand said. "Twelve months ago you wouldn't have seen much seller paper, but now—particularly on turnarounds—sellers are stepping in and playing the role that banks would have played." Buyers entering into turnaround situations are putting a lot of their equity into operating capital and demanding that sellers, for at least a while, serve as the bank. "Buyers are there with a certain amount of equity, but they don't want to put 100% equity into a turnaround deal," Hand said.

The emergence of new equity is a positive signal, but how it is played largely depends on the re-entry of debt

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OF THE LAST 12 MONTHS

99.7 **KFRC** FM

\$18.5 million

KXXX-FM San Francisco

Closed: December 1990

Seller: Emmis Broadcasting

Buyer: Bedford Properties, Inc.

Broker: Media Venture Partners

Notes: Bedford changed call letters of station to KFRC(FM), physically merged it with KFRC(AM), which was purchased from RKO General in separate transaction. Format is oldies, "covering the British invasion to the end of Vietnam," according to VP/GM Brent Osborne.

MARS
103.1 FM

\$17.675 million

KOCM(FM) Newport Beach, CA

KSRF(FM) Santa Monica, CA

Closed: April 1991

Seller: Ocean Broadcasting

Buyer: Mars Radio Group

Broker: John McLaughlin

Notes: Mars Chairman Ken Roberts purchased KSRF(FM) from Radio Broadcasters, Inc. and KOCM(FM) from Ocean Broadcasting in combined deal. Broker John McLaughlin was former general sales manager at KROQ(FM) L.A., now VP/GM of Mars Radio.

MAGIC 96 FM

\$16.5 million

WMJJ(FM) Birmingham, AL

Closed: October 1990

Seller: Capital Broadcasting

Buyer: Ameron Broadcasting

Broker: Blackburn & Associates

Notes: Ameron combined top billing AC-formatted WMJJ(FM) with News-Talk WERC(AM), purchased from Sun Group (now in Chapter 11). Said Ameron President/CEO Joe Dorton, "By putting the two stations together we felt we would have the affluent adult audience sewn up in this market, and two significant stations to sell nationally."

sources, Hand noted. "There's a handful of debt sources, banks and non-banks, that continue to be active in looking at deals, but you don't see a lot of deals getting done in terms of bank participation. Operators are teaming up with new equity sources, and some straight equity sources are coming in and buying their own stations."

The catch-22 in all this is that good properties are being kept off the block, and the few lenders willing to look at deals won't touch anything other than a

good deal. This emphasizes the notion that radio is embedded in the "era of the operator," a posture that broadcast broker Gary Stevens believes always has been the industry's forte. "For a while we saw some easy money, but the big acquisitions were being made by such operators as Emmis, Malrite and Westwood One. Broadcasting is a relatively simple business with simple businessmen, some of whom got pushed into deals because everyone was getting into it."

Social pundits are quick to say that in

the 1990's the United States has to purge the excesses of the '80s, and Stevens believes this applies to radio as well. "Everything we do in this country is to excess, never in moderation," he said. "Right now we have to go through a purging process to work off the excess, then settle into a 1970's trading arena—where it used to be. Everyone ignored the industry for 50 years, got interested in it for six, and now they're going to ignore it again. The 1980's isn't where it used to be; that was the anomaly." —**REB**

News from around the world



LOCAL SALES DOWN SLIGHTLY, BUT NETWORK GROWS

Weak back-to-school market may be harbinger of slow holiday season, Hyde fears

Although leading economic indicators seem to be pointing to an improvement in the economy, radio executives do not expect to see any relief from the soft advertising marketplace anytime soon. When they took a magnifying lens to their operating budgets last year in preparation for 1991, some operators were optimistic that the medium would not only weather the recession, but would in fact thrive as in years past (BROADCASTING Nov. 12, 1990). That has not proven to be the case.

The Radio Advertising Bureau reports that local business is down versus last



George Hyde

"Although there are positive signs from the leading economic indicators, here at the RAB we don't quite see that manifested in retail spending or advertising yet."

year, and Radio Expenditure Reports, which keeps track of national billings, reports that year-to-date 1991 is down by 2.6% when compared to the same period last year.

The bright spot in the radio industry is the network business, which has shown a slight but steady growth versus last year (see chart).

In spite of the dim outlook, George Hyde, executive vice president, RAB, believes the medium has fared better than competing media, and is better positioned to prosper in the coming years. "This certainly hasn't been a year we will remember for its benign treatment of radio," said Hyde, "but we did better than competitive media."

Traditional indications that business might pick up pace are not being detected, added Hyde. Operators are not seeing a strong retail back-to-school season, for example, and that is troubling, Hyde said, because there has never been a weak back-to-school season followed by a strong holiday season.

"These are tough times—a difficult and trying period," said Hyde. "Recovery is proving to be slower and more elusive than we hoped. Although there are positive signs from the leading economic indicators, here at the RAB we don't quite see that manifested in retail spending or advertising yet." This economic downturn will be remembered more for its length than its severity, he said.

But the RAB continues to believe that radio is the medium of the future. "When you see the general orientation of people—of trying to spend their money more effectively—you can see that radio is positioned to do this. People are looking for better, smarter and more

productive ways to do business. Many more of them are thinking that radio is the way to do that," Hyde said.

The industry's two megareps, Katz Radio Group and the Interep Radio



Bud Hock

"We are trying to target... advertisers that traditionally think of radio as being local, because when they think of national, they don't think of us at all."

Store, report that business will probably end flat. Stu Olds, Katz Radio Group executive vice president, outlined the two trends he sees in the national spot business in 1991. "The biggest trend I see is the concentration of dollars in the top 10 markets," Olds said. "The top 10 are up 10.8%—every other market grouping is either flat or down." Advertisers have been trimming back budgets, said Olds, and consequently have concentrated the money they have left at the top.

Another factor driving that pattern, said Olds, is that advertisers can compare national spot to wired networks on

And a little closer to home



Harry Smith
Down To Earth
M-Sat 10:25A
EST



Paula Zahn
The Parent Profile
M-F 12:25P
EST



Lisa Karlin
Entertainment Update
M-F 3:25P
EST



Mike Pulsipher
In The Marketplace
M-F 5:25P
EST



Greg Gumbel
Sportstime
M-F 6:25P
EST

a cost-per-point basis to the detriment of spot. "You can buy the top eight markets and one network to cover the country," said Olds.

Driving home the qualities of radio to a select few important advertisers is a main reason network radio has grown this year, according to Bud Heck, Radio Network Association president.

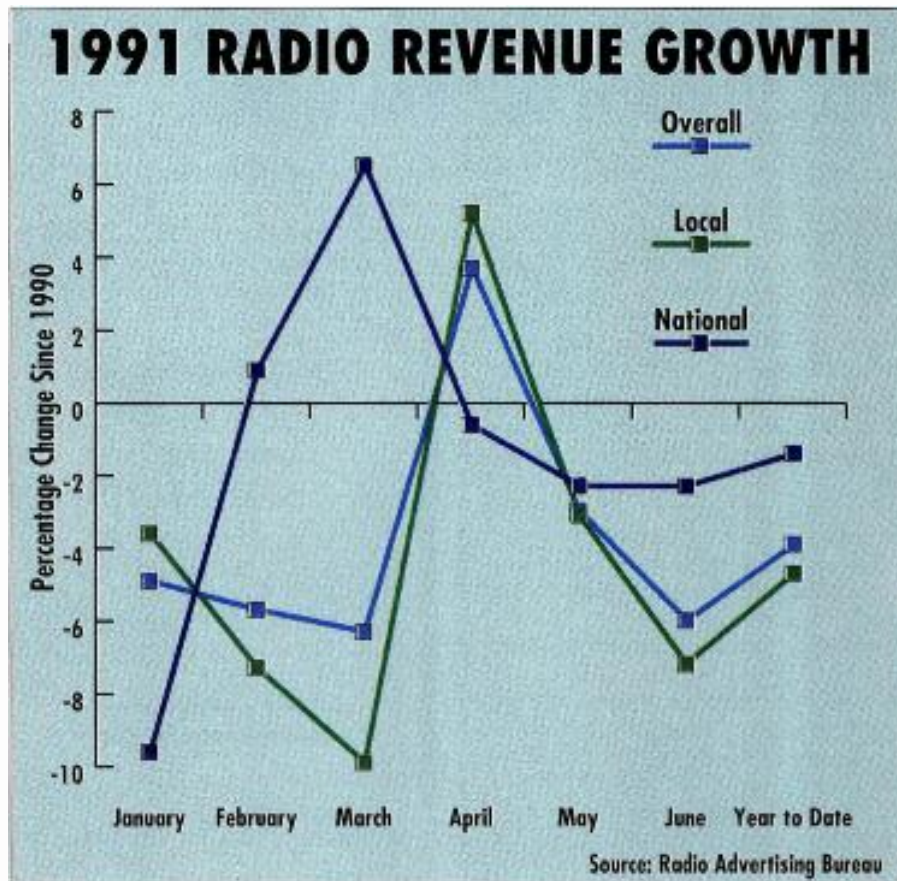
Said Heck: "It really is beginning to focus much more finitely on targeted accounts instead of trying to talk to everybody. We have carved out a very small universe of individuals across the country, Fortune 500-type individuals who really say yes or no about whether or not they spend money in advertising, and hammered home our message."

The RNA has an advantage over other associations in that the membership is limited to the largest networks. Thus, Heck says, the chief executives of the networks make calls together, a move that packs a lot of power and makes a big impression on prospective clients.

The RNA has also produced a glossy

NETWORK SALES GROW STEADILY IN 1991

January	\$29,871,200
February	28,847,500
March	34,195,100
April	37,166,700
May	43,079,400
June	37,357,400



handbook as a marketing tool to sell the medium. And although it is filled with statistics about radio networks, the handbook goes beyond the numbers to include testimonials. "We are trying to target marketing people and advertisers that traditionally think of radio as being local," said Heck, "because when they think of national, they don't think of us at all. So we are excluded before we are even considered."

The message is simple, added Heck: radio can be a national medium. "You take advantage of all the local strengths of radio, but you can buy it as a national medium," he said. Heck believes that fewer and fewer advertisers will be comfortable spending money on television—because they want to know where their target audience is. "In our medium," he said, "the loyalty factor is one of the greatest strengths it has." —tc

Personal finance...family life in the '90s...environmental issues...Hollywood...sports. News your 25-54 audience wants to hear and CBS Radio Network delivers.

These topics are the subjects of new feature programming on the CBS Radio Network. *Down To Earth* with Harry Smith. *Sportstime* with Greg Gumbel. Paula Zahn hosts *The Parent Profile*. Lisa Karlin, *Entertainment Update*. And there's business news with Mike Pulsipher on *In The Marketplace*.

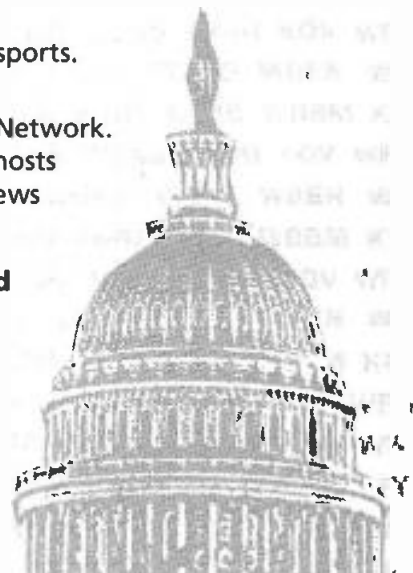
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Hospitality Suite: Wednesday, September 11, 5-7:30pm
Friday, September 13, 6-9pm

Affiliate Party: Thursday, September 12, 6-9pm
(by invitation only)

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EQUIPMENT: RIDING OUT OF RECESSION VALLEY ON A DIGITAL HORSE

Software 'efficiencies,' fewer distributors characterize new market

Uniformly reporting a month-long upward turn in radio station equipment orders, an array of manufacturers, distributors and broadcasters are hailing the beginnings of a slow climb out of a difficult economic trough, a trough that has seen a number of distributors close their doors or agree to buyouts by larger equipment providers.

That slow recovery, experts say, will increasingly be characterized by incremental investment in lower-cost, software-based digitization of studio, transmission and reception controls.

Although broadcast equipment manufacturers "heard 'recession, recession' in 1990, we really didn't feel it till last winter or spring," said Art Reed, general manager of Washington-based national equipment distributor Bradley Broadcast Sales. "Broadcasting was one of the last segments of the economy to feel

the recession and will probably be one of the last segments out," he said. For now, he added, "there's a lot of de-

"Broadcasting was one of the last segments of the economy to feel the recession and will probably be one of the last segments out."

**Art Reed, general manager
Bradley Broadcast Sales**

ferred buying out there."

Nevertheless, Bradley has "seen an

upturn over the past six to eight weeks—more than a three-day blip, which we've seen all year. There's some reason for optimism."

Robert Weirather, director of advanced marketing for Harris Allied Broadcast Equipment—which soon hopes to close its \$2.4-million purchase of two Midwest Communications Corp. divisions—similarly described a "significant turnaround over the last several weeks, an upward turn in both studio and transmitter product sales."

Noting the demise of Everything Audio in Los Angeles and the deaths of a major audio and a major video distributor in New York, many pointed to the parceling off of Midwest divisions as the most stunning evidence of distributor shakeout. "And some others are in trouble," said one sales executive.

Following a "real slow" period that lasted through the first quarter and half

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the second quarter of 1991, "activity is picking up quite a bit" for Antex Electronics Corp., Gardena, Calif., the 30-year-old manufacturer of digital signal processors, said Richard Gross, vice president of sales.

Noting that fewer than 10% of the 10,000 U.S. radio stations have made the move to digital automation, Gross said, "Yes, we hope the market gets bigger. We're anticipating the usually predictable pickup" following a show such as Radio '91. "But a recession makes predicting muddier," he said.

And, said Weirather, "The fact may be that the market may never be what it was two years ago."

At Nationwide Communications, owner of three AM and 12 FM stations across the West and Midwest, "we've been cautious, cutting back what had been major budgets" for equipment purchases, said Don Watkins, vice president of engineering.

But Watkins said Nationwide is "confident the recession has hit bottom, leveled out," a perception he attributes to "signs among our stations" that advertising revenue is in recovery.

Acknowledging that "pressures on the market have caused prices to stay low," Watkins said that, so far, the trend toward "fewer equipment brokers and [toward] manufacturers handling more direct sales" has not radically affected his stations—"as long as it doesn't go too far. I prefer to see as much competition out there as possible."

Consolidation has not been limited to the United States. In the last week of August, Studer Revox AG, Regensdorf, Switzerland, acquired a majority interest in Digitec S.A. (Chatou, France), which manufactures digital audio consoles, recorders, routing switchers and automation systems. The acquisition "will certainly increase Studer's presence in the broadcast and teleproduction markets around the world," said Eugen Sporri, director of strategy and technology for Studer Revox.

Digitization: efficiency and quality

"It may be that economics, rather than technology, is driving a moderate to extreme revolution toward digitization," Weirather argued. Although "tens of thousands of cart machines are out there, their sales are way off." Confidence in this trend has Harris "now trying to tie all the digital elements together," in the studio, in digital microwave and station to transmitter link and in transmission, he said.

Slightly more cautious about the definite birth date of the digital age, Brad-

ley's Reed said, "People have been predicting the death of the cart machine for years. It may be staggering now; we're on the edge of something."

In any case, said Weirather, interest in digital audio players, recorders, editors, automation, logging and retrieval



Robert Weirather

"It may be that economics, rather than technology, is driving a moderate to extreme revolution toward digitization."

and storage products "is coming on harder and faster than expected, not just because of [sound] quality but because it's cost-effective."

Broadcasters concurred. "Generally, for those type products," said Nationwide's Watkins, "it still requires people to make artistic decisions, but you gain efficiencies." Nationwide engineers have been testing a variety of digital audio processing equipment, he said, "but there's still an awful lot of tape cart out there."

"I like to think we keep our stations state of the art, buying several transmitters each year and audio processing equipment. We typically have set more money aside" than in the current year, he said. But in terms of both technological advancement and economics, "computer control, more automation, is a real advantage. As we go into 8- and 16-track recording, it's nice to have computer assistance."

Cox Enterprises, with six AM and eight FM stations across every segment of the nation, currently plans no major group equipment buys, said John Swanson, vice president and director of engineering.

Currently "heavily into CD-to-air," Cox will likely purchase more digital audio work station equipment over the next two to three years, with emphasis on the "cheaper, PC-based" systems. However, he said, if CD-to-air is "somewhat dated, digital for digital's sake is something we're not doing." He expects Cox stations will increasingly request CD recorders, but the next sev-

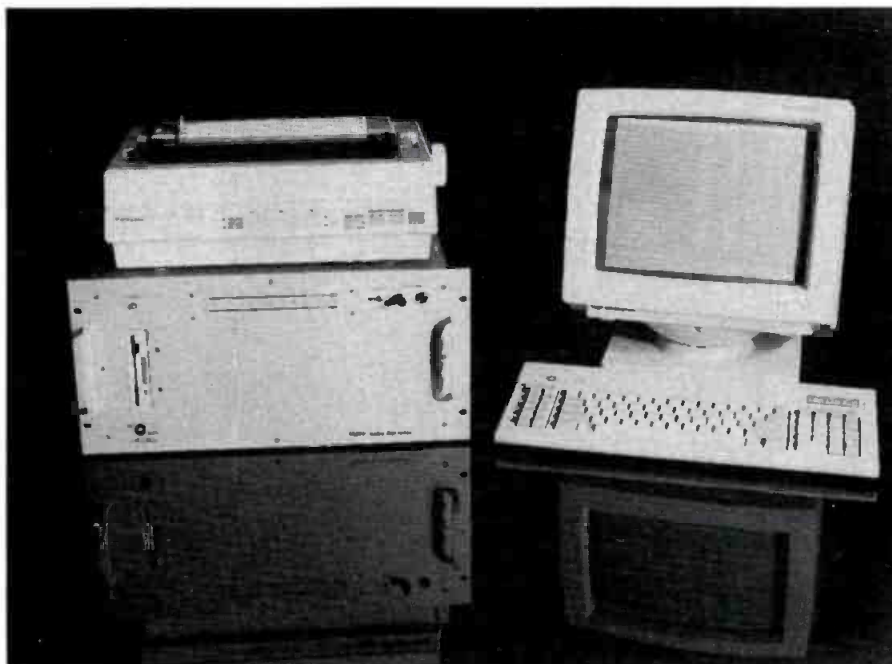
eral years, he said, options there may remain "too few and too pricey."

As it did at the National Association of Broadcasters convention last April, Harris plans to showcase digital logging, program storage and editing and automation systems from AKG, Arrakis, Eventide and other manufacturers.

Bradley will exhibit three groups of products—Telos digital telephone interconnect ("for anybody who uses telephone on the air and wants the best quality," said Reed); AKG digital audio workstations and Cutting Edge's Unity on-air FM processor.

Calling compression "the hot ticket," Antex's Gross said radio station automation is "a relatively new but significant market." Antex hopes by October to introduce an advance on the SX-12 digital audio board, which it showed at NAB and will demonstrate again this week. The SX-15 will provide "a more powerful processing engine to accomplish advanced algorithms," he said, noting that all of Antex's processing can support five different compression algorithms.

Sony began shipping its new mid-level professional model digital audio tape (DAT) recorder last month and hopes to start shipping a less-expensive model this month, said Ron Remschel, market-



The AUDISK audio storage and retrieval system, one example of the digital equipment "revolution" in waiting

ing manager for Sony's Pro Audio. Working with Harris Allied and Bradley Broadcast as distributors, Sony is "just now putting together a whole marketing plan for audio," he said.

In addition to portable recorders and a \$25,000 DAT editing system, Sony DAT products will include a player with an instant-start feature, opening the door to DAT-to-air play, Remschel said.

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Digitization is also gaining favor outside the studio. This year Cox has purchased a Harris DX 50 solid state AM transmitter for clear channel WSB-AM Atlanta. In addition to "perceivable" improvement in signal quality, said Swanson, Cox hopes to save money on both tube replacement and power bills.

The redundancy built into solid state transmitters also answers broadcasters' demands for reliability, said Weirather, whose company will showcase its new solid state platinum FM transmitter at the Radio '91 show. Despite proven reliability, tube transmitters have "a single point of failure problem," he said.

Digital satellite delivery of audio programming is also advancing with the ABC and CBS Radio networks' conversion last month to Scientific-Atlanta's SEDAT 6-to-1 compression system. Kent Malinowski, director of broadcast radio and data systems for S-A, said between 3,000 and 4,000 ABC and CBS affiliates are outfitted with the new network-provided satellite receiver card, allowing them to take in 20-khz pairs of digital audio signals at 256 kilabits per second.

The successful \$4-million conversion project will lead to formation of a users' group and, S-A hopes, to the adoption of SEDAT by Westwood One and other national programmer services.

And Comsat World Systems used the Aug. 27-29 Satellite Communications Users Conference in San Jose, Calif., to unveil its own Digital Audio Distribution Service, capable of delivering digital radio programming overseas via Intelsat. The system can accept the compression algorithms devised S-A, Dolby, Intraplex and LNR, said Paul Stern, manager of strategic plans.

The Ku-band technology will allow reception of up to 120 CD channels through a 1.8-meter dish, and Comsat has designed a "flexible tariff," Stern said, "to let people test the market without making a five-year commitment for space segment." -PDL

SHORTWAVE SELLOUT

Industry reports renewed interest in wake of war, coup

Count shortwave radio among the industries that have indirectly benefited from the Persian Gulf war and recent events in the Soviet Union. During the war, sets for the service, which operates on frequencies between 6 and 25 mhz, regularly sold out. And North American Broadcasting Co., which is counting on the boom continuing, hopes to give "new life" to shortwave's American audience.

The Ontario, Canada, firm by 1993 plans to construct the first private shortwave broadcasting station in Canada. It will consist of two adjacent 250 kw shortwave relay broadcasting transmitters in the southern part of the Manitoba province, 12 miles from and aimed at the United States, with each transmitter covering about half the country. They are expected to greatly improve shortwave signals from around the world, at a rental cost of about \$1,000 per transmitter per hour. Go-ahead for the project hinges on approval from the Canadian government.

"Shortwave listeners like myself were among the first to hear about the break in the coup," said Edward D. DuCharme, managing director of the company and former director general, radio regulatory branch, of Canada's Department of Communications, "When the Radio Moscow announcers said they 'want to apologize for [the misinformation of] the last couple of days, but [the leaders of the coup] forced us to do it.'"

DuCharme said strong interest has been shown in the project by the BBC, Deutsche Welle (Germany), Swiss Radio International and Radio Nacional Espana, in renting the transmitter. They have talked about at least 5-10 year commit-

ments to ensure continuity of service, but no definite plans have been made, he said.

According to DuCharme, transmissions that must pass over an auroral zone encircling the top of the earth, such as the European and Asian broadcasts, are subject to signal disturbances. To get around this, Germany's broadcast service Deutsche Welle broadcasts to the United States on four or more 500-kw transmitters simultaneously, causing interference and congestion. NABCO's transmitters, to be located south of the zone, thus avoiding the interference, would be able to broadcast the programming with one transmitter, using half the power.

Retransmission of shortwave signals by entities other than the broadcasters themselves has been done on a barter system between countries for years. "We thought rather than trade time, [this system] does not need commitments on your own transmitter for bartering," said DuCharme. "News agencies can just pay upfront and be clean."

The prime financial backer for the project is Newfoundland Capital Corp., with about a 70% stake and which currently owns 16 radio stations in Canada. DuCharme has a 20% interest and Denzil Doyle, former president of the Canadian arm of Digital Equipment Corp., has 10%.

The cost of the entire retransmission facility will run \$10-12 million, according to DuCharme, including about \$2 million for each transmitter. Several potential suppliers have been looked at, including Continental Electronics Corp. and Harris Corp. from the United States, Telefunken from Germany and Marconi from Britain; direct negotiations will begin once a license has been issued.

Broadcast licensing in Canada is a two-step process; the technical license from the Canadian Department of Communications has already been issued. The Canadian Radio-Television and Telecommunications Commission, which looks more subjectively at applications, held a public hearing on July 10 to consider it and receive public interventions. It is expected to decide on the application in about a month.

DuCharme, who is familiar with his government's broadcast licensing process, is optimistic. "[The commission] noted, I think with some pleasure, that we will not have any impact on the Canadian broadcast industry." -JG

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NAB RADIO 1991 SCHEDULE

All events in Mosconi Center unless otherwise noted

	Programming	Sales/Marketing	Management/Operations	Technology/Management	
WEDNESDAY	9 a.m.-12 p.m.	Radio Station Tours—Mosconi Center			
	12:45-1:45 p.m.	Radio 1991 Sneak Preview for International Guests and Newcomer—Room 308			
	1:30-2:40 p.m.	Database Marketing: The cutting edge—Room 310	Super Sales Promotions to Skyrocket Profits—Room 306	Who should manage? Who should own—Room 309	
	1:30-4 p.m.	Sales/Marketing Keynote: Keith Reinhard, Chairman/CEO, DDB Needham Worldwide, Inc.—Room 303			
	4:15-5:50 p.m.	Digital Broadcasting: Sound of the Future. Special Remarks by FCC Commissioner Sherrie Marshall—Room 303			
6-8 p.m.	Opening Reception sponsored by Westwood One Companies.—Gateway Ballroom				
THURSDAY	9-10 a.m.	Move from programming manager to general manager—Rm 308 Rules of the radio ratings game: Part II manager's primer—Rm 303	Right Choices: Hiring and managing your sales staff—Rm 308	Market Your Station with alternative media—Room 307 Improving AM and FM station facilities—Rm 309	
	10:30-11:40 a.m.	The new breakthrough: Sales & Programming success stories—Rm 308 Radio vs. Records—Rm 303	Value added selling—Rm 304	Digital Audio Broadcasting: How will it affect you?—Rm 306	
	12-1:45 p.m.	Crystal Radio Awards Luncheon sponsored by Associated Press Broadcast Services—Gateway Ballroom			
	2-3:10 p.m.	Effectively programming for ratings—Rm 304	Optimum Effective scheduling—Rm 303	FCC Enforcement- Avoiding station fines—Rm 308	Gain extra income by leasing space on your tower—Rm 310
	3:30-4:40 p.m.	Format Forums: Oldies—Rm 304 New AC/Contem. Jazz—Rm 310 Urban—Rm 206 Spanish—Rm 208 What does your audience want to hear?—Rm 306	Small market Strategies (RAB)—Rm 308	Group heads tell it like it is—Rm 307	Radio Broadcast Data Systems—Rm 309
4:30-6 p.m.	Exhibit Hall Carnival		HLT: Action Plan—Rm 307		
FRIDAY	9-10 a.m.	Controversy vs. Taste—Rm 306	Revenues without Ratings—Rm 306	Navigating the Project Minefield—Rm 309 Programming, Ownership & Financial Strategies for Survival—Rm 310 Additional Dollars from Alternative Sources—307	4th Digital Radio Station Seminar (9 a.m.-5 p.m.)—Rm 302
	10:30-11:30 a.m.	Management Keynote-Governor Mario Cuomo, New York—Gateway Ballroom			
	11:50-1 p.m.	Format Forums: CHR—Rm 308 Country—Rm 310 MOR/Nostalgia—Rm 206 Non-Commercial—Rm 208	Compensation Strategies (RAB)—Rm 304	Positioning Your Radio Station To Win—303	Join the "AMA X" Team—309
	1:30-2:40 p.m.	Format Forums: News Talk—Rm 304 AOR/Classic Rock—Rm 307 EZ Listening—308	Targeting: The Winning Strategy for Stations & Advertisers (RAB)—Rm 303	Legislative Update—Rm 309 Revenue Forecasting-Clearing Up Your Crystal Ball—Rm 306	
	3-4:10 p.m.	The Dirty Tricks Debate—Rm 306	Maximize Your Sales with Sales Consultants—Rm 304	Radio Financing—Rm 307 View from Washington—Rm 309	New FCC Technical Regulations And Your Responsibilities—Rm 310
4:30-6 p.m.	Programming and Production Showcase and Exhibit Hall Party sponsored by BMI—Special Events Area, Exhibit Hall				
SATURDAY	9-10:10 a.m.	Wake Up Your Morning Show—Rm 306	Cash In On Your Sports Connection—Rm 307	Negotiate with Strength—Rm 303 Advanced Budgeting—Rm 310	FM Translators: Decoding the New Regulations—Rm 309
	10:30-11:40 a.m.	Format Forums: Religious—Rm 206 Adult Contemporary—Rm 307 Classical—Rm 208			New Technology for AM and FM Radio—Rm 309
	10:30-12 p.m.	Exhibit Hall Brunch sponsored by The Arbitron Company—Special Events Area, Exhibit Hall			
	12:15-1:15 p.m.	Programming Keynote-Quincy Jones, Quincy Jones Entertainment Co.—Gateway Ballroom			
	1:30-2:40 p.m.	Radio Theatre Workshop produced by LA Theatre Works Radio Co. presented by CBS Radio, McVay Media, Inc. and NAB—Gateway Ballroom			
	3-4:10 p.m.	Making Value Added Promotions Work—Rm 306	Increase Your Vendor Dollars—Rm 309	What You Should Know About Hiring, Firing etc.—Rm 307	Transitions to DAB—Rm 310
5:30-11 p.m.	Marconi awards Show and Buffet Dance Party (San Francisco Civic Auditorium) 8:30 p.m. Marconi Buffet Dance Party sponsored by The Interep Radio Store				

SAN FRANCISCO FLOOR SHOW: RADIO 91 EXHIBITORS

All booths are in the Moscone Center

Accelerated Voice/The Media Gallery	1031	Dick Orkin's Radio Ranch	839	Miller Kaplan, Arase Co.	813
Accu-Weather	702	Dielectric Communications/General Signal	1007	Moseley Associates Inc.	339,341
Assoc. of Fed. Comm. Con. Eng.	1330	Directions in Radio	1327	Motorola AM Stereo	806
AKG Acoustics	202	Direct Mail Express	1113,1115	Music & Media	935
Alesis Corp.	1238,1240	Dolby Laboratories	1307,1309	Music Director Programming Service	901
Alla Communications/Alla Spanish Net.	821	Eagle Marketing	632	NAB Legal Answers Booth	731
Alpha Lyracam/Pan American Sat.	213	Econco	1112	National Guard Bureau	1340
Alternative Sales System	302	Electronics Research Inc.	126	National Supervisory Network	1242
American Digital Radio	1337	Eventide Inc.	1042	Noutel	1107,1109
American Radio Networks	1220	Explosive Promotions	1331	Network Music Inc.	725,727
American Telesource	643	EZ Communications	843	News Technology Corp.	841
American Women in Radio & TV	211	Federal Emergency Management Agency	1338	Northeastern Telecommunications	837
Arbitron Co.	410	Fidelipac Corp.	417,419	NPR Satellite Services	825,827
Toby Arnold & Associates	1232	Film House Inc.	817,819	Omnia Group Inc.	1318
Arakis Systems	710,712,714	FirstCom Broadcast Services	1001,1003	Otari Corp.	1026
Associated Press Broadcast Services	818	GE American Communications Inc.	832,834	Pioneer Laser Entertainment	932,934
Associated Production Music	1041	Gentner Electronics Corp.	1314,1316	Potomac Instruments Inc.	808
ATI—Audio Technologies	636	Goal Line Guide	1325	Press Promotions Inc./Listenerlink	136
Atlantic Marris Productions	744	Gold Media Group	634	Profile Communications Ltd.	1233
Audiopak Inc.	728	Gotham Audio	440	Profit Plus	316
Audio Precision	1320	Harris Allied Broadcast Equip.	420	Profit Systems	1120
Auditronics	809	Hazel's Fantasy Factory	944	Pulse of Radio	1111
Automated Business Concepts	1142	Henry Engineering	415	Radio Advertising Bureau	1134,1136
Bosys Automation Systems	241,243	Hispano U.S.A. Network	1234	Radio Computing Service	1012,1014,1016
BBC World Service	1344	Hungerford, Aldrin, Nichols & Carter	1308	Radio Express	1214,1216
Bext Inc.	811	IDB Communications Group	502	Radio Systems Inc.	1008,1010
Birch Scarborough Research	1020	IGM Communications	620	Radiomall	1108
Bonneville Broadcasting System	931,933	Imageworks	729	Ram Broadcast Systems	1034
Bradley Broadcast	639,641	Impact Resources	1333	Rantel Research	1244
British Information Services	1324	In All Seriousness Inc.	1226	Register Data Systems	926
Broadcast Electronics Inc.	218	Independent Broadcasters Network	706	RRN Inc.	1302
Broadcast Investment Analysts	805	Inovonics Inc.	343	S&S Broadcast Software	733,735
Broadcast Products Inc.	812	International Datacasting Corp.	1043	Schafer Digital	1235
Broadcast Programming	626,628	International Demographics	732	Scientific Atlanta	1213,1215
Broadcasters General Store	318,320	International Tapetronics Corp.	231,233,235	Seacoast Communications Group	630
BSW/Broadcast Supply West	826	Intraplex Inc.	1139	Sellmark Electronic Services	1033
Burk Technology	1315	ITP Paulist Communications	1328	Sentry Systems	626,628
Business Radio Network	310,312	JAM Creative Productions	836	Shively Labs	905,907
CBSI/Custom Business Systems	612	Jampro Antennas	903	SMARTS Broadcast Systems	1228
Centers for Disease Control	1322	Johnston Products	314	Strata Marketing	1022
Child Protection Program	1326	Killer Music/Killer Tracks	704,706	Studer ReVox America	1208,1210,1212
Church of Jesus Christ of Latter Day Saints	1343	LDL Communications Inc.	1038	Systemation	1135
Circuit Research Labs	1107	Tony Lease Incentive Tours	740	Tapsan	602
CKW & Associates	942	Leukemia Society of America	1332	Telspan Inc.	704
CMBE	1037,1039	The Listmaster	742	Tennaplex Systems Ltd.	540
Columbine Systems Inc.	304	MacroMedia/DHK Group	209	TFT Inc.	322
Com-Sell Telemarketing Service	1241	The Management	1137	360 Systems/Broadcast Products Group	1138
Communication Graphics Inc.	902	Marantz Professional Audio	413	TM Century Inc.	1202
Computer Concepts Corp.	1102	Maritz Travel Co.	1143	2B System Corp.	906
Comrex Corp.	520	Marketing Combinations Inc.	244	U.S. Air Force Advertising	1306
Comstream Corp.	1312	Marketron	402	U.S. Army Reserve	1336
Concept Productions	718,720,722	Marti Electronics	738	U.S. Dept. of Health & Human Services	1334
Continental Electronics Corp.	801,803	Master Software Systems	1304	U.S. Tape & Label Corp.	802,804
Corporate Computer Systems	240,242	Maxogrid International Inc.	302	UNR-Rohn Construction Corp.	1036
CPC Associates	544	Media Touch Systems	342	Murray Walsh Radio Programming	901
CRN International	726	Merriman Patrick Turner Productions	934	Weather Services Corp.	908
Dalet Digital Media Systems	1114	Metatec	1110	Welwood International	1005
Datacount Inc.	409,411	Metro Traffic Control	210	Wheatstone Corp.	1207,1209,1211
Dataworld	421			Yamaha Corp. of America	1311,1313
Michael Day Associates	1237				
Decision Inc.	118				
Denon America Inc.	938,940				

SATELLITE

FOOTPRINTS

Compression proposals, please. Cable Television Laboratories, Tele-Communications Inc. and the Viacom Networks unit of Viacom International issued a joint request for proposals (RFP) last Tuesday, Sept. 3, for the acquisition by those parties of a digital video compression system to deliver cable programming via satellite.

Letters of intent to submit proposals are due at CableLabs by Sept. 16. The proposals themselves must be submitted by Oct. 31. As of mid-August, TCI, Viacom and CableLabs had identified 65 companies to which it would issue the request (BROADCASTING, Aug. 19).

The RFP emphasizes the desire to adopt satellite link hardware "designed to be compatible with future digital compression on cable television systems," said CableLabs. Designs for set-top decompression units are also requested.

In a prepared statement, Viacom Senior Vice President Edward Horowitz said, "Viacom will use the technology on a selective basis to add new programming products, while maintaining current services to our existing subscribers."

"But," said J.C. Sparkman, executive vice president and chief operating officer for TCI, "this effort cannot end with the satellite uplink-downlink portion of the distribution system. We intend to insure that our cable operations enjoy its benefits as well."

Pacific programmers. Several major U.S. cable sports and news programmers are beginning the race for Asian subscribers.

On Aug. 26—in time for coverage of the U.S. Open tennis tournament—Prime International launched a service aboard AsiaSat I, a satellite operated by Hutchison Whampoa Ltd., Hong Kong, boasting a potential reach of 2.7 billion people in 38 nations from Korea to the Philippines to China and Pakistan.

And some time after Oct. 1, ESPN International and CNN International will begin satellite delivery to master antenna, home dish and other users in Hong Kong, Malaysia, the Philippines, Singapore, Taiwan and Thailand via Indonesia-based Perumtel's Palapa B2P satellite.

Noting that regional programmers—Malaysia's RTM and TV3, Indonesia's RCTI, the Philippines' ABS-CBN and Thailand's TV5—have been established on Palapa for one to five years, Wes Hanemayer, vice president of satellite systems for Turner Broadcasting, called it the "pre-eminent video bird in the region." CNN will select a scrambling system with hard video encryption and replaceable security by launch. Link budgets for the Palapa satellite call for 2.0- to 4.5-meter dishes for reception.

On Sept. 1, ESPN began moving its B-Mac encrypted trans-Pacific satellite feed from Intelsat V 180 (where it had shared a transponder since June 1990) to what ESPN said is the more powerful Intelsat V 177. The V 180 feed will continue through Sept. 30.

New guard at Comsat. Arthur Sando, vice president of marketing and communications for Comsat Video Enterprises, was appointed vice president, corporate affairs, for Comsat. He replaces Richard McGraw, who announced his early

retirement. Sando, long-time head of Turner Broadcasting System's advertising and promotions, joined CVE in May 1990.

He will be responsible for investor, community and media relations, congressional affairs and advertising and promotion. Describing "very interesting times for Comsat, [which] is transitioning from a regulatory mindset to a competitive mindset," Sando said the appointment does not represent any desire to leave CVE but rather a personal "expansion into new areas."

Comsat also promoted associate general counsel Warren Zeger to acting general counsel, following the resignation of vice president and general counsel Willard Nichols. The Zeger appointment grew from a "critical" need to streamline and decentralize, said Comsat Chairman Irving Goldstein.

Michael McAllister was appointed vice president, legal affairs, for Comsat Systems Division, Comsat Labs and CVE; John Hannon was named vice president, legal affairs, for Comsat Mobile Communications, and James Amdur was appointed associate general counsel responsible for securities, corporate tax, employment law and mergers and acquisitions.

Network nudge. In a joint filing with the FCC, Capital Cities/ABC, CBS and NBC have asked the U.S. government to enter negotiations with foreign governments "to eliminate, or at least greatly reduce, the existing wide dissymmetry among end-user rates for international television services."

ABC, CBS and NBC charged that post and telecommunications ministries (PTT's) in a variety of foreign nations levy inconsistent charges for the same services—charges, they said, which "are substantially above cost and also contribute to the net U.S. international telecommunications deficit."

According to the networks, in the first half of this year, they could acquire the first 10 minutes of satellite time (from Intelsat) and ground segment (from Comsat resellers) for between \$200 and \$285. But in May 1991, charges for the other half circuit ranged from \$321.33 in France to \$800 in Egypt to \$1,031.43 in Japan. "The negative impact on the U.S. trade balance is the same as it is when U.S. dollars leave this country due to excessive accounting rates for switched message services," the networks said.

In separate letters, the networks also pressed for negotiations over these rates with Ambassador Bradley Holmes, U.S. coordinator and director of the Bureau of International Communications and Information Policy for the State Department, and Janice Obuchowski, assistant secretary for communications and information for the National Telecommunications and Information Administration of the Commerce Department.

The comments were filed in response to a proposed rule-making more generally focused on reviewing rules that govern how public switched network (PSN) telephone service charges are divided among U.S. and foreign service providers. By the FCC's judgment, the U.S. telecommunications deficit rose from about \$40 million in 1970 to nearly \$3 billion this year, and as much as \$1 billion of that deficit directly subsidizes foreign PTT's.

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BLACK BROADCASTING '91: 30 WHO STAND OUT

Just 20 years ago, blacks in the broadcasting and cable businesses were the exception. They are not yet the rule, but many have achieved prominence as owners of broadcast stations and cable systems, high-level executives and programing producers. Singled out here are 30 of that distinguished company. As a group they have little in common, other than their color and a desire to see other blacks follow them into the business. The roads they've taken vary. Bishop Willis started out as a radio preacher and built a 28-station radio group. Skip Finley took advantage of government-mandated affirmative action to learn radio and eventually buy his own station. Michael Moye jumped from marine biology to TV programing after winning a script-writing contest. And Mark Corry did it the old-fashioned who-you-know way, teaming up with his high school friend Eddie Murphy.

The group worries that blacks have not made more progress, but they're optimistic, given a little help from the government, a turnaround in the economy and a commitment among blacks inside to extend a hand to those outside (see page 56).

Their names and stories are detailed below.

Byron Allen Producer-talk show host

Byron Allen began producing and hosting his own talk show in 1989, fulfilling an ambition formed as a teenager when he would accompany his mother—a tour guide at the MCA studios in Burbank—to work, and watch tapings of *The Tonight Show*. The weekly hour-long *The Byron Allen Show* is now seen on 141 stations.

Genesis Entertainment syndicated the show during its first two years, but Allen has taken over the distribution this year. His BYCA Distribution is also producing a weekly half-hour series, *Superstars with David Sheehan*, and two specials for syndication. *The David Sheehan Special and Jammin' '91*.



Don Barden Cable system owner

Don Barden is president of Barden Communications, the largest black-owned cable operator, with 125,000 subscribers in Detroit and a suburb of the city. Barden's business career began in publishing, as founder of a weekly newspaper in Lorain, Ohio. During the 1970's, he developed real estate, keeping a hand in the media as a talk show host on WKYC-TV Cleveland.

When the cable boom hit in the early 1980's, he applied for seven franchises. He won and developed four of them. He's since sold two systems, retaining the Detroit and Inskter, Mich., systems.



Karen Barnes Network executive

As vice president of Fox Children's Network, Barnes hopes to develop programing with the unpretentious (but not easily attainable) goal of entertaining children. "Everything doesn't have to be educational and have social justifications," she says. "Children should have a little of everything."

Barnes's first career as a corporate attorney at United Artists and Warner Cable gave way to a second as a children's television producer while at Jim Henson Productions in the 1980's. Amid the uncertainty created by Disney's ill-fated plans to acquire Henson, Barnes accepted an invitation to join Fox in 1990.



Ed Bradley Broadcast journalist

Ed Bradley marks his 11th anniversary with the top-rated CBS newsmagazine *60 Minutes* this fall, but his long career with CBS dates back to 1967 when he signed on as a reporter at WCBS(AM) New York. He joined CBS News as a stringer in the Paris Bureau in 1971, chalking up enough points within a year to move to the action of the Saigon bureau.

Bradley joined the network's Washington bureau in June 1974. Two years later, he was serving as a White House correspondent and anchor of *The CBS Sunday Night News*. Bradley was a correspondent for *CBS Reports* before joining *60 Minutes*.



Thomas Carter
Producer

Thomas Carter, who started his Hollywood career as an actor (most notably in CBS's *The White Shadow*), has become the pre-eminent black producer and director of television dramas. That was affirmed last month when he was awarded an Emmy for outstanding directing in a drama series for *Equal Justice*, a series he co-created and executive produced last season with Orion Television.

After Orion spun off its network production division last spring, Carter struck a long-term development deal with Lorimar Television. In the works: a "contemporary family" sitcom for possible mid-season or fall 1992 entry.



Don Cornelius
Producer

One of the pioneers of minority-oriented programming, Don Cornelius is host and executive producer of *Soul Train*, a dance show devoted to showcasing the latest in soul, R&B and rock music. A student of communications, Cornelius developed the program while at WCIU-TV Chicago, which first aired it on Aug. 17, 1970.

Cornelius started pitching the show for national syndication in 1972. It soon proved it could attract a national audience, not to mention such national advertisers as Sears and Johnson Products. Chicago-based Tribune Entertainment picked up the national distribution rights to the half-hour strip in 1985.



Don Cornwell
TV station owner

Don Cornwell runs the largest black-owned TV station group in the country. The 43-year-old ex-investment banker is chairman, president and controlling stockholder of Granite Broadcasting Corp., which he founded with Stuart Beck in 1988. Their four-station group includes two NBC and two ABC affiliates. Among its investors is TV talk show host Oprah Winfrey.

Cornwell went to Occidental College in Los Angeles and Harvard Business School. While working at Goldman Sachs, Cornwell met former Group W Chairman Don McGannon, who inspired Cornwell's interest in the television business.



Mark Corry
Producer

As high school buddies in New York in the late 1970's, Mark Corry and Eddie Murphy shared the same sense of humor, and now they share comedy development responsibilities within Murphy's production company. Upon signing a motion picture and TV deal with Paramount, Murphy asked Corry and Clint Smith, another high school friend, to come to work for him as vice presidents in charge of series development.

After *The Kid Who Loved Christmas* (for syndication), *What's Alan Watching?* (NBC) and *Uptown Comedy Express* (HBO), the trio hit paydirt this season when CBS ordered *Royal Family*.



Gene Davis
Producer

Independent producer Gene Davis got his start in broadcasting with Group W in 1968, working in promotion and marketing at all five of the group's TV stations over the next five years. During the 1970's, Davis worked in a similar capacity at WTOP-AM-TV Washington and WMAQ-TV Chicago.

He started producing full time in the early 1980's. His credits include *ESSENCE: The Television Program*, a weekly half-hour series, and five specials, which were syndicated nationally. Davis is currently working on *The Words, The Music, The Life of Abbey Lincoln*.



William Dilday
TV group executive

William Dilday was the first black TV general manager, hired in 1972 to manage WLBT(TV) Jackson, Miss., after its license was yanked for discrimination against blacks. Dilday left the station in 1984 following an ownership change, but re-emerged a year later as manager of cross-town rival WJTV(TV). Dilday is now corporate vice president, overseeing sales for WJTV and News-Press Gazette Co.'s other five stations.

Dilday still hopes to own a station. Today, the problem is capital, he says. Burned by the speculators of the 1980's, banks are reluctant to lend to first-time buyers, he says.



Skip Finley
Radio station owner

Skip Finley, owner of WKYS(FM) Washington, says he is no longer embarrassed to attribute much of his success to affirmative action programs. "I got into this business because I was black, because the government said companies had to hire blacks," he says. "I'm a classic example of [federal policies], but I've earned my way up. Everybody has that opportunity today."

Finley's "affirmative action" entry into the business came at WHDH-TV in Boston in 1971 and culminated with his acquisition of WKYS in 1982. Over the years, he has worked or consulted at over 15 different radio stations, and has owned two others.



Gayle Greer
Cable executive

Gayle Greer, vice president of American Television & Communications and vice president of central operations for ATC's national division, is among the chief female black executives in the media business. Based in Denver, she is responsible for the operations of 20 cable systems serving 200,000 subscribers in eight states.

Greer was executive director of the Fort Wayne Urban League before joining ATC in 1978. At that time, she became active in ATC's franchising efforts, which have helped propel the company to its number-two position in the industry. She was one of the founders of the National Association of Minorities in Cable.



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AN ALLIANCE FOR GROWTH

Ragan Henry
TV-Radio station owner

Philadelphia's Ragan Henry got his first taste of broadcasting in 1971 when he acquired 12.5% of Sheridan Broadcasting, a black radio network. Three years later, he began buying and selling broadcast properties and has yet to stop. Currently, the Harvard-educated lawyer holds licenses for 10 AM's and 14 FM's.



Last year, Henry ventured into programing, developing a children's radio format in conjunction with the Children's Literacy Initiative. Although programing was created and taped for Kid-waves Radio Network, the poor advertising climate has forced the tabling of the effort.

Don Jackson
Producer-syndicator

Don Jackson formed Central City Marketing to help corporate clients reach minority markets. One way to do that, he told them in 1980, was to participate in Bud Billiken's Back-to-School Parade. Tribune's WGN-TV Chicago was willing to televise the event, but only if he produced it. Thus was born Tribune/Central City Productions.



The company, of which Jackson is president, has since produced and syndicated several national programs featuring blacks, including the *Soul Train Music Awards* and the *Stellar Gospel Music Awards*.

Robert Johnson
Cable network owner

Perhaps the most visible black in the cable business, Johnson founded the Washington-based BET in 1979 after six years of experience as a legislative aide on Capitol Hill and lobbyist for the National Cable Television Association. Dedicated to promoting black culture, BET now reaches 30 million cable homes. Johnson is also co-founder and part owner of District Cablevision, the cable system serving the nation's capital.



BET has been a "safety value" for the cable industry, providing relief from black political pressure, he says. "If it went out of business tomorrow, they would have to create another one."

Quincy Jones
Producer

Best known as a musician and composer, Quincy Jones has begun making his mark in yet another area of the popular arts—television production. With backing from Warner Bros., Quincy Jones Entertainment (in association with NBC Productions) made its debut last year in network television with the hit NBC series *The Fresh Prince of Bel Air*.



In association with Warner Bros. Domestic Television Distribution, Jones also produced *The Jesse Jackson Show* last season. Although the talk show received some critical praise, it discontinued production at the end of last season.

Jennifer Lawson
Network executive

As executive vice president for national programing and promotion services for the Public Broadcasting Service, Jennifer Lawson may be the most important black programer in the country, overseeing PBS's increasingly ambitious national schedule since 1989.



Lawson prepped for the job at the Corporation for Public Broadcasting and at the Film Fund, which supported social issue-oriented filmmakers. A holder of a master's degree in fine arts, she has illustrated several children's books. "I've never thought of myself as being on the fast track," she says. "I rather like some of the serendipity of life."

J. Bruce Llewellyn
Cable system-TV station owner

Bruce Llewellyn has been chairman and chief executive officer of Garden State Cable, a cable system serving Cherry Hill, N.J., since 1989, and chairman of Queen City Broadcasting, licensee of WKBW-TV Buffalo, N.Y., since 1985. He is also chairman and CEO of the Philadelphia Coca-Cola Bottlers and Wilmington Coca-Cola Bottlers.



Over the past 30 years, Llewellyn has also been a law partner, a supermarket executive, a housing commissioner and a federal bureaucrat. He's an advocate of programs designed to promote minority ownership of media. "They work," he says.

Barry Mayo
Radio group owner

In 1988, Barry Mayo and former RKO executive Lee Simonson formed Broadcasting Partners Inc. and purchased five turnaround radio stations. Three years later, in spite of a soft economy and declining station values, BPI has managed to improve all the properties to the point that the company is looking into buying more stations.



In his first five years in radio, Mayo advanced from programing disco in Little Rock, Ark., to managing RKO's WRKS-FM New York. He made stops along the way in Nashville and Chicago, where he took 17th-ranked WGCI-FM to the number-two spot.

Charisse McGhee
Network executive

Charisse McGhee, vice president, current drama programs for NBC Entertainment, is responsible for supervising the production of the network's prime time dramas, the likes of *L.A. Law*, *Quantum Leap* and *Matlock*. After working as a production assistant at WGBH-TV Boston and at Walt Disney Studios, she joined NBC's drama programs department in February 1987, assuming her present post three years later.



"My whole attitude about it is I come into work and make it the best it can be," she says. "Maximize everything in every script and every series—maximize what you've got."

George Miles
TV station executive

As chief operating officer of WNET-TV New York, the nation's largest public television station (and largest producer of programming for public TV), George Miles says he gets to do what "we got into this business for: to serve the public." An accountant by education, Miles left a large accounting firm in the late 1960's to enter broadcasting with Group W's KDKA-TV Pittsburgh.

On leave from Group W in 1983, Miles helped National Public Radio out of its financial crisis. He had barely returned to Group W before WNET-TV hired him to help with its turnaround. Since his arrival, the station has been running an annual surplus.



Michael Moye
Producer

Michael Moye, creator and executive producer of Fox's hit, *Married...with Children*, came to television production by a most unusual route. While studying marine biology in college, Moye, on a dare, entered a script-writing contest sponsored by Norman Lear. By winning the contest, he was eligible to submit a script to Lear's Tandem Productions. He chose to write an episode of *Good Times*. That script led to a full-time job and the start of a new career. Cable has created more opportunities for black talent than ever before. When the three networks dominated, "black shows had to be 'in' for blacks to be working."



John Oxendine
TV station owner-consultant

John Oxendine is president of Broadcast Capital Fund and its investment subsidiary, Broadcast Capital Inc., the only non-profit investment company in the country. Its purpose: providing financing, management, technical assistance and training to minority entrepreneurs seeking to acquire and operate broadcast properties.

Taking some of his own advice, Oxendine formed Blackstar Communications Inc. in 1987 to acquire television stations. Thus far, Blackstar, of which Oxendine owns 47%, has purchased stations in Salem, Ore. (Portland); Melbourne, Fla. (Orlando), and Ann Arbor, Mich. (Detroit).



Johnathan Rodgers
Network executive

Johnathan Rodgers, president, CBS Television Stations, began his career in print journalism in the late 1960's, but made the switch to broadcasting in 1973. After three years as a reporter at WNBC-TV New York, Rodgers made the management ranks with CBS, as assistant news director at WBBM-TV Chicago and later at KCBS-TV Los Angeles, where he eventually became station manager. After a three-year stint as executive producer at CBS News, Rodgers became general manager of WBBM-TV Chicago in 1986. He held that post for four years before being named to his present position just over a year ago.



Bernard Shaw
Broadcast journalist

One of the lasting images of the Persian Gulf war came on its first night—Jan. 16, 1991—as CNN's principal Washington anchor Bernard Shaw and two other CNN reporters provided live continuous coverage, from a hotel room, of the bombing of Baghdad. "In effect, I was trapped there, and I worked the story," says Shaw, who has been a key member of CNN since its inception in 1980.

Shaw, 51, began his career in 1964 as a radio reporter in Chicago, but went to Washington in 1968 to become Group W's White House correspondent. He subsequently served there as a reporter for both CBS (1971-77) and ABC (1979-80).



Pierre Sutton
Radio group owner

"Blacks aren't very well represented in the ownership ranks," says Pierre Sutton, chairman, Inner City Broadcasting. "It's becoming a game for big corporations, and if you aren't in the game, you can't get in." Fortunately for Sutton, he got in the game early. In 1970, he and 57 others bought WLIB(AM) New York. The partnership later bought a companion FM, WBSL(FM).

Sutton's interest in radio grew as the profits of the New York combo did. Inner City's portfolio now also includes combos in San Antonio, Tex., and Berkeley, Calif. Sutton also owns a piece of the cable system serving the New York borough of Queens.



Ronald Townsend
TV group executive

Ron Townsend, president of Gannett Television, a group with 10 television stations, does not recommend the route he used to enter the broadcasting industry. Starting in the CBS mailroom and making it was "kind of a fluke," he says. "I was lucky; I worked hard, and some people who believed in me gave me an opportunity."

Townsend, who turns 50 later this month, has distinctions beyond his lofty executive post. He is chairman of the TV board of the National Association of Broadcasters, and last year he became the first black member of the Augusta Country Club in Georgia, home of the Masters Golf Tournament.



Keenen Ivory Wayans
Producer

Keenen Ivory Wayans's popularity among the American public derives primarily from the characters he portrays each Sunday night on Fox's half-hour *In Living Color*. But his notoriety in Hollywood is due to his growing reputation as a writer and producer. In addition to *In Living Color*, for which he is executive producer and co-writer, Wayans's behind-the-scene credits include three movies.

Wayans teamed with fellow comedian Robert Townsend to write "Hollywood Shuffle" and co-produced Eddie Murphy's "Raw." Wayans also wrote, directed and executive produced "I'm Gonna Git You Sucka."



Jay Williams
Radio network executive

Jay Williams, president, Sheridan Broadcasting Network, entered the broadcasting business in 1981 when he joined Group W's KYW(AM) Philadelphia in the sales department. Williams had spent 16 years at Armstrong World Industries in the finance, personnel and sales and marketing departments. Williams ascended quickly through the sales ranks at Group W, eventually becoming the sales manager at WINS(AM) New York.

In 1986, Williams joined Sheridan as director of sales and marketing. He was appointed president in 1988 and two years later assumed the additional title of vice chairman.



L. E. Willis
Radio group owner

As chairman of Willis Broadcasting, L. E. Willis, or Bishop Willis as he is widely known, oversees a full complement of radio properties, including 24 stations and four construction permits. Willis was bitten with the ownership bug as an on-air minister for the Church of God in Christ, when he purchased time in 15-minute daily blocks from a Norfolk, Va., radio station. "I worked for the next 20 years trying to get the downpayment to buy my first station." In fact, Willis's first purchase was WWOC(AM)-WOWI(FM) in Norfolk, which closed in December 1974. "That Christmas was the happiest day of my life," Willis says.



BLACKS IN THE FIFTH ESTATE: SEEKING HIGHER GROUND

Top black executives say black ownership and employment in media fall short of expectations; access to money and healthier economy are keys to future

When Bill Dilday began attending NATPE conventions in the 1970's as general manager of WLBT(TV) Jackson, Miss., he was invariably the only black there. "It was very lonely," he says. "Believe me."

But now when he goes to the annual television programing fair, he expects to see 40 or 50 blacks—broadcasters and syndicators. "That's a big, big change," he says.

Without doubt, blacks have made substantial inroads since Dilday became the first black general manager of a TV station in 1972, gaining prominence as station managers, network executives, owners of broadcast and cable properties and producers.

But the consensus among the men and women who make up BROADCASTING's canvass of standout executives in black broadcasting and cable is that blacks remain underrepresented, particularly in positions of power. In their minds, two decades of affirmative action and government policies have thus far failed to bring black employment and ownership in line with the percentage of blacks in the population and, more important, in the TV and radio audiences.

"We take two steps forward and one step back," says Karen Barnes, vice president of Fox Children's Network. "No one can count or name the number of male executives in this business, or the Jews or the Irish in this business," she says. "A lot of people could tell you exactly who the black executives are, and as long as you can do that, then I think we are underrepresented."

"Generally, women have progressed even in the face of sexism, but racial minorities are still treading water," says CNN's anchor Bernard Shaw. "The economic shakeout in the industry and the lack of pointed federal government prodding represents a double whammy for minorities," he says. "There are enlightened station managements across the country, but when there is economic stress, the tendency is to cut back on programs that would bring in young people."

*"Generally,
women have
progressed even in
the face of sexism,
but racial
minorities are still
treading water"*

CNN's anchor Bernard Shaw

Over the past 15 years, says John Oxendine, president of BROADCAST, a group that helps minorities find station financing, and a part owner of three television stations, minority ownership has risen from about one half of 1% to about 3%. "But that's still significantly less than what it ought to be," he says. If blacks constitute 10% of the population, he says, they should hold 10% of the 12,000 broadcast licenses.

The dearth of minority ownership may contribute to the dearth of minority station managers. "The key job in

broadcasting is being a GM," says Johnathan Rodgers, president, CBS Television Stations. "A GM needs to acquire programing, sales, marketing, management and administration skills," he says. "Unless you have people there, they won't become the president of a group or division."

Overall black employment in broadcasting is sufficient, says Ronald Townsend, president, Gannett Television Group. "We have to start looking at the decision-making positions and the representations there," he says. "Whether you're talking about news director, program person, sales manager—those are areas where the industry can perform better, and we're looking at ways to do that."

Blacks on screen have multiplied rapidly over the past 25 years, says George Miles, chief operating officer, noncommercial WNET-TV New York. "But there is still a long way to go," he says. "Now the problem is more that there are not enough faces behind the camera, whether general managers, news directors or others," he says. "There are not that many blacks there."

Few blacks own cable systems, says one of the few, Don Barden, owner of a large Detroit cable system. And the state of affairs among black cable managers is no better, he says. There are probably more black radio executives than black cable executives in the top 20 markets, he says.

"Obviously, blacks are underrepresented in the cable programing business," says Robert Johnson, president

of Black Entertainment Television. "Someone needs to take an affirmative stance to bring more black creative people into the cable decision-making process."

Blacks in TV production and distribution are a rarity. Producers like Michael Moye, Quincy Jones and Thomas Carter able to crack the networks' prime time schedule are clear exceptions to the white rule.

And such producers seldom find themselves dealing with blacks at the networks. Carter, executive producer of ABC's *Equal Justice*, says the networks have not been as diligent in hiring minorities as the major studios. "I would certainly like to see more blacks within the executive ranks of the networks," he says.

"I don't see a powerful black decision maker who can green light a project" at either the broadcast networks or the major cable networks, says BET's Johnson. BET's production company—a co-venture with black actor Tim Reid—has had "a very difficult time getting the other cable program services to give us the opportunities to do deals," he says. "I thought this was a natural because of Tim's credibility," he says. "It's causing me some concern about whether the other programmers are committed to the opportunity for black voices to be heard."

Most attribute the low ownership levels to the difficulties all newcomers have in raising capital. "Our entire industry has been redlined," says Skip Finley, owner of WKYS(FM) Washington. "Until financial institutions loan money to broadcasting on its merits and not a false ratio of its assets, say goodbye to American broadcasting and with it black-owned broadcasting."

Oxendine, whose BROADCAST provides a pool of capital for minority buyers, agrees. "We have to be a walking wake-up call to the financial institutions and make them aware of the fact we have the skills and the talent...to provide a fairly decent financial return if they were to have a leap of faith and invest in us."

The speculator who invaded the broadcasting industry in the 1980's drove up prices and drove away first-time buyers, Oxendine says. "With the multiples and values now going down, there are some opportunities for people who have some cash."

Group owner Ragan Henry says blacks were making steady progress in station ownership until financing became scarce. "I would like to see a dedicated financing program established that would help the first-time minority

broadcasters," Henry says. "BROADCAST can't do very big deals. We need an organization that will do riskier deals."

Henry and others also call for a re-vamping of the FCC's minority tax certificate program, under which sellers of broadcast properties to minorities receive a certificate entitling them to defer capital gains. "The program should be revisited, clarified and expanded," he says.

Bardeen was more specific. He suggested giving the certificate to the minority buyer so that he can pass it along to his lender. When the value accrues to the lender, he says, he may be able to lend at, say, nine times cash flow rather than seven times.

If the FCC cannot improve the tax certificate program and other minority ownership policies, says radio group owner Barry Mayo, it should at least preserve them. "I would never want to see minority preferences [in awarding new licenses] and tax certificates phased out," he says. "It is premature to think that blacks can now, because of the gains they have made in the last 10 years, compete on equal footing," he says. "That day will come, but not yet."

Pierre Sutton, of Inner City Broadcasting, a radio group, is concerned that the FCC may further liberalize broadcast ownership rules limiting the number of stations groups may own locally and nationally. "Without the rules, it's a game for big people, and if you aren't in the game, you won't be able to get in."

Although the government can help, most believe it is up to blacks already in ownership and high management position to bring in others.

"Behind the scenes has really been disturbing to me," says Don Jackson, president of Tribune/Central City Productions. "Some production companies are completely devoid of blacks," he says. "If we don't ask for black production assistants or black cameramen or black stage managers, we won't get them. When black entertainers participate in these shows, they've got to see whom the show is employing," he says. "We're not doing enough of that. We're not doing enough networking, enough consciousness raising. We're sometimes as guilty as the white producers who don't hire blacks."

In the end, all agree, the best for blacks trying to make it in television and radio is to demonstrate they can make money at it. "It's real simple," says Byron Allen, host, producer and distributor of his own talk show. "It's not black or white. It's green."

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The Kansas City Star
The New York Times
The Poynter Institute for Media Studies
The University of Kansas
The Washington Post
USA Today
U.S. News & World Report
WDAF-TV
WLS Television Inc.



The National Association of Black Journalists
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WASHINGTON

GANGING UP ON GANNETT: RUSH TO FILE PETITIONS TO DENY ON WASHINGTON'S WUSA(TV)

Pre-emptive strikes were fired last week against Gannett Co. plans to keep WUSA(TV) and five newly acquired daily newspapers in Washington-area suburbs that fall within that station's signal. Petitions to deny WUSA's license renewal have been filed by a group of Washington newspapers, including the *Washington Times* and the Washington Area Citizens Coalition Interested in Viewers' Constitutional Rights.

In May, Gannett announced a deal to purchase The Times Journal Co. of Springfield, Va., which publishes the *Alexandria, Arlington, Fairfax, Montgomery and Prince George's Journals*. Times Journal also publishes 10 weeklies, operates a data service and—most important to Gannett—has a commercial printing division and plant that has printed Gannett's *USA Today* since 1982. The sale closed Aug. 30.

"This kind of combination would give Gannett a stranglehold not only over the marketplace of ideas, but also the economic marketplace as far as the other smaller papers are concerned," said Gigi Sohn of the Media Access Project, which represents WACCIVCR.

Gannett has a year from the closing date to divest itself of either the papers or WUSA; crossownership rules prevent common ownership of a broadcast station and daily newspaper in the same market. Indeed, it was widely believed in May that Gannett intended to sell the dailies, reduce their frequency to less than four times a week (to come within the rules) or shut them down. The one thing on which virtually everyone agrees is that Gannett is not going to divest WUSA.

Although it has the printing facilities that were its primary objective in the buy, Gannett is believed to be considering asking for a permanent waiver. "If they ask for a waiver, I'm confident the commission is going to reject it," said Erwin Krasnow of Verner, Liipfert, who represents the objecting newspapers.

"The public interest should be paramount, but the fact that other newspa-

pers are raising their voices is going to say something to the FCC. It's not just a bunch of crazy listeners and viewers. Industries have a way of persuading the FCC," said Media Access's Sohn.

The commission is also under pressure from Congress to retain the crossownership ban and to grant waivers judiciously. In an Aug. 16 letter, Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, reminded FCC Chairman Alfred Sikes of the importance of the crossownership ban, and said that waivers should "be granted in only the most compelling circumstances."

Although the letter spoke of the crossownership restriction in general terms, sources in both Congress and the FCC believe that it was not mere coincidence that the letter arrived just prior to Gannett's closing of the Times Journal purchase.

Compounding the problem is Gannett's ownership of *USA Today*. Although the FCC has already ruled that the national daily does not fall under the crossownership rules, both petitioners said the commission should consider *USA Today's* impact on the Washington

market because Gannett's corporate headquarters are located in neighboring Arlington, Va., and, as Sohn put it, *USA Today* is "for all intents and purposes, in Washington, D.C., a local newspaper because national news often overlaps or is the same as local news. We have less of a problem with *USA Today* and ownership of a station in Detroit, for example. But the dailies are the day-in, day-out [newspapers] that really influence opinion. That's the danger."

An FCC source said permanent waiver requests are unusual, and almost unheard of in top markets. Hypothetically, he said, Gannett's best chances would be if it could prove economic hardship on the *Journals'* part, and that without Gannett's ownership, the papers would fold.

Krasnow disagreed. "We don't take [it] as valid... We believe there is a market out there for newspapers."

Reports are circulating that Gannett is shopping the papers around and that the Providence Journal-Bulletin Co. (R.I.) has expressed some interest in the five dailies. Providence Journal owns nine TV's, including five recently purchased from King Broadcasting. —PJS

TOWER DECISION WORRIES BROADCASTERS, FAA

Broadcasters' traditional regulatory adversary, the Federal Aviation Administration (FAA), will have enhanced regulatory power if a decision by the U.S. Court of Appeals in Atlanta holds up.

The court, in an Aug. 23 decision, said it is the FAA's responsibility to "make an accurate determination of the most efficient use of airspace" when considering competing applications for airports and other potential uses of airspace.

In the view of Ed Hummers, attorney with the Washington firm of Fletcher,

Heald & Hildreth representing Guy Gannett Publishing Co., that judgment means that "the FAA, according to the court, has to determine what's more important, an AM radio station or a new airport. There are no statutory or regulatory guides which set forth what the FAA has to consider in making that evaluation."

Ironically, broadcasters and the FAA have been in agreement in the Orlando case. The FAA was the co-respondent with Gannett Publishing in the appeals court case brought by the Greater Orlando (Fla.) Aviation Authority.

Gannett Publishing filed an FAA application in April 1989 for construction of a six-tower complex in the Orlando area, primarily to serve its 50-kilowatt WWNZ(AM). After a one-month comment period (July 6-Aug. 5) and minor modification of the original proposal, the FAA approved the construction of the towers the following September.

Meanwhile, in June 1989, the Greater Orlando Aviation Authority officially informed the FAA of its plan to build a "reliever airport" near the proposed tower array. Because FAA standard procedure is to consider applications on a first-come, first-served basis, the airport construction application was not factored into the decision to approve the Gannett towers.

The Aviation Authority claims informal notice of its intentions were given to the FAA in March 1989, about a month before the Gannett filing, but exact coordinates for the proposed airport were not given until June.

"The FAA's decision not to consider the proposed airport was arbitrary and capricious," the appeals court ruled last month. "For the FAA to determine what would be the most efficient use of the airspace in the Orlando area, the FAA must consider both Gannett's towers and the proposed airport. If the FAA does not consider every proposal and every comment it receives during the comment period, it cannot make an accurate determination of the most efficient use of airspace."

The court also said the FAA's first-come, first-served procedure "does not meet the FAA's congressional mandate of promoting safe and efficient use and preservation of navigable airspace."

"The FAA believes it made the right decisions initially," said Pat Lane, an attorney in the FAA general counsel's office. But Lane was noncommittal on what the agency might do in the aftermath of last month's decision.

The respondents have until Sept. 13 to request an en banc hearing of the appeals court to review the decision.

"All I can say at this point is that the FAA is looking at all of its options," Lane said. "We're looking into what effect this would have on the FAA and what [FAA] specialists would be required to do with the court's ruling as it stands."

Hummers said Gannett Publishing will definitely request the en banc hearing.

NAB will be monitoring the Orlando case closely and will likely have a role in the proceedings after the appeals court decides whether to hold a hearing. "We're talking on a daily basis with Ed

[Hummers] and seeing what we can do procedurally," said Barry Umansky, deputy general counsel, National Association of Broadcasters.

The decision could also affect the FCC's regulatory responsibilities and procedures. "We are now looking at the decision to see if the commission is going to want to take a position," said Renee Licht, FCC deputy general counsel.

All six of the Gannett towers are now completed and operating. They cost "several million, including the purchase of land," Hummers said. But removal of the towers probably will be a long and difficult legal process, even if the Aviation Authority wins in the appeals court.

Neither the FAA nor the courts have

determined whether the towers actually represent an obstruction to the proposed airport. If the FAA were to eventually decide they are obstructions, "that is only an advisory opinion. The FAA does not have the authority to require the removal of the towers. Before they come down, there would be a good deal of litigation and further inquiry," Hummers said.

As for the ramifications for other broadcasters, he said: "If this stands, can you imagine the FAA ever taking the position that an obstruction was more important than another airport? Its statutory directive is to promote air navigation. What would it be if it were a tall hospital for children or organ transplants? Would that be more important than an airport?"

-RMS

PRESS PLANS FOR WAR COVERAGE

RTNDA to hold meeting in Washington to unify media in how it deals with military rules during conflicts

Concerned that the next conflict involving American forces will see new press restrictions and that the press corps will not have a unified response to those restrictions, the Radio-Television News Directors Association is bringing together several broadcast and print journalists next month to devise a consistent means to report news independently of the military.

RTNDA will sponsor the meeting, to be held at The Freedom Forum (formerly the Gannett Foundation) in Arlington, Va., Oct. 11.

Broadcasters and cablecasters expected to attend include ABC's Dick Wald, ABC Radio's Bob Benson, Mutual's Ron Nessen, CNN's Bill Headline and Ed Turner, Post-Newsweek's Tina Gulland and CBS's Rob Armstrong, said Freedom Foundation general executive Jerry Friedheim.

"What we would like to see come out of this meeting, if nothing else, is a general consensus among the news media on a set of principles that we believe should govern coverage of military activities," said RTNDA President David Bartlett. "In the absence of a unified response to what the Pentagon was doing to us in the Persian Gulf, we left the Pentagon free to do it. We hope to attack one seemingly small part of this puzzle: the lack of news media unanimity in dealing with the military and its rules and regulations."

The October meeting is another step in the media's battle to gain better access

to military operations and personnel, and follows communications between several news organizations and Secretary of Defense Dick Cheney concerning many of the problems journalists faced during the Persian Gulf war.

Bartlett said the one thing the October meeting will not be "is an analysis of what happened during Desert Storm. That's already been done quite well.

Bartlett said the Pentagon may have to abandon the pool system—the chief cause of press corps complaints—because "the next time around, no one is going to sign up for them. Even the smarter people at the Pentagon realize that they're not going to be able to pull the wool over our eyes with the pools.

"The military is going to try to keep as much information as possible from the American people," Bartlett said. "For our part, the news media is going to try to get as much information as possible to the people. Somewhere in the middle is what will happen. We want to push that middle as close to openness as possible under the circumstances and given the fact that they have the guns," he said.

He believes the press learned how to cover a war in the technology age, even if the war was over before the lessons learned could be put to use. "We're going to show up with more satellite phones, smaller cameras, more walking-around money and more of the things that were in short supply in the Persian Gulf."

-PJS

PROGRAMING

THE MAINSTREAMING OF TABLOID TV

Crowded magazine field forces shows to track tales less sordid

Could it be that America's love affair with tabloid television is waning? Or perhaps there are simply too many television shows chasing a finite number of tales of blood and lust.

The answers are not clear. However, there has been some season-to-season viewer erosion among shows perceived as "tabloid," including *A Current Affair*, *Hard Copy* and *Inside Edition*.

A new magazine will join the fray this week—*Now It Can Be Told* from Geraldo Rivera and Tribune Entertainment. The increased competition is forcing both *A Current Affair* and *Hard Copy* to broaden their story mixes, while *Inside Edition* and *Now It Can Be Told* appear headed for a daily duel to outdo each other for more mainstream investigative



Rivera on the set of 'Now It Can Be Told,' which is taking aim at 'Inside Edition' this season

stories.

Some program executives feel that viewers have been barraged, perhaps to the point of saturation, with stories about brutal rapes and other crimes that are the grist of the purest of the tabloid shows, including *Hard Copy* and *A Current Affair*.

Observers point to the cancellation earlier this year of two tabloid magazines, MCA's *Inside Report* and Group W's *This Evening*, as evidence that viewer appetite for murder and mayhem may be shrinking.

"By necessity, these shows have to get more mainstream over time," said Dick Kurlander, vice president, director of programing, Petry Television. "Shock value can only go so far. And

EYEWITNESS TO CHANGE



AFP - A. Sapronyenko



PHOTO AND TEXT

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advertiser resistance is a problem, especially with a television economy in recession."

As a result, both new and returning news magazine shows are offering broader story content for the coming season to give themselves greater latitude to break news and otherwise be different.

Anthea Disney, executive producer, *A Current Affair*, told BROADCASTING she believes society has become numbed by violent news stories on the tube. "Five years ago, people seemed to have a much greater appetite for blood and gore than they have today," said Disney. "We have to reflect society."

Local newscasts frequently take a tabloid approach to covering the news, providing even more competition for syndicated magazines. "If it bleeds, it leads" is the credo of more than one local news director," said one station source.

Frank Kelly, executive vice president, programming, Paramount Domestic Television, said *Hard Copy* would strive this season to be more mainstream by serving up more general interest stories to appeal to a larger audience base. "The show has to evolve," said Kelly. "We just can't sit still, offering the same thing year in and year out."

The biggest challenge, said Kelly, will be to draw more viewers without alienating the audience base from the past two seasons. Kelly offered the analogy of *Entertainment Tonight*, which he said has thrived by evolving from a show that focused solely on TV and movie stars to a program covering all facets of the entertainment industry.

When King World launched *Inside Edition* in 1989, it positioned the show as a pure tabloid vehicle. "The Kings made no bones about it," said a station programmer. "They said they were going to out-*Current Affair* *A Current Affair*."

Despite spending record promotion dollars to launch the show, *Inside Edition* failed to outdo *Affair*, or even come close to its performance. To save the show, the company reversed its strategy, taking a more mainstream investigative approach used by network magazines such as *20/20*. The company hired *20/20* executive producer Av Westin to fill the mandate and develop other reality shows.

The strategy reversal has worked as the show prepares to enter its fourth season. This season, Westin said, the company is beefing up its investigative unit, specifically to fend off the challenge from *Now It Can Be Told*.

The new magazine debuts today (Sept. 9) and will air several stories

during the first two weeks, that the producers hope will earn the show widespread recognition. One is a well-documented story called *The Challenger Coverup* that describes efforts by NASA to cover up the likelihood that several of the astronauts killed in the space shuttle explosion may not have died until crashing back to earth and drowning in the ocean.

Westin credits Rivera, the host of *Now It Can Be Told*, with being "one of America's leading TV personalities." But he also contends the new show will

live or die by the stories its reporters come up with, not by Rivera's in-studio presence.

To a large degree, Rivera agrees. He believes his reporting team has roughly the fourth quarter to prove itself. But if it does, having himself as anchor gives the show visibility that *Inside Edition* does not have. "Nobody knows their team," Rivera said. But what Westin and others say remains to be seen is just how many *Challenger* stories *Now It Can Be Told* can come up with, because one won't be enough. -SM

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FALL BASEBALL: CBS HOPES FOR PROMO HIT

Network hopes to entice large audience tuned in for post-season baseball to sample its fall shows

CBS executives are busy mapping out plans to use post-season baseball as a promotional springboard for its fall season, with the new Wednesday night sitcoms *Teech* and *Royal Family* expected to be among the more heavily promoted shows. The network is hopeful that the effort will contribute to better results than last year, when most of the new series promoted during the post-season failed to catch on.

Since the signing of its four-year, \$1-billion deal with Major League Baseball, CBS has played up its ability to promote the fall schedule to a large post-season audience. But even CBS executives will admit that a strong promotion during the popular World Series does not necessarily dictate success for a new show.

Many of the new shows hyped during the post-season last fall—*The Flash*, *Over My Dead Body*, *Doctor, Doctor*, *WIOU* and *Lenny*—are no longer on the

schedule.

“The purpose is to get the viewers to watch it one time; if it’s a good show, people will watch it,” said Steve Sternberg, manager of broadcast research, Bozell. “Promotions like this are more successful in increasing numbers on strong existing shows rather than new programs.”

Sternberg said CBS managed to show strong numbers for the 1990-91 debut of many of its new and returning shows last fall. But some of the network’s post-season efforts last year, such as its heavy promotion on Thursday night entries *The Flash* and *Doctor, Doctor*, failed to make any dent in the ratings.

Sternberg said sophomore series were among those shows benefiting the most from post-season baseball promotion. Returning series *Rescue 911*, *Designing Women*, *CBS Tuesday Movie*, *60 Minutes* and *Murphy Brown* all showed increased numbers following their promo-

tion during the post-season.

The network’s numbers were strong for the 1990 World Series, averaging a 20.7 rating and 36 share, but the small number of games played limited the promotional opportunities and advertising revenue that would otherwise have been available. Just 14 of the potential 21 post-season games were played last year.

CBS promotion during this year’s post-season, which begins Oct. 8, will focus primarily on new CBS series and movies, according to Schweitzer. He said that while the new Wednesday night sitcoms will be a focus, the network will also be promoting many other new and existing shows on its schedule.

Among the new programs to be promoted during post-season baseball will be two shows—*The Carol Burnett Show* and *Palace Guard*—that will not have had their debuts until after the World Series. -EB



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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 Aug 26	ABC 9.7/17		48. MacGyver [8.6/16] 7.8/14	9.5/17	32. ABC Monday Night Movie—Finding the Way Home [10.2/18] 9.9/17	10.0/17	10.7/18	10.2/19
	CBS 13.0/23		21. Evening Shade [11.2/21]	13. Major Dad [12.0/21]	3. Murphy Brown [14.8/25]	2. Designing Wm [15.0/25]	8. Northern Exposure [12.5/22] 13.1/23	11.9/22
	NBC 8.2/15		28. Fresh Prince [10.7/20]	43. Blossom [9.0/16]	61. NBC Monday Night Movies—Turn Back the Clock [7.3/13] 6.9/12	6.8/11	7.5/13	8.0/15
	FOX 6.8/12		66. Fox Night at the Movies—Dead Silence [6.8/12] 6.2/11	6.7/12	6.9/12	7.3/12		
Tuesday Aug 27	ABC 12.0/21		7. Full House [13.4/25]	5. Who's the Boss? [13.7/24]	1. Roseanne [16.3/27]	5. Coach [13.7/23]	59. Thirtysomething [7.5/14] 8.0/14	7.0/13
	CBS 11.4/20		30. Rescue: 911 [10.5/19] 9.8/19	11.3/20	15. CBS Tuesday Night Movie—A Killing in a Small Town [11.8/21] 10.7/18	11.2/19	12.5/22	12.6/24
	NBC 11.5/20		19. Matlock [11.3/21] 10.7/20	11.9/21	9. Heat of the Night [12.2/20] 11.6/19	12.7/21	24. Law and Order [10.9/20] 10.9/19	10.8/20
Wednesday Aug 28	ABC 10.1/18		29. Dinosaurs [10.6/20]	18. Wonder Years [11.5/21]	24. Doogie Howser [10.9/19]	16. Davis Rules [11.6/20]	51. Anything But Love [8.4/15]	59. Married People [7.5/15]
	CBS 8.9/16		35. All in the Family 20th Anniversary Special [9.8/18] 9.4/18	9.5/17	10.4/18	73. Morton & Hayes [6.0/10]	42. 48 Hours [9.1/17] 8.6/16	9.6/19
	NBC 9.6/18		11. Unsolved Mysteries [12.1/23] 11.4/22	12.9/23	40. Night Court [9.4/16]	43. Seinfeld [9.0/16]	57. Quantum Leap [7.6/14] 7.3/13	7.9/16
Thursday Aug 29	ABC 7.8/14		71. Fthr Dowling Mysteries [6.4/12] 6.1/12	6.7/12	61. American Detectives [7.3/12] 6.5/11	8.2/14	38. Primetime Live [9.7/18] 9.4/17	9.9/19
	CBS 8.0/15		43. Top Cops [9.0/17] 8.3/16	9.8/18	69. Trials of Rosie O'Neill [6.5/11] 6.4/11	6.6/11	50. B Reynolds Conversations [8.5/16] 8.7/16	8.4/16
	NBC 11.6/21		13. Cosby [12.0/23]	11. A Different World [12.1/22]	4. Cheers [14.5/25]	19. Wings [11.3/19]	34. L.A. Law [9.9/18] 9.6/17	10.2/20
	FOX 9.2/16		43. Simpsons [9.0/17]	66. Roc—Encore [6.8/12]	30. Beverly Hills 90210 [10.5/18] 9.9/17	11.0/19		
Friday Aug 30	ABC 10.5/22		22. Family Matters [11.0/25]	22. Growing Pains [11.0/23]	35. Perfect Strang. [9.8/21]	41. Perfect Strang. [9.3/19]	27. 20/20 [10.8/23] 10.8/23	10.8/23
	CBS 7.4/16		66. Fantastic Facts [6.8/15]	71. Primetime Pets [6.4/14]	53. CBS Friday Night Movie—The Diamond Trap [7.8/16] 7.6/16	7.8/16	7.8/16	7.8/17
	NBC 5.1/11		77. NBC Movie of the Week Friday—To My Daughter [5.2/11] 4.8/11	5.1/11	5.3/11	5.5/11	83. Hunter [4.8/10] 4.7/10	4.9/11
	FOX 5.6/12		74. America's Most Wanted [5.8/13] 5.6/13	6.1/13	76. World's Greatest Stunts [5.3/11] 5.1/11	5.5/11		
Saturday Aug 31	ABC 6.4/15		65. ABC Saturday Night Movie—The Golden Child [7.0/16] 5.6/13	6.6/15	7.8/17	8.2/18	79. ABC News—Revolution [5.1/12] 5.2/12	4.9/11
	CBS 4.3/10		83. Planet of the Turtleoids [4.8/11] 4.5/11	5.2/11	88. Scene of the Crime [4.1/9] 3.4/7	3.4/7	4.6/10	4.9/11
	NBC 9.6/22		38. Golden Girls [9.7/23]	24. Golden Girls [10.9/24]	16. Empty Nest [11.6/25]	35. Dear John [9.8/21]	53. Sisters [7.8/18] 8.0/18	7.7/18
	FOX 5.6/12		75. Cops [5.7/14]	69. Cops 2 [6.5/14]	81. Totally Hdn. Video [5.0/11]	81. Best of the Worst [5.0/11]		
Sunday Sep 1	ABC 6.8/14	79. Life Goes On [5.1/12] 4.5/11	43. Am. Fun. H. Videos [9.0/19]	63. ABC Sunday Night Movie—Octopussy [7.1/14] 5.5/11	6.8/13	7.4/14	7.9/15	8.1/16
	CBS 9.6/19	9. 60 Minutes [12.2/29] 11.4/28	33. Murder, She Wrote [10.0/21] 9.7/20	10.3/21	52. CBS Sunday Night Movie—Her Wicked Ways [8.0/15] 7.9/15	7.7/15	7.9/15	8.3/16
	NBC 5.9/12	86. Super Bloopers & Jokes [4.6/11] 4.1/10	87. Expose [4.2/9]	77. Real Life w/J. Pauley [5.2/11]	63. NBC Sunday Night Movie—Knight Rider 2000 [7.1/14] 5.9/12	6.7/13	7.6/14	8.1/16
	FOX 6.0/12	90. Taz-Mania [3.1/7]	89. Parker Lws [3.9/9]	56. In Living Color [7.7/16]	57. Roc* [7.6/15]	48. Married...w/Chldrn [8.6/17]	53. Best of Cops [7.8/15]	83. Sunday Comics [4.8/9] 5.1/10

WEEKLY PRIME TIME AVERAGE ABC 8.9/17 CBS 9.0/17 NBC 8.7/17 FOX 6.5/13 YELLOW = 1/2 HR WINNER

SEASON PRIME TIME AVERAGE ABC 11.2/20 CBS 11.2/20 NBC 11.5/20 FOX 6.3/11 *—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

CABLE

TURNER IN TALKS TO ACQUIRE HANNA-BARBERA

Library would provide boost to Turner networks TNT and WTBS

Turner Broadcasting System announced last week it is closing in on a purchase of Hanna-Barbera Productions that will not only provide the company with a massive amount of animation material for existing Turner networks, but will also possibly form the base for a separate, standalone service (BROADCASTING, Aug. 12).

Hanna-Barbera parent Great American Communications and Turner said they have entered into "a letter of intent and formal and exclusive negotiations" regarding the entertainment assets of Hanna-Barbera, which include more than 3,000 half-hours of programming and some of animation's best known characters—The Flintstones, The Jetsons, Yogi Bear and Scooby Doo.

"We are extremely excited about the prospect of adding the resources of Hanna-Barbera to Turner Broadcasting's programming assets," said Turner Chairman Ted Turner. GACC Chairman Carl Linder said: "The quality of the TBS organization will assure the continued success of Hanna-Barbera's excellent programming."

Turner said the purchase would be set up as a joint venture between it and Apollo Investment Fund, a firm that includes former Drexel Burnham Lambert executive Leon Black. The purchase price has been reported to be anywhere from \$250 million to well over \$300 million, and the inclusion of Apollo is seen as a way for Turner, already working under a debt load, to more easily finance the purchase.

Some of the programming in the Hanna-Barbera library, which also includes Worldvision Enterprises programming, is licensed in syndication. It is believed Turner will use the new library in key children's time blocks on TNT and WTBS. But Turner could own outright all of the programming in the Hanna-Barbera library by 1995. By then, compression may well be a reality, and Turner would be in a position to launch a full-scale network. Hanna-Barbera owns one-third



Hanna-Barbera's 'Jetsons' may soon be in the Turner Broadcasting library

of all the animation ever produced, one source said. And Turner, with Captain Planet, is active in first-run animation production, a costly programming form.

The Hanna-Barbera library includes 3,000 half-hours of animated programming from more than 350 different series, specials and films. Among the notable programs are the Flintstones, The Jetsons, Yogi Bear, Scooby Doo, Huckleberry Hound, Quick Draw McGraw, Top Cat, The Adventures of Jonny

Quest and the Smurfs, as well as some of their offshoots.

It is unclear whether H-B's distribution deal with Worldvision Enterprises would be included, although it is the type of programming that is similar to what's in Turner's stable. The programming includes *The Streets of San Francisco*, *Love Boat*, *Little House on the Prairie*, *Barnaby Jones*, *That Girl*, *Dark Shadows*, *The Fugitive*, *Ben Casey*, *Combat* and the *Mod Squad*. —MS

FORSTMANN LITTLE BUYS INTO WHITTLE

Forstmann Little & Co., with the approval of Whittle Communications general partners Time Warner, Associated Newspapers and Chris Whittle, agreed in principle last week to invest \$350 million in subordinated financing convertible to 33% equity in Whittle.

The agreement would reduce Time Warner's interest from 50% to 33%; reduce Associated Newspapers' interest from 33% to 22%; reduce Chris Whittle's interest from 11% to 7% and reduce interests held by other key executives from 6% to 4%.

Forstmann Little's "evaluation of the company means that our initial investment [\$185 million for 50% interest] has more than doubled in value in 36 months," said Reginald Brack, chairman and chief executive officer of Time Warner Publishing.

Whittle said it ended its June 30 fiscal year with \$207 million in sales, the 20th straight year of revenue growth. Forstmann Little general partner Theodore Forstmann said his company "has another \$2.5 billion in committed, low-cost private capital to invest, not only in buyouts, but also in unique situations like this where we can help realize unusual growth potential."

TVKO PROMISES HOLYFIELD-TYSON PPV BONANZA

Industry predicts new record take, with cable revenues of \$70 million to \$80 million

TVKO had both Evander Holyfield and Mike Tyson on hand at an elaborate press conference last week to announce that the heavyweight title fight between the two boxers will take place as scheduled on November 8 at Caesars Palace in Las Vegas, despite the pending criminal and civil cases against Tyson.

According to promoter Dan Duva, one of Time Warner's partners in TVKO along with promoter Bob Arum, the fight will gross \$100 million worldwide. However, Seth Abraham, president of

TVKO, cautioned against any predictions on buy rates or revenue. "That's Dan's number, not mine," he said. If Duva's prediction proves correct, that would likely mean \$70 million to \$80 million in pay-per-view revenue alone, said Hilda Chazanovitz, vice president, marketing, Viewer's Choice, one of the distributors of the fight. If the fight reaches a 19-million-plus universe, which is what Abraham forecasts, that would mean about a 9.5% buy rate.

While not predicting a buy rate, Abraham and others, including Showtime

Event Television President Scott Kurnit, believe the fight will outdo the highest PPV event, in both revenue and buy rates. "It should break all records," said Kurnit. (SET, which picked up Tyson and promoter Don King when Holyfield left Showtime for HBO, will not have any role in promoting the fight, aside from promoting Mike Tyson, said Kurnit).

The most successful PPV event, in terms of both buy rate and revenue, was TVKO's Holyfield-Foreman fight in April, which had an 8% buy rate and

CABLECASTINGS

TV LITERATE

TCI announced last week that it will make West Linn High School in West Linn, Ore., a second showcase school for its program *High School of the 21st Century*.

The program will be similar to the Carrollton, Ga., project, where TCI has gone beyond just providing cable hookups, TV's and VCR's to help teachers utilize multimedia tools in teaching. Pat Wright, former principal at Carrollton, who joined TCI in July as director of education services, said TCI aims to provide West Linn educators with the technical and software expertise to fulfill their vision of the school of the future.

"The more we move in this direction, the closer we come to serving the Nintendo-MTV generation," said Wright, of greater use of video and computers in classrooms. TCI plans to help teachers integrate cable in the classroom programming into their teaching plans, and use the Carrollton and West Linn schools as showcases for what can be done.

With computers, teachers can custom-tailor programs using video or even stills from video supplied by cable networks. Integrated computer schemes can be set up where teachers can use programing simultaneously.

Wright said Carrollton now has seven computers in each classroom,

as residents passed a \$6-million education bond issue to help fund expansion of the project. West Linn is a school similar in sophistication, said Wright. The community is an eastern suburb of Portland, Ore., with 1,600 students and 70 teachers.

TCI's benevolence was also showing as it pledged \$1.9 million to the Muscular Dystrophy Association's Jerry Lewis Day Telethon, which raised \$45 million. TCI's contribution was the fourth largest.

TCI also recently presented the second half of a \$300,000 commitment to the state of Montana for its METNET program, a long-distance learning project.

The money will be used to buy earth stations, TV's, VCR's, high-speed modems and audio converters.

QVC LOOKS UP

QVC reported net income of \$3.5 million in the second quarter of 1991, versus a \$4.5-million loss in the year-earlier period. Revenues jumped 25% in the period, from \$159 million to \$199 million, while gross profits increased from \$60 million to \$84.5 million.

CABLE WESTWARD

"Cable Is Televisionary" is the theme for the Nov. 20-22 Western Cable Show in Anaheim, Calif.,

which is scheduled the week before Thanksgiving this year. Sessions will be divided into five tracks—management, programing, human resources, finance, technology and marketing. There will also be one-on-one exchanges on public relations, customer service and regulatory issues.

MUSIC DEAL

BMI and Arts & Entertainment entered into a license agreement that covers past use of the BMI repertoire and lasts through June 1992. BMI and A&E have agreed to dismiss both their lawsuits pending in the U.S. District Court in the Southern District of New York. The terms of the agreement were kept confidential.

NOTES FROM ALL OVER

NuStar will launch The Barker, fully automated and customized PPV barker channel, in October....

Digital Planet said Mitsumi Comtek will build DP-91 audio tuners for digital music service. First of 30,000 tuners will be available in October.... Scripps Howard has begun \$60-million rebuild of Knoxville and Chattanooga cable systems that will be completed by end of 1994. Rebuild calls for 10,000 miles of fiber, with each system's channel capacity increasing to 77.

grossed nearly \$49 million in pay per view and upwards of \$65 million worldwide.

The press conference last week marked the first time that one-time allies and more recently competitors Don King and TVKO's Abraham were on the same dais. King took a few swipes at people Tyson had once worked with, saying Tyson had "been betrayed by some of our sponsors, friends and allies."

Though the fight's promoters emphasized repeatedly that the fight would def-

initely happen, whether Tyson's legal problems might in fact keep the fight from taking place remained unknown. At the press conference, Duva stated that no questions could be asked about the legal proceedings against Tyson.

Continued fear that the fight might never happen could make cable operators leery of spending money and energy to promote it. But, as one cable executive put it, "With a fight like this, you could sit on your hands, and it would still make money."
—SDM

CASH-SHY SCI-FI APPROACHING CRITICAL MASS

The Sci-Fi Channel now says it will have between seven million and 10 million cable subscribers when it launches later this year. That's up from an earlier projection of five million, according to the network's president, Mitchell Rubenstein. But the exact launch date has yet to be announced, and the network concedes it still lacks the necessary financing. Rubenstein hopes to announce a launch date in four to six weeks.

Rubenstein said Sci-Fi has signed up 50 of the top 100 MSO's and 10 of the top 20 MSO's; he hopes that category will number 16 or 17 by launch. Thus far, only two of the top 10 MSO's, Storer and Cox, have signed on.

The biggest of all, Tele-Communications Inc., remains aloof. But Rubenstein notes that the channel is getting support from TCI satellite systems, which he feels could indicate that TCI itself is interested. In addition to Storer, 50% owned by TCI, the network is getting carriage from TCI-owned Intermedia Partners and the MSO's home satellite service Netlink, which is putting Sci-Fi into its basic package.

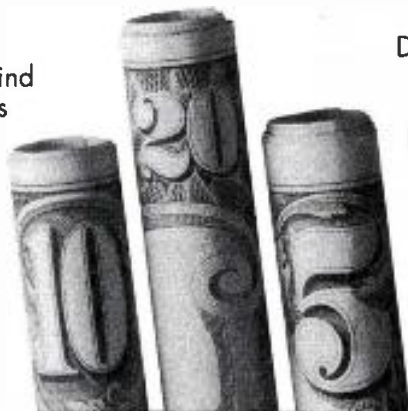
Financing remains a major stumbling block in signing up MSO's. Rubenstein says that the network has made agreements with several foreign investors but that no announcements will be made until its entire equity situation is resolved. He said Sci-Fi is discussing significant equity involvement—which requires minimum unit investments of \$5 million—with three unnamed MSO's.

Sci-Fi, with its investment bankers Lehman Bros. and Salomon Bros., now plans a public offering in case the private offering is not sold out, said Rubenstein. He says Sci-Fi has enough capital—through sales of cable systems—to launch, but needs the investment to make it break even.

Sci-Fi is using some of its basic capital for program acquisitions. Its latest is a package of Paramount sci-fi films as well as *Star Trek—The Animated Series*. It has also recently licensed BBC's *The Hitchhiker's Guide to the Galaxy*, Hearst Entertainment's *Defenders of the Earth* and *The New Adventures of Flash Gordon* (Sci-Fi had already licensed the original *Flash Gordon*, with Buster Crabbe). Also in Sci-Fi's library are 1,225 episodes of *Dark Shadows*, *Dr. Who* and *The Prisoner*.
—SDM

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BUSINESS

FIRST LOOK AT GAYLORD ENTERTAINMENT

*Cable networks show
fast growth; TV stations
suffer in 1991*

One of the largest privately held media companies has filed its intention to go public. The Oklahoma Publishing Co. said it intends to spin off its television, radio and entertainment-related businesses by issuing nine million shares of common stock of the new separate entity, to be called Gaylord Entertainment Co. The SEC filing obtained last week reveals heretofore unseen details of Gaylord's rapidly growing cable network, The Nashville Network (TNN), while also confirming recent weakness at four major-market independent TV stations.

Although no offering-price range was indicated, a proposed maximum price of \$22 per share, which is roughly seven times per-share cash flow, would raise about \$225 million. The company said it would use net proceeds from the offering to pay down debt, which at June 30 stood at \$565.5 million. Last year, cash interest paid on that debt, at a rate of just under 10%, was \$54 million. So far, in 1991, the average rate is down almost two percentage points. The other major cash requirement, capital expenditures, are budgeted this year and next at roughly \$35 million each.

To cover those cash needs, including beginning in 1992, \$50 million in principal repayments, Gaylord Entertainment generated \$119 million in cash flow—operating income before noncash depreciation and amortization expense.

More than a quarter of the cash flow comes from Gaylord's two cable networks, TNN and Country Music Television (CMT); the latter was purchased at the beginning of this year for \$24.1 million. From Jan. 15 through June 30, CMT had revenue of \$2.5 million and an operating loss of \$300,000. Meanwhile, revenue at TNN for the first half of the year was up 20%, to almost \$70 million,

both because of higher ad rates and higher subscriber fees. The SEC filing detailed that Group W markets TNN to cable systems for which it receives 33% of gross receipts (net of agency commissions), which in 1990 amounted to \$37

million.

Broadcasting's cash flow contribution is down. Although revenue was up 8% in 1990, it is down slightly so far this year, causing operating cash flow to drop over 40%.

June 1991

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"GET" diversified: Gaylord Entertainment Co.'s TV/radio/entertainment empire

1990 financial results (in millions)

	Revenue	Operating Cash Flow *
Entertainment	\$235.6	\$48
Broadcasting	\$160.1	\$17
Cable networks	\$116.9	\$30.5
Cable TV systems	\$67.6	\$23.8
Total	\$580.2	\$119.3

* Defined as operating income before depreciation and amortization.

Entertainment—Opryland Hotel; General Jackson paddlewheel showboat; Opryland Park; The Grand Ole Opry and concert hall, Opryland music publishing; Gaylord Syndicom television syndication

Broadcasting—KTVT(TV) (ch. 11) Dallas-Fort Worth; KHTV(TV) (ch. 39) Houston; KSTW(TV) Tacoma (Seattle) (ch. 11), Washington; WVTV(TV) (ch. 18) Milwaukee; WSM-AM-FM Nashville; WKY(AM) Oklahoma City.

Cable Networks—TNN (The Nashville Network) reaching 54 million cable subscribers; 67% interest in Country Music Television, reaching 14 million cable subscribers.

Cable TV Systems—26 franchises covering 170,600 subs: 105,000 in Los Angeles County and 48,400 in Riverside County, Calif., both by 54-channel systems; 13,900 in Lenoir, N.C., and 3,500 in Greer S.C.



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Most of Gaylord Entertainment's current debt was incurred in the October 1989 purchase of 97.1% of Cencom Cable TV for \$417.5 million. In the first half of this year, the cable systems have raised rates approximately \$3 per sub while increasing total subscribers 7.1%. The company's other Nashville, Tenn.-based entertainment operations have historically contributed more than a third of total cash flow.

The class A shares, whose proposed New York stock exchange symbol is "GET," would comprise 22% of Gaylord Entertainment's equity. The remaining 78% will be retained, as non-trading class B shares, by existing owners who, with five vote-per-class-B shares will control 95% of the voting power. A majority, 57%, of the votes are held by a Gaylord family-controlled trust that stays in effect at least until the year 2000. The trust can thus on its own, "...control virtually all matters requiring stockholder approval including the election of directors and will be able to effect an amendment to certificate [of incorporation] (except for certain provisions requiring a two-thirds majority vote), or merger, sale of all or substantially all of the company's assets, "going private" transaction or any other fundamental corporate transaction without the approval of the company's public stockholders," said the SEC filing. —GF

ABRY EXPANDS GROUP

ABRY Communications (five TV's), has reached an agreement with Norman Lear to acquire the television producer's 35% ownership and 80% voting control of Act III Broadcasting for between \$30 million and \$40 million in cash and seller paper. A letter of intent between Lear and ABRY has been signed, and filings are expected at the FCC within two to three weeks. By gaining controlling interest of the eight Fox affiliates, ABRY—which already owns two Fox affiliates—will be the largest owner of Fox affiliates. Fox is said to have given its approval to the deal.

Whether ABRY will immediately offer to buy out the remaining Act III shareholders remains to be seen. Other shareholders—including second-largest shareholder Prudential Insurance—are said to have waived rights to have their interests purchased at the same price as Lear's holdings. Down the road, however, ABRY is expected to acquire the remaining 65% of Act III Broadcasting.

Because Fox does not want any station group to own more than eight affiliates, ABRY will have to spin off two of its affiliates; Fox has given the Boston-based group owner two years to accomplish this. ABRY is not expected to sell either WTTO-TV Birmingham, Ala., or WCGV-TV Milwaukee. Stations that may be spun off could include Act III's WRGT-TV Dayton, Ohio, property because of a possible overlap with ABRY's Cincinnati station, and WTAT(TV) Charleston, S.C., the smallest station of the group.

Still to be determined is whether the Act III stations will come under the ABRY name. Executives at ABRY and Act III will be meeting over the next two weeks to iron out details of the purchase agreement including, most likely, management of the properties.

Act III owns WUTV(TV) Buffalo and WUHF-TV Rochester, both New York; WNRW-TV Winston-Salem, N.C.; WTAT(TV) Charleston, S.C.; WVAH-TV Charleston, W. Va.; WZTV(TV) Nashville; WRGT-TV Dayton, Ohio and WRLH-TV Richmond, Va. Act III currently operates the two New York properties with a waiver from the FCC's duopoly rules. ABRY is also expected to request a waiver of the duopoly rules.

ABRY also owns WNUV-TV Baltimore; WSTR-TV Cincinnati and KSMO(TV) Kansas City, Mo. —JF

CHANGING HANDS

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

WCCO(AM)-WLTE(FM)-WCCO-TV Minneapolis □ Sold by Midwest Communications Inc. to CBS Inc. for \$195 million. Sale includes WJMN-TV Escabana, Mich.; KCCO-TV Alexandria and KCCW-TV Walker, both Minnesota, and WFRV-TV Green Bay, Wis. **Seller** is headed by W.T. Doar Jr., and also operates Midwest SportsChannel, serving five-state area in Midwest. **Buyer** is headed by Laurence A. Tisch, and owns and operates seven AM's, 12 FM's and five TV's. WCCO(AM) is fulltimer with variety format on 830 khz with 50 kw. WLTE has soft adult contemporary format on 102.9 mhz with 100 kw and antenna 1,300 feet above average terrain. WCCO-TV is CBS affiliate on ch. 4 with 100 kw vis., 10 kw aur. and antenna 1,430 feet above average terrain.

KGA(AM)-KDRK-FM Spokane, Wash. □ Sold by Price Broadcasting Co. to Citadel Communications Corp. for estimated \$13 million; sale includes KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM)-KNEV(FM) Reno, and KHEZ(FM) Boise, Idaho. **Seller** is headed by John Price, and also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, S.C. **Buyer** is headed by Lawrence R. Wilson and Fritz Beesemyer, and are partners in Citadel Associates Ltd., which owns KCNR(AM)-KLZX-FM Salt Lake City, KKFM(FM) Colorado Springs and KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. KGA is fulltimer with country format on 1510 khz with 50 kw. KDRK-FM has country format on 93.7 mhz with 56 kw and

antenna 2,380 feet above average terrain. **Broker: Communications Equity Associates.**

WMYK(FM) Moyock (Chesapeake, Va.), N.C. □ Sold by American Eagle Communications Inc. to Willis Broadcasting Corp. for \$1.23 million in assumption of liabilities. **Seller** is headed by Jim Reese. **Buyer** is headed by radio group owner L.E. Willis Sr., and operates 12 AM's and 12 FM's; it recently purchased WCLN-AM-FM Clinton and WVY(FM) Grifton, both North Carolina, for \$650,000 and \$800,000, respectively. WTZR has black adult contemporary format on 92.1 mhz with 3 kw and antenna 421 feet above average terrain. **Broker: Hickman Associates.**

WMJE(FM) Clarkesville, Ga. □ Sold by Clara Morris Martin to John Wesley Jacobs III for \$425,000. Terms: \$250,000 cash at closing, \$10,000 escrow deposit and \$165,000 consulting agreement to be paid over five years. **Seller** also has interests in co-owned WCHM(AM) Clarkesville, Ga. **Buyer** currently owns 49.1% of WMJE and is 25% stockholder of WDUN(AM) Gainesville, Ga. WMJE has popular hits and oldies format on 102.9 mhz with 3 kw and antenna 328 feet above average terrain.

KFNN(AM) Mesa (Phoenix), Ariz. □ Sold by principals within CRC Broadcasting Co. Inc. for \$349,000. **Sellers** are Michael Ragins and Ronald Cohen, who have no other broadcast interests. **Buyers** are Jay Berman and David Lloyd, who have no other broadcast interests. KFNN has newstalk format on 1510 khz with 10 kw day.

WPFR(FM) Terre Haute, Ind. □ Sold by William R. Rice, receiver for Power Rock Broadcasting of Indiana Inc., to Bomar Broadcasting Co.-Lafayette Inc. for \$325,000. Terms: \$225,000 cash at closing and \$100,000 escrow deposit. Licensee also operates co-owned WYTL(AM) Terre Haute, Ind. **Seller** has no other broadcast interests. **Buyer** is headed by Anthony Bove Sr. and Frank Bove, James C. Marcuccilli, Thomas M. Marcuccilli and WMRI Inc. (80%). Anthony Bove, Frank Bove, James Marcuccilli and Thomas M. Marcuccilli hold 18.59%, 18.68%, 9.43% and 9.4%, respectively, of voting stock of WMRI Inc., licensee of WGOM(AM)-WMRI(FM) Marion, Ind., and is permittee of WMJC(FM) Bremen, Ind., and also has interests in Bomar Broadcasting Co. of Lafayette Inc., licensee of WEZV(FM) Monticello, Ind. WPFR has CHR format on 102.7 mhz with 50 kw and antenna 500 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$814,000 □ 5

FM's □ \$1,620,000 □ 8

AM-FM's □ \$13,100,000 □ 7

TV's □ \$195,000,000 □ 5

Total □ \$210,534,000 □ 25

Year to Date:

AM's □ \$59,179,080 □ 191

FM's □ \$151,393,646 □ 189

AM-FM's □ \$179,433,972 □ 137

TV's □ \$925,824,000 □ 61

Total □ \$1,315,830,698 □ 578

For 1990 total see Jan. 7, 1991 BROADCASTING.

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FOCUS ON FINANCE

Most media stocks were off for week ending last Wednesday, during which larger capitalization stock indices declined just under 2%. Smaller stock indices were off slightly less. Among those gaining was News Corp., up 8%, to 16½, which was subject of neutral report from County NatWest. Orion Pictures fell 30%.

Last Friday, *The Wall Street Journal* published column

suggesting that stock might be overpriced, given terms of latest restructuring proposal. Ackerley Communications continued to decline, down ¼ to 1¼. Seattle-based group owner said it defaulted on debt and is in restructuring talks (BROADCASTING, Sept. 2).

Stocks gaining noticeably were Pinelands, up 3% to 14½, and IDB Communications, up 9% to \$13.

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 Sep 4	Closing Wed Aug 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	56	1/2 55	1/4	1	1/4	02.26	-6	1,533
N (CCB) Cap. Cities/ABC	435	441	7/8	6	7/8	-1.56	17	7,317
N (CBS) CBS Inc.	158	1/4 160	1/2	-2	1/4	-01.41	71	2,112
A (CCU) Clear Channel	14	13	1/4	3/4		07.5	1312	76
O (JCOR) Jacor Commun.	2	11/16 2	11/16			08.00	-2	24
O (OSBN) Osborn Commun.	7	3/4 6	7/8	-	1/8	-01.78	-9	47
O (OCOMA) Outlet Comm.	4	3/4 5	1/2	-	3/4	13.64	-7	32
N (PL) Pinelands	14	1/2 14	1/8	3/8		3.00	-30	226
A (PR) Price Commun.		7/16 3/8		1/16		16.66	3	
O (SCRIP) Scripps Howard	52	52				00.00	21	485
O (SUNNC) SunGroup Inc.		3/4 3/4				00.00	-1	1
O (TLMID) Telemundo	2	1/4 2	5/8	-	3/8	-14.29	-1	62
O (UTVD) United Television	28	1/4 28	1/4			00.00	3	304

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30	5/8 30	5/8			00.00	22	556
A (AK) Ackerley Comm.	1	1/4 1	1/2	-	1/4	-17.00	-1	28
N (AFL) American Family	24	1/8 24	1/4	-	1/8	0.52	15	1,907
O (ACCMA) Assoc. Comm.	17	3/8 15	3/4	5/8		10.31	140	578
N (CCN) Chris-Craft	25	7/8 27		-1	1/8	04.17	10	689
O (DUCO) Durham Corp.	33	32	1/4	3/4		02.32	16	270
N (GCI) Gannett Co.	45	3/4 45	5/8	1/8		00.27	20	6,477
N (GE) General Electric	74	1/8 74	1/8			00.00	14	63,336
O (GACC) Great American	1	7/8 1	3/4	1/8		07.14		91
A (HTG) Heritage Media	2	7/8 2	7/8			00.00	-3	136
N (JP) Jefferson-Pilot	48	7/8 47	7/8	1		02.08	10	1,652
N (LEE) Lee Enterprises	23	5/8 24		-	3/8	-01.57	13	581
N (LC) Liberty	41	30	5/8	10	3/8	33.87	13	315
O (LINB) LIN	72	3/8 70	3/4	1	5/8	02.29	-39	3,893
N (MHP) McGraw-Hill	54	1/4 54	1/4			00.00	15	2,684
A (MEGA) Media General	20	5/8 20	3/4	-	1/8	-00.61	21	540
N (MDP) Meredith Corp.	26	1/4 25	3/4	1/2		01.94	13	427
O (MMEDC) Multimedia	27	1/8 28	1/4	-1	1/8	-03.99	20	969
A (NYTA) New York Times	21	7/8 21	7/8			00.00	31	1,729
N (NWS) News Corp. Ltd.	16	1/4 14	5/8	1	5/8	11.11	8	4,027
O (PARC) Park Commun.	15	15	1/4	-	1/4	-01.64	17	305
O (PLTZ) Pulitzer Pub.	24	24	1/4	-	1/4	-01.04	23	254
O (SAGB) Sage Bcsg.	1	5/8 1	3/4	-	1/8	-07.15	-1	6
O (STAUF) Stauffer Comm.	117	117				00.00	39	117
N (TMC) Times Mirror	31	5/8 31	3/8	1/4		00.79	26	4,192
N (TRB) Tribune Co.	44	1/2 46	3/8	-1	7/8	-04.05	32	2,975
A (TBSA) Turner Bstg.'A'	15	7/8 15	3/8	1/2		03.25	-36	2,332

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	230	224	6	02.67	17	2,565	
N (WX) Westinghouse	23	1/4 24	-	3/4	-03.13	43	7,329

PROGRAMING

O (IATV) ACTV Inc.	2	1/4 2	1/4			00.00		2
O (AACI) All American TV		5/8 5/8				00.00		1
N (CRC) Carolco Pictures	6	3/8 6	3/8			00.00	21	194
O (DCPI) dick clark prod.	5	1/4 5	1/4			00.00	18	43
N (DIS) Disney	116	3/4 118	3/8	-1	5/8	-01.38	20	15,188
A (FE) Fries Entertain.		5/16 5/16				00.00		1
A (HHH) Heritage Ent.		15/16 13/16		1/8		15.38		1
N (HSN) Home Shop. Net.	6	6				00.00	-75	522
O (IBTVA) IBS		1/2 1/2				00.00	6	1
N (KWP) King World	28	1/2 27	5/8	7/8		03.16	11	989
O (KREN) Kings Road Ent.		9/32 1/4		1/32		12.50	-1	1
N (MC) Matsushita	117	3/4 112		5	3/4	05.13	14	247,547
A (NNH) Nelson Holdings		1/2 9/16		-1/16		-11.12		2
O (NNET) Nostalgia Net.		3/8 7/16		-1/16		-14.29		2
N (OPC) Orion Pictures	1	7/8 2	1/2	-	5/8	-25.00		50
N (PCI) Paramount Comm.	38	1/8 38	3/4	-	5/8	-01.62	29	4,485
N (PLA) Playboy Ent.	7	1/2 7	3/8	1/8		01.69	83	138
O (QNTXQ) Qintex Ent.		1/8 1/8				00.00	83	138
O (QVCN) QVC Network	14	14				00.00	-21	220
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00	-6	85
O (RPICA) Republic Pic.'A'	7	7	3/4	-	3/4	-12.90	37	32
A (SP) Spelling Ent.	4	5/8 4	3/4	-	1/8	-02.64	34	161
O (JUKE) Video Jukebox	4	1/2 4	1/8	3/8		09.09	-24	38
O (WONE) Westwood One	2	3/16 2	1/8	1/16		02.94	-1	30

CABLE

A (ATN) Acton Corp.	3	7/8 4		1/8		-03.13		5
O (ATCMA) ATC	44	1/4 44	1/2	-	1/4	-00.57	37	4,826
A (CVC) Cablevision Sys.'A'	24	3/8 24	1/8	1/4		01.03	-2	544
A (CTY) Century Comm.	7	3/4 7	7/8	-	1/8	-01.57	-8	591
O (CMCSA) Comcast	13	7/8 13	3/4	1/8		00.90	-8	1,517
A (FAL) Falcon Cable	8	1/4 8	3/8	-	1/8	-01.50	-4	53
O (JOIN) Jones Intercable	9	1/2 8	3/4	3/4		08.57	-2	104
N (KRD) Knight-Ridder	54	1/4 55		3/4		-01.37	19	2,701
T (RCIA) Rogers'A'	11	5/8 12				00.00	-9	395
O (TCAT) TCA Cable TV	15	1/4 15	1/2	-	1/4	-01.62	54	361
O (TCOMA) TCI	13	3/8 13	1/2	-	1/8	-00.93	-19	4,846
N (TWX) Time Warner	81	1/4 84		3	3/4	03.28	-6	4,815
O (UAECA) United Art.'A'	13	1/2 13	3/8	1/8		07.47	-11	1,912
A (VIA) Viacom	29	3/8 29	3/8			00.00	-41	3,487

BROADCAST MEDIA FINANCE and BROKERAGE

*CEA is completing transactions
in a difficult environment.*

AUGUST 1991

**\$95,000,000
SENIOR CREDIT FACILITY**

for corporate purposes including the acquisition of
WPGH-TV, Channel 53, Pittsburgh, Pennsylvania
has been arranged for:

SINCLAIR BROADCAST GROUP, INC.
of Baltimore, Maryland

The undersigned represented the borrower in this transaction.



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Closing Wed Sep 4 Closing Wed Aug 28 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

EQUIPMENT & MANUFACTURING

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (MMM) 3M	86 5/8	87 -	3/8	- 0.44	14	18,914
N (ARV) Arvin Industries	23 3/4	23 7/8	- 1/8	-00.53	18	454
O (CCBL) C-Cor Electronics	5 1/2	5 3/4	- 1/4	-04.35	550	24
O (CTEX) C-Tec Corp.	15	14 5/8	3/8	02.56	-18	234
N (CHY) Chyron	9/16	7/16	1/8	28.57	-1	5
A (COH) Cohu	11 1/4	11 1/8	1/8	01.12	8	21
N (EK) Eastman Kodak	41 1/2	43 5/8	- 2 1/8	-04.88	20	14,116
N (HRS) Harris Corp.	23 3/4	23 1/4	1/2	02.15	33	923
N (IV) Mark IV Indus.	14 7/8	14 3/4	1/8	00.84	8	200
O (MATT) Matthews Equip.	4 7/16	4 1/8	5/16	07.57	200	23
O (MCDY) Microdyne	9 5/8	9 1/8	1/2	05.47	-11	37
N (MOT) Motorola	68	67 5/8	3/8	00.55	18	8,910
A (PPI) Pico Products	1 7/8	1 7/8		00.00	-3	8
N (SFA) Sci-Atlanta	13 1/4	13 1/4		00.00	14	321
N (SNE) Sony Corp.	42	41 1/8	7/8	02.12	21	14,686
N (TEK) Tektronix	29 3/8	30 1/8	- 3/4	-02.49	-27	856
N (VAR) Varian Assoc.	38 3/4	39 3/4	- 1	-02.52	87	726
O (WGMR) Wegener	7/8	1	- 1/8	-11.12	-3	8
N (ZE) Zenith	6	5 1/2	1/2	09.09	-2	171

Closing Wed Sep 4 Closing Wed Aug 28 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

SERVICE

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O (AFTI) Am. Film Tech.	3 1/8	3 5/8	- 1/2	-13.80	-10	35
O (BSIM) Burnup & Sims	7 7/8	7 1/2	3/8	01.05	-22	93
A (CLR) Color Systems	3 1/8	3	1/8	04.16	-4	37
N (CQ) Comsat	32 1/2	32 1/4	1/4	00.77	-35	596
N (CDA) Control Data	8 5/8	8 5/8		00.00	77	395
N (DNB) Dun & Bradstreet	43 7/8	44 3/4	- 7/8	-01.96	16	7,883
N (FCB) Foote Cone & B.	26	25 1/4	3/4	02.97	12	288
O (GREY) Grey Adv.	128 1/4	128 1/4		00.00	12	156
O (IDBX) IDB Commun.	12 5/8	12 1/8	1/2	04.12	106	74
N (IPG) Interpublic Group	49	47 3/4	1 1/4	02.61	20	1,766
N (OMC) Omnicom	29 3/4	29 7/8	- 1/8	- 0.42	14	795
O (RTRSY) Reuters	45 1/2	43 7/8	1 5/8	03.70	15	18,814
N (SAA) Saatchi & Saatchi	13/16	7/8	- 1/16	-07.15	-1	1,358
O (TLMT) Telemation	3/16	3/16		00.00		0
O (TMCI) TM Century	1/8	7/32	1/32	14.28	-10	4
A (UNV) Unitel Video	8 1/8	8 1/4	- 1/8	-01.52	10	12
O (WPPGY) WPP Group	3 1/4	3 1/8	1/8	04.00	1	156
Standard & Poor's Industrials	471.86	463.91	+7.95	+1.71%		

GRIM FIRST HALF, SAYS TVB

Just-released figures from the Television Bureau of Advertising (TVB) confirm what every broadcaster already knew: the first half of 1991 was not one to remember. Total broadcast television revenue (local, national spot, network and national syndication, which includes Fox), the association reported, hit \$10,473,327,300, a 4.9% decrease compared to the first six months of 1990, which totaled \$11,007,249,100.

Among the categories, national spot and network endured the biggest decreases, with spot revenue falling 8.4% from \$2,650,765,900 to \$2,429,391,500 and network revenue

falling 7.1% from \$5,177,283,500 to \$4,810,366,700. Local advertising revenue declined 4.9% from \$2,452,763,700 to \$2,333,729,100.

National syndication, the TVB reported, continues to be the bright spot, showing a 23.9% gain from \$726,436,000 for the first half of 1990 to \$899,840,000 for the first half of 1991. Whether syndicators and Fox will continue to show such impressive double-digit gains in the latter half of 1991 and in 1992 remains to be seen. Both endured disappointing upfronts this past summer compared with one year ago and will find themselves with more inventory to unload in the scatter market

than they are accustomed to selling.

Said TVB President Jim Joyella of the first-half totals: "The only comfort we can take in these figures is that our competition is suffering losses as well." Joyella said magazine ad revenue is down 6.5% for the first half of 1991, while radio billings are off by 4% and newspapers are down 7.1%. Joyella is still hoping for a turnaround for the media industry in early 1992.

For the big three networks, spending was off in most dayparts for the first six months of 1991 with the exception of weekend early fringe, which showed an 86.5% increase to \$112.1 million. Prime time spending for the first six months, the TVB reported, was off 11.7% from \$3.1 billion to \$2.7 billion.

As expected, most major advertising categories cut back on spending in the first half of 1991. For example, 20 of the top-25 national spot advertisers cut budgets. National automotive spending, the number-one spot advertising category, fell 11% from \$644.6 million to \$572.3 million.

The category picture was slightly better for the networks compared to spot possibly because network rate cutting had advertisers shifting budgets. For example, travel and hotel-resort spending on national spot declined 9%, while network spending increased by 63%. —JF

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ROBERT E. BEACHAM, MANAGING DIRECTOR

FOR THE RECORD

As compiled by BROADCASTING from August 26 through August 30 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

- **KFNN(AM) Mesa (Phoenix), AZ (BTC910807EE; 1510 khz; 10 kw-D)**—Seeks transfer of control within CRC Broadcasting Co. for \$50,000. Seller is Sanford Barry Cohen, who also owns KIH(X)(FM) Prescott Valley, AZ. Buyers are Ronald Eric Cohen and Michael Ragins, who have no other broadcast interests. Filed Aug. 7.
- **KFNN(AM) Mesa (Phoenix), AZ (BTC910807EB; 1510 khz; 10 kw-D)**—Seeks transfer of control within CRC Broadcasting Co. Inc. for \$349,000. Sellers are Michael Ragins and Ronald Cohen, who have no other broadcast interests. Buyers are Jay Berman and David Lloyd, who have no other broadcast interests. Filed Aug. 7.
- **KYXZ(AM)-KVQB(FM) Cabot, AR (AM: BAL910809EG; 1350 khz; 2.5 kw; FM: BAPH910809EH; 102.5 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of license and CP from KBOT Inc. to Hall Broadcasting Inc. for \$100,000. Seller is headed by Herbert B. Wittenberg, and has no other broadcast interests. Buyer is headed by Phillip J. Hall, and has no other broadcast interests. Filed Aug. 9.
- **WPSO(AM) New Port Richey, FL (BAL910808EE; 1500 khz; 250 w-D)**—Seeks assignment of license from T G A Communications Inc. to The Hays Group Inc. for \$240,000. Seller is headed by Diana L. Adkins, and has no other broadcast interests. Buyer is headed by Page Peary, and has no other broadcast interests. Filed Aug. 8.
- **WSBB(AM) New Smyrna Beach, FL (BAL910819EA; 1230 khz; 1 kw-U)**—Seeks assignment of license from Broadcasters Inc. to T K Radio Inc. for \$50,000. Seller is headed by A.V. Tidmore, and has no other broadcast interests. Buyer is headed by Brian E. Tolby, and has no other broadcast interests. Filed Aug. 19.
- **WMJE(FM) Clarkesville, GA (BTCH910814HT; 102.9 mhz; 3 kw; ant. 328 ft.)**—Seeks transfer of control from Clara Morris Martin to John Wesley Jacobs III for \$425,000. Seller has interests in co-owned WCHM(AM) Clarkesville, GA. Buyer currently owns 49.1% of WMJE, and is 25% stockholder of WDUN(AM) Gainesville, GA. Filed Aug. 14.
- **WPBE(AM) Conyers, GA (BAL910809EI; 1050 khz; 1 kw-D, 266 w-N)**—Seeks assignment of license from Perimeter Broadcasting Inc. to Tom E. Greene III for \$125,000. Seller is headed by Thomas M. Gough, and has no other broadcast interests. Buyer has interests in KSPK(FM) Walsenburg, CO. Filed Aug. 9.
- **WPFR(FM) Terre Haute, IN (BALH910806GP; 102.7 mhz; 50 kw; ant. 500 ft.)**—Seeks assignment of license from William R. Rice, receiver for Power Rock Broadcasting of Indiana Inc., to Bomar Broadcasting Co.-Lafayette Inc. for \$325,000. Licensee also operates co-owned WYTL(AM) Terre Haute, IN. Seller has no other broadcast interests. Buyer is headed by Anthony Bove Sr., Frank Bove, James C. Marcuccilli, Thomas M. Marcuccilli and WMRI Inc. (80%). Anthony Bove, Frank Bove, James Marcuccilli and Thomas M. Marcuccilli hold 18.59%, 18.68%, 9.43% and 9.4%, respectively, of voting stock of WMRI Inc., licensee of WGOM(AM)-WMRI(FM) Marion, IN, and permittee of WMJC(FM) Bremen, IN, and also has interests in Bomar Broadcasting Co. of Lafayette Inc. licensee of WEZV(FM) Monticello, IN. Filed Aug. 6.
- **WCBZ(FM) Bowling Green, KY (BALH910809HR; 96.7 mhz; 1.7 kw; ant. 426 ft.)**—Seeks assignment of license from Bowling Green Broadcasters Inc. to Target Communications of KY Inc. for \$250,000. Seller is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and licensee of co-owned WLBJ(AM) Bowling Green, KY, and also WWOD(AM) Lynchburg, VA; WCCB(TV) Charleston, WOLO-TV Columbia and WXLY(FM) North Charleston, all South Carolina; KXEL(AM)-KOKZ(FM) Waterloo, IA; WBAK-TV Terre Haute, IN; KILQ(FM) Colorado Springs, CO; WABG-AM-TV Greenwood, MS; WDOD-AM-FM Chattanooga, WKIN(AM)-WZXY(FM) Kingsport and WBBJ-TV Jackson, all Tennessee; WRSP-TV Springfield and WCCU(TV) Urbana, both Illinois; WAKA-TV Selma, AL, and WPET(AM)-WKSI(FM) Greensboro NC. Buyer is headed by Donald Alt, who has interests in licensees of WILK(AM)-WKRZ-FM Wilkes-Barre, WNNK-AM-FM Harrisburg and WFBG(AM)-WFGY(FM) Altoona, all Pennsylvania; KFON(AM)-KKMJ(FM) Rollingwood-Austin, TX; WEZC(FM) Hickory, NC; WODZ(AM)-WRVR-FM Memphis; WWL(AM)-WLMG(FM) New Orleans, and WDCK(FM) Williamsburg, VA. Filed Aug. 9.
- **KNEK-AM-FM Washington, LA (AM: BTC910807EF; 1190 khz; 250 w-D; FM: BTCH910807EG; 104.7 mhz; 3 kw; ant. 328 ft.)**—Seeks transfer of control within licensee Dee Broadcasting for \$1 and other considerations. Seller is David R. Price, who also has interests in WOKJ(AM) Jackson, MS, and recently sold WKPG(AM) Part Gibson, MS. Buyer is James H. Dulaney, and has no other broadcast interests. Filed Aug. 8.
- **WDLE-FM Federalsburg, MD (BALH910805GN; 107.1 mhz; 1.95 kw; ant. 408 ft.)**—Seeks assignment of license from Joseph N. Schaller and Stephen F. Fruin, receivers, to P.M. Broadcast Engineering Inc. for \$170,000. Sellers have no other broadcast interests. Buyer is headed by Michael J. Powell, and has no other broadcast interests. Filed Aug. 5.
- **WJMN-TV Escanaba, MI (BALCT910809KQ; ch. 3; 100 kw-V; 20 kw-A; ant. 1,192 ft.)**—Seeks assignment of license from Midwest Communications Inc. to CBS Inc. for \$195 million (see WCCO[AM]-WLTE[FM]-WCCO-TV Minneapolis, below). Filed Aug. 9.
- **KCCO-TV Alexandria, MN (BALCT910809KN; ch. 7; 316 kw-V; 63.1 kw-A; ant. 1,120 ft.)**—Seeks assignment of license from Midwest Communications Inc. to CBS Inc. for \$195 million (see WCCO[AM]-WLTE[FM]-WCCO-TV Minneapolis, below). Filed Aug. 9.
- **WCCO(AM)-WLTE(FM)-WCCO-TV Minneapo-**
- **ils (AM: BAL910809KK; 830 khz; 50 kw-U; FM: BALH910809KL; 102.9 mhz; 100 kw; ant. 1,300 ft.; TV: BALCT910809KM; ch. 4; 100 kw-V; 10 kw-A; ant. 1,430 ft.)**—Seeks assignment of license from Midwest Communications Inc. to CBS Inc. for \$195 million. Sale includes WJMN-TV Escanaba, MI (see above); KCCO-TV Alexandria (see above) and KCCW-TV Walker, both Minnesota, and WFRV-TV Green Bay, WI (see below). Seller is headed by W.T. Doar Jr., and also operates Midwest Cable & Satellite, which owns Midwest SportsChannel, serving five-state area in Midwest. Buyer is headed by Laurence A. Tisch, and owns and operates WCBS-AM-FM-TV New York; WBBM-AM-FM-TV Chicago; KMOX(AM)-KLOU(FM) St. Louis; KNX(AM)-KODJ(FM)-KCBS-TV Los Angeles; KCBS(AM)-KRQR(FM) San Francisco; WOGL-AM-FM and WCAU-TV Philadelphia; WWJ(AM)-WJOI(FM) Detroit; WODS(FM) Boston; WLTT(FM) Washington; WYNF(FM) Tampa; KTXQ(FM) Fort Worth; KLTR(FM) Houston, and WCIX(TV) Miami. Filed Aug. 9.
- **KSUX(FM) Winnebago (Sioux City, IA), NE (BAPH910807HC; 105.7 mhz; 1.4 kw; ant. 1,568 ft.)**—Seeks assignment of license from Gary L. Violet to Flagship Communications Ltd. for \$450,000. Seller recently sold interest in KSPG(AM)-KBUZ(FM) El Dorado, KS, for \$1.05 million ("Changing Hands," Aug. 5). Violet is also applicant for new FM at Clearwater, KS. Buyer is headed by Spectrum Communications (100% voting stock), John W. Gleeson (100% limited partner) and Robert L. Barron, and is licensee of KSCJ(AM) Sioux City, IA, and recently sold KBCM(FM) Yankton, SD ("Changing Hands," Aug. 19). Filed Aug. 7.
- **WVBS-AM-FM Burgaw, NC (AM: BTC910808ED; 1470 khz; 1 kw-D; FM: BTCH910808GY; 99.9 mhz; 100 kw; ant. 520 ft.)**—Seeks transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications Management Corp.; purpose is to convert non-voting stock of Sillerman-Magee Communications, which owns 80% of Jones Eastern Radio, to voting stock. Conversion will give Sillerman-Magee Communications *de jure* control of Jones Eastern Radio. Assignment includes WYAK-AM-FM Surfside Beach-Garde and WUJM-AM-FM Charleston-Goose Creek, both South Carolina, and WRSF(FM) Columbia, NC (see below). Seller is headed by C.J. Jones. Buyer is headed by Robert F.X. Sillerman, William J. Magee, Howard J. Tytel, Gene W. Schneider, Stanley Cohen and Richard A. Liese, and has interests in Command Communications and Capstar Communications Inc. Capstar is licensee of WIX-AM-FM Nashville. Sillerman owns 100% of Northampton Holding Corp., licensee of WHMP-AM-FM Northampton, MA. Sillerman also owns, along with Tytel, Carl E. Hirsch, Harold Dean Thacker, Gary Chetkof and Richard Anderson, Legacy Broadcasting Partnership II, subsidiary of Legacy Broadcasting Partners Ltd., licensee of WMJI(FM) Cleveland and WYHY(FM) Lebanon, TN. Sillerman, Tytel and Chetkof have interests in Sillerman Assets Ltd., which owns MBC WNEW-AM Corp., general partner of WNEW-AM Partnership, licensee of WNEW(AM) New York. Sillerman, Tytel and Hirsch have interests in Sillerman Representative Ltd., which holds 5.3% of class B non-voting stock of Group W Radio Acquisition Corp., licensee of 10 AM's and seven FM's in major markets. Filed Aug. 8.
- **WRSF(FM) Columbia, NC (BTCH910808HF; 105.7 mhz; 100 kw; ant. 613 ft.)**—Seeks transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications Management Corp. (see WVBS-AM-FM Burgaw, NC, above). Filed Aug. 8.
- **KLVS(AM) Lake Oswego (Portland), OR (BA-**

L910726EC; 1290 khz; 5 kw-U)—Seeks assignment of license from Tamarack Communications Inc. to Donald B. Crawford for \$450,000 ("Changing Hands," July 29). Seller is headed by David Jack, and owns KNTA(AM) Santa Clara, CA. Buyer is headed by Donald B. Crawford, who is majority shareholder of Don-Tron Inc., licensee of KPBC(AM) Garland (Dallas), TX and WYCA(FM) Hammond (Chicago), IN; Kier-Ton Inc., licensee of KBRT(AM) Avalon, CA; Wmuz Radio Inc., licensee of Wmuz(FM) Detroit, and Kimtron Inc., licensee of WDCX(FM) Buffalo, NY. Crawford is also partner of WDJC Radio Co., licensee of WDJC(FM) Birmingham, AL. Filed July 26.

■ **WUJM-AM-FM** Charleston-Goose Creek, SC (AM: BTC910808EC; 1450 khz; 1 kw-U; FM: BTCH910808HE; 94.3 mhz; 6 kw; ant. 479 ft.)—Seeks transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications Management Corp. (see WVBS-AM-FM Burgaw, NC, above). Filed Aug. 8.

■ **WYAK-AM-FM** Surfside Beach-Garde, SC (AM: BTC910808EA; 1270 khz; 5 kw, 500 w-N; FM: BTCH910808GZ; 103.1 mhz; 6 kw; ant. 325 ft.)—Seeks transfer of control from Jones Eastern Radio Inc. to Sillerman-Magee Communications Management Corp. (see WVBS-AM-FM Burgaw, NC, above). Filed Aug. 8.

■ **KBCM(FM)** Yankton, SD (BALH910807HK; 104.1 mhz; 100 kw; ant. 430 ft.)—Seeks assignment of license from Flagship Communications Ltd. to Park Broadcasting of the Midwest Inc. for \$675,000. Seller is headed by Robert Barron, and has interests in KSCJ(AM)-KSUX(FM) Winnebago, NE-Sioux City, IA (see KSUX(FM) Winnebago [Sioux City, IA] NE, above). Buyer is subsidiary of Park Communications, headed by Roy H. Park, which has interest in WBMG(TV) Birmingham, AL; KWLO(AM)-KFMW(FM) Waterloo, IA; KJJO-AM-FM St. Louis Park, MN; WPAT-AM-FM Paterson, NJ; WHEN(AM)-WRHP(FM) Syracuse and WUTR(TV) Utica, both NY; WNCT-AM-FM-TV Greenville, NC;

KWJJ-AM-FM Portland, OR; 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. Filed Aug. 7.

■ **KVXO(FM)** Spokane, WA (BALH910805GO; 103.9 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from Pacific Metrocom Northwest Inc. to Lance International Inc.; assignment is partial settlement by original licensee, Michael Siegal, to Lance International for bankruptcy of station. Seller is headed by Frank Wolff, trustee for station, and has no other broadcast interests. Buyer is headed by A. M. Hochstadt, and has no other broadcast interests. Filed Aug. 5.

■ **WFRV-TV** Green Bay, WI (BALCT910809KP; ch. 5; 93.3 kw-V; 18.6 kw-A; ant. 1,120 ft.)—Seeks assignment of license from Midwest Communications Inc. to CBS Inc. for \$195 million (see WCCO[AM]-WLTE(FM)-WCCO-TV Minneapolis, above). Filed Aug. 9.

Actions

■ **WPGS(AM)** Mims, FL (BAL910710EE; 840 khz; 250 w-D)—Granted assignment of license from Florida Public Radio Inc. to WPGS Inc. for \$100,000. Seller is headed by Randy Henry, and is also licensee of WPIO(FM) Titusville and WEGS(FM) Milton, both Florida; KREJ(FM) Medicine Lodge, KS, and KSKB(FM) Brooklyn, IA. Buyer is headed by Marie M. Doherty, and has no other broadcast interests. Action Aug. 22.

■ **WTXL-TV** Tallahassee, FL (BALCT910705KG; ch. 27; 1,184.7 kw-V; 118.46 kw-A; ant. 1,041 ft.)—Granted assignment of license from Tallahassee 27 Ltd. to E.T. Broadcasting for \$5.35 million ("Changing Hands," July 22). Seller is headed by Joseph D. Tydings, who is chairman of U.S. Media Inc., general partner of licensee of KILX(AM)-KTCL(FM) Fort Collins, CO, and KTRS(FM) Casper, WY. Buyer is headed by F. Tracy Laverty and Elio Betty (each 50%), and has no other broadcast interests. Action Aug. 23.

■ **WSKX(FM)** Hinesville, GA (BALH910701HB; 92.3 mhz; 50 kw; ant. 150 ft.)—Granted assignment of license from Hinesville Broadcasting Corporation to T C B Broadcasting Inc. for \$300,000. Seller is headed by E.L. Kilday, and has no other broadcast interests. Buyer is headed Ray Bilbrey (15%), William E. Clanton (42.5%) and Ralph D. Trapnell (42.5%), and has no other broadcast interests. Action Aug. 19.

■ **KHBC-TV** Hilo, HI (BTCCT910627KM; ch. 2; 2.317 kw-V; 1.37 kw-A; ant. 90 ft.)—Granted transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Action Aug. 27.

■ **KHNL(TV)** Honolulu (BTCCT910627KK; ch. 13; 316 kw-V; 46.8 kw-A; ant. -20 ft.)—Granted transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Action Aug. 27.

■ **KOGG(TV)** Wailuku, HI (BTCCT910627KL; ch. 15; 759 kw-V; 75.9 kw-A; ant. 5,653 ft.)—Granted transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Action Aug. 27.

■ **KUPI-AM-FM** Ammon-Idaho Falls, ID (AM: BAL910710EB; 980 khz; 5 kw-D, 1 kw-N; FM: BALH910710EC; 99.1 mhz; 100 kw; ant. 1,513 ft.)—Granted assignment of license from KUPI Broadcasting Inc. to Ray E. Groth Oil Co. Inc. for \$1.3 million. Seller is headed by George C. Hatch, and has interests in KALL(AM)-KLCY-FM and KUTV(TV), both Salt Lake City; KVEL(AM)-KUIN(FM) Vernal, Utah, and CP for KUSG(TV) St. George, Utah. Buyer is headed by Ray E. Groth (7.026%), Ray Groth Life Estate (7.026%), Michael Groth (21.487%), Terry Groth, (21.847%) Ray A. Groth (21.487%) and Richard Groth (21.487%), and has no other broadcast interests. Action Aug. 22.

■ **KTVB(TV)** Boise, ID (BTCCT910627KJ; ch. 7; 160 kw-V; 26.2 kw-A; ant. 2,645 ft.)—Granted transfer of control from King Broadcasting Company to King Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Action June 27.

■ **WAWK(AM)** Kendallville, IN (BAL910621EA; 1140 khz; 250 w-D)—Granted assignment of license from Fort Wayne Media Ltd. to Northeast Indiana Broadcasting Inc. for \$125,000. Seller is headed by Carl P. Lanci, and has no other broadcast interests. Buyer is headed by Don Moore, and has no other broadcast interests. Action Aug. 1.

■ **KDLA(AM)-KEAZ(FM)** DeRidder, LA (AM: BAL910708EB; 1010 khz; 1 kw-D, 40 w-N; FM: BALH910708EC; 101.7 mhz; 3 kw; ant. 291 ft.)—Granted assignment of license from Century Broadcasting Co. to Carol E. Simmons for \$100,000. Stations are currently dark. Seller is headed by Ralph L. Hooks, and has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 19.

■ **WWFX(FM)** Belfast, ME (BALH910524HK; 104.7 mhz; 10 kw; ant. 1,099 ft.)—Granted assignment of license from Belfast Broadcasting Corp. to Union Financial Services Inc. for no cash consideration; Belfast Broadcasting is in default to bank in amount of \$1 million. Seller is subsidiary of Mitcom Ltd., headed by Bruce J. Mittman, and has no other broadcast interests. Buyer is headed by Frank J. Kugler, Jr., and has no other broadcast interests. Action Aug. 19.

■ **KNOW(AM)** Minneapolis (BAL910709EA; 1330 khz; 5 kw-U)—Granted assignment of license from Minnesota Public Radio Inc. to NRG Twin Cities Ltd. for \$940,000. Seller is headed by William H. Kling, and is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) and KYIY(FM), both Moorhead; KCRB-FM Bemidji; KGAC(FM) and KVRU(FM), both Saint Peter; KLSE(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington-Marshall;

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KNOW(FM) Minneapolis-St. Paul; WIRR(FM) Virginia-Hibbing; WSCD(FM) Duluth; KQMN(FM) and KVVL(FM), both Thief River Falls; KQUH(FM) Duluth; KXLC(FM) La Crescent, and WSCN(FM) Cloquet, all Minnesota. It is also licensee of KLCD(FM) Decorah, IA; WGGL(FM) Houghton, MI; KRSD(FM) Sioux Falls, SD, and KFTN(FM) Sun Valley, ID. Buyer is headed J. Livingston Kosberg and George A. Vandeman, each 50% shareholders of NRG Twin Cities Inc., general partner of NRG Twin Cities Ltd., limited partner in assignee, and has no other broadcast interests. Action Aug. 23.

■ **KTRX(FM) Tarkio, MO (BALH910701HC; 93.5 mhz; 3 kw; ant. 235 ft.)**—Granted assignment of license from Ashdown Broadcasters Inc. to Kanza Inc. for \$20,000. Seller is headed by Jimmy N. McCollum, and has interests in KLMX(AM) Clayton, NM, and KOKO(AM) Warrensburg, MO. Buyer is headed by Michael Carter, and is also licensee of KAOL(AM)-KMZU(FM) Carrollton, MO. Action Aug. 19.

■ **KBMN(AM) Bozeman, MT (BAL910705EA; 1230 khz; 1 kw-U)**—Granted assignment of license from Robert F. and Cathryn L. Pipinich, husband and wife, to Cowdrey Broadcasting Co. for \$105,000. Seller has no other broadcast interests. Buyer is headed by Tracey R. Cowdrey, and has no other broadcast interests. Action Aug. 20.

■ **KYLT(AM)-KZOQ(FM) Missoula, MT (AM: BTC910708ED; 1340 khz; 1 kw-U; FM: BTCH910708EE; 100.1 mhz; 3 kw; ant. -300 ft.)**—Granted transfer of control from Sheri L. Smith to Jeff M. Smith Jr. in stock transfer within licensee for no consideration. Principals have no other broadcast interests. Action Aug. 20.

■ **KCSR(AM) Chadron, NE (BAL910711EC; 610 khz; 1 kw-D, 118 w-N)**—Granted assignment of license from Big Sky Co. to Chadrad Communications Inc. for \$150,000. Seller is headed by Gregg Jones, Alan Kath and Donald J. Pilkington (trustee for Delouis M. Kath Trust). Jones and Pilkington have interests in KWIV(AM) Douglas and KASL(AM) Newcastle, both Wyoming. Pilkington and Kath have interests in KGOS(AM)-KERM(FM) Torrington, WY. Pilkington also has interests in KATH-FM Douglas, WY. Buyer is headed by Dennis A. Brown and Kathleen R. Brown (100%), and has no other broadcast interests. Action Aug. 22.

■ **KTNM(AM)-KQAY-FM Tucumcari, NM (AM: BTC910711EA; 1400 khz; 1 kw-U; FM: BTCH910711EB; 92.7 mhz; 3 kw; ant. 64 ft.)**—Granted transfer of control within Quay Broadcasters Inc. for \$157,000. Seller is Charles A. Denney, and has no other broadcast interests. Buyer is John M. Dunn, and has no other broadcast interests. Action Aug. 22.

■ **WRQR(FM) Farmville, NC (BTCH901221GE; 94.3 mhz; 1.95 kw; ant. 407 ft.)**—Dismissed app. of transfer of control from WRQR Inc. to William Matchak for \$10. Seller is headed by Sam E. Floyd, Greg W. Floyd, Ronald E. Stone, Don Kimbell, E. Roy Ruston and J. Guy Ratcliff. Sam Floyd has interests in Beasley Broadcasting Co., ultimate licensee of WFAI(AM) Fayetteville and WKML(FM) Lumberton, both North Carolina; WYNG-FM Evansville, IN; New South Broadcasting, licensee of WASC(AM) Spartanburg, SC; United Communications Inc., licensee of WAAJ(AM) Huntsville, AL; and WSJC Inc., licensee of WSJC(AM) Magee, MS. Buyer is also headed by Matchak (25%), Kyong Ja Matchak (28%), John Park (6%), Kyong Do Park (6%) and Kenneth Park (6%), and has no other broadcast interests. Action Feb. 6.

■ **WGTJ(TV) Greenville, NC (BAPCT880921KE; ch. 38; 5000 kw-A; 500 kw-V; ant. 474.25 ft.)**—Dismissed app. of assignment of license from Community Service Telecasters Inc. to Agape Coastal Television Inc. for \$12,000. Seller is headed by Athene Baldwin Bunn, LaRhe Markham Vestal and Thalius J. Markham, and has no other broadcast interests. Buyer is headed by John W. Gainey III (47.75%), Frederick J. McCune (47.75%), Thalius J. Markham (3.50%) and Larhe Vestal (1.75%). Gainey and McCune each own 49% of Local Television Associates Inc., permittee of WFXX(TV) Morehead City, NC. Action Dec. 28.

■ **WKT(AM) Cortland, OH (BAL910626EA; 830 khz; 1 kw-D)**—Granted assignment of license from Trumbull County Broadcasting Corp. to Miklos, Maria

and Attili Kossanyi for \$160,000. Seller is headed by Patrick H. Engrao and Albert Zippay. Engrao is 20% general partner in pending application for new FM at Hubbard, OH. Peggy Ann Engrao, wife of Patrick, and Zippay are 56% and 20% shareholders of WKT(AM) Mercer, PA. Action Aug. 22.

■ **WWCD(FM) Grove City, OH (BAPH910708HK; 101.1 mhz; 3 kw; ant. 328 ft.)**—Granted assignment of license from Video Service Broadcasting Corp. to Ingleside Radio Inc. for \$2 million. Seller is headed by Arnold Ferolito, and has no other broadcast interests. Buyer is headed by Roger Vaughan, and has no other broadcast interests. Action Aug. 23.

■ **WUCO(AM) Marysville, OH (BAL910708EA; 1270 khz; 500 w-U)**—Granted assignment of license from Mid-America Broadcasting Co., debtor-in-possession, to Monarch Broadcasting Inc. for \$108,940. Seller is represented by Sara J. Daneman, Chapter 7 trustee, and has no other broadcast interests. Buyer is headed by Robert P. Hutchinson (66%) and Donald Gorman (33%), and has no other broadcast interests. Action Aug. 19.

■ **KGW-TV Portland, OR (BTCCT910627KH; ch. 8; 302 kw-V; 60.3 kw-A; ant. 1770 ft.)**—Granted transfer of control from King Broadcasting Company to King

Holding Corp. for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million (see KING-TV Seattle, below). Action Aug. 27.

■ **KCKX(AM) Stayton, OR (BAL901213EA; 1460 khz; 1 kw-D, 15 w-N)**—Granted app. of assignment of license from Communication Arts Inc. to The Concord Group Inc. for \$84,000. Seller is headed by Emmert Eugene and Gail T. Boger, husband and wife, and has no other broadcast interests. Buyer is headed by Clifford A. Zauner (50%) and Virginia A. Zauner (50%), who have same interests in 94 Country Inc., which owns 100% of KWBY(AM) Woodburn, OR. Action Feb. 8.

■ **WCRO(AM) Johnstown, PA (BAL901219EA; 1230 khz; 1 kw-U)**—Granted app. of assignment of license from Tschudy Communications Corp to Eagle Broadcasting Group Inc. for \$80,000. Seller is headed by Earl Judy Jr., Robert S. Janney and Joyce Jenkins. Judy is 51% stockholder of Shenandoah County Broadcasting Corporation, licensee of WSVG(AM) and WSIG(FM) Mount Jackson, VA. Buyer is headed by J. Richard Lee (79%), Dorothy K. Lee and Jane Allison Lee (30%), and has no other broadcast interests. Action Feb. 6.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	10,943	1,539	12,482
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
Total TV	1,482	202	1,684
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
Total LPTV	908	959	1,867
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. ² Penetration percentages are of TV household universe of 92.1 million. ³ Construction permit. ⁴ Instructional TV fixed service. ⁵ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

■ **WBIG(AM) Conway, SC** (BAL901128EA; 1330 khz; 5 kw-D, 500 w-N)—Granted app. of assignment of license from Beasley Broadcasting of SC Inc. to Wesco & Associates Ltd. for \$48,000. Seller is headed by George G. Beasley, Shirley W. Beasley, Bran E. Beasley, William L. Watson and Sam Floyd, and is subsidiary of Beasley Broadcasting Inc., which has interests in 18 FM's, 8 AM's and 1 TV. Floyd has interests in New South Broadcasting Corp., licensee of WASC(AM) Spartanburg, SC; WSJC Inc., licensee of WSJC(AM) Magee, MS, and United Broadcasters Inc., licensee of WAAY(AM) Huntsville, AL. Buyer is headed by Charles W. Cookman and Eleanor R. Belche. Cookman and Belche have interests in WIDU Broadcasting Inc., licensee of WIDU(AM) Fayetteville, NC. Action Feb. 6.

■ **WTZX(AM) Sparta, TN** (BAL910712EA; 860 khz; 1 kw-D, 9.9 w-N)—Granted assignment of license from Radio WTZX to Charles D. Howard for \$115,385. Seller is headed by Patricia S.F. Wilson and Kenneth R.B. Wilson, husband and wife, and has no other broadcast interests. Buyer, Howard, is partner in seller, and has no other broadcast interests. Action Aug. 22.

■ **KBYG(AM) Big Spring, TX** (BAL910701EE; 1400 khz; 1 kw-U)—Granted assignment of license from Drew Ballard to Mel Zane Gilbert for \$199,560. Seller heads Ballard Broadcasting of Oklahoma Inc., licensee of KEOR(AM)-KHKC-FM Atoka, OK, and permittee of KTSH(FM) Tishomingo, OK. Ballard also holds 40% of stock of licensee of KRGT(FM) Hutto and KLFB(AM) Lubbock, both Texas; he has agreed to exchange stock in KRFT for stock of KLFB. Buyer has no other broadcast interests. Action Aug. 13.

■ **KAML(AM) Kenedy-Karnes City, TX** (BAL910712EC; 990 khz; 250w-D)—Granted assignment of license from The Nine-Ninety Co. to Dorisann L. Eckols for \$110,000. Seller is headed by Dayton Smith, and has no other broadcast interests. Buyer has

no other broadcast interests. Action Aug. 26.

■ **KKTX-AM-FM Kilgore, TX** (AM: BTC901224EB; 1240 khz; 1 kw-U; FM: BTCH901224EE; 96.1 mhz; 32 kw; ant. 620 ft.)—Granted transfer of control within Noalmark Broadcasting Corp. for \$1.007 million, which includes \$260,000 cash for stock. Sixty-six percent of total outstanding stock is to be transferred to Noalmark Broadcasting and reissued to William C. Nolan Jr. and Edwin B. Alderson Jr., who will then own 65% and 35% of stock, respectively; includes KELD(AM)-KAYZ(FM) El Dorado and KKIX(FM) Fayetteville, both Arkansas, and KYKK(AM)-KZOR(FM) Hobbs, NM ("For the Record [Actions]," Feb. 25). Transferees are William C. Nolan, Theodosia M. Nolan, Charles M. Nolan, Robert C. Nolan, Theodosia N. Roddy and Russell Marks. Transferees are William C. Nolan Jr. and Edwin B. Alderson Jr. Action Feb. 7.

■ **KPET(AM) Lamesa, TX** (BAL910603EA; 690 khz; 250 w-U)—Granted assignment of license from West Texas Broadcasting Co. Inc. to KPET Inc. for \$212,000. Seller is headed by J. Morgan and Charles W. Dowdy, son and father, and Richard J. Smith, and have interests in KNWA(FM) Belfonte, KCWD(FM) Harrison and KPFM(FM) Mountain Home, all Arkansas. J. Morgan and Charles Dowdy also have interests in WSUH(AM)-WWMS(FM) Oxford, WRUA(AM) Gulfport and WRPM(AM)-WZKX(FM) Poplarville, all Mississippi, and WMLT(AM)-WQZY(FM) Dublin, GA. Charles Dowdy also has interests in WMCB(FM) Milan, GA. Buyer is headed by William F. Gerber, George D. Norman and Robert F. Brown, and has no other broadcast interests. Action Aug. 23.

■ **WFAD(AM) Middlebury, VT** (BAL901221EA; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Straus Communications In The Champlain Valley Inc. to Pro-Radio Inc. for \$75,000. Seller is headed by R. Peter Straus, Jeanne H. Straus, father and daughter, and Errol C. Hanson. R. Peter Straus is

president and sole shareholder of Straus Communications in New York Inc., licensee of WELV(AM)-WWWK(FM) Ellenville, NY. Straus, Jeanne Straus and Hanson have interests in WFTR-AM-FM Front Royal, VA. Buyer is headed by Mark T. Brady (50%) and Mary T. Brady (50%), and is licensee of WMNM(FM) Port Henry, NY. Action Feb. 6.

■ **WLPM(AM) Suffolk, VA** (BAL901217EB; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Suffolk Broadcasting Corp to Johnson Media Inc. for \$345,000. Seller is headed by James F. Russell, Robin Speer Engel, Hubert H. Young and Christine B. Young, husband and wife, and has no other broadcast interests. Buyer is headed by James W. Johnson Jr., who is 10% shareholder of Johnson Communications Inc., licensee of WDAO(AM) Dayton, OH. Action Feb. 12.

■ **KING-TV Seattle, WA** (BTCCT910627KG; ch. 5; 100 kw-V; 15.1 kw-A; ant. 820 ft.)—Seeks assignment of license from King Broadcasting Company to King Holding Corp. (owned 50% each by Providence Journal Co. and Kelso Partners IV) for \$355 million plus other undisclosed consideration; actual price estimated to exceed \$400 million. Purchase includes KGW-TV Portland, OR; KREM-TV Spokane, WA; KTVB(TV) Boise, ID, and KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii (see above). Seller is headed by Priscilla Bullitt Collins and Dorothy Stinson Bullitt, sisters, and sold KING-AM-FM Seattle ("Changing Hands," July 15). King Broadcasting is also selling KGW(AM)-KINK(FM) Portland, OR, and KSFO(AM)-KYA(FM) San Francisco. Buyer is headed by Frank T. Nickell, Trygve E. Myhren and Jack C. Clifford. Providence Journal Co. operates, through various subsidiaries, WCNC-TV Charlotte, NC; WHAS-TV Louisville, KY; KGSW-TV Albuquerque, NM, and KMSB-TV Tucson, AZ. Action Aug. 27.

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CLASSIFIED

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

RADIO

HELP WANTED MANAGEMENT

General manager needed for fast-growing, medium market FM in the Northeast. Must have sales, programing and promotion experience and be able to lead sales staff by example. Emphasis on community involvement. Excellent opportunity, excellent compensation. Send resume with performance and income history. Completely confidential. Box P-12. EOE.

Working salesmanager for Northern California regional combo: We require an aggressive, idea person to direct local & regional sales efforts. If you've been trained by a pro and believe in yourself.. Send resume to: KARZ/KHTE Manager, PO Box 492890, Redding, CA 96049. EOE.

Florida medium market needs general sales manager. Beautiful market. Excellent opportunity. Successful applicant must lead by example. EOE. Box P-2.

HELP WANTED SALES

WRUF AM/FM seeks success motivated sales people. Sell the highest billing stations in the market and live the Florida lifestyle. Send cover letter telling why you should be selected and resume to: GSM, WRUF AM/FM, PO Box 14444, Gainesville, FL 32604. No phone calls. EOE.

KPEX seeks experienced Acct. Exec. to sell TV & radio airtime in beautiful San Francisco. 415-526-2974.

Top performer wanted: Sunbelt, southwestern college town, fantastic four-season lifestyle in the sun. Dominant, class C FM Adult Contemporary leader has an immediate opening and list available now for a very, very good small/medium market radio account executive. If you're a hard-working, proven top performer and are ready to relocate to our beautiful college town to earn more and learn more, reply in confidence today. KMGH Radio, Kenas Guarino, Sales Manager, PO Box 3421, Flagstaff, AZ 86003, 602-526-5765. Immediate reply to all inquiries. Equal opportunity employer.

Sales/marketing rep: National radio research and program consulting firm seeks energetic, bright, aggressive, self-motivated rep with strong telemarketing and written proposal skills. Work from home. Enormous growth potential. Lucrative compensation. Send resume to Box P-14. EOE.

WDRM Country 102-FM seeks unique individual for sales position. If you enjoy public contact and serving the customer, we want to hear from you. Send resume and letter of application to: Sales Manager, WDRM, Box 789, Decatur, AL 35602. WDRM is an equal opportunity employer and encourages response from qualified minority and female applicants.

HELP WANTED ANNOUNCERS

KSSN 96 FM in Little Rock, Arkansas is looking for outstanding individual for evening announcer/music director. Minimum of 2 years on-air experience. Country music knowledge, public appearance experience, computer knowledge required. EOE. Send tape and resume to: Don Moore, KSSN 96 FM, PO Box #96, Little Rock, AR 72203.

HELP WANTED NEWS

"Free skiing" New England Ski Areas Council needs two full-time seasonal broadcasters for ski reporting network. Must be prepared to ski 30-100 days/season. Heavy deadline pressure; no rookies. Mature writer willing to learn necessary style. Good salary, paid vacation, all skiing paid for. Send T&R to: NESAC, 10 Cox Rd., Woodstock, VT 05091. Telephone 802-457-3123. EOE.

Experienced local news person needed immediately; could evolve into morning sidekick role with our established, top rated morning man. Some production and on-air board shifts are necessary as a part of the job. Sunbelt, southwestern college town, fantastic four-season lifestyle in the sun. Dominant, class C FM Adult Contemporary leader; attractive small/medium market in the mountains of northern Arizona. KMGH Radio, Paul Lancaster, Program Director, PO Box 3421, Flagstaff, AZ 86004. 602-526-5765. Equal opportunity employer.

WSSU Statehouse producer/reporter: WSSU-FM, 50,000 watt NPR public radio station in Springfield, Illinois, seeking statehouse producer/reporter. Produce reports and programs about Illinois government and politics for WSSU and state radio network. Required: Two years radio news experience, six months devoted to covering government/politics, bachelor's degree. Send cover letter, resume, non-returnable audition tape and three references to: Chair, Search Committee, WSSU Statehouse Producer/Reporter, WSSU-FM, Sangamon State University, Springfield, IL 62794-9243. SSU is an EEO, affirmative action employer. Women, minorities and persons with disabilities encouraged to apply. Application review begins October first. Questions 217-786-6516.

Sports talk show host/PBP, must have radio experience. Send resume only to Box P-15. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Director information services. Create, manage, and implement advertising, marketing, on-air promotions, sales promotion, public relations, sports promotion, and special events. Skills in budgeting, writing, and conceptual advertising required. Resumes to: Jane Riley, Dept. B, KCBS Radio, One Embarcadero Cir., 32nd Floor, San Francisco, CA 94111. An equal opportunity employer.

Group operator seeks corporate research director. Must be fully qualified with demonstrated experience. EOE. Resume to Box P-16.

SITUATIONS WANTED MANAGEMENT

Self motivated, successful GSM. CRMC, San Francisco based. Seeks new opportunity Twenty solid years, great track record including experience with network station, news, talk, sports, music, AM/FM, consulting. New business development and event marketing expert. Unique ability hiring, training, motivating sales talent. Wrote the "book" in the West for category selling, NAB/RAB convention speaker. Prior owner/operator. Let's talk. Call Jack at 415-456-9722.

Profit opportunity. GSM, large Southern market FM, looking for equity possibilities. Seller assisted buy in-buy out or similar deal. Strong management background—strongest in sales and sales management. Need help with a problem property? Considering a sale? Tired of the hassle? Let's talk. Market size secondary. Box P-3.

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.

GM, sales pro, promotions, programing expert, people skills, profit motivated, bottom-line oriented, start-up or turnaround welcome, available immediately. Reply to Box N-45.

Ownership objective: Prefer Southern New England. Will make immediate investment, work with you, then finalize the arrangement upon your retirement. 508-588-7600.

The complete package. 14 year vet. management, sales, promotion, available now! Will relocate, all areas. Call Tom 413-773-8836

Right-hand man?: 16 years as OM, CE, DJ, news, could sell. Hard worker for right advancement potential. Let's talk. Reply to Box P-18.

25 years broadcast experience, in AM-FM-TV operations, management, sales and engineering. Currently working with six independent stations. Want to consolidate energies with one company. Willing to relocate and travel. Reply to Box P-17.

Music licensing problems? Fees too high? Too much redtape? 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.

Owners, GM's, GSM's; Jeff Arthur Productions just wrote over one million dollars in new advertising revenue in Texas, Florida, Louisiana, North Carolina and South Carolina for stations just like yours. This proven results program works! Guaranteed! Please call collect - 813-573-5277.

SITUATIONS WANTED TECHNICAL

Top 100 markets only, looking for chief's position. You will get high intensity routine audio and transmitter maintenance. If I cannot do excellent maintenance nobody can. Experienced all phases—high power AM directional and high power FM, plus super audio, 20 year veteran. Reply Box P-5.

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. 813-849-3477.

Quality/cost-conscious, experienced engineer seeks stable long-term growth opportunity. AM/FM including high power & directional. Also capable in operations, production, and on-air. Major references. Reply to Box P-19.

**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. 813-849-3477.

Multi-talented voice guy (100+ voices) 12 years experience in freelance, radio, radio sales management. Presently employed. Tired of working for uncaring number crunchers at radio stations. Wonderful sense of humor. Desires unique/significant opportunity in A/V communications business. My references speak loudly. Reply to Box N-15

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info Susan Berkley, 1-800-333-8108.

Expanding radio broadcaster. Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S Milledge Ave., Athens, GA 30605.

Don't go dark. Call me. I want to save your station then buy it. All offers... Call Herb Rossin 702-361-5060.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: KGSW-TV, New Mexico's #1 Fox affiliate independent, has an opportunity for a creative, people motivator with strong communication skills. Position requires supervision of local, regional and national sales effort and staff. Heavy emphasis on local sales. Excellent opportunity for a positive leader with strong management and market research skills. KGSW-TV is group owned by the Providence Journal Company and located in a great place to live. Good salary, incentive package and benefits. Replies will be completely confidential. Submit resume salary history with cover letter outlining experience to Erick Steffens, President and General Manager, KGSW-TV, PO Box 25200, Albuquerque, NM 87125. EOE, M/F.

HELP WANTED SALES

TV/radio Southeast sales position Immediate opening with broadcasting's oldest media merchandising sales promotion firm (38 years). TV radio sales experience required. Full-time travel (Mon-Fri.) Draw against generous commission. Resume and recent picture to John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE

Local account executive: WEVV-TV Fox 44, Evansville, IN is looking for Mid-Western, experienced account executives. New business development skills, sales promotion knowledge a must. Send resume and salary history to Andy Dix, WEVV-TV, 44 Main Street, Evansville, IN 47708. EOE

Acct. Exec needed for San Francisco firm. Must be articulate service oriented closer w/mac skills to sell TV & radio airtime to direct marketers. 415-526-4022. EOE.

Account executive: At least two years experience in broadcast sales. Consideration given to transferable media experience. Must be able to persuasively communicate both orally and in writing, demonstrate ability and commitment to a sales career. Respond in writing only: Gil Fitts, Local Sales Manager, WTVD-11, PO Box 1950, Raleigh, NC 27602. EOE.

Account executive: Join the fastest growing broadcast group in America. Atry Communications Star 64 television in Cincinnati is seeking a motivated individual with media sales, or agency experience. Responsible for developing and maintaining advertisers on an ongoing basis. Good organization, communication, and written skills necessary. Must have dependable transportation. Please send resume to Local Sales Manager, 5177 Fishwick Drive, Cincinnati, OH 45216. EOE.

HELP WANTED TECHNICAL

Honolulu, Hawaii engineering manager needed for leading network affiliate. Successful candidate will lead the planning, installation and maintenance group no operations. Bachelor's degree or equivalent experience required. Send letter with resume to T Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln RI 02865. 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 12 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

News editor: Creative fast editor needed to work full-time at top 25 network affiliate. Minimum 2 years experience editing news. Please send tape and resume to: Tim Ciune, Chief Photographer, WTNH-TV, 8 Elm Street, New Haven CT 06510. No calls. EOE

TV news anchor/producer to complement female co-anchor at 10 p.m. Previous commercial anchor, reporter, producer experience a must. Writing producing anchor skills must be polished. Non-returnable tape and resume to Ralph Bristol, News Director, WGEM-TV, PO Box 80, Quincy IL 62301. No phone calls. EOE M/F.

Video wiz: Do you love movies and independent television? Are you a creative writer and editing wizard? Then come work at WNUV, Baltimore's #1 rated independent. Send tape and resume WNUV-TV, 3001 Druid Park Drive, Baltimore MD 21215. An ABBY Communications station, America's fastest growing television group. No phone calls. EOE M/F

Producer: For Emmy winning newscast at WCNC-TV, the NBC affiliate in Charlotte, NC, which is also the home of the new NBC News Channel. We seek a strong writer who is competitive, creative and not a mechanic. Live and SNG savvy is critical. Our requirements include at least five years producing experience and a college degree. If you meet these requirements, send references and a non-returnable tape showing your creative capabilities to Ken Middleton, News Director, WCNC-TV, PO Box 18665, Charlotte, NC 28218. EOE M/F.

Weekend/morning meteorologist: ABC affiliate in Lafayette, LA seeks weathercaster with at least one year experience. AMS certification is preferred. Position also requires some feature and live reporting. Send non-returnable tapes and resumes to News Director, KATC-TV, PO Box 93133, Lafayette, LA 70509. EOE.

KAPP TV has an opening for a versatile meteorologist to do weather for KAPP and satellite station KVEW TV. We are a major agricultural area and fast accurate weather is critical to our viewers and our economy. Applicant must be personable and friendly, but a fact based communicator, and a newsroom team player. Applicant should be familiar with WSI data and Liveline III. Some environmental reporting. Send tape and resume to: Dave Etti, KAPP TV, 1610 S. 24th Avenue, Yakima, WA 98902. Applications accepted through September 20, 1991. EOE

News producer: Need qualified individual for daybreak hour-long newscast. Ability to write and organize; minimum one years experience preferable. Resume to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE M/F.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Production manager: 3-5 years management experience preferred, strong directing background, knowledge of latest production techniques and digital equipment, good people skills and a team player. Send your resume to Carolyn Simmons, c/o WDSU-TV, 520 Royal Street, New Orleans, LA 70130. EOE

Director/producer: Minimum 4 years professional experience in TV documentary, industrial productions. Proposal writing experience necessary. Excellent growth opportunities. Willing to relocate to sunny Florida. Send resume and salary expectations to: Promosystems, Inc., 1211-A Hamlet Avenue, Clearwater, FL 34616. EOE

Graphic designer: WTVT, the #1 news station in Tampa, FL is looking for a highly motivated, experienced paintbox artist. Responsible for most daily news and promotion graphics. Must be able to work well under pressure and deadlines. Quantel Paintbox experience preferred. Other TV experience helpful. Send tape and resume to: Arlie Scheff, Director of Creative Services, WTVT, 3213 W. Kennedy Blvd., Tampa, FL 33609. EOE.

Creative services manager. Aggressive growing Fox affiliate needs dynamic, energetic, organized and creative person. Market covers five states and is a marketing challenge. Big Kids Club, live sports productions, News in 92, and great programming are there for the right person! Fax resume and send tape (no calls) to Steven Engles, KBSI-TV, 806 Enterprise, Cape Girardeau, MO 63701. Fax 314-334-1208. EOE

TV producer/videographer: Must have solid working knowledge of field and post production video equipment and a creative flair. Minimum 2 years experience. Send resume, tape, and salary history to: John Todd, Creative Services Director, WLFL-TV, 1205 Front Street, Raleigh, NC 27609. For tape return, include self-addressed envelope with correct postage. A TVX Paramount Station. EOE

Production manager: Fast-paced, growing Southeast teleproduction company seeks motivated, well-organized professional to manage high-end field, studio and post operations. Substantial personnel management, facilities scheduling, technical background, and client services experience required. Must have hands-on skills and be budget oriented. A challenging, creative position with a demanding work schedule. Send resume, salary needs, references to: Box P-10. EOE.

Creative services producer: Competitive and creative writer, thinker, editor, producer for one of the Southeast's most competitive markets. Love news promotion... But also able to handle unique programing opportunities. Three solid years experience in comparable market a must... Film knowledge helpful. Send tape and resume. No phone calls please. EOE. Creative Services Director, WTVD, 411 Liberty Street, Durham, NC 27701.

Assist. producer, L.I.C., NY: Assist, confer w/producer during filming of Korean television, newscasts, commercials, documentary, religion program. Schedule filming. 40hrs. Must speak Korean. \$40,000/yr. M.A. Cinema Theory of Film or Telecom. or Broadcast. Resume in dupl. to CJ 110 Rm 501, One Main Street, Brooklyn, NY 11201. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced sales manager: Local, regional, and national sales management/rep experience. Enthusiasm abounds, strong leader, personally motivated, high achiever, assertive, creative, with proven sales and sales management track record. Well disciplined, effective sales trainer. A good communicator, who also possesses excellent people skills. If you can appreciate and reward the above, please reply to Box P-11.

Experienced general manager turn-around specialist with total winning track record 817-465-1540. Please leave message. I will return your call

SITUATIONS WANTED TECHNICAL

Experienced chief engineer: Looking for small or medium market in Southeast or Northeast UHF/VHF transmitters. 1/2", 3/4" maintenance, live trucks, supervisory experience, construction, capital planning, budgeting, computers. Call Jim, 718-472-7244

SITUATIONS WANTED NEWS

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

Seeing the U.S.A. in my Chevrolet while searching for the beef (a job) How about taking a look at this senior reporter, former weekend weather anchor and all around boy wonder. Appearing soon at a town near you. For more info contact me through my friend Rich Davis at voice mail 1-800-777-4417 code 6003. Leave a message for Tim Hartman. Authoritative, audacious available.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

A major production resource: Lighting, HMI's inc. Pars, Dollies, Grip gear, generator...L.D. 25 years experience to go in house. Marty 305-434-2606.

Don't go dark. Call me. I want to save your station then buy it. All offers.. Call Herb Rossin 702-361-5060.

MISCELLANEOUS

anchors and reporters. Do you have what it takes to get ahead in TV news? It's never been more difficult. You and your work must stand out. Former news directors Randy Covington and Peter Maroney can help with tape critiques and career guidance. For straight talk and honest advice that can help you take the next big step in your career, call New Day Communications 215-552-8975

Free employment referral! Television, radio, corporate communications. All fields/levels/regions. No placement fees or contractual obligations. Broadcasting's biggest and most diversified job listings service! Now in our 7th year. Media Marketing/THE HOT SHEET. PO Box 1476--PD. Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Faculty positions: Communication generalist, print journalist. Jacksonville State University and the Department of Communication are pleased to announce two (2) Ayers Professor positions for Fall 1992, supported in part by the communication endowment. One position is for a print journalist; the other is for a communication generalist. These are full-time tenure-track positions. Applicants must have established reputations in academia, including a Ph.D. in a field appropriate to the position. Appropriate professional media experience highly desirable. Must be an effective teacher experienced in service and scholarly activity. Must be able to participate in Writing Across the Curriculum, curriculum development in journalism/public relations/broadcast news/broadcasting and electronic media, and the accreditation process. The Department of Communication is located in modern Self Hall, which houses two TV studios and post-production facilities, two audio production studios, an FM radio station and production facilities for the student newspaper and yearbook. The department has approximately 250 majors in communications (broadcasting and electronic media), a new minor in journalism, and is exploring the possibility of developing majors or sequences in journalism, public relations and broadcast news. Rank and salary open. Send nomination or letter of application and resume to: Personnel Services, Jacksonville State University, Jacksonville, AL 36265. Deadline for applications, October 28, 1991, or until suitable candidates are selected. EEO/AA employer.

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

SITUATION WANTED MANAGEMENT

Tired of high legal bills? Experienced Washington communications attorney, formerly in-house with major group broadcaster, seeks to return to in-house legal or government relations position. Reply to Box P-20

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.

Need personnel for television, radio or cable? Call Bill Elliott's "PERSONNEL HOTLINE" 813-849-3477. A free service to employers 24 hours a day! Fulltime and temporary personnel available. All positions Executive to entry level.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, Eckhart Special Productions

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Inturbide Street, Laredo, TX 78040. 1-800-637-8490.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom 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.

AM transmitters: Cont. 314R1, 1KW (1986), Harris BC1H1, 1KW (1974), CCA 2500, 2.5KW (1982), McMartin BA5K, 5KW (1976), CCA AM5000D, 5KW (1972), RCA BTA 5L, 5KW (1977), Harris BC10H, 10KW (1972), RCA BTA 10U, 10KW (1972), CCA AM 5000D, 50KW (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), Collins 830F1, 10KW (1972), 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.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design, Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog to order, call Carpel Video Inc., toll free, 800-238-4300.

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

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

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

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

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.

Used television production equipment: List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. —Celebrating 10 years of excellence 918-252-3600.

Microwave vans: Two 1982 professionally built, each has 42 ft. mast, 6.5Kw. generator, roof deck, jacks and more. \$7,000 and \$10,000 respectively. Paul at 703-818-8666.

Used SCA tuners, many less than five years old All working when accounts were converted to 950 MHz system If interested call Ken Cross, Osborn Sound and Communications, Atlanta, GA 404-875-5544

TELEVISION

Help Wanted Programing
Promotion & Others

CREATIVE SERVICES WRITER/PRODUCER

Looking for promotion pro with 3-5 years TV promo or advertising experience and exceptional talent. Must have strong concept and execution skills in all levels of film, video, radio and print production. Beta editing skills a plus, ability to meet deadlines and attention to detail a must. If you have what it takes to do breakthrough work in a strong creative environment, send us a tape and resume. No phone calls please.

Steve Miller
Audience Promotion Manager
WBZ-TV
1170 Soldiers Field Road
Boston, MA 02134

Group W Television is an equal opportunity employer.

Help Wanted Management

DIRECTOR OF LEGAL AFFAIRS

Thirteen/WNET is seeking an experienced entertainment lawyer to head our legal affairs department for the program service. Min. 5 yrs. exp. in entertainment law specializing in TV program acquisition and production incl. int'l co-productions & licensing, domestic distribution, home video and theatrical film req. Send resume incl. sal. history to:

Human Resources Dept.
Thirteen/WNET
356 West 58 Street
N.Y. N.Y. 10019
EOE

VICE PRESIDENT OF CORPORATE AFFAIRS

Newly created position for a superior communicator responsible for strategic planning and new business development. Assist the President/CEO in developing proposals and business plans with syndicators and international broadcasters. Responsible for corporate communications and governmental affairs.

A bachelors degree and a minimum of 5 years of senior management experience in television is required. Public broadcasting experience is preferred. Demonstrated success in strategic planning and corporate communications is essential.

Competitive salary and excellent State benefit package.

Send resume by September 23, 1991 to:

Asst Dir. of Human Resources
Maryland Public Television
11767 Owings Mills Blvd.
Owings Mills, MD 21117
MPT is an AA/EEO Employer

Help Wanted Technical

SR. TELEVISION ENGINEER

Northrop B-2 Division, one of Southern California's most technically advanced corporations, now has an excellent opportunity for a broadcast maintenance engineer at our industrial television facility.

You will be responsible for repair and maintenance to component level of all television and associated support equipment, with a special emphasis on Sony VTRs and camcorders. Some travel required. Must be a team player with experience in all phases of television systems, especially video teleconferencing. A minimum 5 years broadcast experience with FCC general license or SBE senior television certificate desired. Southern California resident preferred.

We offer a competitive salary and an outstanding benefits package. For immediate consideration, please forward your resume to Nidia Rodriguez, NORTHROP B-2 DIVISION, Dept. 3646, P.O. Box 1138, Pico Rivera, CA 90660-9977. EOE M/F/H/V. U.S. CITIZENSHIP REQUIRED.

*People Making Advanced
Technology Work*

NORTHROP

B-2 Division

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 Technical Continued

Maintenance Engineer

WWOR-TV, a leading television station with studios in SECAUCUS, NJ, has an immediate opening for a Maintenance Engineer.

The qualified candidate must have a minimum of 2 years appropriate technical education and 3 years maintenance experience in a major market TV station. Experience should include a solid background in digital electronics and proficiency in the component level maintenance of audio/video distribution systems, switchers, studio and ENG type cameras and videotape equipment. Knowledge of CMX type editing systems and computer controlled master control systems desirable. FCC General Class License preferred.

Please submit resume to: **Human Resources Department-BC#32, WWOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07096.** Equal Opportunity Employer M/F/H/V.



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For Sale Stations Continued

**AUCTION—RADIO STATION
WGTV-FM 100.9/WGTV-AM 1400
Georgetown, South Carolina
THURSDAY, SEPTEMBER 26, 1991
AT 12:00 NOON**

Location of Auction: Days Inn Hotel, 210 Church Street, Georgetown, SC.
Includes: Real property, certain F.C.C. broadcasting license rights, transmitter and studio equipment, furniture, trade fixtures, accounts receivable, logs, records, all as an entirety.
Financing: May be available to credit-worthy bidders on favorable terms from Allied Financial Services Corporation. Finance arrangements must be completed at least 7 days before auction.
Inspection: September 26, 1991 from 9:00 to 11:00 a.m. at studio and tower sites.
Brokers: Participation welcomed. 2% commission for bidders registered by a Broker.
For Further Information and Terms of Sale Contact:
**Allied Financial Services Corporation
Keith Phox or Pamela Hickory
(202) 331-1112**

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Saturday, September 14, 1991 at 10:00am.
Trustee William K. Rogers will sell at public
auction to the highest qualified bidder the
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Terms: 10% cash day of sale, balance due at
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Don't miss the opportunity to acquire this powerful
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**William K. Rogers, Trustee,
at (615) 245-4777.**

**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 (information only).

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

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

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

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

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

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

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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

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

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

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**American Heart
Association**



FATES & FORTUNES

MEDIA

Harvey Cary Dzodin, VP, commercial clearance, broadcast standards and practices, East Coast, Capital Cities/ABC Inc., New York, named VP, commercial standards. Brett A. White, VP, broadcast standards and practices, West Coast, Capital Cities/ABC Inc., Century City, Calif., named VP, program standards.

Arthur R. Sando, VP, marketing and communications, Communications Satellite Corp. (Comsat), Washington, named VP, corporate affairs, succeeding Richard L. McGraw (see "Satellite Footprints," page 49).



Sando



Demps

Bruce B. Demps, general sales manager, WHJX(FM) Brunswick, Ga. (Jacksonville, Fla.), named VP-GM.

Steve Mauldin, VP-GM, KHTV(TV) Houston, joins WTSP-TV Tampa-St. Petersburg, Fla., in same capacity.

SALES AND MARKETING

Larry Maloney, operator of own sales management consulting company, Ginsberg & Associates, Washington, joins Katz Independent Television, New York, as VP, sales manager, swords sales team.

Linda Lightfoot, sales coordinator, Arts & Entertainment Network, Chicago, named sales planner, advertising sales department.

Elizabeth E. Knehans, account manager, D'Arcy Masius Benton & Bowles, St. Louis, named account director.

Robert Bernstein, media planner, DDB Needham, Chicago, named media supervisor.

Warren Zeller, GM, Cabletime, joins En-

core, Denver, as VP, marketing. Jillaina Harbaugh, director, affiliate services, Pro Am Sports System, joins Encore, Denver, as director of affiliate marketing.

Philip A. Harding, former executive, CBS Inc., joins Myers Marketing & Research, Parsippany, N.J., as senior VP.

Kevin McCann, VP, sales manager, lancers/sabers team, Katz Independent Television, Los Angeles, named VP, sales manager, gold team, Katz Continental Television, there.

Mark Higgins, local sales manager, WTVT(TV) Tampa, Fla. (St. Petersburg), named general sales manager.

Bonnie Pool, VP, account supervisor, BBDO, Chicago, named VP, management supervisor. Catherine Bernard, senior account executive, BBDO, Chicago, named account supervisor.

JoEll Allen, from KYKY(FM) St. Louis, rejoins WMBD(AM)-WKZW(FM) Peoria, Ill., as local sales manager.

Patricia Garvin, recent graduate, University of Wisconsin (Madison), joins WDIO-TV Duluth, Minn., as account executive.

Appointments at Seltel Inc., New York: Michael Morovich, account executive, Katz Communications, named account executive, white sales team; Jay C. Rosenthal, formerly from Petry, MMT, Blair and Group W, named sales manager, rangers team, and Richard Benincasa, senior account executive, named sales manager, red sales team.

Curtis Weingart, intern, retail advertising department, Youngstown Vindicator, joins WKBN-TV Youngstown, Ohio, as marketing research specialist.

PROGRAMING

Hutch Parker, former VP, production, Orion Pictures, joins HBO Pictures, Los Angeles, as VP.

George Franciscovich, counsel/cable, Viacom International Inc., New York, named VP, counsel cable. Christina Riley Baksh, manager, national sales service, Viacom Enterprises, New York, named director, national sales service.

Jill Lopez Danton, associate producer, *Harry and the Hendersons*, MCA-TV, Los Angeles, and Rita Katsotis, production supervisor, The Carsey-Werner Co., named co-producers, *Harry and the Hendersons*.

Stephen A. Unger, partner and executive VP, worldwide entertainment division, Korn/Ferry International, joins Spencer-Stuart and Associates, Los Angeles, as managing director, worldwide entertainment division.

Ken Biller, manager, drama development, CBS Entertainment, joins Fox Broadcasting Co., Beverly Hills, Calif., as director, drama development.

Jesse Poimboeuf, supervisor, production traffic, Arts & Entertainment Network, New York, named manager, production traffic. Margaret D. Reilly, associate director, legal and business affairs, A&E, New York, named director, legal and business affairs.

Appointments at Discovery Communications Inc., Bethesda, Md.: Jan Craig Singer, VP, program services, Discovery, named to same capacity, The Learning Channel; Richard Freedman, senior manager, affiliate sales and relations, Discov-

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ery, San Francisco, named regional director, affiliate sales and relations, North Central region, Chicago; Lisa Lundberg, from affiliate sales and relations department, Discovery, named Eastern division coordinator; Frank Pietronigro, from affiliate sales and relations department, Discovery, San Francisco, named Western division coordinator, Los Angeles; Angela Von Ruden, account executive, affiliate sales and relations, Discovery, San Francisco, named Western division coordinator, Los Angeles, and Katie Forsyth, writer/researcher, interactive video division, Discovery, named Eastern division coordinator.

NEWS AND PUBLIC AFFAIRS

Appointments at *Nightline*, ABC News, New York: Beverly Jackson, producer, American Agenda segments, *World News Tonight*, named producer; Deanna Lee, associate producer, named producer, and William Rafferty, researcher, ABC News, Washington, named researcher, *Nightline*, there.

Holly Atkinson, senior VP, programing and medical affairs, Lifetime Healthcare Communications, adds duties as medical correspondent, *Today*, NBC News, New York.



Hegedus

VP, director of video sales.

Dave Pignanelli, host, *Evening Edition*, WMFE-FM Orlando, Fla., adds duties as news director, and Pat Duggins, host, *Evening Edition*, WMFE, adds duties as senior producer.

Appointments at WDAF-TV Kansas City, Mo.: Tim Geraghty, 6 p.m. and 11 p.m. producer, WWMT(TV) Kalamazoo, Mich., named 10 p.m. producer; Doug Crary, senior producer, WKRN-TV Nashville, named 5, 6 and 10 p.m. executive producer; Jeff Hardeman, midday producer, named 6 p.m. producer, and Michelle Heslop, from assignment desk, succeeds Hardeman.

Patricia Meusbarger, morning and noon anchor, KSNF(TV) Joplin, Mo., joins KCEN-TV Temple, Tex. (Waco), as 6 p.m. and 10 p.m. anchor and reporter.

Tedd O'Connell, primary anchor and managing editor, WISC-TV Madison, Wis., joins KULR-TV Billings, Mont., as news director and anchor.

OTTENHOFF JOINS PBS

In the latest shuffling of its top executives, the Public Broadcasting Service has named Robert G. Ottenhoff as executive vice president and chief operating officer. Ottenhoff, formerly executive director and general manager of the New Jersey Public Broadcasting Authority, will report directly to PBS President Bruce Christensen.

Ottenhoff replaces Neil Mahrer, who is leaving PBS after 17 years to become executive vice president and chief operating officer of public TV station WETA-TV Washington.

TECHNOLOGY

Joe Castellano, senior editor, Image Mix, New York, joins Broadway Video, New York, as senior editor. Joanne Tolkoff, formerly with Captain Video/1125 Productions, NHK Productions and Nexus Productions, joins Broadway Video Graphics, New York, as graphics producer.

Paul E. Blevins, controller, Channelmatic Inc., Alpine, Calif., supplier of TV automation equipment to cable industry, named VP, finance.

PROMOTION AND PR

Mike Valerio, manager, special projects, NBC-TV, West Coast, Burbank, Calif., named director, special projects and comedy programs, on-air promotion.

Mark E. Cooper, promotion manager, WGBS-TV Philadelphia, named creative services director.

Donna Meyer, on-air promotion manager, WUSA(TV) Washington, named media relations manager.

Anne Lucius, writer and producer, promotion department, WTMJ-TV Milwaukee, named on-air promotion supervisor.

ALLIED FIELDS

Gerard J. Waldron, clerk, Judge J. Dickson Phillips, United States Court of Appeals for Fourth Circuit, joins House Subcommittee on Telecommunications and Finance, U.S. House of Representatives, Washington, as telecommunications senior counsel handling common carrier issues.

Julius Barnathan, senior VP, technology and strategic planning, Capital Cities/ABC Inc., New York, selected as 1991 recipient of Presidential Proclamation Award pre-

sented by Society of Motion Picture and Television Engineers.

George C. Kinzer, deputy counselor, public affairs, U.S. Mission to European Communities, United States Information Agency, Brussels, named deputy director, Office of Public Liaison, U.S.I.A., Washington.

Paul Maurice Berry, secretary general, International Confederation of Music Publishers, Ecully, France, joins American Society of Composers, Authors & Publishers, Lyons, France, as European director.

DEATHS

Joe Bartelme, 61, retired director of news administration, NBC News, died of lung cancer Aug. 31 in White Plains, N.Y. In 1958 Bartelme joined WCCO-TV Minneapolis, where he created news magazine format in expanded broadcast. He left WCCO-TV for KNBC-TV Los Angeles as news director in 1971 and four years later was appointed VP, news, for NBC's five owned stations. He reformatted *Today* show in late 1970's as its executive producer and initiated *Ask NBC News*, Saturday morning insert for children. From 1981 to 1986 Bartelme oversaw NBC domestic news coverage, and directed political coverage for 1988 presidential election until 1989. He retired in January 1991. Survivors include his wife, Margaret; daughter, Nicole; two sons, Tony and Peter; one sister and one brother.

Paul Henry Dudeck, 80, former broadcast engineer and station owner, KQRO-AM-FM Cuero, Tex., died of heart attack there Aug. 28. Dudeck began career as announcer for WMBC(AM) Detroit while attending college. After World War II he had stints at ABC Radio and WKXZ-TV Detroit as engineer, and later at ABC's *Wide World of Sports* as technical director. He moved to Texas in 1968 to work at KXYZ(AM) Houston and retired from ABC in 1975 to begin radio and TV consulting. He and his wife, Mary, purchased KQRO in 1984 and sold it earlier this year. In addition to his wife, survivors include daughter, Josephine; three stepchildren and five grandchildren.

Albert W. Scheer, 57, VP, technical services and chief engineer, WLEX-TV Inc., Lexington, Ky., died Aug. 25 of apparent heart attack there. Scheer joined WLEX-TV in 1969 and was elected VP of corporation in 1974. He is survived by his wife, five children and 15 grandchildren.

Jouko K. Mikkola, 66, retired communications specialist, died Aug. 23 of heart attack in Annapolis, Md. He was employed with Northrop Page company from early 1950's until 1979, and later had stints with Cosmos Engineers and Contel. Mikkola is survived by three sons, Jeffery, Stephen and Paul; two stepdaughters; two sisters and two brothers.

FIFTH ESTATE

ED FRAZIER: THE MAN WHO KEEPS ARRIVING

One suspects the prairie forges a distrust of horizons in home-grown Texans such as Ed Frazier, a suspicion that there are no destinations. Or maybe just a preference for more earth curving out ahead to be explored.

Not that one could examine the rise of the 38-year-old president and chief executive of one of the world's largest sports programming enterprises and conclude that he has not ridden hard toward some lofty goals. "My strong suit," he says, "is looking ahead."

But if, in hindsight, his progress appears meteoric, his methods do not.

Looking ahead in 1987—as newly appointed president of Dallas-based regional cable sports channel Home Sports Entertainment (HSE), and several years before tackling the job of linking 19 regionals—Frazier began to buy international rights to "local" sports.

Two weeks ago Prime Network, the HSE parent company he now leads, launched a sports channel via Asiasat, a satellite capable of carrying Southwest Conference basketball games, as well as Australian Rules Football, to 2.9 billion people across the Near and Far East.

Living big started early in Big Spring, Tex., where he began reading weather and school menu reports before KWAB(TV) cameras and 30,000 viewers at the age of seven. "I had nine brothers and sisters, and our father taught us all a trade," an approach mirroring the senior Frazier's own diverse ventures in agriculture, ranching, oil and gas, and as an on-air agricultural reporter.

By age 16, Ed had moved behind the camera, earning a "first phoner" radio and TV engineering license. Turned down several years later as too young to engineer Dallas stations, he would keep his technological acumen.

In a similar fashion, he would turn to unexpected advantage his love of sports, particularly baseball, a contest of "pitching duels and managerial thinking," and no clock.

At 17, paying his way through business college in Arlington, Tex.—"I knew the focus was the TV business from the start"—Frazier noticed a steady stream of day-care center directors herding their charges into matinees where he ran the



projector. He negotiated distribution rights directly with Hollywood studios, rented film projectors and started what would

become Film Video Communications, creating ad hoc day-care center theaters in five cities.

Newly married in 1974, and with half interest in a two-seater Cessna 150 airplane, he cofounded B&P Aero Club, a leasing and operating company that would grow to seven planes and over 100 pilots.

Those first two ventures "shaped a lot of what I think about how long it takes to start up a business and turn a profit, how to make and lose money. Your batting average improves with experience. But nothing is assured," says the man who keeps arriving.

Ask him whom he admires and why, and Frazier will seem unintentionally to describe himself. Bill Daniels, co-owner of Prime Network, "has no qualms about going his own way. And he's not an instant-gratification guy, unlike the accountants you run into. He's one of the guys who's been willing to make mistakes. You take hits doing that."

Hits like National Subscription Television, an Oak Industries venture in which Frazier put a scrambled UHF signal on the air in Dallas offering Texas Rangers baseball, Dallas Mavericks basketball and Southwest Conference college sports on a pay basis. Like over-the-air pay everywhere, it failed.

But some might say he has batted a thousand since.

In 1983, Warner-Amex recruited him to start up HSE, then pulled out a year later. He flew around the country for 90 days seeking equity. And even after Houston Astros owner John McMullen "rescued us...we peered into the abyss more than once," he recalls.

But by 1987, having secured stability for HSE in Dallas and Houston, Frazier sank regional cable sports wells in Florida, Denver, Indianapolis and Minnesota,

and in home satellite with Satellite Sports Network.

And, since Tele-Communications Inc. and cable pioneer Daniels gave Frazier the Prime Network reins in 1989, he has continued to arrive at new destinations.

He has overseen the development of SpaceCom, Prime's satellite interconnection facility, which he believes has "an 18-month lead on anyone" in flexibility. Prime's think tank, TransMedia Communications, is exploring how fiber and optical memory access may create a "massive pay per view" service. And before the end of 1991, Prime will almost certainly merge with its

competitor, SportsChannel America.

Today Ed Frazier attributes his success to "the development of providence," to "deep convictions" about respecting cohorts and competitors alike and to a willingness "to stand alone. If your convictions are correct," he says, "in the end, everybody will come around." ■

Edward Clarence Frazier

President and chief executive officer, Affiliated Regional Communications (Prime Network), Dallas; b. Jan. 19, 1953, Big Spring, Tex.; BBA, business and marketing, University of Texas at Arlington, 1976; founder and owner, Film Video Communications, Arlington, Tex., 1974-89; founder, B&P Aero Club, Fort Worth, 1974-90; VP, chief operating officer, New West Development, Fort Worth, 1978-80; VP, general manager, National Subscription Television, Fort Worth, 1980-83; founder, VP, general manager, Home Sports Entertainment, Dallas, 1983-87; majority shareholder, CF&H Investments, Arlington, 1984; president, Home Sports Entertainment, 1987-89; present position since 1990; m. Gloria Murff, May 18, 1974; children: Kindel, 13; Erick, 11; Kyle, 11; Stuart, 7.

IN BRIEF

Radio Music Licensing Committee reached agreement with ASCAP on new radio station licenses for period Jan. 1, 1991, to Dec. 31, 1995. Major provisions of agreement include resolution of barter issue; adjustment in rates for blanket license; elimination of network affiliate compensation as deduction, unless station airs 90% or more of network programs in which commercials are fed, and elimination of highest-one-minute-rate formula for all new per-program licenses.

U.S. Court of Appeals in Atlanta ruled Satellite Broadcast Networks (PrimeTime 24) is entitled to same compulsory retransmission license privileges as cable systems under 1976 Copyright Act and, therefore, did not infringe NBC-TV copyright by retransmitting affiliate WXIA-TV Atlanta's signal to home dish market. Reversing 1990 decision of District Court for Northern District of Georgia, court reversed award of \$100,000 statutory damages and \$440,000 attorney fees to have been paid by SBN. Home Satellite

Act of 1990, which gave satellite carriers of distant signals temporary compulsory license, sunsets Dec. 31, 1993. "Delighted" with decision, Ann Kirschner, executive vice president for Primetime 24, said company will enter negotiations with copyright owners later this month "confident that our use of compulsory license is on a sound legal basis." NBC attorney declined comment.

National Hispanic groups filed petitions to deny license renewals for six Washington stations—WRC-TV, WTTG(TV), WJLA-TV, WUSA(TV), WDCA-TV and WETA-TV—because Hispanics are underrepresented in employment. According to petitions (filed jointly by Los Angeles-based National Hispanic Media Coalition, Washington-based National Council of La Raza and D.C. Latino Task Force, and separate petition filed by League of United Latin American Citizens): WRC-TV has two Hispanics on its 210-person staff; WJLA-TV two of 183; WUSA-TV four

of 241; WTTG three of 211, WDCA-TV none of 57 and WETA none of 185. Petitioners claim Washington population is approximately 6% Hispanic so by FCC EEO guidelines, each station should have 3% Hispanic employment. Ester Renteria, national chairman of NHMC, said Washington stations covering last year's Mt. Pleasant riot "did not have reporters who knew the community." She said "television stations are not licensed to make money, they're licensed to serve the public. How can you serve the public if you don't know the community you serve?"

Decision on future of NBC-owned television station sales division is most likely at least one week away, according to sources familiar with situation. Reps said to be on short list include Harrington, Righter and Parsons (HRP), Blair Communications and Katz Communications. Petry Communications is also said to have entered fray, having recently lost stations in Miami and Washington where conflicts with NBC-owned stations existed.

Meredith Corp. is forming partnership with New Heritage Associates to purchase and manage cable systems. Meredith is putting up \$100 million, while NHA, managing partner, will put up \$4 million. NHA partners are former executives of Heritage Communications and include Jim Cownie and Dale Parker. Partnership expects to borrow another \$200 million to \$300 million. Jack Rehm, president of Meredith, group broadcaster and publisher, said "while the increased leverage and amortization of intangibles will impact our earnings per share negatively in the near term, we believe that the long-term investment returns are better than alternative investments in the communications industry and above returns expected by our shareholders."

Top cable MSO's, who have been served by subpoenas from Viacom and Time Warner in recent weeks relating to Viacom's multibillion antitrust suit against HBO, were beginning negotiations to narrow scope of requests last week. MSO's complain that subpoenas go far beyond what's necessary and intrude into their internal business affairs. MSO's hope to avoid mountains of paperwork subpoenas set in motion and would desire out-of-court settlement.

CBS TO BACK ENGLISH, SHUKOVSKY

Diane English and Joel Shukovsky, executive producers of *Murphy Brown* and CBS Entertainment, have signed a multi-series pact whereby the network will help cover production deficits incurred by Shukovsky/English Productions (BROADCASTING, Aug. 12).

The agreement, which reportedly commits to the development of up to four prime time series and includes a hefty upfront signing bonus, marks the second such husband/wife production deal the network has signed. Harry Thomason and Linda Bloodworth-Thomason (of *Designing Women*) committed to long-term deals with CBS last December.

CBS Entertainment President Jeff Sagansky said in press statement that "in a climate where independent production companies are struggling, we're glad to be able to help them create a new and important production company." CBS said it will have "non-exclusive" rights to future series developed by Shukovsky/English. Joel Shukovsky confirmed that CBS would have "first-look" rights to series, but it does not mean that CBS has an equity interest in Shukovsky/English Productions.

Shukovsky said that Warner Bros. Domestic Television, which also produces *Murphy Brown* (CBS, Mondays at 9 p.m., ET) in association with Shukovsky/English Productions, was "never approached," because of Shukovsky's and English's expressed desire to "keep a larger piece of the pie," Shukovsky said. The deal with CBS, according to Shukovsky, will help their production company deficit finance series production, "which is the only way we could hang our own shingle in this town."

Shukovsky hinted that Shukovsky/English may syndicate its own programming, much like The Carsey-Werner Co. (producers of *The Cosby Show*, *Roseanne*, etc.) is planning with the entry of *You Bet Your Life* (hosted by Bill Cosby) for fall 1992. Also, Shukovsky said no other facilities agreement has been worked out, but it is rumored that the pair may move the Warner Bros. lot to CBS/MTM Studios, where several of CBS's sitcoms are produced.

Otherwise, possibility exists for lawyers representing MSO community reaching agreement with Viacom and Time Warner on outlines of what information all MSO's could provide, thus saving time and money of each MSO going through same process.

Justice Department last week lent support to those calling for reregulation of cable, releasing report of **staff economist attributing half of cable systems' rate increases since deregulation in 1986 to their "market power."** "Although cable systems may not be totally wrong when they claim that cost increases justify their price increases, it appears that market power has played a significant role in the price increases that have been observed," says Robert Rubinovitz, economist in Justice's antitrust division, in 34-page report heavy with econometric calculations and disclaimer saying views "are not purported to represent" Justice's.

Last week \$95 million of bank financing was obtained by Sinclair Broadcast Group. Revolving credit term loan, arranged by Communications Equity Associates (CEA), will help finance Sinclair's acquisition of WPGH-TV Pittsburgh. Another independent TV group, River City Broadcasting, L.P., also obtained bank financing, for \$46 million. CEA arranged extension of Banker's Trust term credit from \$30 million to \$36 million plus additional Union Bank term credit of \$10 million. River City is in process of acquiring WTTV-TV Indianapolis.

Julie Andrews has gotten series commitment from ABC, in which singer stars as New York-based variety show hostess who is forced to relocate TV career to Iowa where her new husband lives with his two teen-age children. Pilot for *Julie* has been in development previously and under consideration for pickup this past season. ABC spokesman said that series will likely be midseason entry.

NBC signed Bob Costas to new two-year deal to continue as host of *Later with Bob Costas*, late-night interview program that debuted in 1988. Announcement followed report earlier this week by *People* magazine that NBC had canceled program. Actually it was only Philadelphia affiliate, KYW-TV, that removed show from its schedule. NBC spokesman said *People* was running correction next week. *Later* will celebrate third anniversary Oct. 3 with one-hour special in *Tonight Show's* usual 11:35 p.m.-12:35 a.m. time period.

Fox's new show comedy *Roc* turned in solid debut performance Sunday, Sept. 1, at 8:30 p.m., with average **7.6/15,**

HSN OUT, MITSUBISHI STILL CONSIDERING SKYPIX

Home Shopping Network took itself out of the mid-power Ku-band satellite broadcasting revolution last week, charging that its prospective partners, SkyPix Corp. and Northwest Starscan Limited Partnership, had failed "to achieve the agreed-upon milestones."

But at week's end, Sanjeet Saxina, marketing coordinator for Mitsubishi Corp., said, "We are continuing to have discussions with SkyPix" toward becoming a minority partner in the venture and manufacturer of home receivers for the 80-channel direct-to-home, PPV service (BROADCASTING, July 22).

HSN and SkyPix did not elaborate on what HSN alleged were newly discovered "other obstacles" in the way of a deal. So far, said a Sept. 3 release, HSN had loaned SkyPix and Starscan \$6.2 million, adding, HSN "intends to vigorously enforce its rights under the note, which matures (unless accelerated) on Aug. 1, 1992."

In a brief Sept. 3 statement of its own, SkyPix confirmed that HSN's agreement in principle to invest \$30 million in SkyPix in exchange for 21% interest, had "lapsed" on Aug. 31. But, claiming it retains other, unnamed "committed private sources of funding and has resumed discussions with replacement service providers," SkyPix said the launch of the service "will not be affected. Manufacture of the decoder is proceeding."

ahead of both NBC's *Real Life* and ABC's movie, "Octopussy."

MTV is in negotiations to acquire CBS's canceled *Pee-wee's Playhouse*, which ran for five years on network.

Citing weak economy, CBS affiliate **WLNE(TV) Providence, R.I., has laid off 22 news production and technical staffers.** Station has also canceled 6 a.m. and noon weekday newscasts as well as 6 p.m. weekend newscasts.

According to **Petry Television** research, **Ron Reagan**, hour talk show strip from MCA TV, has averaged 1.5 rating/6 share average in 21 (unweighted) meter markets (Aug. 12-23, NSI), **down two share points from its lead-in programming** and minus one share from May 1991 programming in its time slots previously. However, in week-to-week ratings, program has experienced growth in eight markets, holding even in six markets and declining in seven markets. Its best performance to date has been on WPLG-TV Miami, where it averaged 3.3/13 at midnight (ET).

Public TV station **KQED(TV) San Francisco will not appeal June 7 federal court decision upholding state ban on cameras at San Quentin gas chamber.** KQED President and CEO Anthony Tiano said station decided "at this point it is better not to pursue litigation, but let the public debate on this issue continue in forums other than the court."

FCC Commissioner Ervin Duggan said last week **FCC decision to allow KCLRA-TV Sacramento, Calif., to begin its NBC prime time schedule one hour earlier "does not**

significantly affect the substance of the prime time access rule" or "signal any dissatisfaction" with it. In fact, Duggan said in one-page statement, rule has proved value, promoting diversity by stimulating first-run syndication and providing reliable stream of additional revenue for stations.

New York State Commission on Cable Television unanimously voted to disapprove sale of Cooke Cable's Syracuse system to Adelphia and TCI. According to commission Chairman William B. Finneran, sale was rejected because financial plan of sale, which called for purchasers to put up 25% of price and pay balance in next 15 months, was unacceptable and risky. "If they can't get the money now, what's to say they can get it later," said Finneran.

KFMB-TV San Diego will begin producing separate 10 p.m. half-hour newscast for Cox Cable, to be shown exclusively on cable channel 13, beginning Sept. 30. *News Eight at Ten* will have same team as station's 11 p.m. newscast.

FTC said federal antitrust laws would not prevent FCC from relaxing national multiple ownership rules. FTC said large number of existing stations in most markets would prevent same service owners from gaining market advantage.

President Bush will deliver live closed-circuit radio address via satellite from Washington to NAB's Radio 1991 Convention in San Francisco Thursday (Sept. 12). Audio-only speech is scheduled to begin at 11 a.m., PT, and will be piped into all meeting rooms.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

HANG IN THERE

Good times or bad, radio is the indefatigable medium. (Or the unsinkable one, in remembrance of Molly Brown.) The senior of all the nation's telecommunications services, it is the one least susceptible to panic. No wonder that the industry goes into its own annual convention this week so enthusiastically and so confident. Obviously, radio hasn't been reading its own notices—including the news from the National Association of Broadcasters that half its number are losing money.

The fact is, there is good reason for radio's optimism. Unlike its more moneyed younger brother—broadcast TV—it is in little danger of extinction at the hands of competitive services. Indeed, technology appears to be on radio's side, not against it. Somewhere down the road it can look forward to a digital dimension that not only may rescue AM from oblivion but could put the whole aural medium on a par with compact discs and other state-of-the-art sound reproduction. From an engineering point of view, things can only get better for radio.

Moreover, today's radio need not wait until some distant future to avail itself of an upgrade. The incumbent FCC is working on a plan to enhance AM through expansion of that band, and is planning to grandfather such improvements for today's generation of radio owner-operators. For that (diminishing) half of the medium, at least, a brighter future could be almost at hand.

The big problem for too many in radio—as in the broadcast industry at large—is how to live to see the golden age. “How do I survive today?” is the question being asked by managements across the spectrum and the country. The answer is not to be found on this page, but the rationale may be. The way we read the tea leaves, radio's future is more than worth sticking around for.

BROADSIDE

A front-page headline in *USA Today* last week read “TV hurting kids.” The story's lead went on to explain that President Bush blamed TV for the breakdown of the family. “I am convinced that the excesses [of television] are having a bad effect on our children and family stability and learning,” he was quoted as saying. It is an all-too-familiar slam—one based on linking two disparate premises, then leaping to the wrong conclusion.

Since most people watch TV, it is the easiest locus of criticism when some of those people commit crimes, or get divorced or don't pay attention in school. We could as easily conclude that since most people watch TV and most people are neither drug addicts nor criminals, TV is the chief bulwark against general anarchy and the glue that holds the American family together. The truth is in neither of those scenarios. And the problems of this country will not be solved by pinning them on a politically expedient target. Just how expedient was illustrated by the president's failure to elaborate upon his

remarks. He provided no examples, but suggested First Amendment protections prevented the government from taking the media to task. Suggesting that social disintegration is going on under the protection of the First Amendment is politically expedient. It makes the problems' continuation appear out of the present government's control.

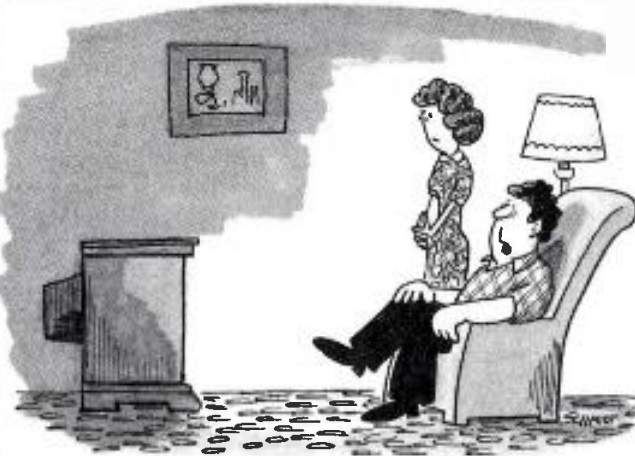
Those who blame the media for society's problems are looking for an easy solution when there isn't one. If there is an epidemic loose in the land, the search should be for a cure, not a witch to burn.

ANOTHER END OF THE BOAT

Independent television, both Fox and non-Fox, has recently shown itself to be an animal of a different stripe. That distinction is too often lost in generalizations about the TV industry's recession, replete with plummeting cash flows, debt reorganizations and unsold stations.

To match the evidence of hard times there have been over the last few weeks surprising signs of vitality in the independent side of the business. In this week's magazine alone there is news of ABRY Communications' proposed \$35 million purchase of eight independent stations; the proposed initial public stock offering (IPO) of Gaylord Entertainment Co., which has a substantial independent TV component to it, and bank financings for two other independent TV groups (see “In Brief”). In addition there is the already-proposed IPO by independent operator Renaissance Communications; the recent stock offering by group owner Clear Channel Communications plus another IPO rumored to be in the works.

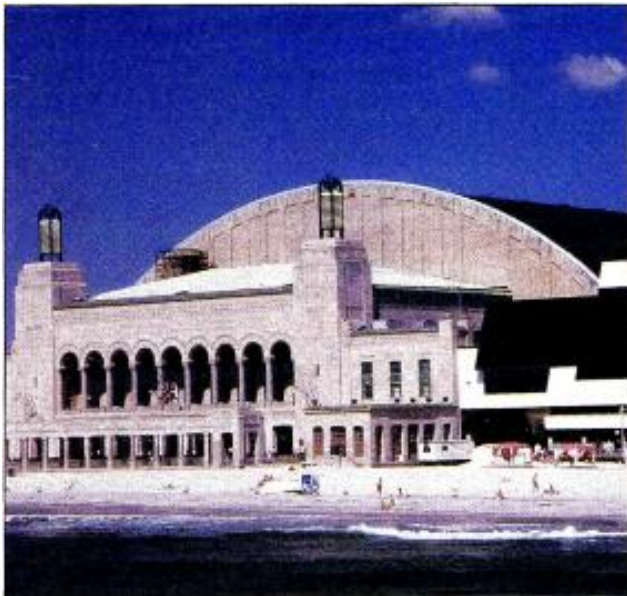
This is not to say that all independent TV stations are in great shape, that all proposed offerings will get done or that the revenue softness has left that industry segment untouched. But independent group operators confide they are tired of having to respond to articles about stations largely associated with ABC, CBS and NBC. Those complaints are justified.



Drawn for BROADCASTING by Jack Schmidt

“They billed it as the ‘biggest fight of the year.’ Turns out it's a debate over something called fin-syn.”

Cable Coast to Coast



September 30 Atlantic Cable Show
Atlantic City, New Jersey



November 18, Western Cable Show
Anaheim, California

Cable's fall agenda heats up, beginning with the Atlantic Cable Show, featured in the Sept. 30 issue, and ending on the opposite coast with the Western Show in Anaheim, featured in the Nov. 18 issue. Coverage of cable's current watchwords—compression, multiplexing, reregulation, PPV and reinvigoration of the core business—will highlight each issue, along with convention overviews and agendas. The special reports will serve as bookends to BROADCASTING's weekly coverage of the industry.

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