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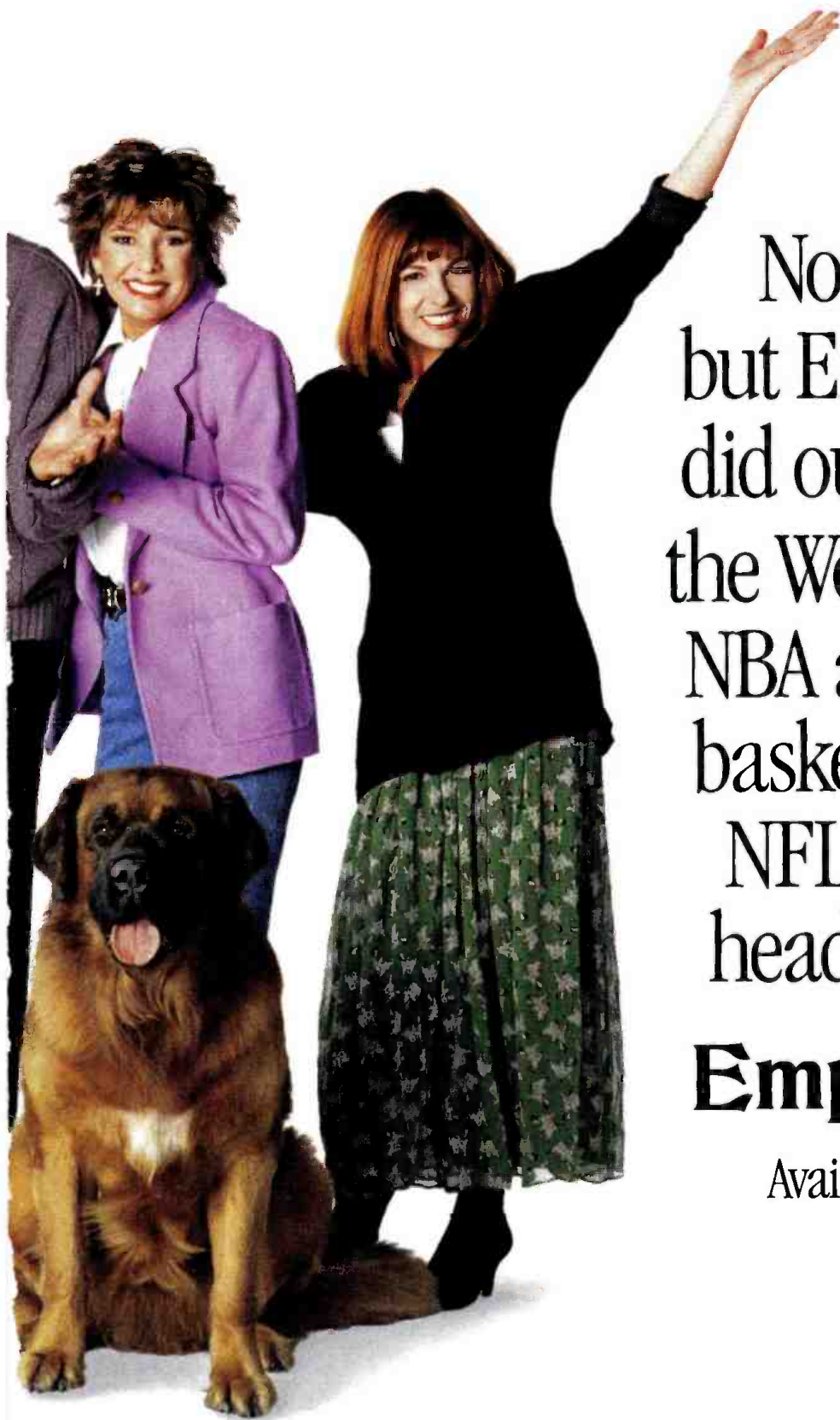
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Vol. 121 No. 21



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Top of the Week



ABC's 'Homefront'

CBS's 'Brooklyn Bridge'

NBC's 'I'll Fly Away'

Fox's 'The Simpsons'

QUALITY TV: HOLLYWOOD'S ELUSIVE ILLUSIONS

Everyone knows quality when they see it, but no one knows if there's more or less this season; one thing's for sure, hard times make it harder

By Steve Coe

Television has never been better," says Peter Tortorici, CBS Entertainment's executive vice president for prime time programs, who adds: "Television has never been better because it's never been as challenged as it is today—there have never been more alternatives."

Tortorici represents the sanguine side of the argument about quality TV on the networks. But many are less optimistic. "There are some shows that are on the air to amortize the cost of others," says Paul Schulman, president, The Paul Schulman Co., a New York-based advertising firm. "Some of the reality shows, for example. The networks are blocked in some time periods competitively and they would prefer to lose less costly if they can," he said.

But "there doesn't have to be a parallel between cost and quality," says Tortorici. "When *Northern Exposure* got on the air, it did so because it was able to be produced on a lower-than-normal budget for its initial summer run." On the other end, shows such as *Hill Street Blues* and *L.A. Law*, which in part have defined quality over the past 10 years, carried high costs if for no other reason than their ensemble casts.

"*Cop Rock* wasn't inexpensive but it didn't click," said Schulman. "*Good & Evil* was very expensive, about \$650,000 an episode, but it never got into a groove or attracted an audience. Meanwhile, *Home Improvement*, which is probably being produced for far less, is becoming a hit," he said.

In terms of ratings success, the rule is that the biggest hits on television

are usually considered quality series—*Cheers*, *The Cosby Show* and *Murphy Brown*, to name a few. An exception would be a show like *America's Funniest Home Videos*, which garnered little or no critical acclaim but occupied a top-10 spot in the ratings for much of the past two seasons. "Quality doesn't necessarily result in top-five ratings, but it can. I'd like to think that a year from now we'll be talking about *Brooklyn Bridge* and *I'll Fly Away*, which are high quality but at this point have not been discovered," said Schulman.

One advantage that a quality series does have is the network's willingness to stick with it if the series is struggling. "A quality show will last longer with low ratings than a show without quality," said Schulman. "*Brooklyn*

Continues on page 17.

BLOOM OFF THE ROSE IN PAY TV

Drop in pay units prompting programmers to push lower-rate deals with co-owned services

By Sharon Moshavi

Pay television, experiencing the slow growth typical of a maturing industry and finding itself buffeted by recession, is being forced to forge a new identity. Having long viewed pay TV as an expensive premium consumers would be willing to buy, the cable industry is finally starting to do what it avoided for so long: lower rates.

Pay units dropped by 9% in the first half of 1991, a number that is worrying both pay programmers and cable operators. The pay networks are increasing the availability of lower rates to cable operators (on average \$4 to \$5 per subscriber), a move which will enable MSO's to lower retail prices, which currently average about \$10.

Although HBO's and Showtime's multiplexing tests have been getting most of the attention, lower pricing may have a more immediate impact on the health of the pay category since large-scale multiplexing must await digital compression. Showtime and its sister service The Movie Channel have a formal restructuring contract they want operators to sign, and HBO and Cinemax are doing informal testing. Selling the services in groups of two, and not a la carte, is a pivotal part of the repricing plans.

The new tactics are aimed more at adding new subscribers than at just attracting those switching brands. But Showtime, which has just over 7 million subscribers compared to HBO's 17 million, may help out HBO as much as it helps itself. According to Wayne Vowell, vice president, marketing and programming at Scripps-Howard, which last week signed a restructured Showtime contract, "We want HBO in every home, and we want to use these other products to drive it into those homes."

Showtime has had its restructuring plan in place for a year, and so far has signed up just four MSO's. Many operators have complained the deal in-

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volves risk for them but little or none for Showtime; but many MSO's are testing the concept in some systems, according to Jack Heim, Showtime executive vice president, who predicted that by the end of 1992, 30% of cable systems will have "entered some sort of restructuring scenario."

HBO does not have a formal plan, but operators say it, too, is testing rates to address the problems of pay.

In most deals, the networks are offering operators a lower wholesale rate on incremental subscribers but not existing ones. The MSO's, though, are lowering the retail price on their existing pay TV subscribers as well, which means they need to increase the volume of pay units substantially in order to break even.

HBO, although allowing testing, is not convinced the lower pricing strategy will work. "If you've taken the busi-

ness stance that the way to win is with lower prices, you'd better be very careful, because if you don't get a lot more volume, you haven't accomplished anything," said Larry Carlson, HBO executive vice president.

The three systems Scripps-Howard has tested under the Showtime plan have seen substantial pay unit growth—but have just broken even in revenue—and now the plan is being rolled out MSO-wide. "By no means are we declaring this an absolute success," said Vowell.

In one of its test systems, Scripps-Howard also introduced Encore, Liberty Media's low-priced pay service offered as an incentive to customers to keep their pay subscriptions. That addition may account for some of the pay-unit growth. Liberty parent TCI, which offers Encore to 6.7 million subscribers, announced last week the network has achieved 50% penetration MSO-wide and has helped the operator to a 3.2% increase in pay units for the third quarter. ■

MPAA proposes interim copyright fees

By Randy Sukow

The Motion Picture Association of America (MPAA) has added a new wrinkle to its standing support for repeal of the cable compulsory license. On an interim basis at least, the association says, cable systems should pay fees for the programs retransmitted from local stations similar to the fees they now pay for distant broadcast signals.

At the same time, MPAA repeated

its strong opposition to retransmission consent, as proposed in congressional cable reregulation bills S.12 and H.R. 3380 (see page 10).

"The objective of retransmission consent is that broadcasting has a second stream of revenue in order for broadcasting to endure into the future," said MPAA President Jack Valenti. "What MPAA is saying is that retransmission consent won't work.... The way to achieve broadcasters' objectives is not through an untested

theory but merely by making a modest change in Section 111 of the Copyright Act."

MPAA's new position was unveiled during an organizational meeting last Wednesday (Nov. 13), called by the House Copyright Subcommittee, of industry groups looking at possible reform or repeal of the cable compulsory license (see page 59). The license, created by Congress in 1976, authorizes cable systems to retransmit local broadcast signals free and distant signals at fees set by the federal Copyright Royalty Tribunal (CRT).

The ultimate goal of Hollywood TV program producers, as elaborated by Fox Chairman and Chief Executive Officer Barry Diller, is repeal of the license (BROADCASTING, Oct. 28). Repeal would allow "cable systems and TV station broadcasters, networks, program producers and copyright owners all to freely bargain in a market unburdened by artificial government barriers," MPAA said in a written statement distributed at the meeting.

During an interim period (of unspecified length) before the license's repeal, MPAA proposes cable system payments, following the same procedure as distant-signal payments, to the CRT for retransmission of local signals. Hollywood producers would receive royalties from the local-signal payments for their programming, and broadcasters would receive royalties for their news and public affairs programs.

Preston Padden, Fox senior vice president, affiliate relations, endorsed the MPAA statement and said that it is fully compatible with Diller's earlier statements.

"There would be no cost to the federal government, since the apparatus [the CRT] is already in place to monitor, supervise and distribute the royalty fees paid by cable," the MPAA statement said.

The association did not say what percentage of the local-signal payments it believed should go to broadcasters and what percentage should go to Hollywood producers and major sports copyright holders. About 600 commercial TV broadcasters now carried on cable systems as distant signals receive about 5% of the approximately \$200 million collected annually by the CRT. Those broadcasters are currently battling Hollywood to have their payments raised to 9% (see page 59). ■

Q FACTOR / 3

Assessments of program quality may vary, but network executives agree that the weak ad market is making the TV industry more sensitive to sponsor pressures.

S.12 DELAY / 10

Senate cable reregulation bill S.12, initially scheduled for debate last week, has been moved out of this congressional session in favor of pressing banking and unemployment bills.

SYNDIE SITCOM SUCCESS / 24

New syndication entries *Married...with Children* and *Full House* took the number two and three spots, respectively, in the October ratings. Other new entries are struggling.

MULTI-MEDIA VIEW / 46

As head of the



Myhren interview (p.46)

Providence Journal Co., Trygve Myhren has expanded the newspaper company's presence in both broadcast and cable. All three are attractive businesses, he says in an exclusive "At Large" interview, but the greatest potential is in cable.

S-BAND TO SATELLITE DAB / 50

The recommendation that certain S-band frequencies be

designated for satellite-based DAB has been greeted with cautious optimism by the radio industry, which sees the focus narrowing for terrestrial DAB.

LICENSE CHAT / 59

Broadcast, film and cable representatives met last week with House Copyright Subcommittee Chairman Bill Hughes to discuss the compulsory license. Not much of substance was raised, but subcommittee staff plan to set up working groups to focus on individual aspects of the issue.

MERGING TECH SHOWS / 66

Faced with costs as high as \$1 million per exhibition, major manufacturers are asking professional groups to merge their shows into a few large ones. Some, like RTNDA and SMPTE, have followed suit, and combined shows could start in 1993.

CONTENTIOUS CABLE CAMPS TRY TO CONNECT / 42

MSO's and programers say their relationship has never been better, but a few contend that long-standing animosities are merely on hold pending the outcome of issues like tiering, program costs and regulation.



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At Deadline

DEBATE CONSORTIUM

In an unusual cooperative effort, seven national programming services—ABC, CBS, CNN, NBC, Fox, PBS and C-SPAN—last week unveiled plans to each present at least one prime time debate among Democratic presidential candidates.

QUELLO STAYING ON

FCC Commissioner James Quello, with the backing of the agency's general counsel, refused last week to recuse himself from consideration of the lowest-unit-charge complaint against WXIA-TV Atlanta. The Georgia politicians who filed the complaint said he betrayed bias in speeches. Quello dismissed the charge as "obviously frivolous."

PBS COMPRESSION PLAN

PBS will use the combination of digital video and Ku-band technologies to more than quadruple its current satellite channel offerings to every school in the nation in 1993.

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FOURTH GOES FIRST: FOX TO AIR CONDOM ADS

By Joe Flint

Two weeks ago, Fox Broadcasting quietly decided it would accept paid commercials for condoms, making the incipient network the first of the four to do so. That decision became national news last week in the wake of Los Angeles Laker star Earvin (Magic) Johnson's announcement that he had contracted the HIV virus. Fox never actually made an official announcement on its change of policy. Word got out when *The Los Angeles Times* called the network to say it was doing an editori-



Fox is willing to air condom spots but is said to be reluctant to show the packages.

al on the broadcast networks' reluctance to air condom ads and Fox said it had recently changed its policy.

In fact, many were expecting Fox to air its first condom ad on last Thursday's episode of *Beverly Hills 90210*, but it was not to be. Carter-Wallace Inc., manufacturer of the Trojan brand of condoms, was said to have had an ad ready for air but the network was concerned because the ad in question showed a box of Trojans. While at least some affiliates were anticipating a commercial, Fox said no ad was ready to air. Andi Sporkin, Fox spokeswoman, said the network had received two condom spots so far that are currently in the review process.

Fox first reconsidered changing its ad policy on condoms about six months ago even though it had been some three years since Fox had been approached by any condom manufacturers about advertising, according to Sporkin. Since then, a manufacturer

came to Fox and the network said it would present condom spots that focused on disease prevention.

Fox affiliates contacted by BROADCASTING generally supported the network's decision. Said Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco, and chairman, Fox affiliate board: "Personally and professionally, it is the right decision at the right time."

O'Brien said that since Fox's decision became public, the network has received a majority of supporting calls. "Hopefully," O'Brien said, "we will do some good."

Royce Yudkoff, managing partner, ABRY Communications, which owns two Fox affiliates, described the decision as "responsible and progressive." He is also aware of the potential viewer backlash: "It is a legitimate point of view not to want those ads aired; also, they are my customers."

Spots, said John Fignar, vice president and general manager, WNAC-TV Providence, R.I., can be pre-screened and covered by stations if they feel the spots are not appropriate for their markets. Fignar was concerned about how his market, which he estimated to be 65% Catholic, would react to condom ads.

It is concern about viewer backlash that is keeping ABC, NBC and CBS from airing condom spots. NBC said it would discuss the issue with its affiliates board at its meeting in December but plans no immediate changes. All three networks said their owned-stations are free to carry condom ads if they choose.

Whether Fox's decision means they will be barraged with condom ads remains to be seen. Executives at the other networks have said that in the past, condom manufacturers have shown no great desire to advertise on television and may not want to be limited to spots focusing on disease.

Also, until the first condom spot is aired, no one can predict what the backlash will be. Perhaps one reason Fox chose to keep its change of policy quiet as long as it did was so it could test the waters in select markets. Now everyone is waiting and watching. ■

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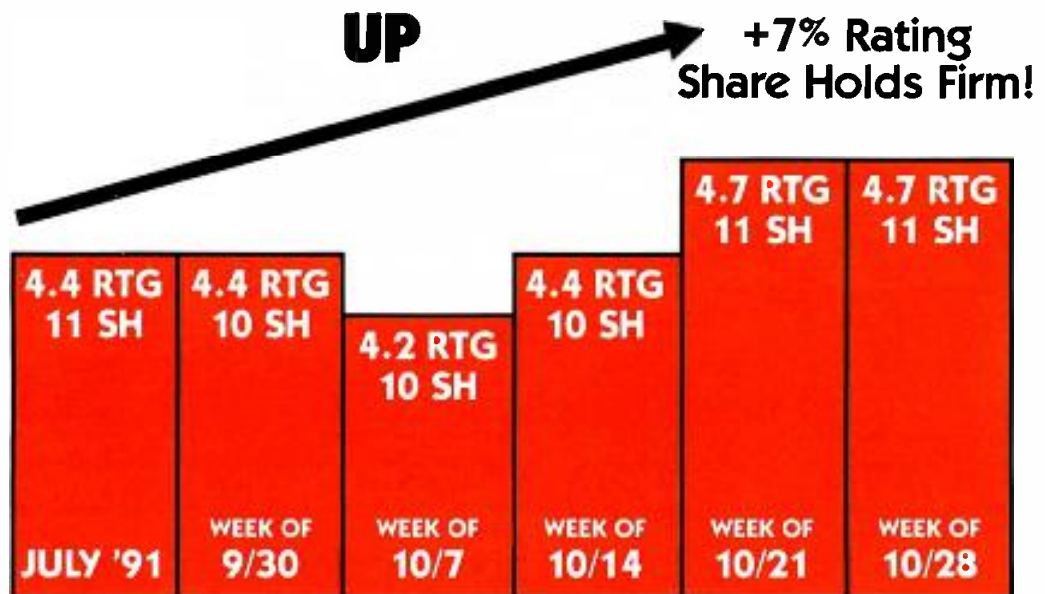
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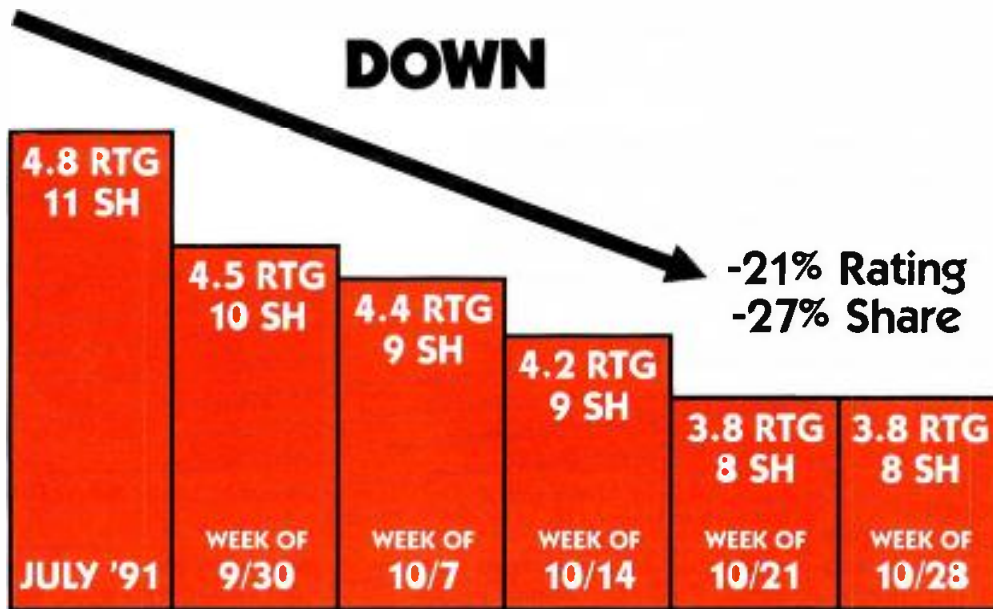
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S. 12 SHELVED UNTIL NEW YEAR

Senate leaders tentatively set Jan. 27 to start cable bill debate

**By Randy Sukow
and Harry A. Jessell**

Monday, Jan. 27, 1992, is now believed to be the day of decision for the Senate cable bill (S. 12). The S. 12 debate and vote some expected to take place last week will be postponed for two months so the Senate can spend the last days before the Christmas recess (likely to start Nov. 27) working on more pressing banking, unemployment compensation and other legislation.

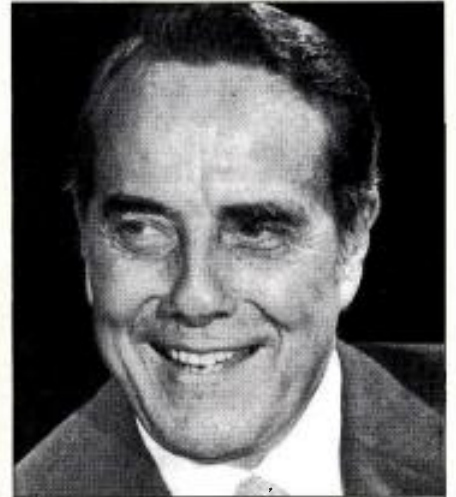
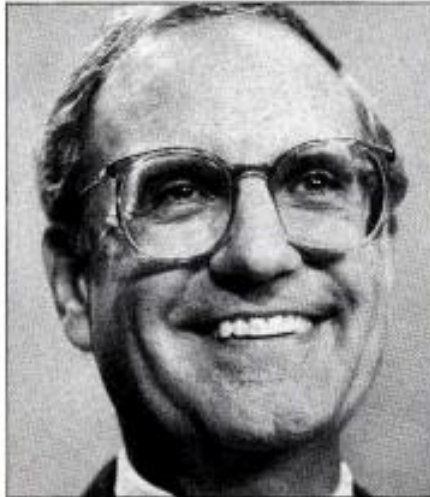
Capitol Hill sources say an informal agreement was struck between Senate Majority Leader George Mitchell (D-Me.) and three of S. 12's main opponents, Senate Minority Leader Robert Dole (R-Kan.), Bob Packwood (R-Ore.) and Ted Stevens (R-Alaska) to tentatively set Jan. 27 to call the bill. The Republican senators are not expected to use time-delaying tactics, such as calling for a cloture vote or waging opposition to the motion to proceed, when the bill is called.

An S. 12-substitute bill, developed by Dole, Packwood, Stevens and Conrad Burns (R-Mont.) and supported by the Bush administration is expected to be distributed to senators the week before Jan. 27 and intro-

duced as an amendment at the start of debate. The substitute is believed to offer retransmission consent, lifting of the FCC's 12-12-12 ownership limits on AM, FM and TV stations and other items to appeal to broadcasters, along with a less rigorous rate-regulation proposal than S. 12's.

begin on Nov. 13. Unknown to Inouye, unexpected developments in the banking bill's movement forced Mitchell to delay filing the cloture petition.

Several other considerations went into last week's decision to delay the S. 12 debate. Debates over cloture, the motion to proceed and the final



Senate Majority Leader George Mitchell (l) and Minority Leader Robert Dole cut a deal last week to bring up the cable bill, S. 12, in late January of 1992.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) announced two weeks ago that a cloture petition had been filed and S. 12 debate was expected to

debate on the bill were expected to take at least two days. With a limited number of legislative days left on the calendar, the Senate leadership chose to wait until January, when the

TVB SLASHES BUDGET 30%; STATIONS CONTINUE TO DROP OUT

The Television Bureau of Advertising's best efforts have fallen short.

A victim of declining membership in a recessionary economy, the New York-based industry sales association last week slashed its budget by 30% and is prepared to cut an additional 20%. Member defections have reached almost one a day, said one board member, and the list of recent defections include the CBS-owned TV stations, whose departure TVB President Jim Joyella called "scandalous."

The TVB board is worried that downsizing the organization will result in even more defections. The smaller association will reduce its focus from a service bureau for TV station sales departments to a marketing and promotion organization that will promote spot and local television to advertisers. Operations that the TVB will no longer perform include sales training and education, and closings include the station relations and membership services departments and the Chicago offices. The Los Angeles office will remain open for

now, and the New York office space will be reduced.

Initially, almost a third of TVB's 50-person staff will be let go, and further layoffs are planned. By making the changes, TVB will reduce its budget by at least \$1.6 million, from \$6.2 million to \$4.6 million. If necessary, TVB is prepared to cut another \$1.6 million.

The TVB board agreed to the changes last Friday during a conference call.

The TVB has been hard hit in recent months by membership defections. More prominent group owners that have dropped out of the association include the five CBS-owned stations, the four Nationwide Communications stations and the two Outlet Communications stations. Individual stations that quit include KRON-TV San Francisco and WJBK-TV Detroit. The CBS and Outlet resignations may have been particularly painful for the association since Johnathan Rodgers, president, CBS Television Stations, is a member of the TVB board and Outlet Communications head James Babb is a former TVB chairman.

-W



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matter could be handled comparatively quickly.

Some cable-bill supporters are believed to have supported the delay because they were unsure of the level of support the substitute bill might have gained last week. A large number of votes for the substitute, even if it is defeated, would demonstrate that many senators believe S. 12's regulations go too far. Thirty-four or more votes for the substitute may indicate to the White House that a veto of S. 12 would be upheld.

S. 12's strongest proponents, how-

ever, predict President Bush will not veto what is considered to be a pro-consumer bill during an election year.

Some undecided senators are believed to be unsure about the retransmission consent provision in both bills, which would give broadcasters the right to charge a fee for carriage of their signals on cable systems. The Hollywood production community has joined the cable industry in strong opposition to the measure.

At deadline last week, both cable and broadcast lobbyists were guarded regarding word of the delay. Until

Jan. 27 is officially placed on the Senate schedule for S. 12, they plan to continue to wait for the bill to possibly come to the floor this year.

Cable lobbyists could be in an interesting position during the recess. While trying to persuade senators to vote against S. 12, they will be encouraging votes for a substitute bill proposing retransmission consent. In the unlikely event that enough votes were won for the substitute to pass, the cable industry would be forced to oppose it when it is referred to the House. ■

Warner floats bartered 'Family Matters'

With few takers for show on cash-plus-barter, syndicator is following the lead taken earlier by Columbia with its 'Designing Women'

By Steve McClellan

The cash-strapped station market has forced Warner Bros. Domestic Television Distribution (WBTD) to consider revising the sales terms for its off-network *Family Matters* sitcom package. About two months ago, the show was opened in the top two markets on a cash-plus-barter basis.

According to station sources, Warner Bros. has proposed a new marketing plan for *Family Matters*, similar to Columbia Pictures Television's sales plan for *Designing Women*. The new plan, sources said, would offer the show for two years on a straight barter basis, with four minutes of local time and three minutes for Warner.

Dick Robertson, WBTD president, confirmed that the company has floated several alternative plans to stations, including all-barter scenarios, but declined to discuss any specifics. The original plan could also remain in place, he said.

Warner has signed up several stations for *Family Matter* on the basis of the original terms, Robertson acknowledged. But he said those deals are contingent on the company going ahead with the original plan. "We have the right to get out of that if we

change our marketing strategy," he said.

Under the all-barter alternative, the company is said to be asking for a double run—daytime and early fringe. Last May, CPT set a marketing precedent by selling *Designing Women* for straight barter (three minutes national; three-and-a-half local) over two years. *Designing*, which debuts next fall, is now cleared in over 85% of the country.

When CPT announced the plan, syndication president Barry Thurston said it reflected the fact that stations generally have less money to spend on programming (BROADCASTING, May 13).

Family Matters, the anchor of ABC's Friday comedy block, has been for sale for a couple of months on a cash-plus-barter basis. The initial

terms called for a four-year deal, with a 30-second barter unit in year one and two 30's in year two, with the last two years barter free.

Initially, Warner reportedly set a floor price in Los Angeles of around \$90,000 per week. It got no offers and then dropped the price by about \$20,000. Again, there were no takers. In New York, the company was said to have initially set a \$55,000 per week minimum, receiving no takers. According to Robertson, Warner has received and rejected offers for the show in the top three markets.

Robertson said he decided to reject the offers in large part because of the very strong numbers being turned in by *Full House*, which up to this season was paired with *Family Matters* on ABC and is new to syndication this fall (see story, page 24).

"We think *Family Matters* will be as big a hit in syndication as *Full House*, maybe bigger," said Robertson. "So why should we take prices we don't think represent the show's real value?"

Robertson said there was "enormous interest" in the possible all-barter plan. "We know the true value of it and we are willing to bet on our own show," said Robertson of the proposed all-barter scenario. "It's a big bet." ■



Stations won't get it for a song, but maybe for a spot

QUALITY ON TV

Continued from page 3.

Bridge with a 15 share has been renewed and I wouldn't be surprised if CBS weren't already thinking about [renewing it for next] season. Quality does extend a program's life by allowing it a second or third shot at another time period. But if it misses the mark on a quality basis, it usually doesn't get a second chance," he added.

According to Warren Littlefield, president of NBC Entertainment, quality is clearly a priority in program development and selection at NBC. "You have to be clear about what your goals are. We're in a rebuilding era and we have to invest in new product. It's hard to predict what the audience will like. But we figured if we were at the crap table why not gamble on high quality shows." He listed *I'll Fly Away*, *Sisters* and *Reasonable Doubts* as new dramas that fit the mold of high quality, and called second-year series *Law and Order* "on a tremendous growth curve."

Ironically, of all those polled on the question of quality and despite their diverse opinions, nearly all chose CBS's first-year series *Brooklyn Bridge* as an example of quality television this season. "It's a very affecting show," said Kevin Beattie, president of Morality in Media. "It proves the networks know how to do it right." Tom Shales, television critic for the *Washington Post*, called the series pilot "one of the finest pilots I've ever seen. If that's not quality, I don't know what is." Said Paul Schulman: "It's so tastefully done and so beautifully written. It's my definition of quality television."

Although there are a number of new series that have been pointed to as examples of high quality in addition to *Brooklyn Bridge*, including NBC's *I'll Fly Away* and ABC's *Homefront*, many of those commenting said the overall level of quality is down this year. One of the main reasons given is the worsening economics of the business.

Barney Rosenzweig, creator and executive producer of *The Trials of Rosie O'Neill*, said the failing ability of the networks to act as a buffer between producers and the advertising community has had a negative effect on quality. "The thing on the horizon now is that the networks are becoming weaker and less able to stand up

to advertiser pressures. With the current recession, advertisers can get out of their contracts with the use of the loophole called 'program content' (subject matter the advertisers deem inappropriate). The networks are unable to stand up to that, and the creative community will go along because they want to keep their jobs. They'll make shows with less content, blander shows. And as a result, the advertisers won't want to advertise in those bland shows because the audience won't tune in," he said.

Gary David Goldberg, creator and executive producer of *Brooklyn Bridge*, agreed. "We as writers gave up too much. We left our heart at the door. We agreed at the time not to do our best in order to stay on."

NBC's Littlefield concurs in feeling the advertising marketplace has made the networks more sensitive. "There is validity to that. In the past, producers didn't have to focus on advertiser concerns. If the networks

networks don't reach out as often for those quality loss-leaders that we'd like to do and are obliged to do."

Morality in Media's Beattie, however, said one of the factors for what he views as a quality decline is the battle to keep up with cable's programming standards and with what he called the "sleazier independent stations." He pointed out *Roseanne* and *Married...with Children* as examples. "I find them gross and offensive and a destructive attack on the family structure. If I were in the position of programmer I would find them inappropriate."

In a recent interview with BROADCASTING, Steven Bochco called his frequent battles with the network standards and practices departments "one of the most important battles to fight in television." Bochco said television is "more sophisticated...compared to television 15 years ago ...[but] it still doesn't reflect the values, mores, language and behavior of the culture, or all aspects of the culture.



CBS's Tortorici: "Television has never been better because it's never been as challenged as it is today."



'Brooklyn Bridge' producer Goldberg: "We as writers gave up too much. We left our heart at the door."



NBC's Littlefield: "Now we try to put shows on we believe in but we can't ignore their [advertiser] concerns."

wanted to put something on the air, we were in such a success mode we didn't have to focus on those concerns. Now we try to put shows on we believe in, but we can't ignore their concerns. They're too important."

Grant Tinker, a little more than 10 years after his arrival at NBC, said the network executives today face greater pressures and must appease more constituencies than the executives of the past. "The pressures that come down from the top make it more difficult for entertainment people than it was for the executives even a few years ago." As a result, said Tinker, "with the cost pressures today, the

But it's better than it used to be. And maybe I can help a little bit in dragging them kicking and screaming to the door of that."

Quality doesn't always win. Despite the near unanimous critical acclaim for *Brooklyn Bridge*, it placed third last Wednesday night in its new time period. "When we decided to do *Brooklyn Bridge*, I decided I didn't want to make any concessions to television and I think it's the best work I've done. However, somewhere the economic reality will intersect us and at that time the show will have to go off the air because we won't stay on with a lesser product," said Goldberg. ■

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Fence mending

Here's a switch. FCC Commissioner Sherrie Marshall, the network's nemesis on fin-syn, is leading an effort to revisit the ban against networks owning cable systems. Three networks, particularly ABC, have pressed for repeal. Marshall sent a memo last week to FCC Chairman Alfred Sikes (with copies to other commissioners), asking for relaunch of long-dormant network-cable rulemaking with call for new round of comments, independent of catch-all "attic-to-basement" review of TV ownership rules. Sikes and other commissioners are believed to be willing to put network-cable on separate and faster track.

Guaranteed audience

Talk about interested bystanders, the Senate's Jan. 27 debate on cable bill S. 12, will face built-in lobbying force of 200 CBS affiliates, in town that day for scheduled CBS winter affiliates meeting.

NEW YORK

'Star' buy

Sources say USA Network has purchased five-year rights to "Star Wars" from Twentieth Century Fox for \$5 million to \$7 million, a likely precursor to USA's expected acquisition of the Sci-Fi Channel. This will mark the first time the movie, which bypassed a syndication window, will be on basic cable.

Finding 'Love'

Look for word from Viacom next week that *How's Your Love Life?*, the comedy being launched as part of a Viacom-Katz consortium, has been cleared by KCOP-TV Los Angeles and WWOR(TV) New York, and other stations. New terms for the show are straight barter for fall 1992 instead of cash-plus for next March.



ABC News President Rooney Arledge (c) and 'Nightline' anchor Ted Koppel (l) were among the approximately 400 network executives and others who gathered to fete veteran newsman David Brinkley Nov. 13 at Union Station in Washington. The celebration marked Brinkley's 10th anniversary with the network, and 10th year as host of the weekly public affairs forum, 'This Week with David Brinkley.'

LOS ANGELES

Meidel to Twentieth

It's not official, but it is definite—Greg Meidel, vice president and general sales manager at Paramount Domestic Television, is moving to Fox as president of Twentieth Television's syndication company. "It's a done deal," said one source in the know. Meidel is under contract to Paramount through next spring, but word is the company has agreed to let him make the move to Fox right after NATPE (Jan. 20-24). Meidel will join, and report to, Lucie Salhany, who jumped from Paramount to Fox earlier this year as chairman, Twentieth Television.

Rallying 'round Rosie

Barney Rosenzweig, executive producer of CBS's *The Trials of Rosie O'Neill*, is worried about the show's future and is embarking on an ad campaign to generate some publicity for the critically acclaimed but low-rated drama. Rosenzweig is writing an ad to run this week in the *New York Times*, *Los Angeles Times* and *USA Today*.

Strength in numbers

A new sweeps star has been born at NBC, where the use of a common story line about hurricanes that ran through *Golden Girls*, *Empty Nest* and *Nurses Saturday*, Nov. 9, beefed up NBC's ratings for the night. Now, according to Warren Littlefield, president, NBC Entertainment, the next "seamless" night will occur this Thursday night involving *The Cosby Show*, *A Different World*, *Cheers* and *Wings*.

Star Trek: The profit generator

A former Paramount executive now with another studio estimates that Paramount is pulling down \$900,000 per episode (that's \$90 million profit for the 100 episodes) for off-first run repeats of *Star Trek: The Next Generation*.

ANAHEIM

Head to head

Scientific-Atlanta will have a live camera in its Western Cable Show booth as part of its first digital video compression demonstration. An uplink in the Anaheim Convention Center parking lot will allow attendees to see real time, side-by-side analog and digital images of themselves bounced off a satellite, along with standard cable programming and taped material, all fed through satellite, fiber link and a simulated cable system.

JACKSON

Mississippi motion

Mississippi attorney Leonard Van Slyke Jr. has filed with the state supreme court to allow cameras at the trial of Byron de la Beckwith, the man who stands accused of the 1963 murder of NAACP leader Medger Evers. Van Slyke is seeking to overturn a ruling made last Tuesday prohibiting the trial judge from allowing cameras at the proceedings.

In Minnesota,
the Twins did it.

In Los Angeles,
KTTV did it...

From Wor

MARRIED...WITH CHILDREN

1991 Standings – 7:00–7:30 pm

	<u>Station</u>	<u>Program</u>	<u>Rating</u>
1	KTTV	MARRIED...WITH CHILDREN	9.0
2	KCBS	WHEEL OF FORTUNE	8.9
3	KNBC	ENTERTAINMENT TONIGHT	7.2
4	KABC	INSIDE EDITION	6.0
5	KCOP	STAR TREK	5.0
6	KCAL	LOVE CONNECTION	4.2
7	KTLA	NOW IT CAN BE TOLD	4.2

1990 Standings – 7:00–7:30 pm

	<u>Station</u>	<u>Program</u>	<u>Rating</u>
1	KCBS	WHEEL OF FORTUNE	8.1
2	KNBC	ENTERTAINMENT TONIGHT	7.0
3	KCOP	THE COSBY SHOW	6.0
4	KCAL	LOVE CONNECTION	5.6
5	KTLA	OUT OF THIS WORLD	5.5
6	KABC	INSIDE EDITION	4.9
7	KTTV	PERSONALITIES	3.0

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THE FIRST SIXTY'S FIRST EIGHTEEN

On Monday, Dec. 9, in its 60th anniversary issue, BROADCASTING magazine will inaugurate a Hall of Fame, recognizing contributions to the Fifth Estate by an outstanding group of individuals who led the radio, television, cable and satellite industries to their present eminence.

On Tuesday, Dec. 10, BROADCASTING will recognize the first 60 Hall of Fame honorees with a black-tie dinner in the Mayflower Hotel, across from BROADCASTING's headquarters on DeSales Street. Eighteen of that number (pictured below) have indicated they will be on hand for the award ceremonies. They are:



Top row (l to r): Chuck Dolan, chairman and CEO, Cablevision Systems Corp.; Joseph Flaherty, senior vice president, technology, CBS Inc.; Leonard Golden-son, chairman of the executive committee, Capital Cities/ABC; Mark Goodson, president and chairman, Mark Goodson Productions; Ralph Guild, chairman, Interep Radio Store, and Jack Harris, longtime leader of KPRC-TV Houston and other Houston Post properties, and founder of the Association for Maximum Service TV.

Middle row: Ragan Henry, owner, Ragan Henry Broadcast Group; Amos (Bud) Hostetter, chairman and CEO, Continental Cablevision; Stanley S. Hubbard, chairman, president and CEO, Hubbard Broadcasting Inc.; Eugene Katz, founder of Katz Communications; Brian Lamb, chairman and CEO, C-SPAN, and Gerald Levin, vice chairman and chief operating officer, Time Warner.

Bottom row: Al Masini, president and CEO, Telerep Inc.; Tom Murphy, chairman, Capital Cities/ABC; Ward Quaal, president, The Ward L. Quaal Co.; Robert Rosencrans, former president and CEO of UA-Columbia Cablevision; Frank Stanton, president emeritus, CBS Inc.; Grant Tinker, former chairman, NBC.

ABC News correspondent Sam Donaldson will be master of ceremonies. The event will benefit the Museum of Television and Radio and the Broadcast Pioneers Library. Tickets (at \$350) may be obtained through BROADCASTING's offices in Washington (Pat Vance) and New York (Joan Miller).

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Television

OCTOBER BOOK: IT'S A FAMILY AFFAIR

'Married...With Children' and 'Full House' are top performers among new sitcoms, according to Petry analysis of syndicated ratings

By Steve McClellan

Off-network sitcoms *Married...with Children*, from Columbia Pictures Television and *Full House*, from Warner Bros. Domestic Television Distribution, commanded the spotlight among new syndication offerings during October, according to an analysis of the Nielsen October books by Petry Television. (All following numbers are based on the Petry analysis.) The October books cover 25 markets and about half the country, and are viewed as an important gauge because they provide the first look at demographics for the new season.

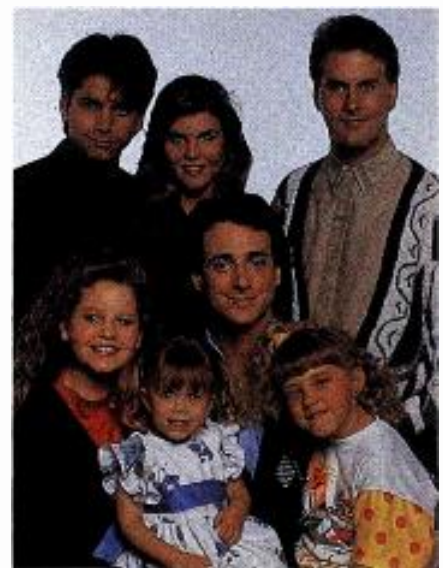
On the first-run side, established shows for the most part maintained their positions, while new shows struggled to gain a toehold, with limited success.

The two new sitcoms, however, had the most success of all the new shows. In the sitcom category, *Married* was second overall, just one-tenth of a rating point behind *Cheers*, with an average 6.1 rating and 11 share, up an average 30% over the shows in the *Married* time slots a year ago.

Full House was a close third in the sitcom category, averaging a 5.9/11, up an average 34% over shows in the time period a year ago. *Golden Girls*, which ranked first last October, dropped to fourth this year, with an average 5.8/14, an 8% drop from the time period a year ago.

Rounding out the top five in the sitcom category was *Cosby*, with an average 5.3/13, off an average 2% from last October's mark in the time period.

Both *Married* and *House* averaged a 5.3 rating among women 18-34 and both shows also did exceptionally well among teens. *Married* had the edge with men, averaging, for example, a



Columbia's *'Married...With Children'* and Warner's *'Full House'* are the top-rated new syndicated sitcoms, with both showing major gains over predecessors in the time periods.

5.3 among men 18-34, compared to the average 2.7 for *House* in the same demo.

In the magazine category, the new *Now It Can Be Told* from Tribune and Geraldo Rivera finished fifth with an average 3.4/12, down significantly from this year's lead-in and down slightly from the year-ago time period.

In the talk genre, the best new performer was *Maury Povich*, which placed fifth, behind *Oprah*, *Donahue*, *Sally Jesse Raphael* and *Regis and Kathie Lee*, all of which strengthened their positions from either a year-ago time period or current-year lead-in perspective.

Povich averaged a 3.5/13, down 10% from its lead-in and down 3% from its predecessor in the time period last year. The new *Chuck Woolery Show* averaged a 2.1/9, with double digit percentage drops from its lead-in and year-ago time period. The new *Jenny Jones* averaged a 1.6/8, also down substantially from its lead-in

and year-ago time period.

Buena Vista's *Dark Wing Duck* shot to the top of the children's chart in its first book, with an average 10.5/34 among kids 2-11. The new Fox version of *Beetlejuice* was 6th in the kids category with an average 8.2/27 in the kids demo. The new *James Bond Jr.* averaged a 5.2/21, while the new strip version of Zodiac's *Widget* averaged a 3.2/21.

The new kids weekly *Bucky O'Hare* from Claster averaged a 7.6/31, while the new *Mr. Bogus* weekly from Zodiac averaged a 7.2/23.

Among the new live-action weeklies, *WKRP* from MTM averaged a 4.3/11, down from its lead-in and year-ago time period. *Baywatch* from LBS averaged a 3.9/9, also down from lead-in and year-ago. Same story for *Street Justice* from Cannell, which averaged a 3.0/6, while Viacom's *Lightning Force* averaged a 2.2/6, also down from lead-in and year-ago time period. ■

STAR SEARCH GOING DAILY

Weekend offering to be stripped for fall 1992 prime access, early fringe

By Steve McClellan

Television Program Enterprises said last week it was expanding its nine-year-old weekend syndication fixture *Star Search* to a daily strip, to be rolled out for fall 1992. In addition, the company has renewed two other shows it distributes, *Lifestyles of the Rich and Famous* and *Runaway with the Rich and Famous*, for the 1992-93 season.



TPE's star searcher, Ed McMahon

For most of its run, the one-hour talent program has been (and continues to be) the second-ranked first-run weekly program. The strip version will be a half-hour, targeted to prime access and early fringe, with a smattering of late fringe clearances.

According to Alan Bennett, TPE executive vice president, the company will spend \$725,000 a week (or about \$19 million for 26 weeks of original episodes) to produce the show in its first year as a strip. That's in the range of what is spent to produce such access heavyweights as *Entertainment Tonight* and *A Current Affair*.

In addition to the strip, there will also be a "best of" one-hour edition of *Star Search*. The daily strip is being offered on a cash-plus-barter basis, with stations forking over three 30-second spots for national sale (no fee spots).

The "best of" weekend edition will

COSGROVE RE-UPS AT GROUP W

Daniel J. Cosgrove has been named to the newly created position of president of Group W Productions Media Sales, the company's barter advertising sales division based in New York. The multi-year contract renewal for Cosgrove, who was most recently senior vice president of media sales and has been with the media sales company since 1971, comes on the heels of a deal to sell a minute of national ad time for Carsey-Werner Distribution Co.'s fall 1992 fist-run strip, *You Bet Your Life*. Cosgrove said that contract renewal talks started with Group W two months prior to landing *You Bet Your Life* barter rights, and were not connected to the C-W deal. He also said Westinghouse Broadcasting-owned WBZ-TV Boston and KDKA-TV Pittsburgh pickups of *Life* were not part of any C-W/Group W package deal. "The [Group W] stations are wholly autonomous entities within the station division and make programming decisions to suit their own individual needs," stressed Cosgrove.



Barter sales head Daniel Cosgrove

-MF

be offered on a straight barter basis, where both TPE and stations will have 7½ minutes to sell. With 15 minutes of total time in the show, that's a record for a weekly one-hour barter vehicle.

Immediate reaction to the plan was mixed, although stations and reps commenting last week gave TPE credit for trying to bring something different to the strip marketplace.

Some expressed the concern, however, that TPE was taking a valuable weekly asset and perhaps "diluting" it by expanding to a strip. But Bennett dismissed such concerns. "There is no other pure counter-programming alternative," he said.

Obviously TPE is risking a lot, but Bennett said the risk is minimized by the show's previous track record. "We have the infrastructure in place, the expertise and the financial resources," he said.

There is no guarantee that incumbent stations will get first crack at the expanded *Search*, said Bennett. "We're sensitive to the issue, but stations have different needs on the weekends and during the week."

Ed McMahon, who has served as host since the show's inception, will continue in the role. Al Masini, the show's creator, will continue to serve as executive producer and Sam Riddle will continue as producer.

'NEST' FINDS A HOME

Buena Vista Television signed its first *Empty Nest* off-network deals last week, which leaves the door open for a possible deal with superstation WTBS(TV) Atlanta. BVT signed a three-station pact with St. Louis-based River City Broadcasting—KDNL-TV St. Louis, WTTV(TV) Indianapolis and KDSM-TV Des Moines. And in a separate transaction, BVT signed KENS-TV San Antonio. BVT is giving stations the option of taking the show for three years, or a more traditional six-year run (10 episodes) with three years of barter. River City President Barry Baker said his group opted for the six-year run. "I felt the show has great potential regardless of whether they do the Turner deal. I'm not dissuaded by that. We knew that was one of their options and the show is priced accordingly." BVT and TBS continue to talk about a superstation deal that would kick in after the third year of the first syndication cycle.

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Bored, by George

Yes, that was CBS marketing head **George Schweitzer** making what appeared to be a boring presentation on national TV last week. And nobody seemed more surprised to find it there than Schweitzer, who was "flabbergasted" to see himself on the NFL promotional spot, which identified footage of a Schweitzer presentation as a "bored meeting" and contrasted that with the excitement of football. Schweitzer told BROADCASTING he isn't sure now whether to make his meetings more lively or have a talk with the Sports department.

Hair today...

For most men, growing a moustache isn't a big deal. But when you're a New York anchor whose newscast reaches 26 million homes via superstation, it is. Word has it WWOR-TV Se-caucus, N.J. (New York) pressured anchor **Rolland Smith** to regrow the moustache he'd had a decade ago as anchor at WCBS-TV New York. Smith, supposedly concerned the change would command too much attention, resisted. WWOR-TV won and the moustache has been back for several weeks.

King courting country?

Recently seen strolling together in Los Angeles: KWP president **Michael King** and country singer **Reba McEntire**, fueling reports KWP hopes to launch her in a talk show for 1992. McEntire (above), who starred in NBC's re-



Country queen for King?

cent *The Gambler Returns: Luck of the Draw*, was at last January's NATPE convention as KWP's guest. A spokeswoman confirmed she has talked with company officials about developing a show.

Hands-on guy

MGM/UA Television Group Chairman **David Gerber**, largely credited with keeping the network production division afloat during the tumultuous regimes of Kirk Kerkorian and Giancarlo Parretti, will be solely responsible for first-run syndication development at the studio, according to Sid Cohen, recently installed president of MGM Domestic Television Distribution. "David is one of those old-line Hollywood producers who can't stand sitting behind a desk all day...he



Gerber: No desk jockey

loves to go out and pitch projects and schmooze the network guys," said Cohen.

Comings and goings

The decision by Twentieth Television syndication President Michael Lambert not to renew his contract at the end of this month has led to speculation that **Tony Bauer**, senior vice president, Western regional sales, may be next to depart. A source within the Fox syndication division said Bauer has close ties with Lambert, who has been rumored to be talking with Columbia, MCA TV, Buena Vista and Warner Brothers Television (network division).

Carsey-Werner Distribution President **Bob Jacobs** has set up new headquarters at 30 Rockefeller Plaza in Manhattan and has doubled the size of his sales staff, including himself, to four. The new additions: nephew **Lloyd Jacobs**, and **Bruce Genter**. Jacobs most recently was an account executive for IBM in New York. Genter had been with Warner Bros. Domestic TV in Atlanta.

Scales for Shales

Pulitzer Prize-winning TV critic for *The Washington Post*, **Tom Shales**, whose opinion carries a lot of weight in television circles, was in Hilton Head, S.C., last week at a "fat farm" on his way to losing 20 pounds. However, Shales said the 20 pounds was only a start. "It's just a drop in the bucket. I'd like to lose a total of 60," he said.

P.O.V. GETS MORE MONEY, MORE FLAK

By Rich Brown

PO.V., the controversial documentary series carried by the Public Broadcasting Service, once again is making headlines. Georgia state legislators in recent weeks have posed one of the first governmental challenges to the outspoken series. And, in a badly needed vote of confidence, *P.O.V.* last week was awarded new grants from the National Endowment for the Arts and the John D. and Catherine T. MacArthur Foundation.

P.O.V. has just received a \$1.65 million, three-year grant from the MacArthur Foundation and an additional \$250,000 from the National Endowment for the Arts, according to Executive Producer Marc Weiss. But such votes of confidence cannot obscure the continuing controversy surrounding the series, which last month led to a special meeting of the Georgia state legislature.

Key members of the Georgia state House of Representatives on Oct. 17 summoned Georgia Public Television (GPTV) executive director, Richard Ottinger, to express their constituents' concerns over the *P.O.V.* series. Of particular concern was the July 21 broadcast of *Tongues Untied*, a documentary which created a national stir with its frank depiction of the black homosexual community.

"Public television is basically oriented to family matters and they were departing from what we considered family matters," said House Speaker Pro Tem Jack Connell, D-Augusta. "We felt the public was not in favor of that type of programing and we recommended that they discontinue that type of programing. If they continue it, they may jeopardize some of the funding they receive."

The local uproar appeared to be tied to a letter-writing campaign organized by a religious group, the Georgia Council on Moral and Civic Concerns, according to *P.O.V.*'s Weiss. But Connell said the many telephone calls and letters received by his office did not indicate an organized campaign.

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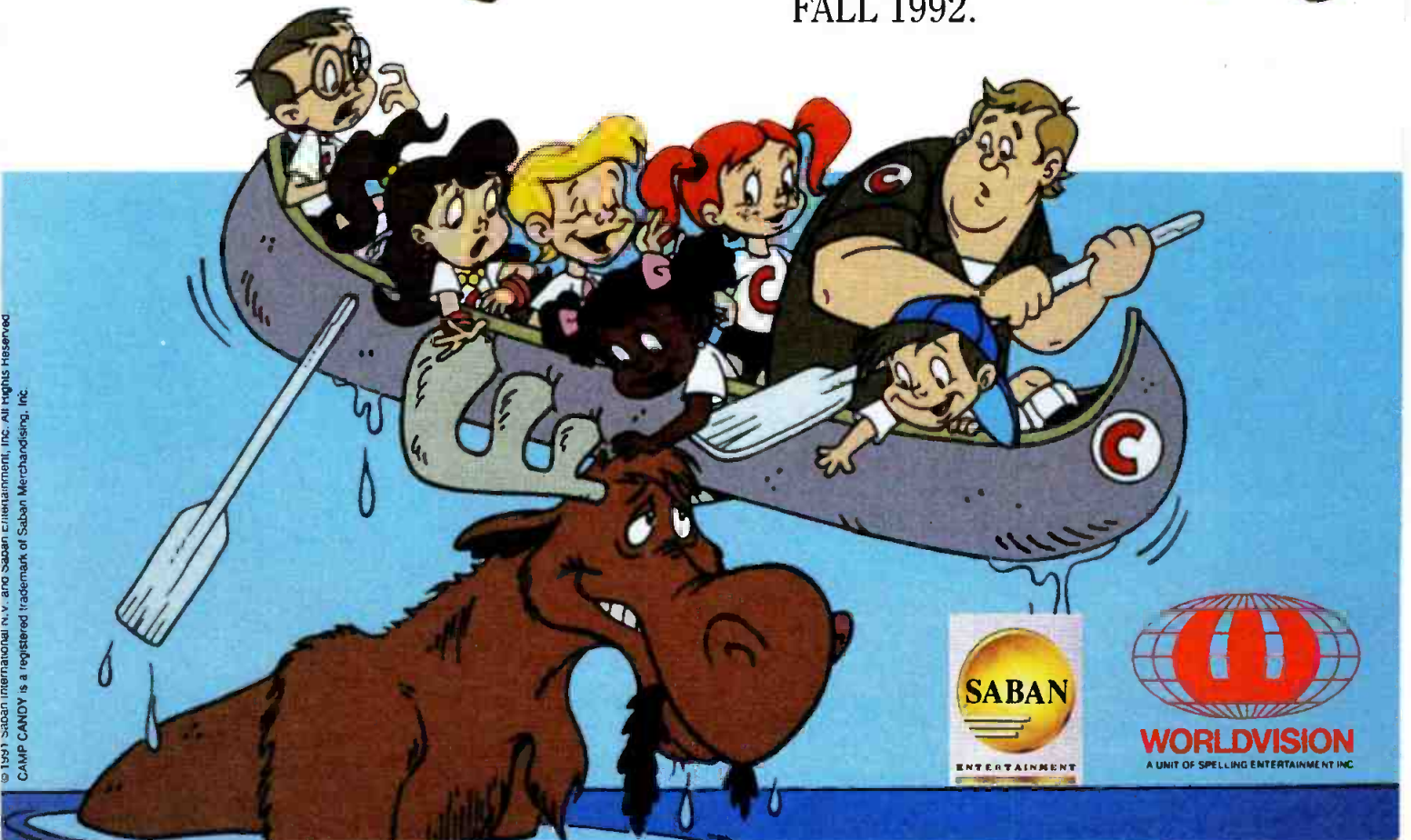


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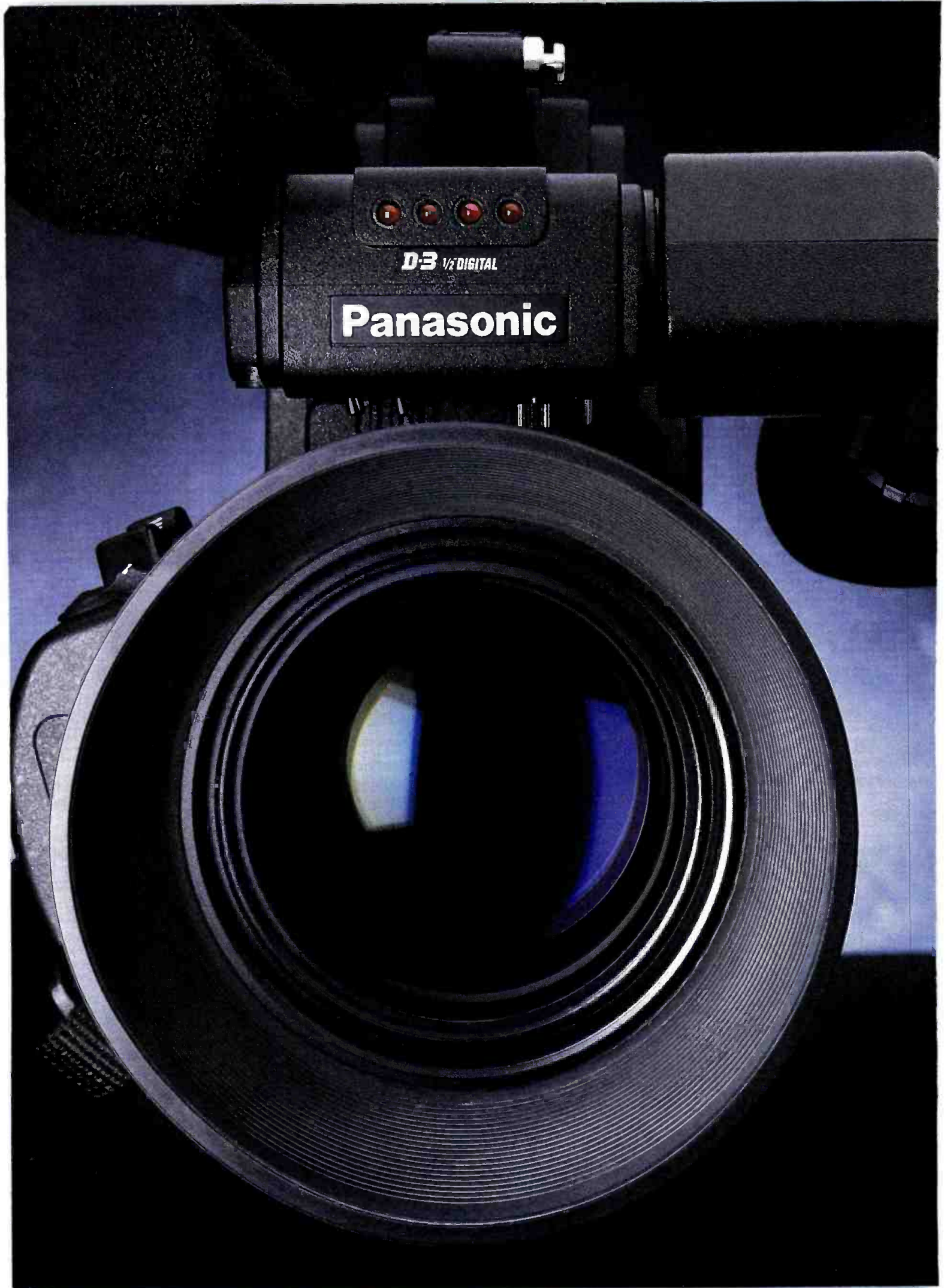
CAMP CANDY

PREMIERES
FALL 1992.



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In any case, the Oct. 17 meeting set forth a clear message by Georgia legislators, who exercise significant control over GPTV funding. The state each year contributes about \$6.1 million to the organization, representing 42% of its annual budget.

"I find it pretty frightening that a state system is being threatened, given the range of programming that they do day in and day out, year in and year out," said Weiss. "I would hope that when other public TV stations hear about this that they find some way to go on the record opposing this kind of intimidation. I think it's really important to the system to say this is unacceptable."

The Georgia activity marked the latest chapter in the ongoing controversy over *P.O.V.* PBS stations covering about 70% of the country chose to air *Tongues Untied* last July, and the program has prompted substantiated



P.O.V.'s controversial Tongues Untied

viewer complaints to the FCC (a declaration that the program is obscene is unlikely given the stiff tests set forth by the Supreme Court, particularly since the program aired after 8 p.m. on stations across the country). In August, PBS called upon *P.O.V.* to pull a documentary criticizing the Roman Catholic Church, *Stop the Church*, anticipating viewer backlash.

Despite the controversies, *P.O.V.* scored high marks last season from many of the nation's TV critics. *The Atlanta Constitution* last July applauded public TV stations WPBA-TV and WGTW-TV for airing the award-winning *Tongues Untied*, which the newspaper called "a work of high purpose."

A new work by *Tongues Untied*

Power of magic

The appearance of Earvin "Magic" Johnson on *The Arsenio Hall Show*, syndicated nationally by Paramount Domestic Television, propelled the hour talk show's Nov. 8 airing to ratings victories in the nation's top markets. In Los Angeles, where Johnson retired as a star point guard for Lakers after testing positive for the HIV virus, independent KCOP-TV won the 11 p.m. time period with an 11.6 rating/30 share (NSI, Nov. 8). Closer to Johnson's home town of Lansing, Mich., WJBK-TV Detroit pulled off a major programming coup by double-running *Arsenio* and winning both time periods. First, the station preempted its 10 p.m. programming to air *Arsenio*, winning with a 13.8/23. Then, in its normal 12:30 a.m. time period, the program scored a top-ranked 9.2/29. In all, *Arsenio* scored a 23 cume rating for the evening.

In a number of other major markets, *Arsenio* easily won its late night slot, with WWOR-TV New York posting 11.2/27; WBBM-TV Chicago, 6.8/19; WCPO-TV Cincinnati, 15.3/37; and WCGV-TV Milwaukee, 5.5/16.

Monahan to MGM

MGM Domestic Television Distribution has named Edward R. Monahan vice president of the company's New York-based Eastern division sales office. MGM has

also established a new Central division sales office in Chicago, naming Noranne Frisby vice president of the division. The move follows the recent formation of a Southeast region sales office in Atlanta, headed by Robert Greenstein. Frisby and Greenstein will oversee all movie and program sales, most notably the slated off-network launches of dramas *thirtysomething* and *In the Heat of the Night*.

MONEY talks

GGP has cleared *America's Best College Buys: How To Find Them, How To Finance Them* on 160 stations representing 80% coverage. The hour-long special is produced in association with Time Warner-owned *MONEY* magazine. Cleared stations to date include WABC-TV New York, KCBS-TV Los Angeles, KRON-TV San Francisco, WHDH-TV Boston and WOIO-TV Cleveland. *America's Best College Buys* is being fed to stations through Nov. 24 and is available on an even 6 1/2 minute local/national barter split.

The karaoke

Pioneer Laser Entertainment has signed a deal with First Media Entertainment to co-produce *Karaoke Showtime*, planned as an hour-long TV special and subsequent series of weekly half-hour game shows for syndication in 1991-92. Len DePanici, vice president of program development at First Media, created a similar hour-long karaoke show titled *Be A Star* that aired on First Media-owned WCPX-TV Orlando. He will serve as executive producer on the new series.

Cartoon count

Promark clearances for *Christmas Cartoon Classics* represent 83% U.S. coverage, including 23 of the top 25 markets, for a five-week broadcast window triggering Nov. 23. The hour-long *Cartoon Classics* features holiday-themed cartoons from the 1940's.

NSS Pocketpiece

(Following are Nielsen's top syndicated shows for week ending Nov. 3. Numbers represent aggregate rating average/stations/coverage)

1. Wheel Of Fortune	14.4/222/98
2. Jeopardy	12.3/216/98
3. Star Trek	12.3/243/98
4. Oprah Winfrey Show	10.8/223/99
5. Wheel of Fortune	9.0/189/84
6. Entertainment Tonight	8.8/183/96
7. Current Affair	8.4/171/92
8. Cosby Show	8.2/207/98
9. Universal Debut Net.	7.7/159/93
9. WKRP In Cincinnati	7.7/245/99
11. Married...With Children	7.2/167/94
12. Donahue	7.1/228/99
13. Inside Edition	6.5/124/86
14. Magic II	6.0/159/90
15. Hard Copy	5.8/169/92

Included but not ranked:
World Wrestling Federation 8.1/206/95.

filmmaker Marlon Riggs is among the record 500 submissions now under consideration for the upcoming 5th season of *P.O.V.* Weiss said final selections are likely to be made by January 1992 for the upcoming summer season.

Weiss said *P.O.V.* will continue to take risks, but he acknowledged that the controversy surrounding *Tongues Untied* has had some chill-

ing effect on the selection process: "If we see something which we think might potentially cause this kind of controversy, we look at it a little more carefully than we did before."

In other developments, *P.O.V.* has named Lawrence Sapadin managing director. Sapadin, who spent several years as executive director of the Association of Independent Video and

Filmmakers, will oversee station relations, new project development and general management of the series. He most recently served as vice president of acquisitions for Fox Lorber Associates. Sapadin will continue to serve as founding chair of the St. Paul, Minn.-based Independent Television Service, a new independent production funding organization within public television. ■

FINANCING FIRST RUN: HELP WANTED

Depressed advertising market and a flood of barter programming has television producers co-venturing both here and abroad to try to generate profits

By Mike Freeman

This season's first-run resurrections of *WKRP in Cincinnati* and *Baywatch* have joined the ranks of *Star Trek: The Next Generation* as former network series capitalizing on prior network exposure. But those shows and others need more than a familiar name, and even respectable ratings, to turn a profit in today's crowded syndication market.

Depressed advertising rates for an increasing universe of available bartered programming has forced many syndicators to pursue overseas joint venture partners and generate other channels of distribution revenue.

Baywatch is the product of one of the more complex, and successful, joint venture projects this season. In a partnership bringing together LBS Communications (domestic distribution), All American Television (production) and Fremantle International-Talbot Television (international sales), *Baywatch* has been averaging a season-to-date 3.9 rating (NSS, period ending Nov. 3), two-tenths of a rating point behind Cannell Distribution's *Street Justice* (4.1) in weekly barter syndication. According to New York media buyers surveyed by BROADCASTING, both hour dramas commanded approximately \$30,000 per 30-second commercial spot on the upfront ad sales market, translating to upwards of \$22 million each in net advertising revenue domestically (based on seven minutes of national ad avails for each of the 22 episodes produced for 52-week runs).

Although LBS President Paul Siegel said that production costs on *Baywatch*, which was originally pro-

duced by Grant Tinker's GTG Entertainment for NBC in the 1989-90 season, average \$900,000 per episode, or \$19.8 million for 22 episodes, "letters of credit" from Germany's Beta Taurus, United Kingdom's ITV and Fremantle/Talbot helped share the "start-up risk" on the series in return for various broadcast and sales rights overseas. Sid Vinnedge, president of

All American Television, acknowledged that the profit margin is "thin" domestically, but is "more than equally compensated" by worldwide license fees and merchandising.

With little or no profit margin domestically, Cannell Distribution President Pat Kenney, whose syndication division handles sales of *Street Justice*, said that a glut of bartered pro-

1991-92 BIB Television Programming Source Books



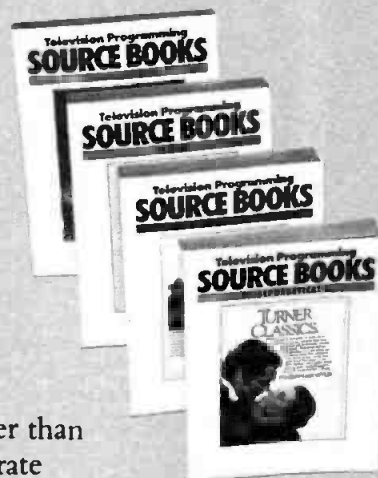
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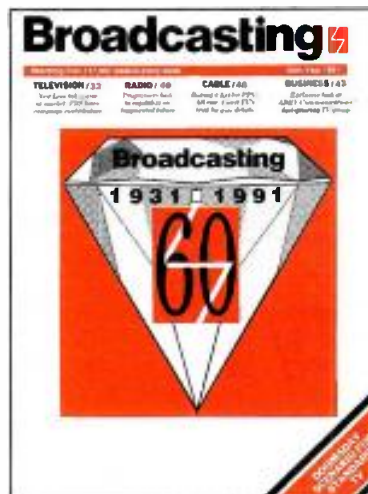
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graming has depressed the domestic market to a point where "producers are praying for little more than break-even on the front-end and profitability on the back-end [stripping of repeat episodes]."

Over the last two seasons, stations have continued to suffer from a cash crunch, but Kenney said it's the result of stations giving away more ad inventory to barter-supported syndicated programs. Kenney estimates that the advertising marketplace has been flooded with 644 national barter (30-second) commercial units by stripped Monday-Friday first-run programing each week.

"By taking all of the shows that have straight barter splits, stations are taking away the demand for inventory ... it's a simple case of oversupply and declining demand," stated Kenney, who said he has completed a study of the barter market. "When you have 47% of the barter programs doing 1, 2 or 3 ratings, I would say there are many first-run programs that should have never entered the market. Syndicators are just as much at fault. Both [stations and syndicators] gave away the control valves on ad inventory and



Many hands keep 'Baywatch' afloat

further depressed the business. Stations can't pay cash fees because the spot market for their local inventory continues to lose value."

WKRK in Cincinnati may share with *Star Trek: The Next Generation* the distinction of achieving profitability on the front-end. Averaging a 8.0 gross aggregate rating (NSS, week ending Oct. 27), WKRK is performing close

to MTM Television Distribution's guarantee on the series. However, media buyers indicated that WKRK sold for \$70,000 per 30-second unit, which translates to \$21.6 million in net national ad revenue for 23 episodes. The estimated production and marketing costs on the series are \$15 million for its initial season, which leaves perhaps \$6 million in net profits.

Kevin Tannehill, president of MTM Television Distribution, conceded that comedy programing continues to be a difficult sell internationally, but he expressed hope WKRK's success on these shores will carry over into international markets. "We believe in investing more for what is on the screen to create a strong library of [off-first-run] negatives for the back-end," said Tannehill of the \$500,000-plus, per-episode budget.

Judging from media buyer estimates, the marketplace for first-run half-hours, such as Worldvision's *Tarzan* and Viacom's stable of action-adventures *Lightning Force*, *Super Force* and *Superboy*, command slightly more depressed domestic rates of \$15,000 to \$20,000 per 30-second spot, or roughly \$6.2 million in net revenue annually for each series.

In Worldvision's case, the syndicator is paying only a percentage of the production costs on *Tarzan* for the U.S. distribution rights (to a partnership formed by American First-Run Studios with Balienciaga Productions [France], William F. Cooke Productions [Canada] and Telemex [Mexico]). "Action-adventures continue to sell here and overseas," said Gary Montanus, Worldvision's senior vice president of marketing "You have to go to bat if you want to hit a home run. We're just trying to minimize our risk and build asset values for stripping."

RECORD HOLDER

Mark Goodson Productions has been recognized in the newly published 1992 *Guinness Book of World Records* as "the most prolific producer in television history," having completed production on 38,000 episodes of TV programing, totaling more than 20,800 broadcast hours. According to *Guinness*, Aaron Spelling is a distant second with 1,770 episodes, totaling 2,583 hours.

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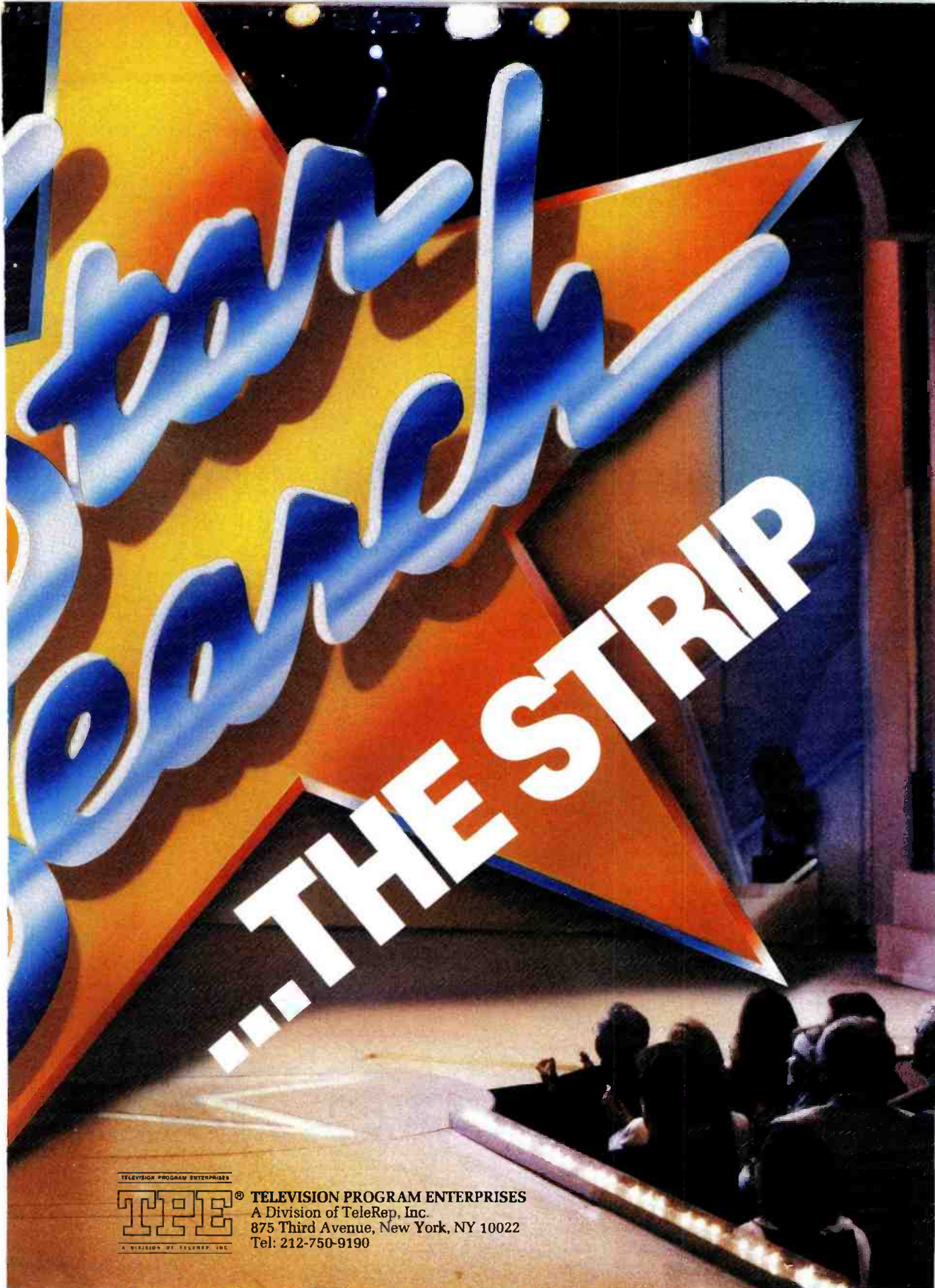
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NBC PROFITS ON NOTRE DAME DEAL

NBC Sports showed a profit of less than \$2 million on the just-completed first season of its five-year, \$35 million deal for Notre Dame football, according to a source at the network.

"If we had an opportunity to renew it for more years, we'd do it today," said Ken Schanzer, executive vice president, NBC Sports, who would not specify exactly how much money was made on the six telecasts.

The network showed a profit on the deal despite the current ad slump and an average 4.8/14 rating/share, which was significantly lower than Notre Dame telecasts last year on ABC and CBS.

"They were marginally lower than we had anticipated," Schanzer said of the ratings. "But our view is that that was largely the function of extraordinary circum-

stances."

Among those "extraordinary circumstances" were the various team standings and unexpected competition from the Clarence Thomas Supreme Court confirmation hearings. Schanzer added that lower ratings were expected this year because all the games were played on Saturdays at 1:30 p.m., versus late afternoon and night games in 1990. He said the network would not be selling next year's Notre Dame package on the basis of the 1991 ratings.

"It's not sold on a simple ratings basis," he said. "This is a package that has value beyond its numbers. The way in which it's sold has to do with a whole range of marketing opportunities attached to the package." -RB

NATPE AWAITS LOUISIANA ELECTION RESULTS

Corvo says association will pull out convention from New Orleans in 1997, '98 and '99 if David Duke wins race for governor

By Mike Freeman

The groundswell of opposition to Louisiana gubernatorial candidate David Duke, a former Ku Klux Klan leader and white supremacist, has led NATPE International to announce that it has discontinued talks with the New Orleans Visitors Bureau on holding its 1997, 1998 and 1999 programing conferences in that city.

NATPE International President Phil Corvo said the national TV programing organization is joining 25 other trade associations in withholding consideration of New Orleans as a future convention site pending the outcome of last Saturday's gubernatorial election between Republican Duke and Democratic candidate, former Governor Edwin Edwards, as a "message to the rest of the country that former or present white supremacists are unsuitable to hold public office." Duke has publicly stated that he repudiates his past associations with Ku Klux Klan and neo-Nazi organizations.

If Duke is elected, Corvo concedes that it is too late to change the venue for the 1992 NATPE International Program Conference already set for Jan. 20-24 in New Orleans, given the short turnaround time and the "impossibility" of booking convention space in another city. NATPE has already booked convention sites in San Fran-

cisco for the 1993, 1995 and 1996 programing conferences, while Miami serves as the intervening 1994 site. Alternate site discussions for the 1997-99 conventions have been initiated with Las Vegas and Miami visitor bureaus, but may possibly include Houston (which hosted the 1988 NATPE convention), said Corvo.

As for the upcoming convention, Corvo said that more than 200 domestic exhibitors have booked nearly 240,000 square feet of booth space, equaling the level of last year's con-

vention despite the continuing effects of a recession economy. At present, 80 foreign exhibitors have booked space, down slightly from 90 last year in New Orleans. Corvo said that the decline may be partially due to the shakeout from the ITV bidding process for broadcast rights in the United Kingdom, where several failed bids "adversely affected" European broadcast suppliers.

In related news, Corvo said that 2,000 people have renewed their memberships. ■



On Friday, Nov. 8, WUSA-TV Washington launched a public service campaign against prejudice, co-sponsoring with the Anti-Defamation League and a group of local community leaders a series of three posters to be displayed on city buses, each featuring a familiar phrase that has been altered to reveal the meaning behind the code words. Shown above with one of the posters is Hank Yaggi, WUSA-TV president and general manager. Earl Palmer Brown designed the posters, with space donated by Transportation Display Inc.

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	ABC	CBS	NBC	FOX
MONDAY	14.4/22	17.2/26	15.7/24	NO PROGRAMING
8:00	60. MacGyver 9.6/15	21. Evening Shade 16.1/24	29. Fresh Prince 15.0/23	
8:30		7. Major Dad 17.9/26	42. Blossom 12.7/19	
9:00	18. NFL Monday Night Football—NY Giants at Philadelphia Eagles	5. Murphy Brown 19.0/27	14. NBC Monday Night Movies—The Gambler Returns: Luck of the Draw Pt. 2	
9:30		8. Designing Wmn 17.8/25		
10:00	16.3/26	20. Northern Exposure 16.2/26	16.6/25	
10:30				
TUESDAY	17.0/26	12.8/19	12.5/19	NO PROGRAMING
8:00	11. Full House 17.1/26	31. Rescue: 911 14.5/22	54. I'll Fly Away 11.0/17	
8:30	16. Home Improvment 16.4/24			
9:00	2. Roseanne 20.4/30	48. CBS Tuesday Night Movie—Posing: Three Real Stories	36. In the Heat of the Night 13.7/20	
9:30	13. Coach 16.9/25	11.9/18	42. Law and Order 12.7/21	
10:00	26. Barbara Walters Special 15.5/25			
10:30				
WEDNESDAY	15.6/25	10.6/17	13.4/21	NO PROGRAMING
8:00	42. Dinosaurs 12.7/20	60. Brooklyn Bridge 9.6/15	9. Unsolved Mysteries 17.4/27	
8:30	33. Wonder Years 14.4/22			
9:00	14. ABC Movie Special—False Arrest, Pt. 2	56. Jake and the Fatman 10.4/16	36. Night Court 13.7/21	
9:30			52. Seinfeld 11.7/18	
10:00	16.6/27	50. 48 Hours 11.8/20	58. Quantum Leap 10.0/17	
10:30				
THURSDAY	8.7/14	11.0/17	16.6/26	12.5/19
8:00	75. Pros and Cons 7.4/11	46. Top Cops 12.3/19	18. Cosby 16.3/25	35. Simpsons 13.8/21
8:30			12. A Diffnt. World 17.0/26	65. Drexell's Class 9.1/14
9:00	72. FBI: Untold Stories 8.2/12	66. Trials of Rosie O'Neill 9.0/14	4. Cheers 19.8/30	38. Beverly Hills 90210 13.6/21
9:30	66. American Detect. 9.0/14		23. Wings 15.9/24	
10:00		52. Knots Landing 11.7/19	28. L.A. Law 15.3/25	
10:30	58. Primetime Live 10.0/17			
FRIDAY	14.6/25	6.9/12	9.8/17	5.8/10
8:00	27. Family Matters 15.4/27	85. Perfect Crimes 5.5/9	40. Matlock 13.1/22	80. America's Most Wanted 6.8/12
8:30	31. Step By Step 14.5/24			
9:00	39. Perfect Stmgrs 13.3/23	64. Carol Burnett Show 9.2/16	79. Flesh 'n' Blood 7.0/12	89. Best of the Worst 4.8/8
9:30	47. Baby Talk 12.1/21		74. Dear John 7.8/14	89. Totally Hiddn Video 4.8/8
10:00	22. 20/20 16.0/29	84. Face to Face with Connie Chung 5.9/11	69. Reasonable Doubts 8.9/16	
10:30				
SATURDAY	7.3/13	9.3/16	16.1/28	5.0/9
8:00	71. Who'stheBoss? 8.3/14		10. Golden Girls 17.2/29	82. Cops 6.7/12
8:30	76. Growing Pains 7.3/12	63. CBS Saturday Movie—Above the Law 9.5/16	3. Empty Nest 20.2/34	80. Cops 2 6.8/12
9:00	83. TheYoung Riders 6.3/11		6. Nurses 18.1/31	91. Charlie Hoover* 3.6/6
9:30				92. Get A Life* 3.0/5
10:00	73. The Commish 7.9/15	70. P.S. I Luv U 8.8/17	50. Sisters 11.8/22	
10:30				
SUNDAY	14.0/21	17.4/26	10.6/16	8.5/13
7:00	57. Life Goes On 10.2/16	1. 60 Minutes 21.8/34	86. Adv Mark & Brian 5.3/8	77. True Colors 7.1/11
7:30			87. Eerie, Indiana 5.2/8	77. Parker Lewis 7.1/11
8:00	30. Am Fun Home Vid 14.7/22	16. Murder, She Wrote 16.4/24	55. Unsolved Mysteries 10.6/16	48. In Living Color 11.9/18
8:30	33. Am Fun People 14.4/21			66. Roc 9.0/13
9:00	24. ABC Sunday Night Movie—Wife, Mother, Murderer 15.6/24	24. CBS Sunday Movie—My Son Johnny 15.6/24	42. NBC Sunday Night Movie—The Return of Eliot Ness 12.7/19	40. Married w/Childn 13.1/19
9:30				60. Herman's Head 9.6/14
10:00				88. Sunday Comics 4.9/8
10:30				
WEEK'S AVGS	13.1/21	12.4/20	13.4/21	8.1/13
SSN. TO DATE	12.1/20	14.1/23	12.7/21	7.7/13

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Cable



MSO'S, PROGRAMERS TRY TO CONNECT

Traditional animosities put on hold as industry awaits resolution of basic disputes

By Sharon Moshavi

Cable operators and basic cable programers, traditionally locked in a contentious pairing, say their relationship now is as good as it has ever been. But as one operator describes it, this era of good feelings is more like "a holding pattern," awaiting the resolution of a host of unresolved issues—such as tiering, pricing costs, competition and an uncertain future—that could rock the relationship.

Tiering

More than a year has passed since cable programers began wearing anti-tiering buttons at industry conventions. Although the buttons have come off, operators and programers have yet to make peace on the subject.

Initially a reaction to impending regulation, tiering has been continued as a means to hold down the cost of basic. It has not, however, affected programing services, said John Mathwick, group vice president, marketing and programing, Jones Intercable. "Programers just had an initial knee-jerk reaction against it," he said.

But programers are continuing to build in safeguards against revenue

losses caused by tiering by inserting contract clauses that call for premium payments if penetration dips below a certain level. Many mandate no tiering at all. "If we lose 1% that's too much," said Douglas Holloway, senior vice president, affiliate relations, USA Network.

Both operators and programers acknowledge that the full impact of tiering has yet to be felt. Since most tiers are still new, they tend to be priced only \$1 to \$2 above basic, but if the price gap between the two increases, penetration of tiered services will likely decrease. Furthermore, tiering has yet to reach its final permutations. Second- and third-level tiers (as well as a la carte services) are probably in the wings, especially given the advent of 100-plus channel systems. "One category of basic for everyone is the Model T approach," said Phil Laxar, vice president, programing and pay per view, KBLCOM.

Programing costs

Arguing over per-subscriber license fees is nothing new for operators and programers. Operators continue to complain that programers' ever-increasing license fees are forcing them to pass the costs to subscribers, which

is bad for cable's consumer and legislative image. But operators have also stopped the high-profile bickering about some of the highest costs, namely ESPN and TNT's NFL surcharges, and seem for now to have accepted them.

But the pricing pressure is building, and some operators may be ready to snap. Although dropping a service "is politically unwise, sooner or later we'll drop a service and that will make a big impact," said Mark Weber, president, Sammons Communications. If it isn't Sammons, "somewhere down the road, someone will drop a service, likely a sports service," he said.

Some MSO's are taking steps to ensure that programers do not pass on their costs. American Television & Communications' new contracts with some programers put limits on charges they can pass on when they buy expensive programing. "We do not want surcharges on products they acquire unbeknownst to us," said Fred Dressler, vice president, programing at ATC.

The increased use of long-term contracts—upwards of five years—in the industry is helping to stabilize costs, but operators and programers are find-

ing those contracts difficult to hammer out. "We spend most of our time trying to plan for things which we have no idea whether they will happen or not," said Paul Beckham, president, Turner Cable Network Sales. "We're trying to be as flexible as we can, because neither side wants to be locked into anything. After all, basic might not be basic in two years."

Reregulation

The absence of friction right now between the two sides in Washington is subject to change. "We're more together in terms of our position there than we may have been in the past," said Whitney Goit, executive vice president, A&E Network, "but there are sabers rattling around in the Senate that could loosen things up." One of those sabers could be the substitute bill floated two weeks ago as an S.12 alternative, a regulation palliative that threatens to split the industry (BROADCASTING, Nov. 11).

Some programmers worry that they could wind up getting squeezed if the retransmission consent provision is passed by Congress and cable operators are forced to pay for broadcast signals. If that happens, "programmers will take the position that the money is coming out of their pockets, because operators will be pushing for lower fees on cable networks," said USA's Holloway.

"Any outcome of the Washington legislation can either be a rallying point or potentially divisive. That's just the nature of it," he said. Operators and programmers found themselves on divisive paths last year when there was talk of programmers defecting from an NCTA-backed effort to lobby against legislation on their own behalf (BROADCASTING, Sept. 10, 1990).

Competition

Although program exclusivity is a subject operators and programmers have debated for years, the threat of telco entry into cable has become a distinct possibility this year with the lifting of modified final judgment regulations. If tiering and a la carte carriage of channels decreases programmers' penetration, some say programmers may try to maintain their distribution through competing technologies.

Competition could also fuel programmers' ongoing battles to increase operators' marketing support of programming networks. Cable could get a

jump on competitors if it is already out there marketing itself to consumers and improving its image, according to A&E's Goit. "Happy customers are the best insurance against competitors," he said.

But programmers' ultimate customers are the cable operators, argues Lloyd

Werner, senior vice president of Group W Satellite Communications, which operates the Nashville Network. "I think most programmers have lost sight that operators are their customers," he said. "Programmers think they run the cable business when in fact they don't. The operators do." ■

WESTERN CABLE IS 'TELEVISIONARY'

By Sharon Moshavi

Author Ken Auletta and Yegor Vladimirovich Yakovlev, the chairman of the Soviet Union's Gostelradio are two of the headlined speakers at the California Cable Television Association's Western Cable Show in Anaheim, Calif. this week.

Auletta, author of "Three Blind Mice: How the Three TV Networks Lost Their Way," will be a panelist in the opening general session "Cable is Televisionary: Its Effect on the Medium," on Wednesday, Nov. 21. He will be joined by Barry Diller, chairman of Fox Inc. and Dr. John Malone, president, Tele-Communications Inc. The panel, which will be moderated by BROADCASTING Editor Don West, will be the first of a three-part series of general sessions during the show that will discuss cable's effect on television as a medium, on programming and on the viewing public.

This first opening session will deal largely with how cable will integrate with other technologies, and its potential to continue to affect television and change the way consumers use it. On Thursday, the second general session, "Cable is Televisionary: Its Effect on our Publics," moderated by Steve Effros, executive director, Community Antenna Television Association will

discuss the cable industry's image: how consumers perceive it, how operators and programmers communicate their images to consumers, and what the industry can do to guarantee loyalty from its subscribers.

The third general session, "Cable is Televisionary: Its Effect on Programming," on Friday, will be moderated by William J. Rosenthal, vice president of operations, Century Southwest Cable TV Inc.

Yegor Vladimirovich Yakovlev, the new head of the Soviet state organization responsible for television and radio, was appointed to his position following the August coup. He will be the keynote speaker on Thursday. Yakovlev, in his first visit to the United States, will offer his vision of the future of Soviet television.

Several sessions will be devoted to improving cable's image and heightening awareness of it among consumers. Ron Cooper, senior vice president, Continental Cablevision, will moderate "Promoting Cable with Cable to Achieve Marketing Objectives." Peggy Keegan, vice president, CCTA will moderate "Communicating Cable's Value: Working with Local Media to Tell Your Story." The panel will cover working with both print and electronic media, from TV critics to business and city editors. ■

BRAVO'S AIDS ACTIVITY

For the second year in a row, Bravo will produce and distribute *A Moment Without Television*, a 60-second public service announcement scheduled to run at 8 p.m. on World AIDS Day, Dec. 1. A total of 16 national cable networks and 10 regional services will also simulcast the PSA at 8 p.m. as part of a movement dedicated to AIDS awareness called "A Day Without Art," which involves artists' organizations around the world.

Bravo will also present its third annual *Unfinished Stories*, a five-day telethon on behalf of AIDS research beginning on Sunday, Dec. 1, from 5 p.m. to 6 a.m. and airing each Sunday the rest of the month. The telethon benefits community-based AIDS organizations.

-SDM

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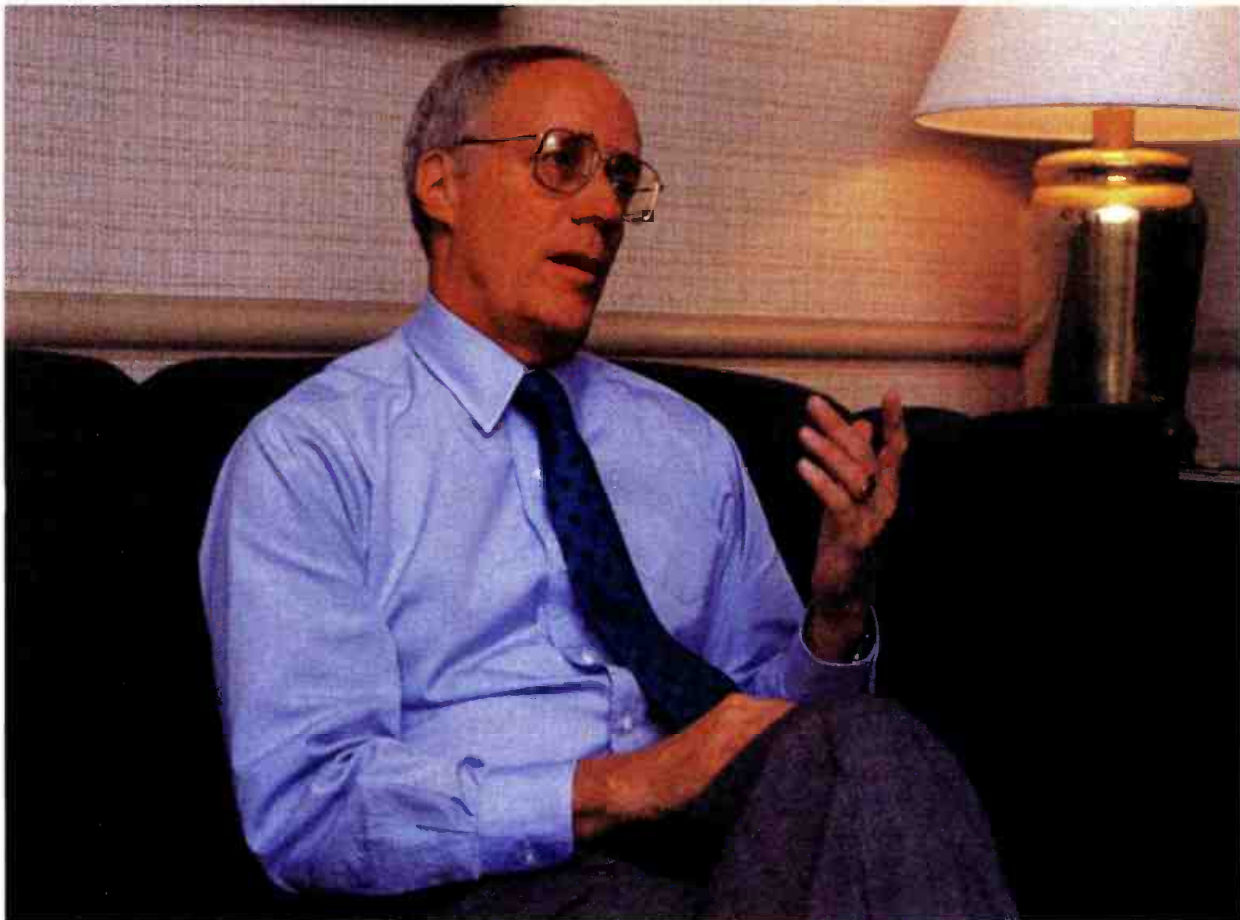
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TRYGVE MYHREN: FINDING COMMUNICATION'S COMMON GROUND

Since former American Television & Communications chairman Trygve Myhren took the helm at Providence Journal Co. last year as president and chief operating officer, the company has doubled the number of both its cable subscribers and its broadcast properties. Through its King Broadcasting acquisition and its agreement to manage Palmer Communications' cable systems, the multimedia company now has 9 TV stations and 750,000 cable subscribers. Myhren sat down recently with BROADCASTING's Sharon Moshavi to talk about the future of cable and the issues broadcasters face that will affect cable.

As head of ATC, you were in cable for a long time. You left the industry and now you're back in a position in which you oversee cable, broadcasting and newspapers. How do you go about juggling the interests of those three media, which obviously have competing agendas?

It is not as difficult as it might seem on the surface, because mostly we don't have competing media in the same market. We are also trying to make acquisitions, and we have to make certain judgments about which of the businesses to acquire. We do not feel that any of these are poor businesses. So we are willing to acquire all of them.

In the cable business today, the multiples are probably running from nine to 11 times trailing cash flow. The comparable numbers in broadcast and newspapers are probably somewhere below eight, although there are precious

few transactions being done. A few years ago broadcast and newspapers were selling for 13 times, and that was too high. Those prices caused a scarcity in a cash-flow generating capability that wasn't really there.

But even at six to eight times, you're talking about businesses that are better than the average business.

We believe that, everything else being equal, cable today has probably even better growth prospects than the others.

You joined forces last year with other multimedia companies to address issues of concern. How successful has this group been?

The Media Group comprises companies with a number of media—The Washington Post Co., Cox, Newhouse, Multimedia, Times Mirror and Gannett. The goal is to find issues and areas of common understanding.

Are there specific areas you're looking at?

We're continuing to talk with people about issues involving the telephone company, which is a common thread. If telcos are allowed to unfairly enter media businesses, it's a problem. It's a serious problem for society and consumers as well as for the three distribution forums we're in.... If telephone companies are allowed to enter without a franchise, as the FCC has recently proposed, it would stand a chance of destroying the cable industry.

So from a cable standpoint, obviously, we're concerned.

But, frankly, our more immediate concern is with [the potential threat to] the newspaper and broadcast industries.

Why?

Because the economic threats are clearly there. If the telcos are information-service providers in the classified business, and they are your only pathway to the home—which is clearly what is intended here, a single wire to the home—then the newspaper business is not going to be in the classified business. The problem for a broadcaster is that if you prematurely hasten the advent of multi-channel environments in every home in the country, broadcaster share drops prematurely. It's going to happen, and the consumer ought to have multiple channels, but if forced in a context in which the telephone company is also an information provider, it puts someone into the mix who has monies that have been generated through monopoly profits that can then be used to cross-subsidize purchasing a program in a way that broadcasters can't compete with.

Is there a way for telcos to enter and not be a threat?

Telephone entry outside their service areas is not as consumer unfriendly and it's not as unfair to other businesses. It sounds good on the surface. The history of the telephone companies is one of abuses and deceit when it comes to issues like this. They've done it over and over. It's why they were broken up in the early 80's, because they had brutalized other businesses. The FCC is totally naive in thinking that it can come up with cross-subsidy review. It's humanly impossible now because of the vastness and the arcane nature of telephone accounting.

When you talk about the fact that they'll be using the financial leverage they've gained through a government-imposed monopoly to beat up other providers, and when you look at their history of past abuses, the future's real clear. There's going to be one person putting information in the home. It's going to be the telephone company, and it is going to be the arbiter of everything from truth to good taste.

If the telephone shareholders were really willing to pay in an honest, non-cross-subsidized manner for completely retooling their plant and betting on the return, that would be an interesting proposition. Unfortunately, there doesn't seem to be any way to make that happen because there is no way to police the cross-subsidization issue. And it raises a question: if what we're talking about here is competitiveness—international competitiveness—and a level playing field in this country so that we generate the vitality of competition in this arena, why is it that no one's talking about letting cable do voice?

What's your position on cable reregulation bill S.12?

I see it as essentially flawed legislation. The point can be made that some regulation of rates and customer service would be OK so long as the regulation of rates is done at the federal level. S.12 has other things beyond what I would call the consumer issues—getting rid of program exclusivity, for example. But I don't think most people would oppose a reasonable piece of legislation.

What's your position on retransmission consent and the repeal of the compulsory license?

We believe the broadcast industry can use some help. We don't happen to believe that retransmission consent is the way to do it, primarily because we don't think the broadcasters will ever see any of that money.

Who would get it?

With completion of the purchase of the King Broadcasting properties, we'll have nine substantial broadcast stations. So with that we are obviously very interested in seeing our way through to a method to improve the economics. But the retransmission consent proposal doesn't pass any additional money on to the broadcasters. It should result in some money for networks, and it certainly will result in some money for Hollywood; but I don't see that it has any reasonable chance of passing on any meaningful money to broadcasters. So that's a problem. We, within the context of the media group, thought some trade-off in the exclusivity area might be workable—in fact, ought to be workable—between broadcasters who might make their local product available to cable operators, or anyone else, on an exclusive basis. But for that to work would require a companion piece that cable operators have rights to contract exclusivity for programming, which is an issue that's much in doubt at this point.

What about compulsory license?

We are open to listening to everyone on these issues. We've listened closely to Fox. And we believe that over a period of time, compulsory license for distant signals is going to get phased out one way or another. You can't do it overnight, because you've got to come up with a way to handle the logistics.

If allowed to become information providers, telcos "are going to be the arbiter of everything from truth to good taste."

But WTBS has clearly been transitioning in that direction. It's almost a copyright pay station now. You can certainly see, when you look at it that way, how a Fox or a TCI might find that very appealing. What will happen if you phase out the compulsory license for distant signals is that the other superstations are essentially going to go away, because the negotiation on them will be between the programmer or the studio and the cable operator. For example, WGN buys the program for Chicago. If I'm a cable operator in Minneapolis and WGN comes in there and I want that program, I will go and work with the programmer, not with WGN.

How about the compulsory license for local signals?

What we're talking about here is a situation where the broadcaster basically gets squeezed out between the cable operator and the programming. The broadcaster loses his function and the consumer loses the choice of over-the-air television.

Hollywood and syndicators, in selling these programs, don't really have to sell to the local broadcast station the right to resell. They only have to sell that right to the broadcast station if the broadcast station will pay them a lot of money. So in the end the broadcast station is not going to get that right unless it is willing to pay a lot of money for it, as much money, in total, as the programmer or studio would have gotten had it sold this right to the broadcaster and then sold the retransmission right directly to the cable operator. What's happening is that the studios are gaining money. The broadcaster is, in the best of circumstances, not losing



any, but the cable operator is paying a lot more.

This concept will put the studios in position to extort from the other businesses. It's not like a simple negotiation—am I going to carry a program or not? They are all of a sudden in a position where they can't turn it down.

If concerns like these—the enormous logistical costs, the inordinate leverage that is put in Hollywood's hands—can be resolved in some way, we would certainly sit down and be willing to talk about phasing out the compulsory license. But I haven't yet had anyone explain how you can resolve these concerns.

Is cable a more attractive business at this point?

No. Its future growth potential, we believe, is even greater than the other two, although we think all three are attractive businesses. But each of them has its negatives. In the newspaper business, you have declining readership, but we think you can run a newspaper with good margins today so we are looking for others. In the broadcast business, we know what's happening to the network share, but we believe that local broadcasters, if they know how to program well, can do well, particularly if they are in reasonably good markets with some growth potential. That's one of the reasons we chose the King properties. Cable, we think, is even better, although it, too, has problems. It has regulatory and legislative threats, the direct broadcast satellite threat, the telephone threat. These are all things that have to be taken into account.

Indicators over the past few months seem to suggest that the market for cable system sales is coming back around. Do you think that's true?

There is a lot of money that has been put into funds that are chasing cable news, but don't be surprised if prices do not go up substantially. People were paying too much before. I don't think that the equity investors are going to go back to that previous type of payment for cable systems. It's not warranted.

If you are an equity investor, I don't think you are going to accept less than a 20% return. In fact, many of them are going to expect in the 25% range, and there are still people running around who want 30% or more. The only way you're going to get a 30-plus percent return is to kid yourself. Even at these multiples of nine and 11 times trailing cash flow, you kid yourself into thinking that the growth is going to be dramatically better than it has a reasonable prospect to be. If people are going to accept 20 to 25 percent, and plug into the realistic performance numbers, then they are not going to pay prices that are substantially above those multiples. It's not going to happen.

Do you have an option to buy the Palmer Communications cable systems, which you manage?

I think the terms of the contract do not permit me to tell you precisely what the terms are. I can say that we have a large loan in the company; we do manage it; the contract is of significant duration, and we do have some back-end options.

Are there any deals coming up?

No, and I don't want to blow horns until things happen. But I don't think it's any secret that we would enjoy getting to a million subscribers in cable.

When we did the King deal, half the equity was put up by Kelso and Co. For future large acquisitions we'll look to equity investors again, those who have faith in our management. We will not invest in properties in someone else's management.

You said last year in BROADCASTING that cable wouldn't be as badly affected as broadcasting in a recession. Has that held true?

Absolutely. Cable industry cash flows have basically been stable to up. And, in most cases, broadcast cash flows have been down substantially.

Our broadcast stations have held up better than average. Interestingly, our cable systems have held up pretty well. Our pay-television subscriptions are down. Our basic business is a little ahead of last year, but not much—from 1 to 2 percent. We have done very nicely on pay-per-view this year, but we were hoping for the Holyfield-Tyson fight. With that, we'd have had a heck of a year. Now it's going to be an OK year.

What's your forecast for pay?

I don't think the subscription pay business is a big growth business at this point. There is too much value in basic for subscription pay to be in a growth cycle. But I think it's going to have a lot of staying power. This is not a business that's going to disappear in the near future. It's a very efficient way to get that type of programming out there, as opposed to pay-per-view, which has enormous marketing and logistic costs.

NCTA is spending \$10 million on an image campaign, and MSO's are coming up with their own campaigns. From your past comments in BROADCASTING, it seems you don't think too much of these campaigns.

No, I believe that spending money on image is worthwhile. I happen to believe that third-party endorsement is dramatically more effective—as well as being less expensive than direct advertising—on an issue such as one's own credibility. Make sure your customer service and your interaction with the customers on every level and on every issue is as good as it can possibly be. Then, of course, your image is going to be pretty good.

TBS POSTS THIRD-QUARTER PROFIT

By Sharon Moshavi

Turner Broadcasting System reported increases in operating profit and net income for the third quarter 1991 over the same period 1990.

Operating profit increased \$9.1 million, from \$50.4 million to \$50.9 million. Net income rose from \$1.3 million to \$7.4 million.

Total revenue for the quarter was \$392.6 million, down \$26.2 million from last year, largely due to the \$60 million in revenue the 1990 Goodwill Games brought in. Excluding the games, revenue rose \$33 million.

TBS's entertainment revenue, mostly coming from WTBS(TV) Atlanta and Turner Network Television, was \$229.4 million, a 10% decrease. Operating profit was \$37 million, up 160%. The Goodwill Games accounted for a \$60 million decrease in revenues, but were offset by \$42.3 million in increases in TNT advertising and subscription revenue. According to

TBS, the Goodwill Games accounted for a \$60 million decrease in operating expense as well as revenue and so had no effect on operating profit.

The news segment, CNN and Headline News, which TBS said also saw advertising and subscription gains, posted a 15% increase in revenue to \$37.6 million. Operating profit increased 56% to \$37.6 million.

The Atlanta Braves also helped TBS's third-quarter showings. The Atlanta Braves' push to the World Series helped bring in a 52% increase (to \$22.8 million) in revenue for TBS's sports segment, which also includes the regional network SportsSouth and the Atlanta Hawks. Operating profit went from a \$3.9-million loss in the third quarter of 1990 to turning a profit of nearly \$2 million.

For the first nine months, TBS is up 3% in revenues, from \$1,036.3 million for the comparable period in 1990 to \$1,077.8 million in 1991. Operating profit is up 26%, from \$145.8 million in 1990 to \$198.7 million for 1991. ■

HOCKEY'S REACH GROWS

SportsChannel America has signed the SportsSouth Network, which reaches 2.5 million subscribers, to carry SCA's National Hockey League coverage. That puts SCA's NHL reach at 17 million homes.

SCA hopes to gain distribution of the NHL to an additional five million homes by the end of the year, according to Jeff Ruhe, SCA's president.

The network continues to hold discussions with Liberty Media about carrying the NHL on those regional sports networks in which Liberty is a majority owner. Those services, KBL Sports and Prime Sports Northwest, had reached an agreement last season for SCA to carry the NHL play-off and championship games.

The NHL and SCA continue to discuss creating a subscription service available to backyard dish homes. -SDM

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Radio

IN-BAND SYSTEMS GAIN FROM S-BAND DAB

U.S. recommendation of S band for satellite DAB expected to help in-band terrestrial development; window still open for future L-band options

By Reed E. Bunzel

The announcement earlier this month that the United States would recommend to the World Administrative Radio Conference (WARC) in Spain next February that certain S-band spectrum (2310-2360

mhz) be designated for satellite-based digital audio broadcasting and for complementary "gap-filler" terrestrial service (BROADCASTING, Nov. 4) has been greeted with cautious optimism from many corners of the radio industry.

Proponents of in-band terrestrial

systems suggest that the move helps to define the playing field by providing DAB developers a clearer direction in which to work. Even though the Bush Administration refrained from making any specific recommendations regarding terrestrial DAB, its selection of the S band for satellite served to narrow the focus. The administration did not rule out future possibilities of L-band terrestrial DAB applications, but indicated that any reallocation of L-band spectrum, currently used by the Department of Defense for aeronautical testing, was a long-shot—a de facto endorsement of in-band technology.

Relegating satellite DAB service to the S-band also is viewed as favorable to the radio industry because S-band frequencies are widely held to be impractical and too costly for adequate satellite service. This could give terrestrial DAB a distinct competitive edge.

The administration's announcement potentially closes the lid of the Pandora's box opened earlier this year by the National Association of Broadcasters when its board of directors backed the association's vigorous effort to push development of the Eureka 147 DAB system in the L band (BROADCASTING, Feb. 4). This move was viewed as premature by many broadcasters who questioned the technical and economic ramifications that might have resulted from this plan. Among the considerations were a potential "leveling of the playing field" by theoretically equalizing the signals of all AM's and FM's, opening the door for new broadcast signals in some markets, allowing for the introduction of L-band satellite service, and displacing some 12,000 radio operations from current bands to new frequencies.

NAB Executive Vice President John



STATIONS UNITE FOR GRAHAM TRIBUTE

A number of San Francisco area radio stations—Viacom's synchrocast "Double 99" KDBK(FM)-KDBQ(FM), CBS's KRQR(FM), Susquehanna's KFOG(FM) and Infinity's KOME(FM) San Jose—last week broadcast a six-hour Bill Graham memorial concert live from San Francisco's Golden Gate Park. The concert, "Laughter, Love, and Music: A Musical Celebration" drew a crowd of 300,000 fans who paid tribute to the life and career of concert promoter/producer Bill Graham, who died in a helicopter accident near Vallejo, Calif., Oct. 25. The event opened with a traditional New Orleans funeral procession performed by the Dirty Dozen Brass Band, followed by the "Star Spangled Banner," sung by Bobby McFerrin, and "Ave Maria," sung by Aaron Neville and Evelyn Cisneros. The tribute was highlighted by a surprise reunion of Crosby, Stills, Nash and Young, and also featured sets by the Grateful Dead.

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Abel explained that the Bush administration has taken no position on terrestrial DAB other than to specify that, at present, the L band is not available. "They did not rule out the L band or a post-WARC decision on spectrum," he said. "In effect, they left a window for just about anything," including Eureka.

Still, NAB concedes that the current push is for an in-band system, and NAB has reversed its current stance to endorse development of in-band systems. What does this do to Eureka? While some critics would consider Eureka a dead issue, "that is not the case," Abel said. At this point, in fact, only broadband digital technology—that which requires some 1.5-3.5 mhz bandwidth, considerably more than is available in the FM band—might appear obsolete for terrestrial applications. "Any broadband system really is in jeopardy at this point, although not necessarily for S-band application," he explained.

On the other hand, all narrowband systems currently under development would require 200-300 khz bandwidth and would work on first adjacent spectrum or unused spectrum in the FM band, except for Project Acorn, which proposes an on-channel system. In fact, "DAB systems operate independent of spectrum, with the only variable being bandwidth," Abel pointed out. "Narrowband systems are not as good as broadband systems, but that's the trade-off you get when you try to move down to narrow bandwidth."

Because of the in-band groundswell, and because so much in-band technology is based on Eureka patents, the association has asked Eureka to develop suitable narrowband technology. "Given the interest in in-band, we have asked them to develop an in-band system," Abel said. "The fallacy is that the Eureka system was developed and is fixed. Just because something works out-of-band doesn't mean it won't work in-band," he said. Virtually all systems use the same technology, based on the same 130 patents, so they're basically all the same, so "the only thing that varies here is bandwidth," Abel stated.

Sconnix Broadcasting's Randy Odeneal, widely recognized as a vocal proponent of in-band terrestrial DAB and a member of the NAB DAB Task Force, said that the administration's decision clearly turns the development of DAB toward in-band technology.

HISPANIC HOLIDAYS

Last year's premiere of *Navidad Magia En Disneylandia* (A Magical Christmas at Disneyland) on the CBS Hispanic Radio Network has prompted an expansion. The feature program package is now titled *Fiesta Navidenas, Estrellas, Musica y la Magica de Disney* (Holiday Festivities, Stars, Music and the Magic of Disney). This holiday programming will air from Thanksgiving through Christmas.

The first four-hour special originates from Disneyland in California during Thanksgiving weekend (Nov. 28-Dec 1); the second will air during the Christmas holiday (Dec. 22-29) from Walt Disney World in Florida. Celebrities participating include Gloria Estefan, Julio Iglesias, Jose Jose and Jose Luis Rodriguez.

The CBS Hispanic Radio Network reaches 80% of the U.S. Hispanic population and audiences in six Latin American countries.

GOOD SPORTS

Veteran sportscasters Chris Berman, Frank Deford and Dick Schaap have been named commentators for weekday broadcasts on the new ESPN Radio Network. Scheduled to begin broadcasting on Jan. 1, 1992, the network will feature the three commentators delivering one-minute sports briefs during morning drive Monday-Saturday, and during afternoon drive Monday-Friday. ESPN expects to name its line-up of weekend announcers in the next few weeks.

50 YEARS AGO

To commemorate the 50th anniversary of the attack on Pearl Harbor, CBS News will examine the military, political and personal lessons of the day on *Remember Pearl Harbor*, a special 15-part broadcast anchored by CBS News Correspondent Charles Kuralt airing Nov. 30 and Dec. 1. A partial rundown of the 15 three-and-one-half minute segment topics include America 1941, Japan 1941, the USS Arizona, Arizona Memorial,

Japanese internment camps and an essay by Charles Kuralt.

CALLING THE SIGNALS

The Interep Radio Store's Ralph Guild moderated "Who Decides What's on the Radio" seminar, held in New York last week. The Center for Communication panel featured leaders of different radio industry segments who discussed the process through which programming is put on the air and who has the last word in the survival or cancellation of radio programs.



Panelists included (front row, left to right): Corinne Baldassano, vice president of programming, ABC Radio Networks and Bob Dunphy, vice president of programming, WNSR(FM) New York; (back row, left to right): John Dinges, managing editor, National Public Radio news and information division, and Jim Thompson, president, Group W Radio.

RAB RENEWAL

New York-based Group W Radio announced that its stations will renew their membership in the Radio Advertising Bureau. Group President Jim Thompson said in a release last week that the company felt "that RAB President Gary Fries and his team are committed to providing the kind of station services, new business development programs and broad-based national marketing efforts that our stations and the radio industry critically need in the operating environment of the 1990's."

The Livingston Awards

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To recognize and further develop the abilities of young journalists.

Procedure:

All entries will be judged on the basis of a single report or, in the case of series, up to seven reports. Organizations may apply for individuals, or individuals may apply on their own. The deadline for 1991 entries is February 10, 1992.

Application forms may be obtained from Charles R. Eisendrath, Executive Director, The Livingston Awards, 2080 Frieze Bldg./105 S. State St., The University of Michigan, Ann Arbor, Michigan 48109. Telephone: (313) 764-2424.



Judging Panel

Final selection of the 1991 AWARDS will be made by:

Mollie Parnis Livingston,
chairman, The Mollie Parnis Livingston Foundation

Ken Auletta,
author

John Chancellor, commentator, NBC News

Richard M. Clurman,
former chief of correspondents, Time-Life Publications

Osborn Elliott,
professor of journalism, Columbia University

Ellen Goodman, columnist, Boston *Globe*

Charlayne Hunter-Gault,
national correspondent, MacNeil/Lehrer NewsHour

Robert C. Maynard
publisher, Oakland *Tribune*

Mike Wallace, correspondent, CBS News

"The government has created some breathing room for the development of in-band systems, that will prove to be less destabilizing for our industry," he said. "Now in-band systems will start to move forward without the fear that they will be preempted by an agreement with Eureka to develop an out-of-band system. That's a real positive for radio broadcasters."

Odenal said that by rejecting the L-band alternative, the government has effectively tossed the ball back into the broadcasters' court. "The government has made it clear that it's not prepared to part with any L-band spectrum, and will protect its interest in those frequencies," he said. In fact, other than protecting the L band from any commercial broadcast use, "the government has not and will not take a position on terrestrial DAB at the upcoming WARC," he added.

The move toward in-band systems comes as no surprise to Ron Strother, president of Strother Communications in Hammond, La., and a proponent of both land-based and satellite systems. "Industry consensus clearly was moving toward the support of an in-band system, especially when it became ev-

ident that, without the unlikely intervention of Congress, that we might not successfully secure the L band anyway," he told BROADCASTING. "In-band clearly is gaining political and technical support as the most logical place for terrestrial DAB. This is excellent news for both system developers and broadcasters," Strother added.

He said he also believes that, while the S band currently may be unsuited to satellite DAB, at some point it will prove technically feasible. "At one time people said the same thing about the L band," he pointed out. Because the technology is not yet developed, however, Strother said that satellite DAB most likely will serve as secondary or complementary service to conventional DAB broadcasting, which probably will be implemented first.

Development of in-band terrestrial DAB now should move along at a quickened pace, Strother said. "The benefits of the administration's decision are the [theoretical] ease of in-band implementation and lack of disruption to the current radio industry," he said. "Even if WARC decides differently, the U.S. has made a determi-

nation—and given the uniqueness of our broadcast environment and available spectrum, it really was the only decision they could make."

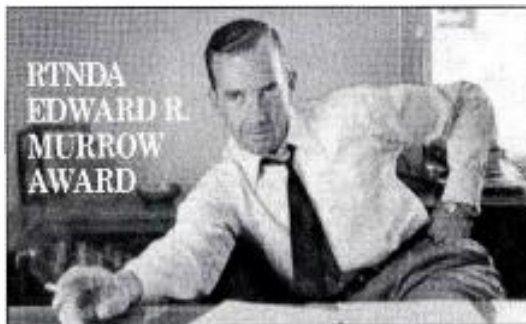
Odenal agrees. Had the L band been approved for terrestrial DAB, "it would have taken many years to implement because the existing users would have had to have been relocated," he explained. "Finding enough available spectrum was the major obstacle in the development of DAB, so we might now actually see the time line speed up if in-band can, in fact, be developed." Odenal suggested that, if WARC hadn't been fast approaching in 1992, the digitization of radio stations would have proceeded "normally. At some point someone would have said: 'Wouldn't it be wonderful if we could digitize all the way to the receiver,' and then development would have begun on in-band systems"—and the industry might have avoided the past 18 months of confusion, Odenal suggested. ■

COLLEGE RADIO AWARDS

The Loyola Radio Conference announced on Nov. 8 the establishment of the Marconi College Radio Awards, recognizing student non-commercial radio stations. The eight award categories include news achievement, sports achievement, promotions achievement, public/community service achievement, programing achievement, outstanding college station, outstanding high school station (the only award high school stations are eligible to achieve) and a board of judges award.

Mrs. Gioia Marconi Braga, chairperson of the Marconi International Fellowship Council and daughter of Guglielmo Marconi, called "the father of radio," has lent her support to the awards. "I agree that the young people of today would find the youthful accomplishments of Marconi an inspiring role model for their own careers," Braga said.

Radio stations that submit entries must be in good standing and have been active in the same operational facility for at least two years. The awards will be presented during the 23rd annual Loyola Radio Conference, Nov. 12-14, 1992, in Chicago. —MB



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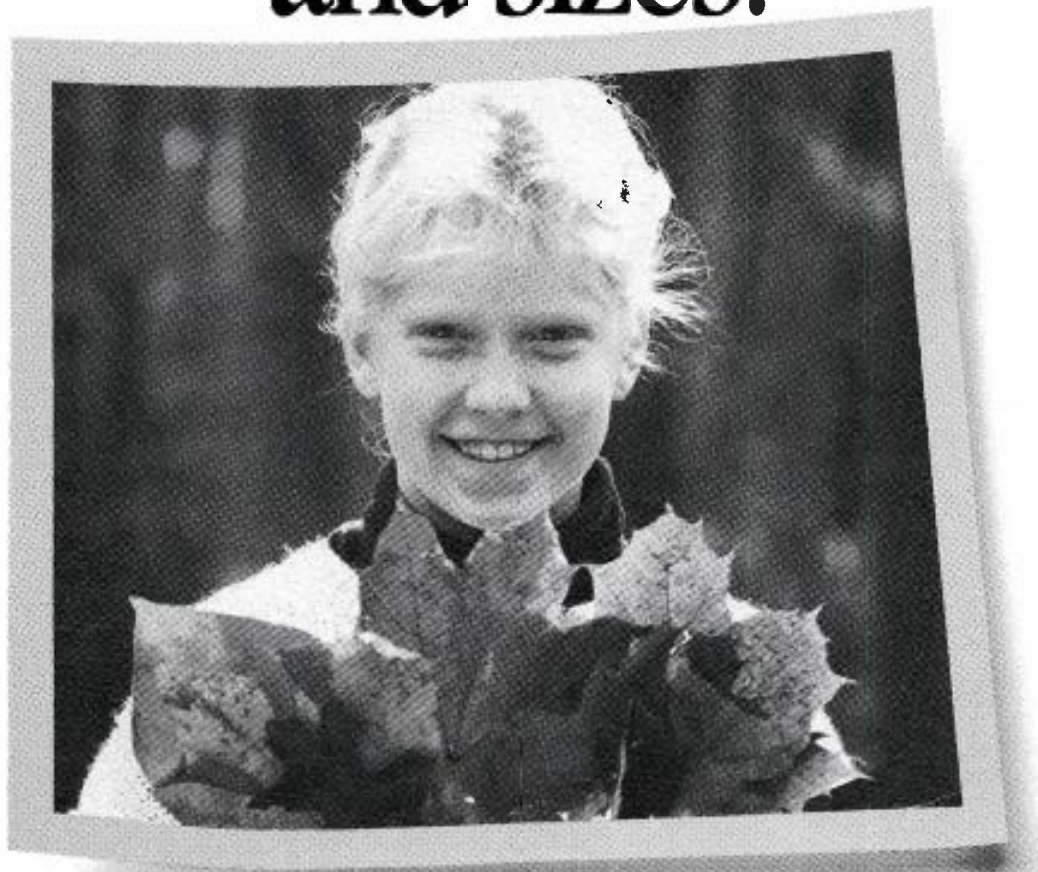
Your station could be one of ten to receive a Murrow Award at RTNDA's gala presentation, September 23, 1992, in San Antonio, Texas. For more information, contact RTNDA.



Radio-Television News Directors Association

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RADIO A YEAR-ROUND HABIT

Katz study shows fairly consistent listening year-round

By Lucia Cobo

The Katz Radio Group has released a new study dispelling the notion that the population listens to the radio less in the summer than during other times of the year. The Katz study shows that radio listening

levels remain fairly constant year-round.

According to KRG analysis of Person Using Radio, levels for all adult age groups and dayparts remain virtually identical from one survey period to the next, proving that summer survey listening patterns conform to those

in the fall, winter and spring surveys. Adult radio listening is not affected by changes in season that could affect other aspects of a person's lifestyle, the study says.

The seasonal indices for persons 12-plus break out as follows: Monday-Sunday, 6 a.m.-midnight—fall, 100; winter, 101; spring, 100; summer, 99; Monday-Friday, 6-10 a.m.—102, 103, 100, 95; Monday-Friday, 10 a.m.-3 p.m.—97, 100, 99, 103; Monday-Friday, 3-7 p.m.—100, 102, 100, 98; Monday-Friday, 6 p.m.-midnight—99, 96, 101, 104, and Saturday-Sunday, 6 a.m.-midnight—99, 99, 101, 100.

The study also showed that the one exception to the rule is teenagers, 12-17, where radio listening shifts from Monday-Friday, 6-10 a.m., to Monday-Friday, 10 a.m.-3 p.m. during the summer months. The study said that while these two time periods exhibit significant shifts, overall levels in other time periods and for Monday-Sunday, 6 a.m.-midnight, show consistent seasonal patterns.

"Only radio adapts to the lifestyle of its audience."

KRG study

The teen indices are as follows: Monday-Sunday, 6 a.m.-midnight—fall, 100; winter, 100; spring, 98; summer, 102; Monday-Friday, 6-10 a.m.—108, 110, 103, 78; Monday-Friday, 10 a.m.-3 p.m.—63, 66, 86, 185; Monday-Friday, 3-7 p.m.—103, 106, 99, 92; Monday-Friday, 6 p.m.-midnight—106, 103, 98, 92, and Saturday-Sunday, 6 a.m.-midnight—103, 102, 98, 97.

The only place that radio does not follow teens is into the school. During the summer months, teens tend to rise later, which explains the pattern for the 6-10 a.m. and 10 a.m.-3 p.m. dayparts.

The study concludes that although people's lifestyles may change from season to season, radio listening remains strong throughout the year. The reason is that "only radio adapts to the lifestyle of its audience." While television viewing (both broadcast and cable) occurs mainly in the home and in specific rooms, radio is present indoors, outdoors, in the car, in the home, at work, at leisure and during both active and inactive moments of a person's day. ■

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CORNILS RETURNS TO RAB

He will coordinate Managing Sales Conference in Nashville; Limbaugh to keynote; radio revenue down in third quarter compared to same period last year

By Lucia Cobo

Gary Fries, president of the Radio Advertising Bureau since October, is busy making changes in the sales organization. Fries' first staff addition is that of Wayne Cornils, who has rejoined RAB in New York, effective immediately. Cornils previously served at the RAB from 1984 to 1989 as executive vice president.

Cornils' initial responsibility will be the coordination of the RAB's Managing Sales Conference, Jan. 30-Feb. 2, 1992, at Nashville's Opryland Hotel. Fries hopes to have made his imprimatur on the organization by then, and said he views the Managing Sales Conference as an opportunity to introduce his "new RAB to the radio industry."

Plans for the Managing Sales Conference are being completed. Concurrent with the Cornils' appointment,

the RAB also announced that Rush Limbaugh, host of the highest-rated national radio talk show in the U.S., will be a keynote speaker at the conference. Limbaugh will share his views on the radio industry during a luncheon on Saturday, Feb. 1. The theme for the four-day conference is: "We cannot change unless we survive... and we cannot survive unless we change."

For the past year, Cornils has been working as a management and sales consultant for stations. In addition, he has held the position of senior vice president for radio at the National Association of Broadcasters in Washington, and worked at radio stations in various capacities, including owner, manager, sales executive, announcer and engineer.

Third-quarter decline for radio

The RAB also released industry reve-

nue figures for the first three quarters of 1991. Radio suffered a 3% across-the-board decline in revenue compared with the same period in 1990. Local radio revenue through September is down 3.2% and national declined by 2.8%, according to the index of revenue pool results compiled by the RAB.

Due largely to the effects of the Persian Gulf War, which caused local revenues to decline 7%, first-quarter 1991 revenue was down 5.2%. National business was up 1.2%, however, "because many national advertisers chose radio as a cost-effective alternative to other media during the worst of the economic pinch," according to the RAB. Radio gained some ground in the second quarter, posting a 3.9% decrease overall for the first half of 1991, based on slightly better local revenues, but with a dip of 2.1% in national business. ■

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HOUSE PUSHES CABLE LICENSE REFORM

Copyright Chairman Bill Hughes gets parties to discuss changing license; retransmission consent also on table; legislation the goal

By Randy Sukow

The House Copyright Subcommittee began exploring the possibility of altering or abolishing the cable compulsory license last week during an informal meeting with about 20 television industry representatives. The group agreed to further meetings which could lead to the framing of compulsory license-related legislation by early 1992.

Some speculated the meeting was designed to distract attention from the Senate's cable bill (S. 12), which may soon be considered. S. 12 and companion legislation in the House (H.R. 3380) propose retransmission consent for broadcasters, giving them rights to charge cable systems a fee to carry their signals. Subcommittee Chairman Bill Hughes (D-N.J.) has made clear his belief that his parent Judiciary Committee should share jurisdiction on retransmission consent with the Energy and Commerce Committee (BROADCASTING, Nov. 4).

But Hughes and other subcommittee members repeated several times that the investigations of the compulsory license were not a part of an effort to derail S. 12/H.R. 3380.

"This was an organizational meeting. Basically, it was an effort to find out if there was some general consensus among all the major players in this important industry...and to develop a regime that does two important things: advances the science of useful arts and insures that for limited periods of time intellectual property is protected," Hughes said immediately after the meeting last Wednesday morning (Nov. 13) in Washington.

"I'm sure most people understood that there's going to be some structural changes in this industry involving technology. It is not the same world we had five or 10 years ago and it will continue to change," Hughes said.

Jack Brooks (D-Tex.), chairman of the parent Judiciary Committee, endorsed Hughes's decision to call last week's meeting in a statement distrib-

uted there. "Intellectual property—that body of law that both stimulates and protects the genius of the free enterprise system, deserves the best scrutiny possible," he said.

Besides the possibility of compulsory repeal or reform, the meeting focused on retransmission consent and whether wireless cable, direct broadcast satellite and other video outlets should be allowed to participate in the cable compulsory-license system, assuming it is not abolished.

After opening statements by the participants, little of substance was raised at the meeting. The exception was the Motion Picture Association of America, which submitted a variation of a suggestion by Fox Chairman Barry Diller to implement a gradual repeal of the compulsory license (BROADCASTING, Oct. 28). MPAA proposed an interim period before full repeal in which cable systems would pay for local station retransmission as well as distant signals to the copyright royalty tribunal. Broadcasters would then be compensated for

CRT CONSIDERS DISTRIBUTION OF 1989 LICENSE FEES

While Congress considers reforming the cable compulsory license, the Copyright Royalty Tribunal is trying to figure out how to divvy up the \$225 million collected in license fees in 1989 (plus interest) among Hollywood producers, broadcasters and other TV copyright holders.

The CRT proceeding is the first of its kind in several years. The copyright holders or, in CRT parlance, the claimants, reached private settlements on how to divide the fees collected between 1984 and 1988.

But no such settlement proved possible on the 1989 fees. As a result, the CRT just wrapped up eight weeks of direct testimony from each of the claimants and is bracing for three or four weeks of rebuttal testimony in December. It will weigh all the testimony and render a decision

by next spring.

"Everybody has asked for more," said John Stewart, a Washington attorney representing the some 600 commercial television stations whose signals are imported by cable systems outside their markets and are thus each entitled to a slice of the license pie.

Under terms of the private settlements, Stewart said, the broadcasters have received about 5% of the royalties for news and other local programming they produce. But for 1989, he said, they are asking for 9%.

The major recipients over the years have been programmers (70%-75%) and sports interests (15%-16%), he said. Picking up the crumbs have been religious, Canadian and noncommercial broadcasters and the two music licensing services, ASCAP and BMI, he said. —HAJ

the programs they produced and owned, such as news and public affairs (see "Top of the Week").

Attendance at last week's gathering was much greater than most participants expected. Approximately 10 subcommittee members took part at various points in the meeting. Along with MPAA, executives from MPAA-member companies—Fox Inc., MCA and Disney—were also in the room.

Other organizations represented were ABC, CBS, NBC, the Public Broadcasting System, the National Association of Broadcasters, the National Cable Television Association, the Association of In-

dependent Television Stations, the Community Antenna Television Association, the Wireless Cable Association, the Satellite Broadcast Communications Association, Major League Baseball, the National Basketball Association, the National Hockey League, the NRTC and superstations WTBS(TV) Atlanta, WWOR-TV New York and WGN-TV Chicago.

Last week's meeting is expected to be the first in a series of smaller meetings in future months. Subcommittee staff was working late last week to break the meeting participants into "working parties," focusing on indi-

vidual aspects of the compulsory license and television copyright law. At deadline last week, the working parties, their specific tasks and their leaders were not decided.

Hughes's plan is to have the working parties meet regularly and report their progress back to him on 30-day intervals until late January. If a consensus plan to change the compulsory license is worked out by January, Hughes may introduce legislation and attempt to move it through Congress by the end of next year. But most observers doubted an agreement could be reached at such a rapid pace. ■

FCC WANTS TO EASE APPLICATION RULES

Since backlog of FM filings has decreased, Mass Media Bureau can now devote more time to ones previously routinely rejected

By Harry A. Jessell

With the flood of FM applications slowing to a mere stream, the FCC is expected to propose at its open meeting this Thursday (Nov. 21) relaxing its "hard look" policy of rejecting flawed applications.

Under the policy, implemented in 1985 when the FCC was swamped with thousands of applications for new FM's, the agency has been summarily dismissing applications that do not contain original signatures, proper financial and antenna site availability certifications and other basic information.

"We are now at a point where we can be a little kinder to the applicants," said Bill Johnson, deputy chief of the FCC Mass Media Bureau, given the reduced flow of new applications and the reduction of the application backlog.

Due mostly to the FCC opening of hundreds of new FM channels in its so-called 80-90 docket, said Larry Eads, chief of the bureau's audio services division, the FCC just three years ago was trying to cope with 2,800 applications. It now has just 500 applications, mostly for new stations and for major changes by noncommercial stations, he said.

In the only other broadcasting related item now on the open meeting's agenda, the agency is also expected to propose rules to deal more even-hand-

edly with interference conflicts between applications for antenna site or power modifications and those for

new channel allotments.

Under current procedure, said Eads, new channel applications take prece-

BARRETT'S TELCO TIMETABLE

FCC Commissioner Andrew Barrett said last week that telco advancement into new services and technologies must be planned and executed by the industry in the next three to five years, not the 10 to 12 years telco executives are forecasting. "If it isn't done in the next few years, then it won't be the telcos doing it," said Barrett in a speech to telco analysts and executives in New York last week.

Barrett emphasized, though, that he does not consider cable television or information technologies to be new services. "The advent into cable TV by the telcos does not justify the deployment of fiber," he said. "You want to tell the American people: 'Will you pay for this so I can deliver you cable? If it's so great, you pay for it.'"

If the telcos are to survive and remain competitive, they must find products that do not exist today. And Barrett does not want to see regulation inhibit the development of those new services and technologies. But, he said: "I am not convinced that if all the regulation was instantly swept away by a magic wand that there would be improvements in the next three years." Chastising what he referred to as the entrenched and unforesightful chief executives of the telcos, Barrett said the phone companies "are not capable of marketing new services."

Raymond W. Smith, chief executive officer of Bell Atlantic, speaking a day earlier than Barrett, also said that telcos' primary challenge is not regulatory or technical, but is "how effectively we can look beyond the traditional boundaries and cooperate with the entire information industry." He also called for relief from crossownership barriers.

Smith highlighted the cable industry as one of those groups. He referred to cable operators as "important customers" and called on telcos to service cable's needs, from enhanced signal security to interactive video. He also cited the need for strategic partnerships with cable and other information providers, and referred to Bell Atlantic's desire "to contribute to the torrent of information products and services, as well." One example Smith cited as of interest to Bell Atlantic is video-on-demand. -SDM

dence over modification applications. "We will hold up the modification until we are able to resolve the conflict" with the new channel application, even if it is filed later, he said.

When such conflicts arise, Eads said, the FCC tries to resolve them by, say, placing antenna site restrictions on the new channels or allotting a different channel in the same area. But if something cannot be worked out, he said, the FCC is now bound to favor the new channel applicants because of their promise of bringing new service to a community.

In an related action, the FCC put out a notice asking FM broadcasters to explain the mounting discrepancies between construction permits and applications for licenses that are delaying license grants and clogging processing lines. According to Dan Fontaine, an engineer in the Mass Media Bureau's FM branch, about 60% of the license applications now have serious discrepancies in transmitter power, tower height and transmission line types. Noncommercial stations seem to be the most frequent offenders, he said.

With the help of broadcasters' comments, which are due Dec. 16, he said, the FCC hopes to cut flawed license applications to about 20%. That would speed up licensing of stations and permit the agency to divert more resources to applications for new stations and minor and major modifications, he said. ■

SIKES SAYS VIDEO DIAL TONE PLAN NOT 'EXOTIC'

By Harry A. Jessell

FCC Chairman Alfred Sikes told a group of state telephone regulators last week the "video dial-tone" service the FCC is trying to encourage is not as "far-fetched" as it sounds.

If offered by local telephone companies, video dial tone would permit consumers to "dial up" whatever program they want to see, Sikes said to the annual convention of the National

PAUL MILLER

WASHINGTON REPORTING FELLOWSHIPS

Applications being accepted.

The Paul Miller Washington Reporting Fellowships are designed to help Washington-based print and broadcast journalists develop better locally oriented news stories in the nation's capital.

Beginning in Spring 1992, 15 fellows will spend two days a month for 12 months meeting with experienced Washington journalists, visiting the places where local news originates, learning how to obtain information, and getting to know news sources.

ELIGIBILITY The fellowships are primarily for journalists currently or about to be assigned to Washington by any regional or national newspaper, wire service, or radio or television station maintaining a bureau in Washington. Applicants' employers must endorse applications and affirm that recipients will be permitted to attend all sessions.

SELECTION Fellowships will be awarded based on applicants' potential to provide superior coverage of locally oriented news in Washington for readers and audiences across the country.

SCHEDULE Applications are due January 15, 1992. Winners are announced in February 1992. Classes start in April 1992.

LOCATION Many of the sessions will be held at The Freedom Forum World Center, 1101 Wilson Blvd., Arlington, VA; others will take place on Capitol Hill.

FACULTY The sessions will be led by Washington reporters, analysts, public-affairs specialists, lobbyists, and others.

FEES The fellowships are tuition-free. Meals, and when applicable, transportation and lodging will be provided.

AFFILIATION The fellowships are an operating program of The Freedom Forum of Arlington, VA.

Additional information and application forms are available from:



Paul Miller Washington Reporting Fellowships
The Freedom Forum, 1101 Wilson Blvd., Arlington, VA 22209 703 528-0800

Association of Regulatory Utility Commissioners in San Antonio, Tex.

"If this sounds exotic or far-fetched, remember we already have something which looks like an early version of a video dial tone available to anyone who has a personal computer, a modem and a subscription to CompuServe or Prodigy," he said.

"Both those information services offer electronic images, albeit still of very slow motion," Sikes said. "Since they run over ordinary phone lines, you get slow-speed displays," he said. "But in the future, in an advanced broadband environment, ex-

panded bandwidth will provide high-speed displays and full-motion video."

At its Oct. 24 meeting, Sikes said, the FCC essentially proposed allowing local telcos to offer a video dial tone service on a common carrier basis unconstrained by some of the restrictions in the Cable Communications Policy Act of 1984. (Among other things, the FCC ruled that neither the telcos offering video dial tone nor its programmer-customers would have to obtain a municipal cable franchise.)

"Under this concept, local companies could deploy advanced broadband

facilities," Sikes said. "They could make those available to companies interested in marketing video programs to the public," he said. "And the effect would be both to expand the options available to consumers and increase competition in local video markets that are currently dominated by cable television companies."

Once the broadband networks are in place, Sikes said, they could be used to provide not only video on demand, but also high-speed information and data services. "Significant new revenue streams would finance the modernization," he said. ■

SUPREME COURT UPHOLDS CITY-RUN CABLE SYSTEM

By Harry A. Jessell

The city-owned cable system in Paragould, Ark., can go right on signing up subscribers and competing with the privately owned system in town.

Without comment, the Supreme Court last week let stand a federal appeals court ruling rejecting antitrust and First Amendment claims against the city and its system brought by Paragould Cablevision, the operator of the crosstown private system owned by New York-based Cablevision Systems.

Robert Thompson, an attorney representing the city, said he was not surprised by the high court's decision not to hear the case, despite the "piling on" of filings from the National Cable Television Association and many cable companies calling on the court to do so. "The issues were so clear cut and obvious, it was apparent to me the [appeals court] ruling would be left intact," he said.

According to Thompson, Cablevision was using the law as a "weapon" to put the city-owned system out of business rather than as a vehicle to resolve legitimate disputes. Cablevision filed two other equally unsuccessful suits in an effort to block the city-owned system, he said.

With \$3.2 million raised through municipal bonds, Paragould built and began operation of its cable system in March 1991. According to Thompson, the system now counts more than 3,000 subscribers. Since the debut of the city-owned system, Paragould

Cablevision's subscriptions have fallen from about 6,200 to 5,000.

In its January 1989 lawsuit, Paragould Cablevision sued the city in federal district court, alleging that the city was attempting, in violation of antitrust law, to monopolize the cable market by subsidizing its system with revenues from the city-owned electric utility.

Paragould Cablevision also alleged that the city had violated its First Amendment rights by demanding a higher franchise fee if Paragould Cablevision went ahead with plans to sell advertising time and placing no similar requirement on its own system.

The district court dismissed the claims and the U.S. Court of Appeals affirmed.

The appeals court was unsympathet-

ic toward the First Amendment claims, ruling Paragould Cablevision had "effectively bargained away some of its free speech rights" when it signed its franchising agreement with the city in 1983. Paragould Cablevision "simply failed to protect its commercial rights," the appeals court said. "Presumably Cablevision received consideration in return for this sacrifice," it said. Executives of Paragould Cablevision and its parent company could not be reached for comment.

Peggy Laramie, an NCTA spokeswoman, expressed disappointment. But, she said, the Supreme Court decision "does not necessarily mean the city was right. It just indicates this was not the definitive case on municipal overbuilds." ■

Quello wants court to throw out FCC's fin-syn rules

By Harry A. Jessell

If the federal courts do not strike down the FCC's new financial interest and syndication rules, FCC Commissioner James Quello said in a luncheon speech in Washington last week, "I will lose all faith in the judicial system."

Quello and FCC Chairman Alfred Sikes, who favored repeal of the 21-year-old fin-syn rules, dissented last April from an FCC decision to adopt

new rules retaining substantial restrictions on the broadcast networks' ability to produce and syndicate network programs.

The fate of the new rules is now in the hands of the U.S. Court of Appeals in Chicago, which is considering petitions for review from parties who believe the new rules are too restrictive as well as from those who feel they are too lenient.

Patrick Maines, president of the Washington-based Media Institute,

which sponsored the luncheon, prompted Quello's remarks, saying he had never seen a decision "more myopic, more hurtful or more ludicrous" than the FCC majority's decision to adopt the new rules.

Quello also used the occasion to argue for total FCC preemption of state and federal courts in enforcing the lowest-unit-charge law requiring broadcasters to sell time to candidates at their most favorable rates.

Total preemption of determining liability and remedies under the law would be in the best interest of the FCC, broadcasters and candidates, Quello said. The latter, he said, would "get more if the FCC decides whether rebates are due" than if they would try to win them in court.

According to FCC sources, the agency is likely to vote for total preemption, possibly unanimously, although some commissioners still have reservations about the FCC legal authority to preempt on remedies.

Worried about lawsuits and threatened lawsuits by candidates, broadcasters have been pressing the FCC for total preemption. Quello said a group

of Kentucky broadcasters told him last month preemption was "more important" to them than passage of legislation granting them retransmission consent.

Reiterating many of the same points he made in a speech two weeks ago at the United States Telephone Association convention in Honolulu, Quello said the telephone industry should seek compromise with those now opposed to their being allowed to offer video services, particularly broadcasters.

Quello suggested his support for telco entry would depend on accommodation of broadcasters. "I am particularly concerned that your entry not have a negative effect upon the viability of universal free over-the-air broadcasting services," he said.

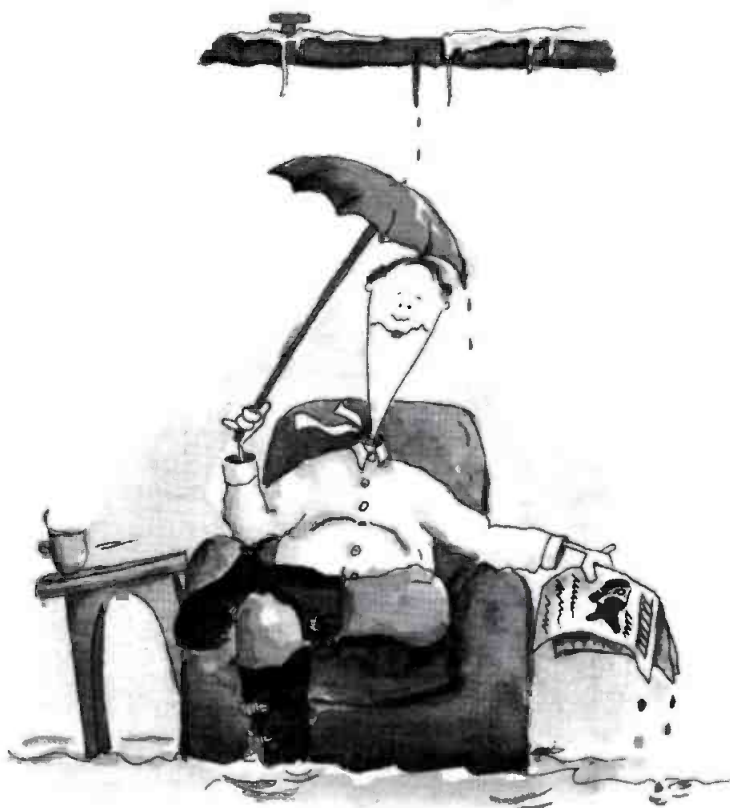
Quello offered a possible compromise: Broadcasters would support elimination of the statutory ban against telcos providing video in exchange for telco's agreement to carry all broadcast signals at cost plus five percent. Telcos could charge cable networks "whatever the market would bear." ■

ALMA MATER

Of the five FCC commissioners, three now have legal assistants in charge of broadcasting and cable matters who came from the Washington law firm of Wiley, Rein & Fielding, which has a large communications practice headed by former FCC Chairman Richard Wiley. The latest Wiley, Rein hand at the FCC is John Hollar, who last week was named Commissioner Ervin Duggan's mass media aide. Hollar succeeds Michele Farquhar, who moved up to become Duggan's senior adviser last month. Hollar joined Wiley, Rein upon graduating from Harvard Law in 1988. Prior to law school, he worked five years at UPI—first as a reporter, then as a marketing executive.

The other Wiley, Rein aides are Peter Ross (Commissioner Sherrie Marshall) and Sandy Wilson (Chairman Alfred Sikes). Marshall and General Counsel Robert Pettit also came from there.

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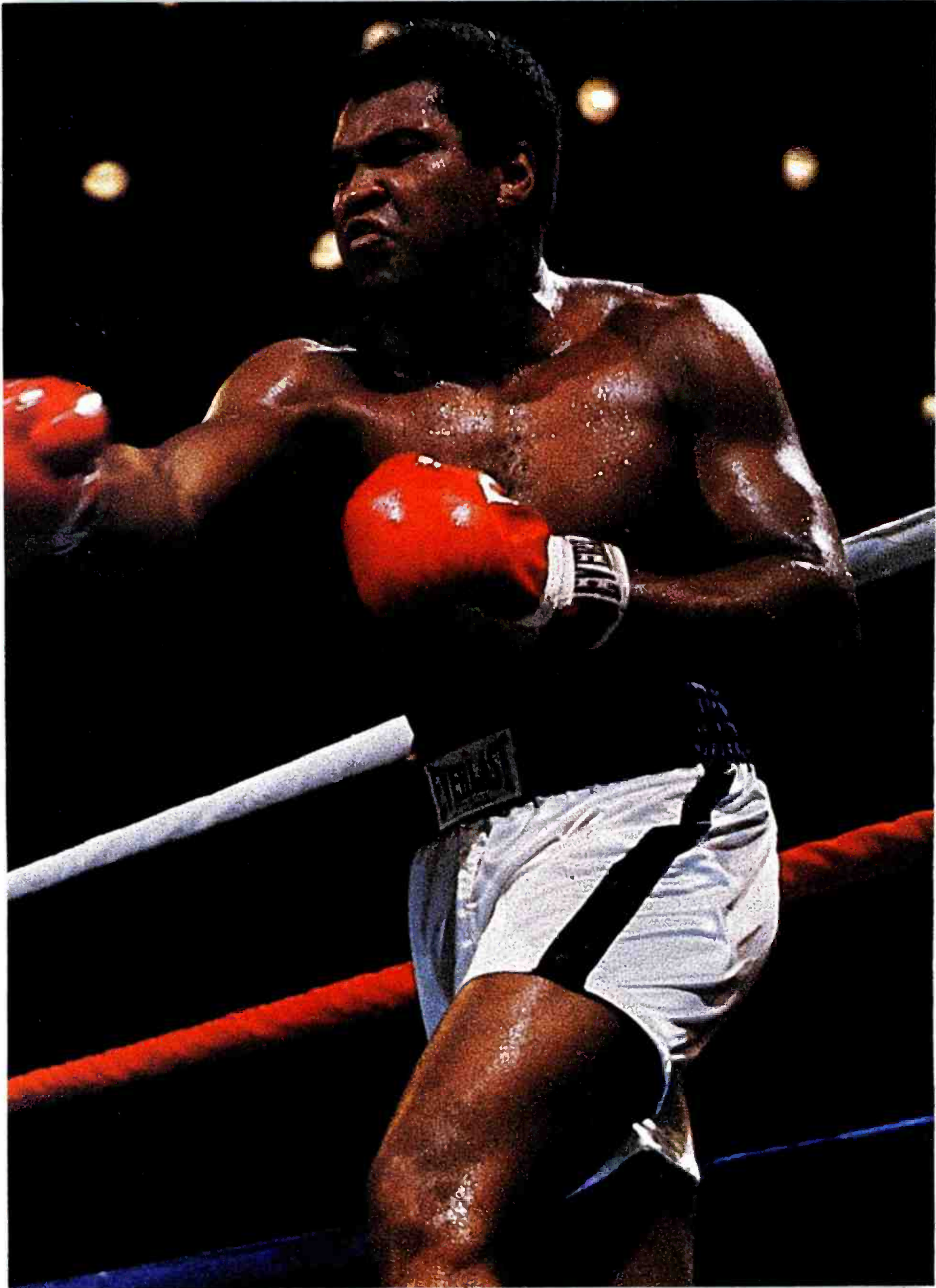
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GE American Communications

Technology

MANUFACTURERS CALL FOR FEWER SHOWS

One fall exhibition the magnitude of NAB is needed to justify expenses, they say

By Peter Lambert

A revolt is afoot among major manufacturers. Spending between \$100,000 and \$1 million to exhibit at each of a number of TV, radio and telecommunications conferences every year, several major companies, including Sony, Broadcast Television Systems, Grass Valley and Ampex, are letting it be known that, even in better economic times, two shows a year might be enough.

Exhibition hosts are listening. In mid-October, the Radio-Television News Directors Association and the Society of Broadcast Engineers announced they will hold concurrent conferences and merged exhibits beginning in September 1993 in Miami. They expect savings on exhibit hall space and higher attendance.

And by mid-1992, the Society of Motion Picture and Television Engineers (SMPTE) and the Audio Engineering Society (AES) could agree to merge annual exhibits by 1993 or 1994.

That merger would begin to answer the exhibitors' major concern—creating a single fall forum to expose the maximum number of new buyers to established and new products.

"We need real potential buyers, not just tire kickers" to justify the expense of designing and manning exhibits, said Al Jensen, manager of marketing and communications for BTS and chairman of the National Association of Broadcasters (NAB) Exhibitors Advisory Committee. The International Teleproduction Society might also "hop on the fall event" with SMPTE and AES, he said.

"The time has come for we exhibitors to say, 'Here's the venue; this is what makes sense.' What you really need is a well-managed, well-promot-



NAB drew 51,217 to the Las Vegas Convention Center last April

ed show, so instead of 15,000 [attendees] you have 30,000," he said.

Said another manufacturer: "Short of orders out of the show, it's not just eyeballs; it's qualified prospects. If it's the same people you already see, it's not worth it." However, he added, "SMPTE costs did not get out of control. It's simply that the shows that pay are the big ones."

SMPTE's Los Angeles attendance rose from under 15,000 in 1989 to 15,513 in 1991 (12,000 in 1990 in New York), but Ampex Corp. skipped its first SMPTE in years this year—an indication of "our marketing strategy, not our financial welfare," said Ampex spokesman David Detmers.

In deciding early in the year to attend only two 1991 shows, NAB and the International Television Symposium and Technical Exhibition in Montreux, Switzerland, he said, "Our statement, if we made one, was, 'This is what our schedule is'—not a bargaining chip," he said, adding, however, that a merged SMPTE-AES exhibit would have "some inherent appeal."

Also encouraging a merger, Sony will downsize its 1992 SMPTE exhibit in Toronto and would like to cut

appearances from 153 in 1990 to 58 in 1991 to a handful in 1993, said Mark Gray, president of Sony's professional Sales and Marketing Co.

Insisting that the manufacturers "would not allow SMPTE to die," BTS's Jensen said, however, that the societies "could return to the status of strictly a membership organization operating on membership dues," perhaps sharing exhibit management or turning it over to a third party.

According to AES Executive Director Donald Plunkett, exhibitions are indeed "a very important part of our revenue sources," but, more importantly, its two annual conferences and regional seminars "are a major source of information dispersal." The Oct. 4-8 AES show in New York drew 15,601 attendees.

Said Ben Stanger, Grass Valley sales support manager and acting chairman of SMPTE's Exhibitor Advisory Group: "You're not going to get another NAB. But it's nice to have a mid-year event to introduce new products." Saying he'd like to see a merger by 1993, Stanger added, "Is there any way to get all these customers to come to one show? That is the focus."

CABLE PREPARES FOR THE WORLD OF DIGITAL TV

By Peter Lambert

As U.S. cable operators gradually replace coaxial trunks with fiber, and as they prepare for a new age of digital video and video on demand pay per view, a new crop of technology is finding its way into real world applications. A smattering of those inventions follows.

■ Harmonic Lightwaves Inc., Santa Clara, Calif., last week introduced YAGlink, an optical AM video transmission system it claims achieves higher power and lower noise over greater distances. The system transmitter employs an externally modulated solid state laser source and includes a personal computer-based software package monitoring more than 60 system parameters in real time.

■ Optical Networks International has sold 10 Laser Link II transmitters and 16 receivers to its Denver neighbor, Tele-Communications Inc., for installation in two TCI systems in Medford, Ore. ONI said that by year's end the equipment is expected to reduce one 50-amplifier cascade and another 46-amp cascade to four amplifiers each.

■ Alhambra, Calif.-based Ortel Corp. has introduced a Model 3530A Fiberoptic Transmitter which incorporates a 10 ghz Fabry-Perot Laser Module with built-in optical isolator—a feature Ortel says “virtually eliminates noise-producing reflections back into the laser” and allows tighter laser-fiber coupling—resulting, Ortel claims, in higher output power and overall RF loss reduction of about 10 db.

■ Jerrold Communications Europe and First Pacific Networks (FPN) have established a strategic partnership to offer Jerrold's Cableoptics broadband fiber architecture and FPN's Personal Xchange integrated voice-data technology to European cable TV operators. The combined technologies will allow integrated delivery of television, telephone, fax, modem, shared data services to the home—an approach prohibited in the U.S. but not in the United Kingdom or most of Europe. Jerrold said systems using its Star-power optical amplifier have experi-

enced 35% transmitter cost savings.

■ Chicago-based equipment distributor Anixter Cable TV has agreed to market Eagle Comtronics Inc.'s Sideband Interdiction System (encoders and decoding filters in single- or triple-channel configurations) and positive trapping devices to cable systems planning to carry and secure the 1992

Olympic Triplecast.

■ It's not too late to submit technical papers for presentation at the May 3-6 annual National Cable Television Association convention in Dallas. NCTA Technical Services Director Katherine Rutkowski will accept one-page summaries through Dec. 6; (202) 775-3637, fax: (202) 775-3698. ■

SATELLITE FOOTPRINTS

COURT ORDER

Courtroom Television Network will migrate from GE Americom's Satcom 1R satellite to its replacement Satcom C-3 after that bird is launched in late 1992, thanks to a long-term lease signed last week. Time Warner Inc., NBC, Cablevision Systems and American Lawyer Media merged what would have been competing courtroom coverage services a year ago, and TCI spinoff Liberty Media Corp. purchased a third interest in the 24-hour channel last April. Since its launch in early July, Court TV has garnered 5.2 million subscribers. Terms of the lease, which will last at least seven years, were not disclosed.

FIRST IN

In mid-December Hughes Communications will choose a manufacturer of receiving equipment for its DirecTv high-power direct broadcast satellite service, to be launched in 1994. General Instrument and Scientific-Atlanta are among five remaining candidates.

BALKAN BROADCAST

All systems were go at press time for General Dynamics' Nov. 14 launch of the European Telecommunications Satellite Organization's seventh pan-European satellite, Eutelsat II-F3. Carrying sixteen 50-watt Ku transponders, the bird will service news, entertainment and business TV users.

Lithuania has applied for membership in Eutelsat, joining two other former Communist bloc states, Romania and Poland, which joined Eutelsat last year. Eutelsat members meeting in Paris Oct. 25 agreed to begin analyzing how to broaden access to European satellite capacity. Eutelsat

members also reached a consensus that its satellites “offer vital opportunities for telecommunications in central and eastern Europe, [including] great potential for the development of new television channels.”

FINALISTS

Among items on the Intelsat Board of Governors' agenda in Washington Dec. 5-11 will be five nominees to replace the late Dean Burch (BROADCASTING, Aug. 12) as director general: Comsat Chairman Irving Goldstein from the United States; Intelsat Acting Director General John Hampton from Australia; John Mills, policy adviser to the prime minister, from Great Britain, and Indonesian Telecommunications Ministry Secretary General Jonathan Parapak.

SPECTRUM CONUNDRUM

RAI's Gianfranco Barbieri, director of the European Broadcasting Union's research laboratory, and the BBC's Howard Jones, chairman of the EBU's Digital Terrestrial Broadcasting Committee, were among eight EBU officials to visit the Advanced Television Test Center in Alexandria, Va., Oct. 30. The visit coincided with the European Economic Community's decision not to fund the development of enhanced definition TV in the form of D2-MAC. If the EBU is taking a second look at narrowband digital HDTV, it is still keeping wideband options open. To support its claim that 600-mhz-wide broadcast satellite spectrum (21.4 to 22 ghz) must be reserved for delivery of wideband HDTV 10 or 15 years from now, the EBU will demonstrate satellite transmission of 20-ghz digital HDTV at the World Administrative Radio Conference next February.

Business

SANDLER: MOVING UP THE CAPITAL STRUCTURE

Largest media stock manager plans "mezzanine" debt fund for mid-size companies; partners report on cable, Katz, WWL-TV and other private investments

By Geoffrey Foisie

Among the money available to media entrepreneurs may be a mezzanine debt fund expected to be launched by Sandler Capital. The New York-based money manager and financial adviser is in the process of developing a marketing presentation for the fund, targeted to reach at least \$100 million. As of last week, the firm had almost completely invested a \$114-million equity fund raised roughly two years ago.

The mezzanine debt fund, as explained by partner Mike Marocco, would target the capital needs of lower-credit-quality borrowers now being turned down by banks, insurance companies and other lenders. Such companies, which Marocco said might receive credit ratings of single B or triple C, have not been able to tap the junk-bond market for several years, said the firm's founder and general partner, Harvey Sandler.

The mezzanine financing would provide perhaps 20% of a borrower's capital and would be sandwiched between senior debt, providing perhaps 60% of the capital, and the equity, representing the bottom 20%. Sandler partner John Kornreich said the fund would have less risk than an equity fund while still providing "20%-type" returns, including some possible rights to participate in the equity. He described a medium-sized company as, for instance, an MSO with a half-million subs.

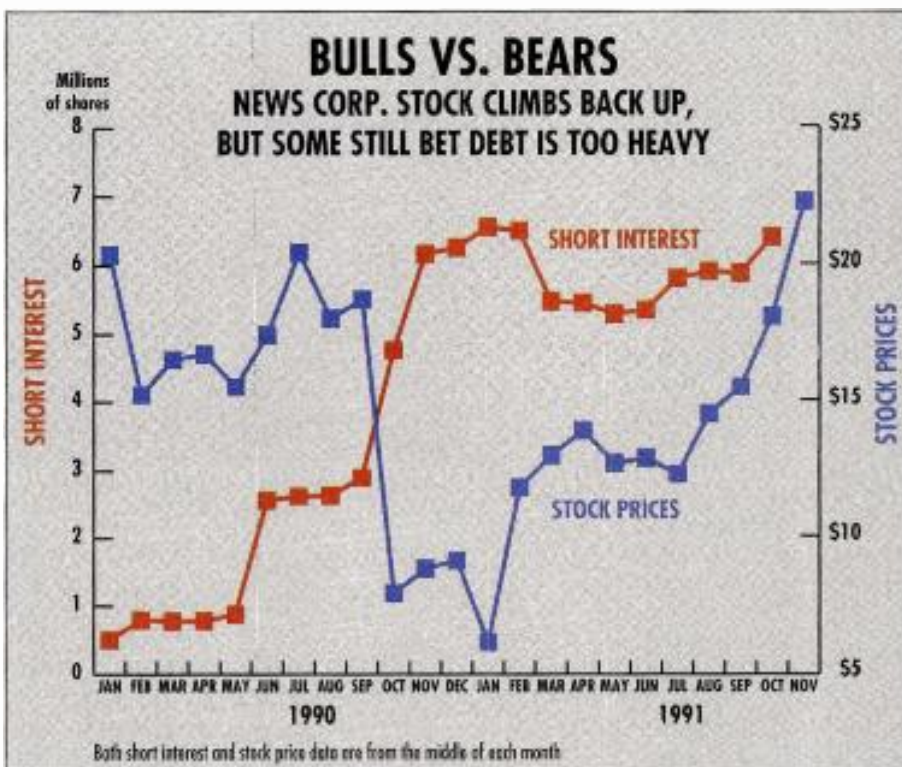
Restructuring an existing company's debt might be another place where the fund could be used, said Marocco: "There are a number of borderline situations where a little sliver of new capital can go a long way."

The majority of Sandler's existing \$114-million equity fund went mostly

into cable, including some managed by Prime and by Gus Hauser. Additionally, Sandler, said Kornreich, turned more than a 100% profit in just over half a year by buying cable junk bonds.

Another 20% of the equity fund was invested in the Katz Communications

leveraged buyout. While Katz's television representation business has been hurt by weakness in the national spot market, Kornreich said cash flow in 1991 should almost match the record amount reported in 1990. He added that the company already had reduced its debt by \$20 million in addition to



Somebody has got it wrong on News Corp. Whether the company's supporters or detractors are in error may become clearer this week with the publication of the stock's "short interest"—the sale of borrowed shares in the belief the stock's price will decline. One year ago, the short sellers were right to bet against News Corp. The stock price plummeted when News Corp.'s debt problems were revealed.

But now, a planned stock offering announced last Wednesday and other efforts to ease debt have led to a sharp jump in the share price. John Tinker, County NatWest, wrote the short sellers could be in trouble: [They have] many short funds in the U.S. report on a December yearend, and tend to have a volatile investor base. It is quite possible that disclosed losses on [their position in] News Corp., if material...may prompt capital redemptions, and thus force covering."

acquiring another radio rep firm.

So far, the fund's investment in WWL-TV New Orleans is down in value. Partner Barry Lewis said that while cash flow since the acquisition has increased 20%-to-30%, that amount is still 25%-to-30% below projections. Lewis blamed the local and national economy for much of the underperformance, but said the station is still easily covering its interest and capital expenditure needs.

The fund's other investment, rough-

ly 5% of the total, was invested in cellular telephone RSA's.

Sandler Capital is probably best known for managing the largest media stock fund, which, helped by the recent rise in cable stock prices, now has a portfolio value of roughly \$400 million. Despite the gains, the fund has still not recouped all of its decline since 1990. Sandler notes that individual issues such as Tele-Communications Inc. and Comcast have not risen a great deal, despite continued growth

in operating results and improvements in "external" factors such as legislation and bank credit.

According to CDA Investment Technologies, as of June, Sandler had cut in half the number of companies whose public stock it owned to roughly two dozen, virtually all in cable and cellular. While saying the firm would invest wherever there are opportunities, Sandler said those two industries had the most predictable performance. ■

Advertising Marketing

NBC, CBS PREPARE OLYMPIC-SIZE PROMOTIONS

Networks roll out spots; hope to ride coattails of other sporting events

By Joe Flint

With the winter Olympics only three months away and the summer Olympics following in July, CBS and NBC are gearing up multimillion-dollar promotions they hope will bring in viewers and advertisers to justify the rights fees (\$243 million and \$401 million, respectively). Both networks are reluctant to say how much they are spending, but it is safe to say it is in the tens of millions. NBC and Cablevision are said to be spending upwards of \$40 million to promote their pay-per-view coverage.

CBS's Olympic promotions are, according to George Schweitzer, senior vice president, CBS marketing and promotions, "the biggest we have ever done." Schweitzer said the network has a "very strategic" plan that it has been working on for over a year. CBS was studying its potential audience before it had even acquired the 1992 winter Olympics. The network commissioned special research on the 1988 games that included audience analysis prior to making a bid on the 1992-94 properties.

"Essentially what we did," explained David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, "was study



CBS and NBC have launched multimillion-dollar promotions to entice viewers to watch their coverage of the Olympics, the rights for which the networks paid handsomely.

the games in progress and when they were over, and got viewer interest levels and satisfaction levels by event." After that was done, Poltrack said, the network developed a "profile" of the attractiveness of all events to put together its telecast. The network also interviewed viewers of the 1988 games to see what their preferences were. Said Schweitzer: "America will know there are Olympics; our job is to convince the viewers that it is the best choice for viewing."

From a promotional point of view, this means promoting certain events for certain demographics. For example, figure skating events, Poltrack said, have a strong female appeal and, thus, the network will promote those events on shows like *Murphy Brown*



and *Designing Women*.

The network has also prepared several regional promotions when interest in some events may not be equal nationwide. Overall, Schweitzer said, the network has 40 different promotional spots that began premiering during the World Series. "Our theme," he said, "is 'share a moment with the world.' We will be very aggressive on-air, in print, magazines, cable and radio." The network will also use CBS stars to promote the games and plans to use its Super Bowl broadcast two weeks before the Feb. 8 start of the games. "It is," Schweitzer said, "a giant promotional platform."

CBS will also air promotional spots on some of the cable networks, although that represents, according to

Schweitzer, a "decimal point of this thing." He declined to elaborate on what cable networks CBS might advertise except to say ESPN was not on the buy list. Said Schweitzer: "We expect every ESPN viewer to watch the Olympics. The real battle is for the people who are on the fence."

Even with the Summer Olympics more than nine months away, NBC is also promoting the games. The network actually has a duel challenge to promote both its over-the-air coverage and its pay-per-view coverage with Cablevision, the multiple system operator.

Spots for the broadcast coverage broke two months ago with a theme of "great moments." The network plans to air those spots through the end of the year and then take January and February off (possibly to avoid accidentally promoting CBS's winter Olympic coverage) before the spots return in March.

The second stage of NBC's efforts will promote the athletes: spots will premiere around the time of the National Association of Basketball playoff games. With NBA players participating in the summer games, the network hopes to increase viewer interest, especially if NBC enjoys ratings success similar to what it experienced during last year's NBA post season. The NBA finals end just when NBC starts coverage of the Olympic trials.

Meanwhile, NBC and Cablevision have launched an ad campaign to introduce the pay-per-view "Olympic TripleCast" coverage on three cable channels. Spots using footage from previous games are now airing on NBC daytime, prime time, sports and late-night programming. NBC is working with ad agencies NW Ayer Inc. and Della Femina McNamee on promoting the TripleCast: Ayer goes for the emotional pitch and Della Femina chases the sports fanatic. Said Steven McDonald, vice president and management supervisor, NW Ayer: "It is important for us to be able to educate viewers enough to want to make a phone call to find out about the TripleCast." Spots promoting the concept of the TripleCast will, McDonald said, run through the end of this week, when a new spot will break pushing the TripleCast as a holiday gift. Like CBS, ad space will also be bought in print. Local cable operators are offering their inventory to carry spots. ■



By Joe Flint

Second of a four-part series

Ten years ago, the only things a station usually needed to tell an advertiser about its typical viewers were their age and sex. Today, besides those two demographics, most stations want to be able to tell advertisers how much their average viewers

make, whether they are yuppies, how much education they have, when they bought a new car, what their political beliefs are and how they spend money. Since few stations have the manpower to produce this information on their own, they are turning to outside research and marketing consultants.

The 1980's have seen three companies emerge as the leading station mar-

November, 1991

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keting and research consultants. Two of the three, Leigh Stowell & Co., based in Seattle, and Marshall Marketing & Communications Inc., in Pittsburgh, have been in business 10 years and five years, respectively. Each offers its service to one station per market. Birch Scarborough Research, until now better known as a radio research firm, has also jumped into the television consulting business. Unlike its two competitors, Birch Scarborough Research is not exclusive to one station per market.

All three services share similarities in that they all try to focus on providing television stations with a better understanding of the advertiser's customer base. Each has different survey methodologies and that is how the three services try to distinguish themselves from each other.

Costs for the services are also very similar. While the companies declined to discuss their rates, in a top-10 market they are said to range from \$60,000 to \$75,000 annually.

Leigh Stowell & Co., which has more than 50 client stations, was founded by Leigh Stowell, who, before starting the company in 1981,

spent much of his time in news research and station management. Stowell wanted to "look at the audience and relate it in a more pragmatic way to the advertiser." Psychographics, according to Stowell, is the way to do that. It is the study of self-concepts describing "the values, attitudes and beliefs that motivate consumer behavior."

Through surveys of particular markets, Stowell & Co. tries to determine

"Broadcasters have to begin to know and feel what retailers want, what their goals and objectives are."

Craig Marshall, Marshall Marketing

a market's demographic and psychographic profile, purchasing patterns and media consumption. A typical consumer market profile by Stowell & Co. consists of telephone interviews with 1,000 to 2,500 people, depending on market size. Stowell & Co. claims that with a sample size of 1,000, there is a "95% chance the answers will mirror the population within an error range of plus or minus 3.2%." Surveys are conducted annually for its client stations and stations play a substantial part in designing questions for the surveys.

From there, Stowell breaks out the population of a market into groups, based on personal satisfaction, leisure activities, economic, social and political viewpoints, and then tells station sales executives how to use this material when selling to advertisers.

Like Leigh Stowell, Craig Marshall, president, Pittsburgh-based Marshall Marketing & Communications, has a television station sales and research background. He opened Marshall Marketing in 1985 after he purchased the then seven-year-old Target Dollars consulting program. Marshall Marketing, which has 60 client stations, also conducts annual surveys. One difference between Stowell & Co. and Marshall Marketing is that Marshall interviews advertisers before conducting a survey to determine what sort of information they are interested in. Then, a survey of 1,000 consumers is conducted.

Birch Scarborough Research, according to Philip Sahadi, television

sales manager, has seen its TV station client list go from about 15 in 1988 to more than 100 now. Scarborough differs from its competitors in that more than one station in a market can subscribe to its service. Also, Birch Scarborough surveys an average of 4,000 people per market. Besides a phone survey, Scarborough also mails its respondents a product information booklet and a seven-day TV log to record that respondent's TV viewing.

According to sales managers and research directors familiar with the three services surveyed by BROADCASTING, each has advantages and disadvantages. One research executive at a station in a top-10 market has had the chance to work with all three services over the last few years. Said the executive: "The big advantage to Marshall and Stowell is that the client station does its own questionnaire." On the other hand, the executive continued, Scarborough has a big advantage because of its "much higher" respondent base. "They all give great information."

There are also mixed blessings to Stowell and Marshall's exclusivity, said one station executive. Having one per market is an advantage because you are the only one privy to the information and you can sell an advertiser on the fact that the questionnaire was [custom]-made for this market." However, he continued, Scarborough is more established and accepted by advertising agencies. Said the executive: "You spend time qualifying Stowell and Marshall. People are familiar with Scarborough and they tend to believe it the way they believe Nielsen and Arbitron."

Still, users of the three services are, for the most part, pleased. Joe DelGrasso, vice president and sales manager, WJLA-TV Washington, has been a Marshall Marketing client for four years. Said DelGrasso: "I see the service as an opportunity to understand the local marketplace." Also, he added, as have other sales executives, the information gained from these surveys often allows stations to try to meet with clients directly and bypass the advertising agencies. "It creates an opportunity for sales people to get into a more consultative sell-type position," DelGrasso said.

The marketing and research services could face a challenge down the road from Arbitron's ScanAmerica—the service designed to measure both viewers and purchases tied to commercials.



James A. Gammon, President

Radio & Television Brokerage

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Changing Hands

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

WHO-AM-TV and KLYF(FM) Des Moines, Iowa, and KFOR-TV Oklahoma City, Okla. □ Sold by Palmer Communications Inc. to Hughes Broadcasting Partners for undisclosed price; industry sources estimate price at \$70 million. Seller is headed by William J. Ryan, and also owns WNOG(AM)-WCVU(FM) Naples, Fla. Buyer is headed by Paul Hughes, and is backed by VS&A Communications Partners L.P. and Smith Barney Investors L.P. Hughes Broadcasting also owns WOKR(TV) Rochester, N.Y., and holds approximately 5% limited partnership interest in Narragansett Radio Ltd., licensee of WYNK-AM-FM Baton Rouge, KEZO-AM-FM Omaha and KAYI(FM) Musgokee, Okla. WHO(AM) is fulltimer with MOR format on 1040 khz with 50 kw. WHO-TV is NBC affiliate on ch. 13 with 316 kw visual, 47.9 kw aural and antenna 1,970 feet above average terrain. KLYF has AC format on 100.3 mhz with 100 kw and antenna 1,700 feet above average terrain. *Broker: Howard Stark.*

WGHP-TV High Point, N.C. Sold by Taft Broadcasting Co. to Great American Communications for approximately \$27 million plus working capital and forgiveness of some debt by affiliate of Great American. Seller is headed by Dudley Taft, and is also selling majority control of WPHL-TV Philadelphia (see below). Buyer is headed by George E. Castrucci, and recently sold WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis ("Changing Hands," Oct. 14), and is licensee of nine AM's six FM's and five TV's. WGHP-TV is ABC affiliate on ch. 8 with 316 kw visual, 63.1 kw aural and antenna 1,270 feet above average terrain.

WPHL-TV Philadelphia □ Sold by Taft Broadcasting Co. to Tribune Broadcasting Co. for \$19 million in preferred stock and warrants to buy majority of common stock. Seller is headed by Dudley Taft, and is also selling WGHP-TV High Point, N.C. (see above). Buyer headed by James Dowdle, and owns 2 AM's, 2 FM's and 6 TV's. It also operates Tribune Entertainment Co. WPHL-TV is independent on ch. 17 with 2340 kw visual, 300 kw aural and antenna 1,313 feet above average terrain.

WTTB(AM)-WGYL(FM) Vero Beach, Fla. □ Sold by Development Specialists Inc. to Treasure Coast Broadcasting Co. for \$4.445 million cash. Seller is headed by William A. Brandt Jr., receiver, and is also licensee of WQRC(FM) Barnstable, Mass., which is also being assigned. Buyer is headed by Stephen D. Seymour, who also has interests in licensee of WCKT(FM) Lehigh Acres, Fla. WTTB is fulltimer with news-talk format on 1490 khz with 1 kw-U. WGYL has easy listening format on 93.5 mhz with 1.3 kw and antenna 475

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$198,000 □ 1

FM's □ \$2,600,000 □ 5

AM-FM's □ \$8,387,500 □ 6

TV's □ \$116,000,000 □ 6

Total □ \$127,185,500 □ 18

Year to Date:

AM's □ \$70,048,999 □ 238

FM's □ \$200,097,608 □ 253

AM-FM's □ \$301,303,574 □ 187

TV's □ \$1,042,854,400 □ 75

Total □ \$1,614,304,581 □ 753

For 1990 total see Jan. 7, 1991 BROADCASTING.

feet above average terrain.

WAYP(FM) Holmes Beach (Sarasota-Bradenton), Fla. □ Sold by 98.7 Partnership to Alpalm Broadcasting Corp. for \$2.3 million. Seller is headed by C.E. Pierce, managing partner, and has no other broadcast interests. Buyers are Norman R. and David E. Alpert, father and son, who are also licensees of WAVV(FM) Marco (Ft. Myers), Fla. WAYP is allocated to 98.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Stan Raymond & Associates Inc.*

KGRX(FM) Globe, Ariz. □ Sold by Daytona Group of Arizona Inc. to G.G. International Ltd. for \$750,000 cash. Seller is headed by Steve L. Ditman. Licensee is 100% owned by Norman S. Drubner, who also owns KRRC(AM)-KXYQ(FM) Salem, Ore., and KZRQ(AM)-KIVA(FM) Santa Fe, N.M. Buyer is headed by Philip L. Glass (100%), and has no other broadcast interests. KGRX has jazz-rock format on 100.3 mhz with 15 kw and antenna 2,047 feet above average terrain.

WKRT(AM)-WNYP(FM) Cortland, N.Y. □ Sold by Sun Radio Broadcasting Inc. to Northstar Broadcasting Corp. for \$1.1 million. Terms: \$500,000 cash at closing and \$600,000 five-year promissory note at 10%, plus consulting and noncompete agreements. Seller is headed by Emanuel Gerard, and has no other broadcast interests. Buyer is headed by Jeffrey D. Shapiro and Bruce G. Danziger (each 33.3%), and is controlling stockholder of licensee of WNCQ(AM)-WCIZ(FM) Watertown, N.Y. Shapiro also owns 12.3% interest in licensee of WTSV(AM)-WHDQ(FM) Claremont, N.H. WKRT has oldies format on 920 khz with 1 kw day, 500 w night. WNYP has CHR format on 99.9 mhz with 24 kw and antenna 710 feet above average terrain.

SOLD!

KSJX-AM/KSJO-FM, San Jose, California has been sold by Narragansett Broadcasting Company of California, Inc., to BayCom Partners, L.P., Jack McSorley and Ed Canty, Principals.

Elliot B. Evers
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Date Book

■ Indicates new listing or changed item.

THIS WEEK

Nov. 19—*American Women in Radio and Television, New York City chapter*, breakfast. Theme: "The Entrepreneurial Woman in Television: How to Make It When They Say You Can't." Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

Nov. 19—"Comedy in Radio Advertising," luncheon hosted by *The Ad Club of New York and Radio Advertising Bureau*, sponsored by *Group W Radio Westinghouse Broadcasting* and *The Interep Radio Store*. Grand Ballroom of the Plaza Hotel, New York. Information, (212) 935-8080.

Nov. 19—*National Broadcasting Society/Alpha Epsilon Rho New England region* convention. Emerson College, Boston. Information: Donna Walcovy, (508) 626-4698.

Nov. 19—"Radio Night," sponsored by *Houston Association of Radio Broadcasters*. Wortham Center, Houston. Information: Kim Clark, (713) 621-9401.

Nov. 19—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Sacramento, Calif. Information: Elizabeth Miropol, (312) 565-2300.

Nov. 19—*Cable Television Administration and Mar-*

keting Society's Pay-Per-View 1991. Anaheim, Calif. Information: (703) 549-4200.

Nov. 19-20—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Grand Hotel, Dallas-Fort Worth Airport. Information: Ellen Neill-Dore, (703) 691-8875.

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

■ **Nov. 19-23**—*European Telecommunication Development* conference. Prague, Czechoslovakia.

Nov. 20—*American Women in Radio and Television, Houston chapter*, luncheon. Holiday Inn Crowne Plaza, Houston. Information: Jane Powell, (713) 621-2680.

Nov. 20—"The Cable Revolution in New York City," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences*. New York chapter. Speaker: Richard Aurelio, president. Time Warner New York City Cable Group, Copacabana. New York. Information: (212) 768-7050.

Nov. 20—"Television Sports Through Agency Eyes," panel sponsored by *International Radio and Television Society Sports Division*. Time-Life Building, New York. Information: (212) 867-6650.

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

664-7310.

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

Nov. 21—*Federal Communications Bar Association* luncheon. Speaker: Robert Allen, chairman, AT&T. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

Nov. 21-22—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Grand Hotel, Dallas-Fort Worth Airport. Information: Ellen Neill-Dore, (703) 691-8875.

■ **Nov. 22**—*Broadcast Pioneers of America, Washington area chapter*, 12th annual awards banquet. Kenwood Country Club, Bethesda, Md. Information: Vince Curtis, (202) 828-5720, or Marnette Clemons, (202) 828-5709.

Nov. 22—"Broadband Common Carrier Delivery to the Home By Telcos: The Policy, Economic and Technical Issues," colloquium sponsored by the *Annenberg Washington Program, Communications Policy Studies, Northwestern University*. Washington. Information: Sharon Duffy, (202) 393-7100.

Nov. 22—U Network affiliates annual conference sponsored by *National Association of College Broadcasters*. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 22-24—Fourth annual national conference of

MAJOR MEETINGS

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

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

Jan. 8-10, 1992—*Association of Independent Television Stations* annual convention. Nob Hill Complex, San Francisco.

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

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

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

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

Feb. 7-8, 1992—26th annual *Society of Motion Picture and Television Engineers Advanced Television and Electronic Imaging* conference. Westin St. Francis Hotel, San Francisco. Information: (914) 761-1100.

Feb. 9-14, 1992—14th *International Market of Cinema, TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

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 An-

tonio Convention Center, San Antonio, Tex.

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

March 25-28, 1992—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

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

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

April 10-12, 1992—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

April 10-15, 1992—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

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 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 con-

vention: 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.

Aug. 23-27, 1992—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

Sept. 9-11, 1992—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 9-12, 1992—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 23-26, 1992—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

Nov. 20-22, 1992—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

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

Nov. 23-25—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: (800) 225-8183.

ALSO IN NOVEMBER

Nov. 26—*International Radio and Television Society* newsmaker luncheon. Featuring talk show hosts: Deborah Norville, Maury Povich, Montel Williams, Jenny Jones and Bruce Williams. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

DECEMBER

Dec. 2—Deadline for entries in 1992 *National Educational Film and Video* festival. Eligible productions include documentaries, made-for-TV programs and PSA's. Information: (415) 465-6885.

Dec. 2-3—"Telecommunications Policy and Regulation: The Year Ahead, Congress, the FCC and Judge Greene's Court," annual institute co-sponsored by *Practising Law Institute* and the *Federal Communications Bar Association*. Four Seasons Hotel, Washington. Information: (212) 765-5700.

Dec. 3-4—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored

by *Community Antenna Television Association*. Atlanta Airport Hilton. Information: Ellen Neill-Dore, (703) 691-8875.

Dec. 4—"TBS in the 90's—Still Going Strong," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Terry L. Segal, executive vice president and general manager, TBS. Copacabana, New York. Information: (212) 768-7050.

Dec. 4—*International Radio and Television Society* under-30's seminar. Theme: "FCC Regulation: A Look at Fin-Syn and Its Ramifications." NBC Mezzanine Level, New York. Information: (212) 867-6650.

Dec. 5—Seventh annual *American Sportscasters Association* Hall of Fame dinner honoring Muhammad Ali with the Sports Legend Award. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 5—*Federal Communications Bar Association* annual chairman's dinner honoring FCC Chairman Alfred Sikes. Washington Hilton Hotel, Washington. Information: (202) 833-2684.

Dec. 5-6—"Newsroom Technology: The Next Generation," technology seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

Dec. 5-6—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Atlanta Airport Hilton. Information: Ellen Neill-Dore, (703) 691-8875.

Dec. 6—*New York Association of Black Journalists* fifth annual scholarship and awards celebration. Synod Hall of The Cathedral of St. John the Divine, New York. Information: (212) 481-8484.

60 for 60. On Dec. 10, in Washington's Mayflower Hotel, **BROADCASTING** will celebrate its 60th anniversary and inaugurate its Hall of Fame. Sixty honorees will be inducted that evening; others will be named annually. Proceeds go to the Museum of Television and Radio and the Broadcast Pioneers Library; arrangements for tickets (\$350 each) may be made through Joan Miller at (212) 599-2830.

Dec. 6—*Radio-Television News Directors Association* region 13 super-regional conference. Omni Shoreham Hotel, Washington. Information: (202) 223-4007 or (804) 997-7082.

Dec. 6—Deadline for entries in International Broadcasting Awards for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Information: (818) 769-4313.

Dec. 7—"Covering the 1992 Republican National Convention," seminar sponsored by *Texas Associated Press Broadcasters*. Holiday Inn Crowne Plaza, Houston. Information: Diana Jensen, (214) 991-2100.

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

Dec. 9-13—Lectures on First Amendment issues by journalists and public figures sponsored by *Columbia University Graduate School of Journalism* as

Minor falls account for more spinal injuries than any other type of mishap. They can be the cause of postural problems and physical disabilities...and that's no nursery rhyme!

THAT'S THE MESSAGE THESE 60-SECOND AND 30-SECOND RADIO SPOTS AND TELEVISION SPOTS COMMUNICATE TO YOUR AUDIENCE!

ORDER FREE!



Countless people have been subjected to major health problems because they suffered structural injuries which often do not show the expected symptoms. Even an innocent fall, bump or jar may be the cause; and the severity may not be known for years without professional attention.

The mission of this important public service television and radio campaign is to make parents more aware and mindful of their children's falls. To cause them not to take their own falls for granted either. To motivate them to listen, watch and protect those easily distorted bones, which are the framework of growth and development.

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Arlington, Virginia 22209

85/91-3

Please send me copies of "HUMPTY DUMPTY AND OTHER GREAT FALLS" public service spots for:

- Television (One 60 sec. & one 30 sec.)
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I understand the spots will be sent without cost or obligation.

Public Service Director _____

Station _____

Street Address _____

City _____

State _____

Zip _____

Please Send Me Additional Health Campaigns That Are Available

part of Freedom Week celebration. World Room, Columbia University Graduate School of Journalism, New York. Information: (212) 854-4150

Dec. 10—*New York Women in Cable and Cable Television Administration and Marketing Society* present the 1991 Cable Follies and special presentation of the Roy Mehrlan Innovator/Leadership Award. The Hudson Theatre, Hotel Macklowe, New York. Information: Beth St. Paul, (201) 585-6430, or Patricia Karpas, (201) 585-6429.

Dec. 10—"The Computer Manipulation and Creation of Audio and Video: Assessing the Downside," colloquium sponsored by the *Annenberg Washington Program, Communications Policy Studies, Northwestern University*, Washington. Information: Sharon Duffy, (202) 393-7100.

Dec. 10—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*, Portland, Ore. Information: Elizabeth Miropol, (312) 565-2300.

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

Dec. 11—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*, Seattle. Information: Elizabeth Miropol, (312) 565-2300.

Dec. 11—Gala dinner honoring the First Amendment and Justice William J. Brennan Jr. sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. The Rotunda of Low Memorial Library, Columbia University, New York. Information: (212) 755-1190.

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

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

Dec. 12—*Women in Cable, Greater Philadelphia chapter and Philadelphia chapter of Cable Television Administration and Marketing Society* annual Christmas celebration. Merion Tribute House, Bala Cynwyd, Pa. Information: Cathy Schmidt, (215) 668-2210 or Lisa Stuchell, (215) 443-9300.

Dec. 12—*International Radio and Television Society* Christmas benefit. The Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Dec. 15—Deadline for entries for *The International Sports Video and Film Festival '92*. Information: (305) 893-8771.

Dec. 18—*Hollywood Radio and Television Society* holiday party. Century Plaza, Los Angeles. Information: (818) 769-4313.

JANUARY 1992

Jan. 7—Deadline for entries for Commendation Awards sponsored by *American Women in Radio and Television*. Information: (202) 429-5102.

Jan. 7-8—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Holiday Inn Crowne Plaza, Burlingame, Calif. Information: Ellen Neill-Dore, (703) 691-8875.

Jan. 7-8—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

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

Jan. 8—Deadline for 11th annual *Northern California Radio and Television News Directors Association* awards. Information: Darryl Compton, (415) 561-8760.

Jan. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon.

Speaker: Anne Sweeney, senior vice president, program enterprises, Nickelodeon/ Nick at Nite. Copacabana, New York. Information: (212) 768-7050.

Jan. 8—Deadline for entries for ADDY Awards sponsored by *The Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Jan. 8-10—*Association of Independent Television Stations* annual convention. Nob Hill Complex, San Francisco.

Jan. 9-10—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Holiday Inn Crowne Plaza, Burlingame, Calif. Information: Ellen Neill-Dore, (703) 691-8875.

Jan. 9-10—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

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

Jan. 13—Deadline for entries for the Anson Jones Award competition honoring excellence in health communication to the public. Sponsored by *Texas Medical Association*. Entries must have been broadcast between Jan. 1, 1991, and Dec. 31, 1991. Information: (512) 370-1389.

Jan. 14-15—14th annual *International Sport Summit*. New York Marriott, New York. Information: (212) 239-1061 or (301) 986-7800.

Jan. 15—Drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, executive vice president, national programing and promotion services, PBS. Copacabana, New York. Information: (212) 768-7050.

Jan. 15—Deadline for entries for INPUT '92 sponsored by *South Carolina ETV*. Those who are eligible to apply include directors, producers, writers and videographers at PBS stations, as well as independent filmmakers who produce programs for public television. Information: Sandie Pedlow, (803) 737-3208.

Jan. 16—Newsmaker luncheon sponsored by *International Radio and Television Society*, Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Jan. 16—*Federal Communications Bar Association* luncheon. Speaker: Dr. Thomas Stanley, FCC chief engineer. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

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

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

Jan. 27—*Nebraska Broadcasters Association* Legislative/Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Jan. 27-28—*Television Bureau of Advertising* retail marketing board retail marketing workshop. Chicago Hilton and Towers, Chicago. Information: Bob Lerew, (212) 486-1111.

Jan. 29—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Janeen Bjork, vice president and director of programing, Seltel, Inc; John von Soosten, vice president and director of programing, Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

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

Jan. 31—Deadline for application to *Harvard University Neiman Fellowships for Journalists*. Applicants must be full time news, editorial employees or photographers with newspapers, press services, radio, television or magazines (except for

trade journals); have three years of professional experience in the media and must obtain their employer's consent for a leave of absence for the academic year. Information: (617) 495-2237.

Jan. 31-Feb. 2—*California Broadcasters Association* winter conference. Wyndham Hotel, Palm Springs, Calif. Information: (916) 444-2237.

FEBRUARY 1992

Feb. 1—Deadline for entries in 1992 Best of the Best Promotion Contest sponsored by *National Association of Broadcasters*. Information: (202) 429-5300.

Feb. 2-3—*Minnesota Broadcasters Association and Society of Broadcast Engineers* winter conference. The Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

Feb. 4-5—*South Carolina Cable Television Association* winter meeting. Downtown Marriott, Columbia, S.C. Information: Nancy Horne, (404) 252-2454.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

Feb. 5-9—20th annual faculty industry seminar sponsored by *International Radio and Television Society*. Theme: "Surviving in the 1990's: Is Broadcasting on Its Way Up or Out?" New York Marriott East Side, New York. Information: (212) 867-6650.

Feb. 5-9—*Urban Network* third annual conference. Stouffer Concourse Hotel, Los Angeles. Information: (818) 843-5800.

Feb. 6—"Computers for Video, Video for Computers," all-day tutorial sponsored by *Society of Motion Picture and Television Engineers*. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 6-8—*American Women in Radio and Television* board of directors and foundation board meeting. Washington. Information: Donna F. Cantor, (202) 429-5102.

Feb. 7—Newsmaker luncheon sponsored by *International Society of Radio and Television*, Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Feb. 7-8—26th annual *Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 9-14—27th annual management development seminars for broadcast engineers sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 9-14—14th *International Market of Cinema, TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

Feb. 11—"Using Humor in Business," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

Feb. 11-12—*The Georgia Cable Television Association* annual convention. Peachtree Plaza Hotel, Atlanta. Information: Nancy Horne, (404) 252-4371.

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

Feb. 18-19—*Broadcast Cable Credit Association* credit seminar. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

Feb. 19-20—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* board of directors meeting. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

Feb. 20—*Federal Communications Bar Association* luncheon. Speaker: Sharon Percy Rockefeller,

president of WETA. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

Feb. 24-26—Michigan Broadcasters Association mid-winter conference. Lansing Center, Lansing, Mich.

Feb. 26-28—Texas Cable Show, sponsored by Texas Cable TV Association. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

MARCH 1992

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

March 6-8—11th annual Northern California Radio and Television News Directors Association convention and awards. Clarion Inn, Compton, Calif. Information: Darryl Compton, (415) 561-8760.

March 6-8—Radio and Television News Directors Association region two super-regional conference. Clarion Inn, Compton, Calif. Information: Darryl Compton, (415) 561-8760.

March 7-10—National Association of Broadcasters state leadership conference. Washington.

March 11—Newsmaker luncheon sponsored by International Radio and Television Society. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

March 18—Presentation of International Broadcasting Awards for "world's best radio and TV commercials," sponsored by Hollywood Radio and Television Society. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

March 19—Federal Communications Bar Association luncheon. Speaker: Newton Minow, former FCC chairman. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

March 19—17th annual Commendation Awards ceremony sponsored by American Women in Radio and Television. The Waldorf-Astoria Hotel, New York. Information: (202) 429-5102.

APRIL 1992

April 5-7—Cabletelevision Advertising Bureau 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 7—Newsmaker luncheon sponsored by International Radio and Television Society. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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

April 10-12—Television Bureau of Advertising 37th annual meeting. Las Vegas. Information: Eleanor Pachnik, (212) 486-1111.

April 13-16—National Association of Broadcasters 70th annual convention Las Vegas Convention Center, Las Vegas.

April 19-24—MIP-TV, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220 or (212) 750-8899.

April 22—"Getting to the Top: Negotiating the Obstacle Course," breakfast sponsored by American Women in Radio and Television, New York City chapter. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 5234.

April 22-25—Broadcast Cable Financial Management Association 32nd annual convention. New York Hilton, New York.

April 23—Federal Communications Bar Association luncheon. Speaker: Cathleen Black, president of American Newspaper Publishers Association.

ERRATA

Oct. 21 issue incorrectly reported **Tektronix Television Division** won a **1990-91 Engineering Emmy** for work in "compact video systems." Award was for company's **development of test signals and measuring equipment for performance evaluation of component video systems.**

Select Media buying agency mentioned in Nov. 11 story on political advertising in the Louisiana gubernatorial election is not affiliated with New York-based **Select Media Communications** or its president Mitch Gutkowski.

Headline on Nov. 4 story on Turner Network Television's **NFL carriage** said network would post \$40 million loss for 1991 season, but did not state that **TNT will break even if cable subscriber fees are added in.**

Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

April 29—Gold Medal Award dinner sponsored by International Radio and Television Society. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

MAY 1992

May 3-6—National Cable Television Association annual convention. Dallas Convention Center, Dallas.

May 13—Broadcaster of the Year luncheon sponsored by International Radio and Television Society. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

May 19—"Women in Sports Media," luncheon sponsored by American Women in Radio and Television, New York City chapter. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

May 21—Federal Communications Bar Association luncheon. Speaker: Brit Hume, ABC White House correspondent. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

May 27-31—American Women in Radio and Television 41st annual convention. La Posada Resort, Scottsdale, Ariz. Information: (202) 429-5102.

May 31—Deadline for entries in 1992 Crystal Radio Awards sponsored by National Association of Broadcasters. Information: William Peak, (202) 429-5422.

JUNE 1992

June 7-13—Radio Executive Management Development seminar sponsored by National Association of Broadcasters. University of Notre Dame, South Bend, Ind. Information: Aimee Jennings, (202) 429-5402.

June 18—Federal Communications Bar Association luncheon. Speaker: Taibot S. D'Alemberte, president of the American Bar Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

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MONITORING MONITORING

EDITOR: FCC Chairman Sikes' statement that the FCC staff, together with state and city regulatory agencies, will be adequate to monitor potential anticompetitive practices of regional Bell operating companies must be taken with several grains of salt. The statement must be evaluated in terms of the capability to meaningfully perform the monitoring function. No self-serving statement that 19 FCC auditors will suffice in and of itself demonstrates that capability. And the expectation that the capability will be enhanced by state and city agencies must be taken with many more grains of salt.

Congress in the exercise of its oversight responsibility should make certain that the expertise and experience of those charged with the monitoring function, in fact, exist. Cross-subsidization is only one of the potential anticompetitive practices that will require intensive monitoring on a continuous basis. Hopefully, truly effective monitoring will be in place in time to avoid the practices that will adversely affect the telephone ratepayer.—*Reuben Lozner, Chevy Chase, Md.*

FUTURE SHOCK

EDITOR: Your Oct. 28 issue, and many others recently, present a story of the major networks and how much they are losing covering major sports. "World Series a Hit, But CBS Still in Hole" told of a \$20 million loss based on a \$1.06 billion contract! And National Football League spot prices are down 10% to 15% on both CBS and NBC.

Obviously the networks are paying too much for rights to major sports. But maybe not. Maybe the networks are just setting up the public for pay-per-view on cable as NBC is doing on next year's Olympics.

I hope I'm wrong, but can the day be too far away when major football bowl games, the World Series and NCAA and NBA basketball final games are all on PPV?—*Stan Lichtenstein,*

mass communications coordinator, Chabot College, Hayward, Calif.

NEW FORMAT FAN MAIL

EDITOR: The Nov. 11 issue of your book is truly a feast for the eyes (and mind). The color, layout, etc., look terrific.—*Charles Barrett, The Barrett Co., Los Angeles.*

ROLE REVERSAL

EDITOR: I had to chuckle when I read your Nov. 4 article, "Cities, Cable Unite Against Video Dial Tone." The first line began: "Often at odds, cable operators and the municipalities they regulate...."

Of course, you no doubt meant to say: "...municipalities and the cable operators they regulate...." Or did you? As a local cable administrator, all too often the roles seem reversed.

I enjoy your reporting of cable-related news. Keep it up.—*Cathy J. Grimes, cable television coordinator, Consumer Services Department, Metropolitan Dade County, Miami.*

SPEAKING OUT

EDITOR: As a radio broadcaster for nearly 40 years, with more than 38 of those years in ownership and management, and a 38-year subscriber to your magazine, I am writing to you because I consider your publication to be the spokesman and champion of the broadcasting industry.

For most of my years in broadcasting, I have been cognizant of the fact that "Americans don't speak or read English no more." Through the years, on-air personnel have become more deficient in enunciation and pronunciation thanks to an indifferent education system. The result is that the most simple words in our language, that are said every day of the week, are subject to that deficiency. In the past five years, being semi-retired and able to pay more attention to the aforementioned problem, I have compiled many of these

"abused words" and believe that enough is enough, and that somebody with clout in our industry must make the first move to rectify this aberration. When people making high five-, six- and seven-figure salaries are as bad as the \$200 and \$300 a week air people, it's time for something to be done.

I have gathered enough information that can be corroborated by just turning on any TV or radio and am willing to provide aid to some major player in our industry to see if we can affect a positive change in the performance of on-air personnel. And that goes for network anchor people, sportscasters, etc.

I remember the first line in my announcing handbook that was handed to me in 1951: "Announcers are made, they are not born." I believe that is the truth and that any on-air person with any pride would be interested in becoming as near perfect in their speech as is humanly possible.—*Oscar Wein, WDLC(AM)-WTSX(FM) Port Jervis, N.Y.*

FAN CLUB

EDITOR: Congratulations on a perceptive and insightful profile of George Schweitzer ("Fifth Estater," Oct. 8).

George shares much of the responsibility for my own career, because I was chosen to replace him in New York as CBS/Broadcast Group director of communications when he moved to CBS Sports in 1981.

Since then, we have worked together on many projects, and his drive, energy and continued success are a measure of how far and how important the marketing and promotion function has become in our industry.

He is indeed the "Master Marketeer." There's no creative boundary he won't push and no obstacle he can't overcome. He is a unique, astute promotion and marketing genius and is the powerhouse behind the strong promotional effort of CBS this season.—*Lynne M. Grasz, Grasz Communications, New York.*

Classifieds

RADIO

HELP WANTED MANAGEMENT

California: Sales manager for full time clear channel AM with FM CP, Christian format. Prefer verifiable experience in Christian or Secular radio sales. Future growth in AM and FM applications with 2 CPs. Send resume, sales and salary history to 3070 Skyway Drive, Suite 501, Santa Maria, CA 93455. EOE.

GM/GSM: Join a growing owner/operator group in a very attractive way. We are looking for a selling GM to take a well established #1 rated combo to the next sales level. Stations have shown growth in 1991. Where can you take us in 1992 and beyond? Proven sales track record a must. Working knowledge of PC and Maxagrid a plus. Send your resume, references and sales philosophies to John Zimmer, Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63701. EOE.

General sales manager: Need experienced GSM to lead and inspire our sales team. Must have strong organizational and people skills. Training ability a must. Resume to: Rod Krol, VP/GM, WFMK, PO Box 991, East Lansing, MI 48826. EOE.

No VA FM seeks exp. sales mgr. Solid growing AC/news station. Excellent opportunity. EOE. Box R-24.

HELP WANTED SALES

Radio sales managers: We seek experienced radio sales professionals to serve in large markets. A few talented, dedicated sales professionals, who are ready for significant leadership opportunities, are needed to help us achieve our goals in expansion and profitability. Salem Communications Corporation, with first class facilities in the major U.S. markets, needs top quality managers who can share in our commitment to making a difference. If you are a proven leader at the top of your field in station, network or related sales environments and you are comfortable selling specialized formats, we would like to know of you. Send resume in confidence to: Salem Communications Corporation, Attn: R. Hauth, 2310 Ponderosa Drive, Ste. 29, Camarillo, CA 93010. Salem is an equal opportunity employer.

Seeking aggressive sales manager. Competitive situation for Northern California AC. Send resume and references to Box R-25. EOE/MF.

Sales manager of Midwest medium market AM/FM. Prior sales manager experience. Excellent opportunity with growing station. Send resume and references to: DBS, 2250 N. Illinois, Carbondale, IL 62901. EOE.

Highly rated radio station in South Texas is seeking a GSM with at least 3+ years exp. in radio sales mgmt. Generous salary and benefit package offered. Send resume to Human Resources Director, 649 Galveston Rd., Brownsville, TX 78521. EOE M/F.

Market leader expanding sales/vendor staff. Aggressive, goal-oriented individuals send resume to WAAL/WBNC, Box 997, Binghamton, NY 13902. EOE.

HELP WANTED ANNOUNCERS

Longtime morning host retiring... WHBC looking for the next tradition. If you're ready, send T&R to PD, WHBC, Box 9917, Canton, OH 44711. No phone calls please. EOE.

HELP WANTED TECHNICAL

Metro traffic control is looking for 2 regional broadcast engineers: one for the west coast, one for the east. Candidates should have at least 5 years previous experience. Travel required. Send resume and work history to David Foster, Metro Traffic Control, Suite 1400, 2700 Post Oak Blvd., Houston, TX 77056. EOE.

Chief engineer: AM-FM combo in NJ is looking for roll-up-the-sleeves type. FCC General Class Radiotelephone license. RF & studio design, engineering & maintenance exp. Leadership and interpersonal skills. EOE. Send resume and salary history to Box R-30.

HELP WANTED PERSONALITY/TALENT

Big opportunities at legendary large market station. We're creating a talent bank for future am and pm drive personalities. You must be highly motivated, an adult entertainer who has something to say, and well read. Not a card reader. All inquiries kept in strict confidence. Send resume to Box R-26. EOE.

HELP WANTED NEWS

Operations manager: Minimum 6 years experience in news management role. Beautiful Portland, Oregon. Major 50,000 watt news/talk station. Good anchor/strong communicator. Want long term commitment with station in news format since 1967. Resume/reference/tape to Ray Watson, Vice President, General Manager-KXL Newsradio 750 AM, PO Box 14957, Portland, OR 97214. EEO.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Southern Calif. radio station needs experienced, mature personality with production experience for live morning Country music and variety. Three years commercial experience, doing comedy bits, taking call-ins, and doing personal appearances. References checked. Company benefits. Maintenance engineering experience helpful. Must relocate. No calls. Send resume to: Box R-27. EOE.

SITUATIONS WANTED MANAGEMENT

21 year radio veteran, last 11 years as GM, seeks medium market management. Energetic 40 year old has a spotless track record and impeccable references. Super successes in sales, programming and people. Start ups, turn arounds, transfers... Combos or stand alones. I've succeeded every time. Last stations sold to an owner-operator. Now I'm ready to win for you. Call Ray Arthur today at 619-375-2552.

CFO/controller/CPA. Former radio group CFO & international CPA firm background. Christian: 12 years experience. 218-751-5498.

General manager/general sales manager: Experienced leader who has small market and medium market success. I know the meaning of the phrase "team concept." Looking for a real challenge that has realistic goals. I also have a complete team to bring in if needed from sales to on air talent. Reply to Box R-14.

Senior broadcaster seeks GM or sales management position. All markets and situations considered. Sweat equity acceptable. Available now. 817-548-8653.

Experienced general manager, with 20 years experience in direct, local and national sales. Familiar with FCC rules. Served as GM in Phila. (two stations), Wash., DC and Atlanta. Major strengths are sales and sales motivating. Resume and references available. Call Jerry Michaels 215-664-0535.

GM now available. 25 plus years experience, top notch programmer, sales, desk top publishing expert and management. I could be the answer to your prayers. Glenn 502-886-3593.

Take charge GM: Sales, programming, new construction, upgrades, revenue - ratings! 25 years experience. Prefer South - all considered. John Parker 502-247-0090.

Company asset: VP/GM/GSM: multi-market, -station, -media, -format 10+ year pro; exc record, references, degrees. Turnaround exp.. team leader/player, motivated motivator. Ready now or 1/92. Reply Box R-28.

SITUATIONS WANTED ANNOUNCERS

Seven years experience. Currently working for Daytona Beach's #1 soft Adult Contemporary radio station. Seeking full time. Willing to relocate. 407-699-6715, Chris.

Dependable announcer with 18 years experience seeks Adult Contemporary, Country, or Oldies format. All shifts. Mike. 904-255-6950.

SITUATIONS WANTED TECHNICAL

Combine contract engineer/AT's salary. Get experienced fulltime FM, AM/FM engineer/AT combination. Evening airshift required on AOR/CR/ Adult Rock FM. Eric. after 6pm. Central. 219-838-4979.

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.

TELEVISION

HELP WANTED MANAGEMENT

WAPT-TV seeks creative dynamo to manage the station's marketing efforts. Duties include creating station look, news marketing and community relations. Send sample reel (VHS or 3/4"), resume and promotion philosophy to Stuart Kellogg, VP/GM, WAPT-TV, PO Box 10297, Jackson, MS 39289. No calls. WAPT-TV is an equal opportunity employer.

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. Rates: Non-Display — \$1.50 per word, \$30.00 weekly minimum, except Situations Wanted: .75¢ per word, \$15.00 weekly minimum. All Display Ads — \$130 per inch, except Situations Wanted, which are \$65.00 per inch. See page 82 for Early Deadline Notice.

National sales manager: Baltimore's leading independent is seeking the best available candidate for the fastest growing station in Baltimore. Prefer local sales background with strong ratings knowledge. Positive selling attitude required, and "value added" marketing knowledge a plus! Please send resumes to Mike Kelly, WNUV TV 54, 3001 Druid Park Drive, Baltimore, MD 21215. No phone calls please. EOE/MF.

General manager: New, innovative, multicultural/multiethnic PBS UHF television station located in America's #1 city — San Francisco — seeks experienced, energetic, creative, and community-sensitive individual with outstanding managerial skills and fund raising abilities. A challenging position that offers unique growth opportunities with commensurate rewards. Minorities and women are encouraged to apply (equal opportunity employer). Send resume to: John Douglas, c/o Douglas Broadcasting, Inc., 499 Hamilton Avenue, #140, Palo Alto, CA 94301.

Local sales manager: ABC affiliate in Sacramento in search of local sales manager. Requires outstanding leadership, motivation, and training skills with the ability to capture dollars through new marketing strategies. Previous sales management experience a plus, proven talent and dedication a must. Send resumes: KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. Attn: Greg Bendin, GSM. EOE MF.

South Central affiliate in fast growing market seeks experienced local sales mgr. with proven ability to motivate veteran sales team. EOE. Reply to Box R-15.

Local sales manager: CBS affiliate seeks aggressive self-starter who can teach, motivate and lead a solid, high potential team. Ideal candidate has strong new business development skills; a marketer's perspective (Marshall Marketing a plus); and a polished win-win attitude. This team player should have a minimum five years experience. Resumes and compensation history to GSM, WANE-TV, PO Box 1515, Ft. Wayne, IN 46801, by 12/6. No phone calls please. EOE.

Research director: WSMV, one of the most honored stations in America, seeks a qualified research director to perform all sales and station research. Excellent written/verbal communication skills and computer market skills required. Should have experience with market research information. Bachelor's degree required. Send resume and salary requirements to: General Sales Manager, WSMV, PO Box 4, Nashville, TN 37209. EOE.

Aggressive national sales manager needed for Jackson, MS ABC affiliate. Candidate must have thorough knowledge of ratings and C.T.A. usage and be a street fighter. Resume, salary history and expectations to: Frank Brady, GSM, WAPT, PO Box 10297, Jackson, MS 39289. No calls. WAPT is an equal opportunity employer.

National sales manager: Two dominant NBC affiliates on California's Central Coast are looking for the right individual to continue a tradition of sales excellence! Candidates must possess outstanding leadership skills, enthusiasm and superior organizational qualities in addition to a knowledge of inventory control, proficiency with research data and a minimum of five years broadcast television sales or two years national sales experience. Send resume to: Mark Libby, General Sales Manager, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93405. All inquiries handled in a confidential manner. Stations are equal opportunity employers. Any offer of employment contingent upon a screening for drug abuse.

HELP WANTED SALES

Director of sales: A cutting edge opportunity. Minimum 5 yrs. exp. some mgmt preferred. Capable of motivating people. Innovative sales concepts a must. Major growth potential. Northeast market. EOE. Send resume to Box Q-37.

National sales manager: KPHO-TV5 (Phoenix-VHF independent) seeks enthusiastic, innovative individual. Station experience and established ad agency/client relationships essential. Forward resume and compensation requirements to: Christopher Sehring, GSM, PO Box 20100, Phoenix, AZ 85036. No phone calls. EOE.

HELP WANTED MARKETING

Marketing director: WNWO-TV seeks individual to coordinate production, promotion and community service activities. Responsibilities include: Writing and producing commercials and promotions; supervision of station promotion activities; scheduling production personnel and facilities; liaison with sales department and clients; development and solicitation of clients for production services; and, supervision of department personnel and budget. Position requires exceptional writing and organizational skills and comprehensive knowledge of television production. Degree and familiarity with local production clients preferred. Send resume, cover letter and reel to: Operations Manager, WNWO-TV 24, 300 South Byrne, Toledo, OH 43615. Deadline: November 25, 1991. WNWO-TV is an equal opportunity employer.

Manager/national program marketing: WPBT, Public Television in South Florida is looking for a manager/national program marketing to develop and execute a specific funding plan for our national programs including travel and presentations to corporations, foundations, governmental or quasi-governmental funders, prospective co-producers, distributors, etc. Oversees the creation of written proposal materials and participates in new program development process with special emphasis on the marketability of concepts to prospective funders, distributors and after-market purchases. We're looking for someone with three to four years experience in program funding or related field. Strong marketing background with a record of proven successes. Send resume to Human Resources, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H/V.

HELP WANTED TECHNICAL

Air operator: Basic understanding of FCC regulations, switcher operation, program logging and knowledge of Beta Cart systems signal, a plus. Familiarity of waveform monitor and parameter needed. Experience required. Send resume to: Trinity Broadcasting Network/Personnel Department, 14131 Chambers, Tustin, CA 92680. EOE.

KCPM-TV in Chico-Redding, CA is seeking a chief engineer with strong maintenance abilities required for UHF transmitter as well as hands-on ability for all studio equipment including microwave transmitters and receivers, satellite receivers and controllers. Must possess an FCC General Radio Telephone license and 5 years UHF experience. Send resume to: Helen Cheung, Controller, KCPM-TV, 180 East 4th Street, Chico, CA 95928, 916-893-2424. EOE.

Senior engineer required for fly-away Ku-Band uplinks, based in Pittsburgh, operations primarily in Europe. Must have proven track record in international satellite operations with specific fly-away experience and be prepared to travel at short notice. Field maintenance ability to component level essential. Salary reflects responsibility and flexibility. Send resume with references in confidence to: Synergistic Technologies, Inc., Three Parkway Center, Suite 102, Pittsburgh, PA 15220. EOE.

Production editor: Experienced editor needed for national show based in Washington, DC. Must have at least three years experience editing at a network or in a top twenty market. Work includes documentary style and dramatic narrative editing. Computerized time code editing and understanding of digital video effects a must. If qualified rush resume to Box R-29. EOE.

Chief engineer, Bloomington, Illinois WYZZ-TV channel 43, a Fox affiliate, needs a hands-on chief with UHF transmitter experience and good people skills. Resume to Mike Lennon, GM, WYZZ-TV, 2714 E. Lincoln Street, Bloomington, IL 61704. Or call 309-662-4373. EOE.

HELP WANTED NEWS

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

Anchor: Midwest leader seeks anchor to complement female co-anchor. Degree, 1 year anchor minimum. We want a commitment to news, and a commitment to a winning team for several years. Non-returnable tapes, resumes to: Bill Hoel, Station Manager, WKBT-TV, PO 1867, La Crosse, WI 54602-1867. EOE. No calls.

Aggressive news department looking for general assignment reporter. Successful applicant will be experienced, a good writer and an idea person. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #1101BR9101. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

Co-anchor/reporter: Top-rated CBS affiliate with strong news tradition has first weeknight opening in a decade. Join a staff of dedicated, experienced journalists and supportive news environment in "one of America's most liveable cities." We have new ENG/SNG, Beta and NewStar. We require five years news experience, minimum three years anchoring, with proven ability to report (strong live emphasis), produce and co-anchor fast-paced newscasts. Our current female co-anchor is moving to Seattle, and we intend to build upon our 50+ news shares. Send letter outlining news philosophy, resume, salary history, writing samples and non-returnable tape to: Mark Millage, News Director, KELO-Land Television, 501 S. Phillips, Sioux Falls, SD 57102. Deadline is November 30, 1991. No calls. EOE.

News expansion: Early morning and noon newscasts; hiring anchor, reporter, photographer, editor, part-time meteorologist. Anchor and reporter must have journalism degree and have "live shot" skills. Send non-returnable tape and resume to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE M/F.

News editor: High pressure—high story count so quality and speed must go hand in hand. Two years hard news editing experience a must. Staff of five editors, Beta equipped 60's, 70's, 75's. Send resume and non-returnable tapes to: Janet Hundley, Operations Manager, WTVU 11, 411 Liberty Street, Durham, NC 27701. A Cap/Cities ABC station. EOE.

Newswriter: Major East Coast station seeks experienced newswriter. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Must be super-fast and super-creative with lead lines and transitions. Send resume and writing samples to: David Friend, Assistant News Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

WAPT-TV seeks strong leader for young, aggressive newsroom. Mid-level management experience required — previous ND experience a plus. Creativity, strong news judgment, ability to recruit and willingness to follow strategic positioning plans are musts. Send critiqued newscast (VHS or 3/4"), resume and news/management philosophy to Stuart Kellogg, VP/GM, WAPT-TV, PO Box 10297, Jackson, MS 39289. No calls. WAPT-TV is an equal opportunity employer.

Reporter: Looking for aggressive story-teller with two years experience. No beginners. Non-returnable tape and resume to Art Jordan, News Director, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. No phone calls. EOE.

Reporter: Hard working general assignment reporter. Must have at least one year experience at commercial station. Send non-returnable tape and resume to: Steve MacDonald, News Director, KTVA, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Assistant news director/assignment manager: Need a real newshound. Seeking an experienced producer or reporter with strong writing and management skills to lead aggressive weekday coverage. Absolutely no beginners. No phone calls. Tape, letter and resume to: ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Managing editor: Key manager to oversee news coverage for WIS-TV, South Carolina's dominant television station. Assign stories and work with reporters in the development and production of those stories. Manage assignment desk. Approve scripts. Work with other news managers to coordinate coverage of special projects and major events. Position requires significant TV experience. Prior management experience and knowledge of South Carolina preferred. Send resume and statement of news philosophy and qualifications to: Randy Covington, News Director, WIS-TV, PO Box 378, Columbia, SC 29202. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Freelance video crews and production services for news oriented production company. Expanding our worldwide network. Send resume, rate sheet and gear list. Reply to Box R-10. EOE.

WISH-TV seeking highly motivated, creative, experienced marketing professional to fill new creative services position. Will meet with community organizations, clients. Will plan highly visible promotional events. Will write and produce spots to promote those events. Ability to coordinate promotions from start to proof of performance. College degree in television, marketing, or related field required. Three years experience in television production required. Resumes only: Pete Nikiel, Creative Services Manager, WISH-TV, 1950 N. Meridian St., Indpls., IN 46202. No phone calls please. EOE MF.

Producer—"Charlie Rose": Thirteen/WNET is seeking an experienced producer to join the staff of the weeknightly show "Charlie Rose." Minimum four years experience in television production with a significant concentration in daily issues-oriented talk. Familiarity with public affairs/news issues plus strong research, writing and reporting skills required. Proven ability to work under pressure and meet deadlines a plus. Send resume or call: Human Resources Dept., Thirteen/WNET, 356 West 58 Street, NY, NY, 10019. Attn: Leon T. Goodman 212-560-2063. EOE.

Producer/director: Entry level, PBS station programming staff. Responsibilities include creating/producing/directing television productions, supervision/training of staff/students/volunteers, preparing budgets/reports. Successful candidate will have some experience in lighting, set construction, editing, studio/field camera, audio. Bachelors degree in Communications preferred. Salary: \$18,800-28,300. Cover letter and resume no later than December 7, to: Art Starkey, WQLN-TV, 8425 Peach Street, Erie, PA 16509. No phone calls, please. Affirmative Action/EOE

Promotion writer/producer: Philadelphia's WPVI-TV, a Capital Cities/ABC, Inc. owned station, is looking for an experienced writer/producer with a proven track record at a local station. Candidates must be extremely creative with exceptional writing skills, hands-on editing experience is essential, and complete knowledge of post production. Send tape with resume (no calls) to William Burton, Director of Promotion and Station Advertising, 4100 City Avenue, Suite 400, Philadelphia, PA 19131 EOE.

Producer: This producer position involves planning, organizing and executing studio or location activities related to assigned productions. Confers with television director on appropriate format and production style. Maintains records and prepares budget recommendations for production. Must have working knowledge of complete production process in studio and remote environments. Experience in studio directing helpful, but not required. Salary range: \$22,353.36 to \$24,690.96/yr. Minimum requirements: Bachelor's degree in Radio/Television/Film or a related field, and (5) years experience in work related to the above described duties; (or) above high school, related experience and related education equally substituted. Send cover letter and resume to: Confidential-Personnel, Mississippi ETV, PO Box 1101, Jackson MS 39215-1101 by November 29, 1991 EOE/AA

SITUATIONS WANTED SALES

TV account executive: General sales manager for eight years in radio and current general manager. Looking for a position as an account executive in TV. I feel ready to make the move and further my career goals. Radio has been great and rewarding. Looking for a solid situation that has room for advancement. Let me put my talent to work for you! Reply to Box R-21.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering, 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box R-20.

SITUATIONS WANTED NEWS

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

Vietnam: Southeast Asia. American cameraman based in Bangkok available for TV-news assignment. BVW-300 camera. Call or fax. John Basko 66-2-254-8901.

News director, small or medium market. Prefer Texas, nearby state. 29 years experience including 9 years news management. 512-590-7356 mornings.

MISCELLANEOUS

Career videos. Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, proven success. 708-272-2917.

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

Primo People is seeking weathercasters with solid credentials and experience! Send resume and 3/4" tape to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Nicholls State University is seeking a faculty member starting fall 1992 in broadcast journalism. The position is a tenure-track position. Salary is up to \$42,000 for nine months. Rank open. Applicants should have a Ph.D. or be ABD and have teaching and research ability. Professional experience is important. Nicholls is located 60 miles southwest of New Orleans in the culturally rich Cajun, plantation country of Louisiana near the beaches of the Gulf of Mexico. Deadline for applying is Jan. 15, 1992. Submit a letter of applications, vita and three references to Dr. E. Joseph Broussard, Head, Department of Communication, Nicholls State University, Thibodaux, LA 70310. Nicholls is an EEO employer.

Assistant Professors, RTVF department: Two tenure-track assistant professors, pending funding, beginning the Fall Semester, 1992. Requirements: Ph.D. in an RTVF, Mass Communication or related field; quality college teaching experience; active involvement in scholarly research and publication. Experience in studio television, EFP, or film production highly desirable. Successful candidates will demonstrate the ability to teach a variety of undergraduate courses from: Broadcast History, Broadcast Law and Regulation, Genre Studies, Broadcast/Film Writing, Television Producing and Directing, EFP or ENG, Cinema Production, On-camera Performance. Faculty will also teach, advise, guide theses in MS in Media Studies program. They will be expected to carry on regular research activities leading to journal publication. Salary competitive. Women and minorities are encouraged to apply. Send resume, letter of application and at least three letters of recommendation to: Dr. John Freeman, Chair, Dept. of Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. Search Committee will review applications upon receipt and continue the search until qualified candidates are found. TCU is an EEO/AA employer.

HELP WANTED SALES

Nearly 100 markets already taken. If you have what it takes to live on \$2,000 in commissions per month while you build your own business into a six-figure annual income, call us now. We need good people with media sales experience in: Birmingham/Montgomery, Boston, Buffalo, Charleston/Huntington, Colorado, Des Moines/Omaha, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, New Orleans, Quad Cities, Phoenix, Rochester/Mason City, Salt Lake City, 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 and much more. Call Lee Michaels at Cascom Syndication. 615-242-8900. EOE.

HELP WANTED MARKETING/SALES

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AWARDS

Sigma-Tau announces 2nd Alzheimer Fellowship: Writers are encouraged to apply for the Sigma-Tau Foundation Alzheimer Fellowship, established to recognize journalistic excellence in reporting the scientific, medical or psychological aspects of Alzheimer's disease to the public. Fellowships will be awarded in three categories: (1) consumer print media, (2) trade or science publications, and (3) radio/television. All entries must have been published or broadcast between April 16, 1990 and January 15, 1992. Entries will be judged by a panel of medical writers and scientists, including representatives of The Alzheimer's Association and The French Foundation for Alzheimer Research. Award recipients will receive an all-expense-paid trip to the Italian Spoleto Festival of Culture and Science in July 1992 and will have the opportunity to meet with members of the Italian science media. To apply, please write: The Sigma-Tau Foundation, P.O. Box 8410, Gaiithersburg, MD 20898-8410, or call: 1-800-447-0169. The deadline for receipt of entries is January 24, 1992.

EMPLOYMENT SERVICES

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EARLY DEADLINE NOTICE

Due to the Thanksgiving Holiday, the deadline for Classified Advertising will be Noon, Friday November 22, 1991 for the December 2, 1991 issue.

TELEVISION PUBLIC NOTICES

The Interconnection Committee will meet at 9:00 a.m. on December 4, 1991 at the Hyatt Regency in Reston, Virginia. Tentative agenda includes satellite replacement, FY 1993 interconnection budget, and other business.

The Subcommittee on Budget, Finance and Audit of the PBS Board of Directors will meet at 1:00 p.m. on December 4, 1991 at the Hyatt Regency in Reston, Virginia. Tentative agenda includes FY 1993 budget, FY 1992 program assessment, stations on deferred or advance payment plans, and reports from PBS officers.

The Board of Directors of Public Broadcasting Service will meet at 9:00 a.m. on December 5-6, 1991 at the Hyatt Regency in Reston, Virginia. Tentative agenda includes election of officers, Education Services' strategic plan, satellite replacement, the multichannel environment, National Program Service evaluation process, FY 1993 General Assessment and National Program Service budgets, reports from PBS officers and Board committees, and other business.

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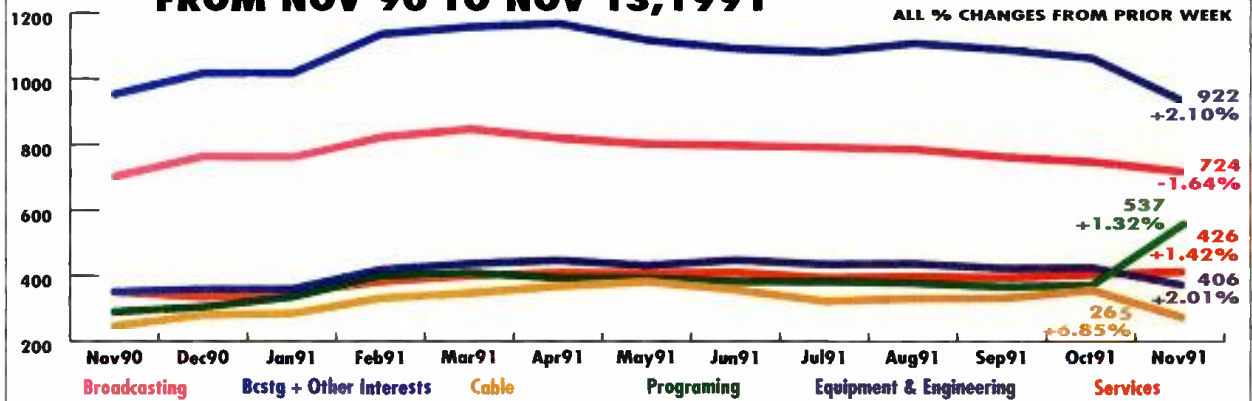
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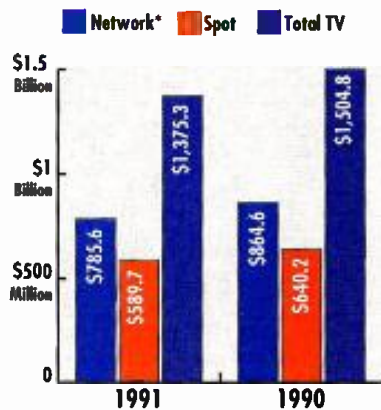
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM NOV 90 TO NOV 13, 1991



LEADING TV ADVERTISERS

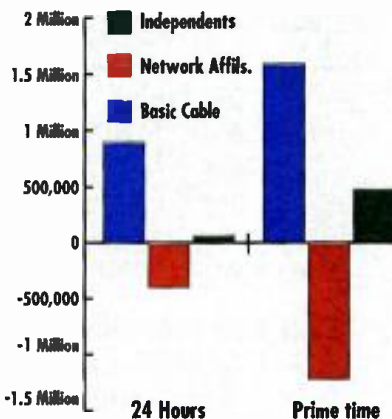
First half 1991 vs. 1990
Auto Companies and Dealers



Source: Television Bureau of Advertising.
* Includes national syndicated advertising.

CHANGES IN AVERAGE DELIVERY/TOTAL HH

Oct. '90-Aug.'91 vs. Oct. '89-Aug.'90



Source: Cablevision Advertising Bureau

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	11,024	1,555	12,579
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	1,488	200	1,688
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	968	943	1,911
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen, NCTA and Broadcasting's own research.

For the Record

As compiled by BROADCASTING from Nov. 4 through Nov. 8 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KYAK(AM)-KGOT(FM) Anchorage, AK** (AM: BAL911028EC; 650 khz 50 kw-U; FM: BALH911028ED; 101.3 mhz; 26 kw; ant. -66 ft.)—Seeks assignment of license from KGOT Corp. to Alaska Broadcast Communications Inc. for \$1.225 million ("Changing Hands," Oct. 28). Sale includes KIAK-AM-FM Fairbanks, AK (see below). Sale for stations last January for estimated \$3.1 million-\$3.5 million, which included KTRW(AM)-KZZU(FM) Spokane, WA, fell through ("Changing Hands," Jan. 7). Seller is subsidiary of Olympia Broadcasting Corp., headed by Archie Kovanen, and will continue to own KTRW(AM)-KZZU(FM) Spokane, WA; it also owns Olympia Broadcasting Network, which is for sale. Buyer is headed by E. Roy Paschal, and is licensee of KJNO(AM)-KTKU(FM) Juneau, KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM)-KSBZ(FM) Sitka, all Alaska. Filed Oct. 28.

■ **KIAK-AM-FM Fairbanks, AK** (BAL911028EA; 970 khz; 5 kw-U; FM: BALH911028EB; 102.5 mhz; 25 kw; ant. -89.5 ft.)—Seeks assignment of license from KQRZ Corp. to Alaska Broadcast Communications Inc. for \$1.225 million. Sale includes KYAK(AM)-KGOT(FM) Anchorage, AK (see above). Filed Oct. 28.

■ **KGRX(FM) Globe, AZ** (BALH911023HQ; 100.3 mhz; 15 kw; ant. 2,047 ft.)—Seeks assignment of license from Daytona Group of Arizona Inc. to G.G. International Ltd. for \$750,000. Seller is headed by Steve L. Ditman, and is owned by Norman S. Drubner, who is also licensee of KRRK(AM)-KXYQ(FM) Salem, OR, and KZRQ(AM)-KIVA(FM) Santa Fe, NM. Buyer is headed by Philip L. Glass (100%), and has no other broadcast interests. Filed Oct. 23.

■ **KLCQ(FM) Davis, CA** (BTCH911028GI; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control from licensee KYLO Radio Inc. to Ken Wall, trustee, for no cash consideration; transferor, Vernon Miller, will transfer 65% of his stock in licensee to voting trust with Ken Wall as trustee. Principals have no other broadcast interests. Filed Oct. 28.

■ **KXDE(FM) Merced, CA** (BAPH911024HP; 107.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Great Scott Broadcasting to John Neuhoff for \$5,000. Seller is headed by Faye Scott, and is licensee of WPAZ(AM) Pottstown, WCHR(AM) Yardley and WKST-AM-FM New Castle, all Pennsylvania; WTTM(AM) Trenton, NJ; WMBO(AM)-WPCX(AM) Auburn, NY, and WSSR(AM)-WZBH(FM) Georgetown, DE. Buyer is 51% shareholder in Eastern Media Inc., licensee of WESO(AM)-WQVR(FM) Southbridge, MA. He is also 80% equity partner in permittee of KZQB(AM) Davenport, WA. Filed Oct. 24.

■ **WTTB(AM)-WGYL(FM) Vero Beach, FL** (AM: BAL911024HW; 1490 khz; 1 kw-U; FM: BALH911024HX; 93.5 mhz; 1.3 kw; ant. 475 ft.)—Seeks assignment of license from Development Specialists Inc. to Treasure Coast Broadcasting Co. for \$4.445 million. Seller is headed by William A. Brandt Jr., receiver, and is also filing application for WORC(FM) Barnstable, MA. Buyer is headed by Stephen D. Seymour, who also has interests in

Abbreviations: AFC—Antenna For Communications; ALI—Administrative Law Judge; ah—alternate; am—announced; ant—antenna; 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 un—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.

licensee of WCKT(FM) Lehigh Acres, FL. Filed Oct. 24.

■ **KOUR-AM-FM Independence, IA** (AM: BAL911018EA; 1220 khz; 250 w-D, 166 w-N; FM: BALH911018EB; 95.3 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Leighton Enterprises Inc. to Midwest Broadcasting Inc. for \$192,500. Seller is headed by Thomas H. Graham. Buyer is headed by Dean L. Schlitter (25%), and has no other broadcast interests. Filed Oct. 18.

■ **WGMB(TV) Baton Rouge, LA** (BTCCT911030KI; ch. 44; 2,286 kw-V; ant. 1,397 ft.)—Seeks transfer of control within Galloway Media Inc. for no cash consideration; transferors, Sheldon H. Galloway and Karen G. Mire, brother and sister, and are transferring 100% of licensee to their father, Thomas R. Galloway Sr., for assumption of debt and release from guarantors. Thomas Galloway is 100% owner of licensees of KPFL(AM)-KTDY(FM) Lafayette, LA; KEZA(FM) Fayetteville, AR, and KPEJ(TV) Odessa, KWKT(TV) Waco and KVEO(TV) Brownsville, all Texas. Filed Oct. 30.

■ **WCSH-TV Portland, ME, and KMEG(TV) Sioux City, IA** (WCSH-TV: BTCCT911023KL; ch. 6; 100 kw-V; 20 kw-A; ant. 2,000 ft.; KMEG: BTCCT911023KM; ch. 14; 280 kw-V; 75.9 kw-A; ant. 1,152 ft.)—Seeks transfer of control from William B. Thompson and Marjorie W. Rines, trustees of Rines Special Trust, to Frederic L. Thompson, et al., for no cash consideration; stock will be equally distributed to Rines children and Thompson children upon termination of trust. Transferors and transferees have interests in Maine Broadcasting Co., licensee of WLBY-TV Bangor, ME. Frederic Thompson is president and chairman of Maine Broadcasting. Filed Oct. 23.

■ **WKRT(AM)-WNYP(FM) Cortland, NY** (AM: BAL911023HZ; 920 khz; 1 kw-D, 500 w-N; FM: BALH911023GE; 99.9 mhz; 24 kw; ant. 710 ft.)—Seeks assignment of license from Sun Radio Broadcasting Inc. to Northstar Broadcasting Corp. for \$1.1 million. Seller is headed by Emanuel Gerard, and has no other broadcast interests. Buyer is headed by Jeffrey D. Shapiro and Bruce G. Danziger (each 33.3%), and is controlling stockholder of licensee of WNCQ(AM)-WCIZ(FM) Watertown, NY. Shapiro also owns 12.3% interest in licensee of WTSV(AM)-WHDQ(FM) Claremont, NH. Filed Oct. 23.

■ **WEGO(AM) Concord, NC** (BAL911031ED; 1410 khz; 1 kw-D)—Seeks assignment of license from Piedmont Crescent Communications Inc. to Concord Kannapolis Communications Inc. for

\$198,000. Seller is Charles Hicks, who is selling interest to partners. Hicks also has interests in WABZ(FM) Albemarle, NC. Buyer is headed by Robert R. Hilker (65.21%) and William R. Rollins (34.79%), who also have interests in licensees of WJJJ(AM)-WVVV(FM) Christiansburg-Blacksburg, VA; WABZ-FM Albemarle, WFXI(TV) Morehead City and proposed assignee of CP for WGTJ(TV) Greenville, all North Carolina. Filed Oct. 31.

■ **WGTM-AM-FM Georgetown-Andrews, SC** (AM: BAL911025GG; 1400 khz; 1 kw-U FM: BALH911025GH; 100.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Saltzer Broadcasting Co. Inc. to Georgetown Broadcasting Co. for \$350,000. Seller is headed by Gerald Saltzer, and has no other broadcast interests. Buyer is headed by G. Cabell Williams III (100%), who is also sole shareholder of licensee of WYCB(AM) Washington. Filed Oct. 25.

■ **KRBG(FM) Canadian, TX** (BAPLH911024HO; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Megahype Broadcasting Partnership to Advent Broadcasters, Inc. for \$45,000. Seller is headed by Marcus Jones, and has no other broadcast interests. Buyer is headed by Kaye Arwood (100%), who has been granted CP's for LPTV's at Texarkana, TX. Filed Oct. 24.

■ **KAMA(FM) El Paso, TX** (BALH911015GV; 93.1 mhz; 30 kw; ant. 1,190 ft.)—Seeks assignment of license from Rio Bravo Broadcasting Corp. to Dunn Broadcasting Co.; assignment is asset transfer to settle defaulted secured note in favor of Dunn Broadcasting Co., which carries principal balance due of \$1.8 million. Seller is headed by Jimmy C. Ray, and has no other broadcast interests. Buyer is headed by John M. Dunn (100%), and has no other broadcast interests. Filed Oct. 15.

■ **KZPH(FM) Cashmere, WA** (BALH911010HF; 101.1 mhz; 3 kw; ant. 52 ft.)—Seeks assignment of license from Upper Valley Broadcasting Corp. to Big Rock Inc. for \$34,000. Seller is headed by Ron DeWillers, and has no other broadcast interests. Buyer is headed by D. Michael Wade (16.66%) and has no other broadcast interests. Filed Oct. 10.

Actions

■ **WSFU-FM Union Springs, AL** (BALH910829HV; 94.1 mhz; 3 kw; ant. 265 ft.)—Granted assignment of license from Montgomery Christian Radio Inc. to Central Alabama Media Group for \$300,000. Station is currently off air. Seller is headed by L.E. Willis Sr., who recently sold WCLN(AM) Clinton, N.C. ("For the Record," Aug. 12), and is purchasing WTZR(FM) Moryock (Chesapeake, VA), NC (see below). Willis also has interests in KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKJA(FM) Belhaven, WVRS(FM) Warren and WSRC(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WWPB(FM) Marion, all South Carolina. Buyer is headed by Anthony L. Calhoun (51%) and Todd E. Marable (49%), and has no other broadcast interests. Action Oct. 25.

■ **KPOL(TV) Tucson, AZ** (BALCT910628KG; ch. 40; 1,534 kw-V; 153.4 kw-A; ant. 2,090 ft.)—Granted assignment of license from Les Von Eberstein,

trustee, to Jay S. Zucker for \$45,000; station is currently off-air. Seller has no other broadcast interests. Buyer has 80% and 100% interest, respectively, in LPTV's K14HR Tucson and K64DR Phoenix, both Arizona. Action Oct. 16.

■ **KKSA(AM) Folsom, CA** (BAP901010EC; 1030 kHz; 50 kw-D, 1 kw-N)—Dismissed assignment of CP from Folsom Radio Ltd. to William H. Battles Jr. for \$35,000. Seller is headed by James B. Nicholson, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 17.

■ **WIPC(AM) Lake Wales, FL** (BAL910805EE; 1280 kHz; 1 kw-D, 500 w-N)—Granted assignment of license from Seggi Broadcasting Corp. of Florida Inc. to Cubero Broadcasting Inc. for \$275,000. Seller is headed by Ronald G. Seggi, and has no other broadcast interests. Buyer is headed by Roberto Cubero, and has no other broadcast interests. Action Oct. 22.

■ **WMJE(FM) Clarkesville, GA** (BTCH910814HT; 102.9 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control from Clara Morris Martin to John Wesley Jacobs III for \$425,000. Seller also owns WCHM(AM) Clarkesville, GA. Buyer currently owns 49.1% of WMJE, and is 25% stockholder of WDUN(AM) Gainesville, GA. Action Oct. 23.

■ **KORL(AM) Honolulu** (BAPL910807EA; 650 kHz; 10 kw-U)—Granted assignment of CP from Hawaii Broadcasting Corp. to Coral Communications Corp. for \$375,000. Seller is headed by Michael Jordan, and has no other broadcast interests. Buyer is headed by George A. Vandeman, who owns 50% of NRG Twin Cities Inc., proposed assignee of KNOW(AM) Minneapolis. Action Oct. 28.

■ **WSRQ(FM) Bushnell, IL** (BAPH910606HF; 104.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Ralph Trieger to Larry Derry for \$20,801. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 31.

■ **WFRL(AM)-WXXQ(FM) Freeport (Rockford), IL** (AM: BAL910823GV; 1570 kHz; 5 kw-D, 500 w-N; FM: BALH910823GV; 98.5 mhz; 50 kw; ant. 450 ft.)—Granted assignment of license from Freeport Radio Associates to Stateline Broadcasting Inc. for \$900,000. Seller is headed by Arnold M. Zaff, and has no other broadcast interests. Buyer is headed by Harish Puri and Thomas Imhoff, and has no other broadcast interests. Action Oct. 24.

■ **WWIN-AM-FM Baltimore-Glen Burnie, MD** (AM: BAL910828HN; 1400 kHz; 1 kw-U; FM: BALH910828HO; 95.9 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from Communications Management National Ltd. to Almic Broadcasting Inc. for \$4.7 million. Seller is headed by Ragan Henry, who is also selling WKKV-AM-FM Racine, WI. Henry heads Ragan Henry Broadcast Group Inc., licensee of WKSG(FM) Mount Clemens (Detroit), MI; WXLE(FM) Johnstown, OH, and WDIA(AM)-WHRK(FM) Memphis. Henry also heads U.S. Radio, licensee of WAKR(AM)-WONE-FM Akron, OH; WRAW(AM)-WRFY-FM Reading, PA; WCOS-AM-FM Columbia, SC; KIKR(AM)-KJZS(FM) Conroe, KHEY-AM-FM El Paso and KJOJ-FM Freeport, both Texas; WOWI(FM) Norfolk, WBSK(AM) Portsmouth and WQOK(FM) South Boston, all Virginia; WRXJ(AM)-WCRJ-FM Jacksonville, FL, and WAYV(FM) Atlantic City. Buyer is headed by Catherine L. Hughes, and is licensee of WOL(AM)-WMMJ(FM) Washington-Bethesda, MD. Action Oct. 28.

■ **KFIL-AM-FM Preston, MN** (AM: BTC910916EA; 1060 kHz; 1 kw-D; FM: BTCH910916EB; 103.1 mhz; 3 kw; ant. 270 ft.)—Granted transfer of control from KFIL Inc. to Jeffrey Borgen for no cash consideration. Seller is headed by Obed S. Borgen, who is transferring 100% of his shares. Licensee will be equally owned by Borgen and Michael S. Borgen; they have no other broadcast interests. Action Oct. 24.

■ **KKNK(AM) Carson City and KKNC(AM) Sun Valley, both Nevada** (KKNK: BAP910815EA; 750 kHz; 10 kw; KKNC: BAP910815EB; 730 kHz; 500 w-U)—Granted assignment of CP's from Sundance Radio Corp. and Silveradio Corp. to Caballero Spanish Media Inc. for \$37,500. Sellers are head-

ed by D.C. Williams. Sundance Radio is permittee of KTCD(AM) Eureka, CA. Williams also has interests in KPLA(AM) Riverbank, CA. Buyer is headed by Eduardo Caballero, and has no other broadcast interests. Action Oct. 28.

■ **WLSE(AM)-WZKB(FM) Wallace, NC** (AM: BAL910821GR; 1400 kHz; 1 kw-U; FM: BALH910821GS; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from RVG Broadcasting Inc. to J G & J Broadcasting Inc. for \$230,000. Seller is headed by Richard V. Goines, who is also 100% owner of WCPQ(AM)-WMSQ(FM) Havelock, NC. Buyer is headed by Mack Edmundson Jones, and has no other broadcast interests. Action Oct. 23.

■ **KBOO(FM) Portland, OR** (BTCED910723HC; 90.7 mhz; 23.5 kw; ant. 912 ft.)—Granted transfer of control within KBOO Foundation for no cash consideration; purpose of application is to report new members and officers of board of directors. Licensee is headed by Margot Beutler and nine other directors, and has no other broadcast interests. Action Oct. 24.

■ **KCMZ(AM) Dallas and KCDU-FM Fort Worth** (AM: BTC910909ED; 1480 kHz; 5 kw-D, 1.9 kw-N; FM: BTCH910909EE; 107.5 mhz; 25 kw; ant. 1,647 ft.)—Granted transfer of control from Granum Acquisition Corp. to Granum Holdings Ltd.; purpose is to reflect ownership change as result of acquisition of station in March for \$9 million ("Changing Hands," March 4). Granum Holdings Ltd. is headed by Herbert McCord (6%), Peter B. Ferrara Jr. (1.5%), Michael Weinstein (1.5%), Granite Equity Partners (16%) and Radio Associates Ltd. (75%). Weinstein holds approximately 6% of voting stock of Newcity Communications Inc., licensee of WZZK-AM-FM Birmingham AL; WYAY(FM) Gainesville and WYAI(FM) La Grange, both Georgia; WSYR(AM)-WYYY(FM) Syracuse, NY; KRMG(AM)-KWEN(FM) Tulsa, OK, and KKYX(AM)-KCYF(FM) San Antonio, TX. Action 30.

■ **KGDD(AM)-KBUS(FM) Paris, TX** (AM: BAL910909EC; 1250 kHz; 500 w-D, 95 w-N; FM: BALH910909HC; 101.9 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Lamar County Broadcasters Inc. to Webster Broadcasting Corp. for \$561,893. Seller is headed by Ray Eller, and has no other broadcast interests. Buyer is headed by Charles L. Webster (100%), and has no other broadcast interests. Action Oct. 28.

■ **KQXC(FM) Wichita Falls, TX** (BAPH910912GQ; 105.5 mhz; 3 kw; ant. 100 ft.)—Granted assignment of CP from Samwill Broadcasting to Red River Communications Inc. for \$25,000. Seller is headed by Mandel G. Samuels and Kyle R. Williams, and has no other broadcast interests. Buyer is headed by David J. Messing, and is vice president of Sunrise Broadcasting Corp., licensee of KNCY-AM-FM Nebraska City and KBWH(FM) Blair, both Nebraska, and WFSF(AM)-WQLS(FM) Ozark, AL. Action Oct. 28.

■ **WAVA-FM Arlington (Washington), VA** (BALH910618HC; 105.1 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Emmis FM Broadcasting Corporation of Washington, DC to Salem Communications Corp. for \$20 million ("Changing Hands," June 24). Seller is headed by Jeff Smulyan and Steve Crane, and is subsidiary of Emmis Broadcasting Corp., licensee of KPWR(FM) Los Angeles; WKQX(FM) Chicago; WENS(FM) Shelbyville, IN; WCDJ(FM) Boston; KSHE(FM) Crestwood, MO, and WFAN(AM)-WQHT(FM) New York. Buyer is headed by Stuart W. Epperson and Edward G. Atsinger III. Epperson and Atsinger each have 50% and 37.4% interest, respectively, in KFAX(AM) San Francisco and KKKX-FM Delano, CA. Atsinger also has 50% interest in both KEZL(FM) Fowler and KCLA(FM) Los Angeles, both California. Salem Communications Corp., headed 50% by both Epperson and Atsinger, owns KPDQ-AM-FM Portland, OR; KGNW(AM) Seattle-Burien, WA; KLFE(AM) San Bernardino, KGER(AM) Long Beach, KAVC(FM) Rosamond, KJAR(AM) Oxnard and KPRZ(AM) San Marcos, all California; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; WMCA(AM) New York, WKPA(AM)-WEZE(FM) New Kensington-Pitts-

burgh, PA; WYLL(FM) Des Plaines, IL, and recently purchased KGEO(AM)-Bakersfield, CA under subsidiary Grapevine Radio Inc. ("Changing Hands," June 17). Action Oct. 29.

■ **KTOL(AM) Lacey, WA** (BAL910906EC; 1280 kHz; 1 kw-D, 500 w-N)—Granted assignment of license from M.C. Radio-Olympia Inc. to BAR-B Broadcasting Inc. for \$75,000. Seller is headed by Matthew N. Clapp Jr., and has interests in licensees of KFQD(AM)-KWHL(FM) Anchorage, AL; KXRO(AM)-KDUX-FM Aberdeen and KBRC(AM) Mount Vernon, both Washington. Buyer is headed by Barbara J. Geesman, who is 100% stockholder of Joy Broadcasting Inc., licensee of KJUN(AM) Puyallup, WA. Action Oct. 25.

NEW STATIONS

Applications

■ **Little Rock, AR** (BPET911031KE)—TV 36 Inc. seeks channel 36; 353 kw-A, 35 kw-V; ant. 213 ft. Address: 7123 I-30, Suite #31, Little Rock, AR 72208. Principal is headed by Kurt D. Huff and Allison J. Mordern, and has no other broadcast interests. Filed Oct. 31.

■ **Osceola, AR** (BPH911009ME)—Pollack Broadcasting Co. seeks 107.3; 3 kw; ant. 68 ft. Address: 509 South Walnut St., Osceola, AR 72370. Principal is headed by William H. Pollack, Sydney Pollack, Marilyn Pollack, Robert Pollack and David L. Pollack, and is licensee of KOSE(AM) Osceola and KOSE-FM Wilson, both Arkansas; WPLX(AM) Collierville, TN; KLAX-TV Alexandria, LA, and KGZA(AM) Boulder City, NV. Filed Nov. 9.

■ **Paso Robles, CA** (BPH911024MD)—Jean Yang seeks 103.1 mhz; 1.2 kw; ant. \$20 ft. Address: 685 E. California, Pasadena, CA 91106. Principal has no other broadcast interests. Filed Oct. 24.

■ **Christiana, DE** (BPED911024MG)—World Revivals Inc. seeks 89.1 mhz; 1.2 kw; ant. 20 ft. Address: 179 Christiana-Stanton Rd., Newark, DE 19702. Principal is headed by Bert Hare, Steve Hare, Doris J. Hare, Richard H. Edwards, Arthur E. Hardt, Harold Dunn and Kingsley D. King, and has no other broadcast interests. Filed Oct. 24.

■ **Waimea, HI** (BPH911004MH)—Lori Lynne Forbes seeks 99.1 mhz; 37 kw; ant. 904 ft. Address: 3053 Waterdale Dr., Loveland, CO 80537. Principal has no other broadcast interests. Filed Nov. 4.

■ **Waimea, HI** (BPH911003MH)—KES Communications Inc. seeks 99.1 mhz; 41 kw; ant. 865 ft. Address: 1148 South Citrus Ave., Los Angeles, CA 90019. Principal has no other broadcast interests. Filed Nov. 3.


■ **Rexburg, ID** (BPED911009MD)—Ricks College Corp. seeks 91.5 mhz; 1 kw; ant. -12 ft. Address: Ricks College, Rexburg, ID 83460. Principal is owned and controlled by Church of Jesus Christ of Latter-Day Saints, is headed by Ezra T. Benson, Gordon B. Hinckley, Thomas S. Monson, Harold Western, Steven D. Bennion and R. Brent Kinghorn, and is licensee of KRIC(FM) Rexburg, ID. Filed Nov. 9.


■ **Eldon, IA** (BPH911008ME)—Rivertown Communications Co. Inc. seeks 104.3 mhz; 16.2 kw; ant. 125 ft. Address: P.O. Box 65, 517 W. Elm St., Eldon, IA 52554. Principal is headed by David W. Brown and Ellen M. Bowen, and has no other broadcast interests. Filed Nov. 8.

■ **Milford, IA** (BPH911003MI)—Milford Broadcasting Co. seeks 102.1 mhz; 50 kw; ant. Address: RD #1, Box 161, Milford, IA 51351. Principal is headed by Kevin W. Galbraith, Sharyl L. Potratz and Stanley R. Galbraith and has no other broadcast interests. Filed Nov. 3.

■ **Sandusky, MI** (BPED911009MC)—Ross Bible Church seeks 90.7 mhz; 18 kw; ant. 100 ft. Address: 2865 Maywood Dr., Port Huron, MI 48060. Principal is headed by Eugene Kent, Craig Soliday, Ronald Moeller, Thomas Dennis, Albert Vansickle, Robert Barber, James Miller and James Sparring, and is licensee of WNFA(FM) Port Huron, MI.

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■ **Sault Ste. Marie, MI (BPED911024MF)**—Lake Superior State University seeks 90.1 mhz; 0.1 kw; ant. 30 ft. Address: 1000 College Dr., Sault Ste. Marie, MI 49783. Principal is headed by Todd Gray, Alice R. McCarthy, Louis C. Cappo, Jack L. Gingrass, Leonard C. Jaques, Edward W. Jarvie, Gary LaPlant, Jack R. Rombouts and Thomas H. Weiss, and has no other broadcast interests. Filed Oct. 24.

■ **Socorro, NM (BPH911004M)**—William H. Pace seeks 92.9 mhz; 6 kw; ant. -54 ft. Address: P.O. Box 30570, Albuquerque, NM 87190. Principal has interest in Alpenglow Communications Inc., licensee of WISM(AM) Eau Claire and WISM(FM) Altoona, both Wisconsin. Filed Nov. 4.

■ **Jamestown, ND (BPED911022ME)**—Prairie Public Broadcasting Inc. seeks 91.5 mhz; 18.6 kw; ant. 108 ft. Address: P.O. Box 3240, Fargo, ND 58108. Principal is headed by Dennis L. Falk, Dave Borlaug, Richard Chenoweth, Maurice Cook, Jonathan Eaton, Kathleen Gershman, Maren Gershman, Susan Podrygala, Omar Rood, Louise Sherman, Norman Smith, Bennett Trochil, Al Wahl, Marilyn Weeks and Karen Wills, and is licensee of KFME-TV Fargo, KGFE-TV Grand Forks, KBME-TV Bismarck, KSRE-TV Minot, KWSE-TV Williston, KDSE-TV Dickinson, KCND-FM Bismarck, KMPP-FM Minot KPPR-FM Williston, and KDRP-FM, Dickinson, all North Dakota. Filed Oct. 22.

■ **Reedsport, OR (BPH911007MH)**—Fafara Partners seek 99.5 mhz; 6 kw; ant. 72 ft. Address: 825 East Evelyn Ave., #532, Sunnyvale, CA 94086. Principal is headed by Rodney Fafara and Colleen Fafara and has no other broadcast interests. Filed Nov. 7.

■ **Sutherlin, OR (BPH911003MG)**—Curtis L. and Karen S. Dittman seek 101.1 mhz; 2 kw; ant. 163. Address: 234 Laurel Dr., Roseburg, OR 97470. Principals have no other broadcast interests. Filed Nov. 3.

■ **Victoria, TX (BPED910930MH)**—Educational

Media Foundation of Victoria seeks 89.3 mhz. Address: P.O. Box 187, Humble, TX 77347. Principal is headed by Buddy Holiday, Johnny Franks, B.J. Lochridge, Kelly Coghlan, Mark Ammerman, Fred Frost, Earl Banning, Jim Carter, Janice Sturkie, Earl Allen, Willie Hunter, Linda B. Smith and Carl Raia, and has interests in KSB(FM) Humble, TX. Filed Oct. 30.

■ **Yakima, WA (BPED911015MB)**—Washington State University seeks 90.3 mhz; 5 kw; ant. 273 ft. Address: KWSU Radio-TV Services, Murrow Center, Pullman, WA 99164. Principal is headed by Louis H. Pepper, Richard R. Albrecht, Phyllis J. Campbell, R. M. Crow, Richard A. Davis, Scott B. Lukins, Frances L. Scott, Kate B. Webster and William R. Wiley, and has no other broadcast interests. Filed Oct. 15.

Actions

■ **Oxnard, CA (BPED890403MB)**—Granted app. of Santa Monica Community College District for 89.1 mhz; 2 kw; ant. 260 ft. Address: 1900 Pico Blvd.; Santa Monica, CA 90405. Principal has no other broadcast interests. Action Oct. 22.

■ **Ruston, LA (BPH880114MS)**—Dismissed app. of Jerald H. Womack for 99.5 mhz; 3 kw; ant. 100 ft. Address: 111 Silver Drive, Monroe, LA 71203. Principal has no other broadcast interests. Action Oct. 23.

■ **Ruston, LA (BPH880114MZ)**—Dismissed app. of Sherry Williamson Pody for 99.5 mhz; 3 kw; ant. 100 ft. Address: 310 Northwood Pl., Ruston, LA 71270. Action Oct. 23.

■ **Ruston, LA (BPH880114NH)**—Dismissed app. of Vicar Communications Inc. for 99.5 mhz; 3 kw; ant. 100 ft. Address: Rt. 5, P.O. Box 121, Bastrop, LA 71220. Principal is headed by Vicki L. Carter and has no other broadcast interests. Action Oct. 23.

■ **Hagerstown, MD (BPED910116MR)**—Granted app. of Greater Washington Educational Telecommunication Assn. for 89.1 mhz; 9 kw; ant. 403 ft. Address: Box 2626, Washington, DC 20013. Principal is headed by TOM LIVINGSTON, David O. Maxwell, Ward B. Chamberlin Jr., Malcolm S. McDonald, Robert P. Pincus, Eddie N. Williams, Francine Z. Trachterberg, Sharon Percy Rockefeller, John Degenhard and Mary Beth La Belle, and is licensee of WETA-FM-TV Washington, DC. Action Oct. 22.

■ **Piketon, OH (BPH910117ME)**—Returned app. of PIKE COMMUNICATIONS INC. for 100.1 mhz; 6 kw; 100 ant. ft. Address: 233 Pine St., Piketon, OH 45661. Principal is headed by Howard R. Thompson and THOMAS E REEDER and has no other broadcast interests. Action Oct. 18.

■ **Jamestown, TN (BPED901214MC)**—Bible Believers Network Inc. seeks 91.50; 100 kw; Address: P.O. Box 1199, Jamestown, TN 38556. Principal is headed by Baley F. Allred III, Brenda Allred and B.F. Allred and has no other broadcast interests. Action Oct. 18.

■ **Lexington, VA (BPED900920MB)**—Granted app. of James Madison University for 89.9 mhz; 1 kw; ant. -60 ft. Address: 800 S. Main St., Harrisonburg, VA 22807. Principal is headed by Charles W. Wampler Jr. and has interests in WMRA-FM and WXJM-FM Harrisonburg, VA. Action Oct. 22.

FACILITIES CHANGES

Applications

FM's

■ **Monte Rio, CA KMGG(FM) 97.7 mhz**—Oct. 25 application of Southcom Inc. for CP to change ERP: 2.04 kw (H&V); change to class B1 (per MM docket #88-192).

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■ **St. Simons Island, GA** WMOG-FM 92.7 mhz—Oct. 25 application of WBA Partnership for CP to change ERP: 6 kw (H&V).

■ **Lynn, MA** WFNX(FM) 101.7 mhz—Oct. 25 application of MCC Broadcasting Co. Inc. for CP to change geographic coordinates and antenna radiation center: 42 27 10 70 58 50.

■ **Noxter, MO** KXXK(FM) 105.5 mhz—Oct. 25 application of Bick Broadcasting Co. for CP to change ERP: 13.5 KW (H&V); ant.: 89 m. (H&V); change frequency 105.5 to 105.7 (per MM docket #89-550); change to class C3 (per MM docket #89-550).

■ **Cape Vincent, NY** WMHI(FM) 94.7 mhz—Oct. 25 application of Mars Hill Broadcasting Co. Inc. for CP to change from commercial to noncommercial.

■ **Henderson, NY** WLKC(FM) 100.7 mhz—Oct. 25 application of Jefferson Broadcasting Inc. for mod. of CP (BPH-880720MK) to change ERP: 6 kw (H&V).

■ **Rensselaer, NY** WQBK-FM 103.9 mhz—Oct. 25 application of Maximum Media Inc. for CP to change ERP: 6 kw (H&V).

■ **Syracuse, NY** WMHR(FM) 102.9 mhz—Oct. 25 application of Mars Hill Broadcasting Co. Inc. for CP to change from commercial to noncommercial.

■ **Goldsboro, NC** WOKN-FM 102.3 mhz—Oct. 25 application of Southern Broadcasters Inc. for CP to change ERP: 6 kw (H&V); ant.: 89 m. TL: U.S. Hwy 70, 1 mi. W. of Goldsboro.

■ **Ravenel, SC** WMGL(FM) 101.7 mhz—Oct. 25 application of Millcom Inc. for CP to change ERP: 6.5 kw (H&V); ant.: 129 m.; change to class C3 (per MM docket #88-590).

■ **Bellingham, WA** KZAZ(FM) 91.7 mhz—Oct. 25 application of Northern Sound Public Radio for mod. of CP (BPH-860811MJ) to change antenna supporting structure height.

■ **Charleston, WV** WVNS 96.1 mhz—Oct. 25 application of West Virginia TV and Radio Inc. for CP to change ant.: 167.6 m.; change TL: Mountain Drive, Upton Subdivision, Jefferson District, 7.5 mi. west of Charleston.

Actions

AM's

■ **St. Petersburg, FL** WSUN(AM) 620 khz—Oct. 25 application of WWRM Inc. granted for CP to correct coordinates: 27 52 37 - 82 35 26.

■ **Black Mountain, NC** WFGW(AM) 1010 khz—Oct. 21 application of Blue Ridge Broadcasting Corp. granted for CP to increase night power to 500 w; 19 kw; make changes in antenna system.

■ **Blountville, TN** WJTZ(AM) 640 khz—Oct. 22 application of J.T. Parker Broadcasting Corp. granted for CP to make changes in antenna system, decrease height and correct coordinates: 36 31 19 81 25 25.

FM's

■ **Montgomery, AL** WLNE-FM 96.1 mhz Oct. 21 application of Montgomery Broadcast Properties Ltd. granted for mod. of license to increase ERP: 4.5 kw H&V (per MM docket #88-375)

■ **Talladega, AL** WEYY-FM 92.7 mhz—Oct. 23 application of Radio Talladega Inc. granted for CP to change ERP: 4 kw (H&V).

■ **Yuma, AZ** KCFY(FM) 88.1 mhz—Oct. 25 application of Voice of Inter. Christ. Evang. Inc. granted for mod. of CP (BPED-890622MA) to change ant.: 73 m.; TL: Ave. 4E, County 13 St., Yuma, AZ.

■ **Bethel, AK** KBTB(FM) 107.9 mhz—Oct. 30 application of Bethel Communications Inc.; CP for new FM is hereby forfeited and call signs deleted.

■ **Newport, AR** KOKR(FM) 100.7 mhz—Oct. 23 application of Newport Broadcasting Co. granted for mod. of license to change frequency: 100.7 (per MM docket #87-536).

■ **Fort Bragg, CA** KLLK-FM 96.7 mhz—Oct. 23 application of The Henry Radio Co. granted for mod. of license to increase ERP: 3.7 kw H&V (per MM docket #88-375).

■ **Fowler, CA** KEZL(FM) 96.7 mhz—Oct. 22 application of Bilmar Communications Inc. granted for CP to change ERP: 22 kw H&V, and change antenna from non-directional to directional; change ant. 106 m.

■ **Los Gatos, CA** KRKY(FM) 95.5 mhz—Oct. 22 application of Randolph E. George, receiver, dismissed for CP to make change ERP: .83 kw H&V.

■ **Marina, CA** KBOQ(FM) 92.7 mhz—Sept. 16 application of Model Associates Inc. granted for mod. of CP (BPH-890922IC) to change ERP: 7.2 KW (H&V), change to channel 224B1 (per docket #90-20); amended 82991: change ERP to 6.9 KW (H&V).

■ **San Diego** KGB-FM 101.5 mhz—Oct. 31 application of KGB Inc. for mod. of CP (BPH-840615AH as mod.) is hereby forfeited.

■ **San Francisco** KIOI(FM) 101.3 mhz—Oct. 22 application of Bay Broadcasting Corp. granted for CP to change TL: San Bruno Mountain, Daly City, CA: 37 41 15 122 26 01.

■ **Willows, CA** KIQS-FM 105.5 mhz—Oct. 24 application of KIQS Inc. granted for mod. of license to increase ERP: 5.4 kw (H&V) (per docket #88-375).

■ **Watertown, FL** WQLC(FM) 102.1 mhz—Oct. 16 application of Louis D. Bolton II granted for mod. of CP (BPH-871202MF as mod.) to change ERP: 4.25 kw H&V; ant. 118 m.

■ **Watertown, FL** WQLC(FM) 102.1 mhz—Oct. 17 application of Louis D. Bolton II granted for CP to change class; (per MM docket #90-306); ERP: 9 m.; TL: 1.4 km E. of Wellborn, Suwannee County, FL, on S.R. 250.

■ **Lyons, GA** WLYU(FM) 92.5 mhz—Oct. 22 application of Thompson Radio Broadcasting Co. Inc. granted for mod. of CP (BPH-871120MA) to change channel from 223 to 265 (per MM docket #88-460).

■ **Waynesboro, GA** WAGW(FM) 107.1 mhz—Oct. 24 application of Clifford Jones returned for mod. of CP (BPH-890427MI as mod.) to change ERP: 25 kw (H&V); change to class C3 (per MM docket #90-536); add directional antenna.

■ **Honolulu** KHFX(FM) 105.1 mhz—Oct. 23 application of RLS Radio Inc. for mod. of license (BLH-881027KA) to correct tower height.

■ **Kawahae, HI** KWYI(FM) 106.9 mhz—Oct. 18 application of Colin H. Naito for mod. of CP (BPH-890504MB) to change ERP: 5.5 kw (H&V) ant.: 103.6 m., TL: 6.8 km SE of Mamalahoa Hwy and Saddle Road Junction.

■ **Oak Park, IL** WVAZ(FM) 102.7 mhz—Oct. 18 application of Broadcasting Partners of Chicago Inc. granted for mod. of license (BLH-5595) to reflect replacement of antenna system combiner.

■ **Augusta, KS** KLLS(FM) 104.5 mhz—Oct. 24 application of Gregory Ray Steckline for mod. of CP (BPH-880727MO) to change ERP: 46 kw (H&V); ant.: 156 m.; change to class C2 (per MM docket #90-650).

■ **Downs, KS** KWNL(FM) 94.1 mhz—Oct. 30 application of Sound Broadcasting Inc.; CP for new FM is hereby forfeited and call signs deleted.

■ **Buffalo, KY** WRZI(FM) 101.5 mhz—Oct. 22 application of Larue County Broadcasting returned for mod. of CP (BPH-880406MA as mod.) to change ERP: 3 kw (H&V), TL: change city of license (per docket #89-534).

■ **Saco, ME** WHYR(FM) 95.9 mhz—Oct. 23 application of Vacationland Broadcasting Services Inc. granted for mod. of license to increase ERP 3.3 kw H&V (per MM docket #88-375).

■ **Pocomoke City, MD** WMYJ(FM) 106.5 mhz—Oct. 21 application of Transmedia Inc. granted for mod. of CP (BPH-880714NW) to change ERP: 1.8 kw (H&V); ant. 104 m.; TL: .3 km SE of intersection of Byrd Rd. and U.S. Hwy 113, near Pocomoke City, Worcester County, MD.

■ **Cadillac, MI** WYTW(FM) 107.1 mhz—application of Four Seasons Broadcasting Co. Inc. granted for CP to change ERP: 2.73 kw H&V; TL: 5.1 mi. SE of Cadillac.

■ **Dearborn, MI** WHFR(FM) 89.3 mhz—Oct. 22 application of Henry Ford Community College granted for CP to change ERP: .445 kw H&V; ant.: 30 m.

■ **Campbell, MO** KKJJ(FM) 107.5 mhz—Oct. 18 application of Jack G. Hunt granted for mod. of CP (BPH-890214MD) to change ERP: 20 kw H&V; ant. 112 m.; TL: N of State Rd. 153, approx. 2 mi. west of intersection of State Roads 153 and B: class C3 (per MM docket #90-513).

■ **Watertown, NY** WCIZ(FM) 97.5 mhz—Oct. 24 application of Watertown Radio Assoc. Ltd. granted for mod. of CP (BPH-870219IH) to change ERP: 100 kw H&V; ant.: 87 m.; class: C1.

■ **Watertown, NY** WTNV-FM 93.5 mhz—Oct. 21 application of Communications Inc. granted for CP to change ERP: 4.5 kw H&V. Amended 9/5/91 to reduce ERP to 4 kw H&V.

■ **Webster, NY** WFRW(FM) 88.1 mhz—Oct. 21 application of Family Stations Inc. dismissed for mod. of CP (BPH-831110AS as mod.) to change ERP: 15 kw (H&V).

■ **Edenton, NC** WZBO-FM 102.3 mhz—Oct. 31 application of Lawrence Loesch and Margaret Loesch granted for CP to change ERP: 26 kw H&V; ant.: 210 m. H&V; TL: County Rd. 1117, 1.3 km south-east of Bay Community, Tyrrell County, NC; class: C2; freq.: 102.5 mhz (per MM docket #90-473).

■ **Chickasha, OK** KXXK(FM) 105.5 mhz—Oct. 22 application of Brewer Broadcasting Corp. granted for CP to change ERP: 3.27 kw (H&V); ant.: 135 m. (H&V); TL: .3 mi. south of County Club Rd. and .15 mi. east of US 81, Chickasha, OK.

■ **Seminole, OK** KSLE(FM) 105.5 mhz—Oct. 22 application of One Ten Broadcast Group Inc. granted for CP to change ERP: 4.56 kw H&V; other: change from 3 bay FM antenna to 2 bay FM antenna.

■ **Stillwater, OK** KKND(FM) 105.5 mhz—Oct. 22 application of Stillwater Radio Group granted for CP to change ERP: 4.9 kw H&V.

■ **Block Island, RI** WBLQ(FM) 93.3 mhz—Oct. 21 application of WCRN Inc. granted for mod. of license to increase ERP: 4.6 kw H&V (per docket #88-375).

■ **Tazewell, TN** WFMS(FM) 94.1 mhz—Oct. 31 application of WFMS Inc. granted for CP to change ERP: 2.75 kw H&V.

■ **Abilene, TX** KEAN-FM 105.1 mhz—Oct. 30 application of Radiosun Group of Texas Inc.; mod. of CP is hereby forfeited and cancelled.

■ **Corpus Christi, TX** KBNJ(FM) 91.9 mhz—Oct. 30 application of World Radio Network Inc. granted for CP to change frequency: 91.7 mhz.: 27 47 46 97 23 47.

■ **Raymondville, TX** KSXO-FM 101.7 mhz—Oct. 21 application of Edgar L. Clinton granted for CP to change ERP: 17.9 kw H&V; ant. 231 m.; TL: proposed site is 6.9 km west of Hwy. 77 and 17.1 km north of Raymondville, Kennedy County, TX; class: C2 (per MM docket #87-88).

■ **Richfield, UT** KKWZ(FM) 93.7 mhz—Oct. 22 application of Sevier Valley Broadcasting Co. dismissed for mod. of CP (BPH-870225IQ as mod.) to change ERP: 33.73 kw (H&V), ant.: 954 m. TL: within Fishlake National Forest at 'Sunset Peak.'

■ **Richfield, UT** KYAY(FM) 97.5 mhz—Oct. 30 application of Richfield FM Partnership; CP for new FM is hereby forfeited and call signs are deleted.

■ **Exmore, VA** WPHG(FM) 106.1 mhz—Oct. 18 application of Seashore Broadcasting Co. for mod. of CP (BPH-880324MP) to change ERP: 25 kw H&V; class B1 (per MM docket #90-371).

■ **Brillion, WI** WEZR(FM) 96.3 mhz—Oct. 22 application of Brillion Radio Co. dismissed for mod. of CP (BPH-880815MS) to change TL: .14 kilometer north of Weiler Rd., .28 kilometer east of intersection of Weiler Rd. and County Line Rd.

■ **Oshkosh, WI** WUSW(FM) 96.7 mhz—Oct. 22 application of Communications Group I Ltd. granted for CP to change ant.: 100 m., TL: .39 km West of Sherman Rd. .3 km south of Highway GG Vinland Township, Winnebago County, WI.

HENRY EDWARD CATTO

When Henry Catto's April 1991 confirmation hearing to become director of USIA was moved from a cavernous room in the Dirksen Senate Office building to a far-too-small conference room in the Capitol, no one seemed to mind.

Catto was old hat at the confirmation process—two years earlier he had become U.S. Ambassador to the Court of St. James. But on this rainy April day in 1991, American troops were still in the Persian Gulf and an important Senate vote was pending. So walking a few long hallways and a short Senate subway ride evoked few of the rumbles often heard when hearings are rescheduled or moved. Besides, Catto, a former broadcaster, was among friends.

Perhaps, too, the delay gave Catto a few extra moments to consider the current state of affairs at USIA. It was a divided and unsettled agency. Many career employes had grown disillusioned with what they saw as a succession of underqualified political appointees finding their way to USIA, VOA and WorldNet. Others questioned the agency's *raison d'être* in the post-cold war world.

It was, without doubt, one of the more calamitous and divisive times in the agency's history. And in a dark corridor beneath the Capitol, making his way to the new room, Catto told a BROADCASTING reporter that his first task was "to heal the wounds."

Early results indicate he is succeeding. Several USIA staff members say Hollywood could not have scripted a better fit for the agency. His success is due, in large part, to his personality, professionalism and qualifications as both a diplomat and a broadcaster. He says he's just doing what he does best: "I like to wander. Just pop in unexpectedly in offices I don't know anything about. Stick my head in and say 'What's going on in here?'"

He added: "I came up with a number of priorities...number one being to get the idea of public diplomacy implanted into the decisionmaking process. So, as the late Edward R. Mur-



row put it: 'If we're expected to be in on the crash landing, we'd damn well better be in on the take-offs.'"

That Catto would invoke a broadcaster and journalist is not surprising. For six years he was vice chairman of

H&C Communications, licensee of six network-affiliated TV stations. His wife, Jessica Hobby-Catto, now handles many of H&C's day-to-day operations out of San Antonio. He was also a contributing editor of the *Washington Journalism Review*.

His odyssey to Washington began over 30 years ago in San Antonio, where he spent his early life struggling, along with then-chairman of the Houston Republican party George Bush, to build the now-powerful Texas Republican machine. The two met when Catto, comfortable in his family's insurance business, was considering a run for the party chair in San Antonio in the late 1950's. "I thought I'd go meet [Bush] and see where, in his judgment, the

perils and promise lay. We had lunch and became friends."

Catto's own political ambitions took a humbling turn. "When I ran for office in 1961, I ran against a man who was in his early sixties, was a professional gambler, and who twice had been indicted, though never convicted, for murder. He shellacked me. He had one plank in his platform and that was to bring back legal horse racing. I thought I was going to win. How in the world could they not vote in favor of a clean-cut young family man? It was a humbling experience. I figured if I can't do it electorally, I'll sneak in the back door."

He did. In 1969, President Nixon appointed him deputy U.S. representative to the Organization of American States. Two years later, he became the U.S. Ambassador to El Salvador. He

returned to Washington in 1974 to be President Ford's Chief of Protocol for the White House and State Department in 1974, until becoming the U.S. representative to the European Office of the United Nations in Geneva. He stepped out of public life in 1977, but returned in 1981 to become Secretary of Defense Casper Weinberger's assistant secretary of public affairs.

It's clear, though, that Catto particularly cherishes the memories and experiences from his time in England. "I'm an Anglophile... There's a certain symmetry in that my grandfa-

ther had left Britain to come to Texas just about a hundred years ago. It seemed to be the quintessential American story to return."

Associate, 1952-1959; partner, 1959-present, Catto & Catto (insurance), San Antonio; deputy U.S. representative to Organization of American States, Washington, 1969-1971; U.S. Ambassador to El Salvador, 1971-1973; chief of protocol, White House and State Department, Washington, 1974-1976; U.S. representative, United Nations, Geneva, 1976-1977; chairman, IBIS Corp., Washington, 1977-1981; assistant secretary of public affairs, Defense Department, Washington, 1981-1983; vice chairman, H&C Communications, San Antonio, 1983-1989; contributing editor, *Washington Journalism Review*, Washington, 1985-1987; director, *Houston Post and Galveston Gazette*, 1985-1987; U.S. Ambassador to Court of St. James, London, 1989-1991; present post since May 1991; m. Jessica Hobby, Feb. 15, 1985; children: Heather, 32; John, 31; William, 28; Elizabeth, 26.

Fates & Fortunes

MEDIA

Robert A. Johnson, from Geneva Steel, Orem, Utah, joins Bonneville International Corp., Salt Lake City, as VP, secretary and general counsel.



Friedheim
casting.

Steve Friedheim, executive VP and chief operating officer, Pezold Broadcasting and general manager, WFGX(TV) Augusta, Ga., named president of Pezold Broad-

Michael J. Suhanovsky, formerly with American Television and Communications Corp., joins Time Warner Cable Group, Stamford, Conn., as director, project development.

Raymond I. Cal, general manager, WZTR(FM) Milwaukee, joins WEZW(FM) Wauwatosa-Milwaukee, as VP and general manager, succeeding **Jack Sabella**, who resigned.

John Baker Frangos, VP, development, WMFE-FM-TV Orlando, Fla., joins Maryland Public Television, Baltimore, in same capacity.

Dick Carr, general manager,

KFTH(FM) Marion, Ark., joins WHEN(AM)-WRHP(FM) Syracuse, N.Y., in same capacity.

Karen A. Daniels, general sales manager, KHEY(AM) El Paso, joins KSTM-AM-FM there as station manager.

Jack Adamson, senior VP, Bonneville International Corp., Salt Lake City, adds duties as president, Bonneville Major Market Radio Group. **Bruce T. Reese**, VP and general counsel, Bonneville International, named executive VP and president, Bonneville Intermountain Group.

James E. Joslyn, from KVOA-TV Tucson, Ariz., joins co-owned KSAT-TV San Antonio, Tex., as president and general manager, succeeding **James Schiavone** ("Fates & Fortunes," Nov. 4).

SALES AND MARKETING

Vince Manze, VP, advertising and promotion, NBC, West Coast, Burbank, named VP, advertising and promotion, NBC-TV, Burbank and New York.

Anne Hirsch, sales executive, CBS Broadcast International, London, named director, European sales.

Harvey Ganot, senior VP, advertising sales, MTV Networks, New York, named executive VP, adver-

tising and promotion sales, succeeding **Doug Greenlaw**, who resigned to join Whittle Communications.

George Mirgorod, account executive, Jacor Communications, joins Cable Networks Inc., Atlanta, in same capacity.

Bob Hogan, VP and general manager, KJR(AM)-KLTX(FM) Seattle, joins KLRX(FM) Dallas as general sales manager, succeeding **Larry Menefee**, who resigned.

Frank E. Ratermann, local sales manager, WTSP-TV St. Petersburg, Fla. (Tampa), joins WBAL-TV Baltimore as general sales manager.

Glen S. Macias, art director, One Day Signs, San Antonio, Tex., joins KABB(TV) there in same capacity.

Gary W. Sotir, former VP and general manager, KDBC-TV El Paso, joins KTSM-TV there as VP, director of television sales.

Justina Carlson, copywriter, FCB/Leber Katz Partners, joins Lifetime Television, Astoria, N.Y., as manager, advertising.

PROGRAMING




Robert Friedman, president, Playboy Entertainment Group, joins New Line Television, New York, in same capacity. Friedman will oversee investments and supervise production and distribution activities. Before he joined Playboy he was senior VP, marketing and promotion licensing, MTV and VH-1.

Geoffrey Harris, manager, story department, NBC Entertainment, Burbank, Calif., named director, story department.

Steve Rockabrand, executive director, pay television and ancillary

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ROLL OVER BEETHOVEN

Celebrating the premiere of Paul McCartney's *Liverpool Oratorio* on the public television series *Great Performances* is (left to right) George Miles, executive vice president and chief operating officer, WNET(TV) Newark, N.J. (New York), Linda and Paul McCartney.

markets, Paramount Pictures, Hollywood, named VP, pay TV, ancillary markets, video division. **Thomas M. Fortuin**, VP, legal affairs, domestic television division, Paramount, named senior VP, legal affairs.

Tom Geniesse, assistant director, network programming, Reeves Entertainment, Los Angeles, named director, network programming.

Marshall Cohen, executive VP, corporate affairs and communications, MTV Networks, New York, named executive VP, research and strategic planning.



Cohen



Cooper

Susan Cooper, consultant, Saban Entertainment, New York, named VP, East Coast production and development.

Ann Lewis Hamilton, writer and producer, thirtysomething, ABC Productions, Century City, Calif., signed exclusive writer and executive

producer agreement with ABC to develop and produce series programming.

Betty Campbell-Adams, manager of programming operations, Paragon Cable Manhattan, New York, named pay-per-view manager.

Maggie I. Monahan, associate producer, Positive Side Production Co., joins TeleAmerica Entertainment, Los Angeles, as executive in charge of talent.

John Mansfield, senior VP, divisional manager, Western region, LBS Communications, forms Mansfield Television Distribution Co., Denver.

NEWS AND PUBLIC AFFAIRS

Dianne Festa, weekend news manager, NBC News, New York, named Moscow bureau chief there. **Karolyn Lord**, New York bureau chief, NBC News, named national news manager there.

Rosemary Shinohara, associate editor, *Anchorage Daily News*, joins National Public Radio, Washington, as senior editor, *All Things Considered*. **Ken Rudin**, political reporter, ABC News, joins NPR, Washington, as political editor.

Charles E. Hoff and **Lisa Echols Hoff**, from Newsbeam satellite news-gathering service for CNN affili-

ates, join CNN's Jerusalem bureau, as bureau chief and assistant bureau chief, respectively.



Draper

Wanda Queen Draper, director of community affairs and visitor services, The National Aquarium, Baltimore, joins WBAL-TV there as public affairs manager.

Tim Kiely, executive producer, Sports News Network, joins WTAE-TV Pittsburgh as noon and 5:30 p.m. producer. **DaVida Plummer**, from WDSU-TV New Orleans, joins WTAE-TV as producer.

TECHNOLOGY

Tom Long, formerly with Tektronix, joins American Display Consortium and Microelectronics and Computer Technology Corp., Austin, Tex., as executive director.

Janice Haigney, Eastern regional manager, Quantel, joins Digital F/X Inc., Mountain View, Calif., as Eastern regional manager in broadcast division.

Appointments at Videosmith Inc., Philadelphia: **Thomas M. Firchow**, account executive, Center City Video, named VP, sales; **Tamara Lynn Hettinger**, from creative department, Ketchum Communications, named account executive, and **Rod Ammon**, account executive, named VP, sales, Princeton, N.J.

Jack Long and **Rich Fiore**, from CONWAVE, join Emcee Broadcast Products, White Haven, Pa., as director of sales and regional sales manager, respectively.

PROMOTION AND PR

Lance J. Lew, former marketing director, Hilltop Mall, San Francisco, joins KPXX(TV) there as director of community and public relations.

Debra Ondo, senior producer and director, WSBK-TV Boston, joins WFXT(TV) there as production and on-air promotion manager.

Gregory Graham, account executive, Midwest Telecom Communica-

tions, Evansville, Ind., joins Keller-Crescent public relations there in same capacity.

Edward F. Lamoureux, general manager and Midwest sales manager, Medialink video public relations network, Chicago, named associate VP-GM, Eastern sales, New York.

ALLIED FIELDS

David Francis, consultant, Motion Picture Conservation Center, Dayton, Ohio, joins Library of Congress motion picture, broadcasting and recorded sound division, Washington, as chief, succeeding **Robert Sudek**, who retired.

Robert B. Butler, former executive VP, Durham Life Broadcasting, Raleigh, N.C., forms Butler Communications there, specializing in managing communications projects for companies.

Bonneville International Corp., and National Association of Broadcasters co-sponsor '1991 Life in America Award,' honoring programs reflecting integrity, service, excellence, leadership and sensitivity themes. Winners include: WSB-TV Atlanta for locally produced programming category; WCVB-TV Boston for network/syndicated programming, and certificates of achievement went to: WABC-TV New York; WCBS-TV New York; WPLG(TV) Miami, and WSB-TV Atlanta.

William L. Stakelin, president and CEO, Apollo Radio Ltd., New York, elected to board of directors at Radio Advertising Bureau.

DEATHS

Bruce Kamen, operations director, KGO(AM) San Francisco, died of cancer Nov. 5 there. He joined KGO in 1980 as assistant news director, and was promoted to news director two years later. Kamen accepted program director position in 1988 at KOA(AM) Denver, and returned to KGO in 1989. He was freelance correspondent for ABC Radio News Network and had stints at WBRW(AM) Bridgewater, N.J. (Somerville); KDEN(AM) Denver and KIMN-FM Fort Collins, Colo. (Denver). Survivors include his wife, Linda; sister, Susanne, and brother, Jeff.



UP FOR ACES

Nominations for the 13th annual Ace Awards were announced last week at a press conference hosted by comedians Jane Curtin and Howie Mandel. The most nominated shows were HBO's *Dream On* with 13 and *Tales from the Crypt* and *The Josephine Baker Story*, each with 11. Lifetime's series *The Hidden Room* got six nominations while Showtime's *Paris Trout* and HBO's *The James Brady Story* each garnered five. HBO, with 102, had the most nominees, followed by Showtime with 30 and A&E with 25. Pictured above are (l-r): Mandel; Curtin; Suzanne Hayes, vice president of programming and marketing, National Cable Television Association and executive director, National Academy of Cable Programming, and Dick Clark, who will serve as executive producer for the television ceremony.



Kamen



Loveless

William D. Loveless, 56, VP, engineering, Bonneville International Corp., died of cancer in Salt Lake City, Nov. 2. He joined Bonneville's KSL-TV Salt Lake City in 1952 as part-time technician. Loveless left station for brief stint abroad, and returned in 1960 as transmitter operator. He was named director of engineering in 1974, and appointed VP in 1980. He is survived by his wife, Mary Ann; eight children; two sisters and one brother.

Edith Zornow, 72, coordinating producer, *Sesame Street*, died Nov. 13 of cancer in New York. Zornow joined Children's Television Workshop in 1970 as film consultant, producing animation for *Sesame Street*

and *The Electric Company*. Earlier she produced *The Art of Film*, for WNET(TV) Newark N.J. (New York). Zornow is survived by her brother, Jack.

Helen S. Duhamel, 87, broadcasting pioneer, died Nov. 8 of massive stroke in Rapid City, S.D. In 1943, Duhamel bought minority interest in KOTA(AM) (formerly KOBH(AM)), and in 1954 purchased the remaining shares. She added KOTA-TV Rapid City, S.D., in 1955. Duhamel Broadcasting grew to an empire consisting of KDUH-TV Scottsbluff, Neb.; KHSD-TV Lead-Deadwood, S.D., and KSGW-TV Sheridan, Wyo. She is survived by her husband, Bud; two daughters; two sons, including Bill, president, Duhamel Broadcasting, and 13 grandchildren.

Frank D. Ward, 61, radio broadcaster, died of heart attack Oct. 28 in Buffalo, N.Y. Ward had stints at WKBW(AM) and WWOL-FM, both Buffalo, N.Y., and WXYR(FM) Columbia, S.C. He moved into management positions with Sonderling Broadcasting Co., later being appointed president. He is survived by his wife, Linda; two sons, Sean and Jeffrey, and his mother.

Monday Memo

“The door is open for TV to challenge [print] for retailers.”

The opportunity for developing new business from the retail sector has never been greater in the history of the television industry, for two major reasons.

First, newspaper, which traditionally claims 60% of a retailer's advertising budget, is not working as it once did for retailers. ROP is particularly vulnerable. Retailers are desperate for media alternatives that work.

Second, marketers of products and services continue to increase their marketing investment in sales promotion at the expense of media.

Recent research clearly tells the story on newspaper:

American Demographics: “The amount of time people spend reading newspapers, magazines and books has fallen 30% since 1965.”

The Chicago Tribune: “...just 25% of young adults [the spenders!] read a newspaper on a daily basis.”

The Newspaper Advertising Bureau: “...daily readership among people between the ages of 30 and 44 fell from 75% in 1972 to 45% in 1989.”

Our first-person experiences with retailers in more than 50 U.S. markets underscore this. Some examples:

The largest photography retailer in Denver: “We have got to seek more effective alternatives to ROP.”

The largest department store group in central Pennsylvania: “Let's face it, ROP isn't what it used to be.”

And Macy's Chairman Ed Finkelstein sums it up pretty well: “Plenty of customers and potential customers just don't read newspapers.”

So, the door is open for the television industry to directly challenge the retailers' long-standing print position. Now is the time to raise the issues. Given the state of industry sales today, we cannot afford to miss capitalizing on the vulnerability of newspaper. We must no longer settle for our annual 12% of the retailer's budgets.

Selling the retailer on the “synergy” of television in a retail media mix is not appropriate. Let newspaper sell “synergy.” Let us go for the 60%.

The television industry is now in its strongest position to convince retail management that the quality and quantity of customer reach will increase as advertising pressure is shifted to television from print, and, all other things being equal, reaching more people translates into selling more merchandise.

Let it be said loud and clear, however, that along with

this immense opportunity comes a deep responsibility to help the retailer implement a quality television strategy with proper creative and placement disciplines.

The creative must carry all the elements that make a retail television commercial ring the register for the retailer. These include image-building, store positioning, strong visual merchandise impression, a real value or savings statement, clarity of offer and an “urgent to buy” message, all in a consistent visual and audio format.

Making a commitment to quality and consistency is critically important. And, commitment must begin with an investment of the retailer's net advertising budget. Once accomplished, extraordinary resources should be aggressively and professionally pursued. Co-op is only the first step. Available vendor sales promotion funds can add considerable financial strength to the retailer's television capabilities.

In today's competitive economic environment, the pressure to move product will only grow. The industry is projecting an acceleration of investments to sales promotion. More lost television dollars.

Television stations can tap into the flow of this revenue river by building sales promotion partnership programs with retailers in their markets. These programs can create sales-building local and regional promotional events that will provide investment vehicles for these growing sales promotion budgets.

Today, this dual opportunity exists. Not to mobilize effort to capitalize on it is to accept a continuing no-growth television sales situation.

Any plan of action must begin with a recognition of who the real decision makers are. Planning track relationships must be initiated and developed with the merchandise decisionmakers. The advertising department provided a key ally in program implementation, but it's merchandise management that holds the decisionmaking power in major reallocation of the advertising budget and television's development effort must be so targeted.

Finally, we have surveyed hundreds of retail presidents and 95% come up through the merchandising ranks. So, you are also selling tomorrow's top retail decisionmakers.

When television sales no longer achieves given yearly increases, can you afford to build an aggressive new business development strategy? Can you afford not to? ■



A TV ad commentary from Roland Eckstein, Roland Eckstein & Co., Red Bank, N.J.

Broadcasting

In Brief

Fox is reviewing what legal or regulatory actions it might take against the teleport that wiped out more than a minute of Saturday night

(Nov. 9) programing for scores of affiliates by inadvertently interfering with Fox's East Coast satellite feed. The so-called double-illumination of the feed on AT&T's Telstar 303, transponder 9H, made Fox programing "unwatchable" for a minute and 17 seconds, according to Andrew Setos, Fox senior VP, studio and broadcast operations and engineering. Lost were end of opening credits of *Charlie Hoover* and the first commercial block, including network promo. Setos said offending uplinker is "no mystery," but said he would not identify the culprit until the investigation is complete. One source said interference came

from West Coast teleport that sometimes handles news backhauls for Fox.

MTV Networks may be getting into the infomercial business. **FYI-The Consumer Channel**, a 24-hour infomercial channel set to launch in early 1992, is having talks with the Viacom International subsidiary about buying into the service. Viacom and MTV Networks would not comment, but Bruce Goodman, FYI president, confirmed he is "in discussions with Viacom, and something is likely to happen in the next couple of weeks." Industry sources say talks are still in the early stages.

The **executive shuffle at Twentieth Television's sales division** continues. Speculation that **Tony**

Bauer, senior VP of Western region sales, was likely on the way out (see "Bi-Coastal," page 26) was confirmed late last week when Twentieth announced that Bauer had submitted his resignation and **James Martz** was being named to replace him. It is said that Bauer has close ties to Lambert, who is rumored to be talking with Columbia Pictures Television and MCA TV about syndication sales posts. Martz comes to Twentieth from Paramount Domestic Television where he served as VP, research and sales developments since 1988. Other changes by Twentieth Television Chairman Lucie Salhany: **Victoria Lynn Quoss**, eastern sales manager of Tribune Entertainment, has been named VP of northeast sales and will report to Dan Greenblatt, senior VP, eastern region sales manager.

HIGH MARKS FOR CABLE IN THE CLASSROOM

Cable in the Classroom is now providing nearly 10 million or 48% of the nation's junior and senior high students with some 500 hours a month of commercial-free programing for in-classroom use, according to "an early report card" on the cable industry-backed service presented last week at a Washington press conference by Classroom Chairman Amos Hostetter and Executive Director Bobbi Kamil.

The service, founded by the industry, encourages cable operators to wire schools and invites teachers to tape educational and current affairs programing on cable networks such as CNN and C-SPAN without worrying about commercials or copyright liability. Hostetter said Cable in the Classroom has achieved its goal of hooking up 90% of the 14,000 secondary schools passed by cable. The service is now wiring private secondary schools and is considering expanding into the elementary ranks, he said.

Hostetter said the value of cable hookups and programing now exceeds \$56 million. The press conference was attended by representatives of several educational groups, who gave the service high grades. "This is a program that goes beyond bluster," said Gary Marx, associate executive director, American Association of School Administrators. "This is real."



Cable in the Classroom Chairman Amos Hostetter delivered a report card on the educational service last week.

News Corp. said it filed with the Securities and Exchange Commission to register an offering of **16.1 million American Depositary Shares** (ADR's) to be sold in the U.S. and five million ordinary shares to be sold abroad (each ADR represents two ordinary shares). In addition, the company said it would make separate filing for \$300 million of senior notes issued by News America Holdings Inc. and guaranteed by parent, The News Corp. Ltd. The company said proceeds would be used to "reduce indebtedness, to strengthen its financial position and to add to its working capital." News Corp. stock has recently shown strong gains, see page 69.

The All-Industry Television Station Music License Committee said that **U.S. rate court judge Michael Dolinger denied an ASCAP request for "an immediate 20% increase in the interim blanket and per-program fees."** Judge Dolinger is currently in the process of rendering a decision on the rate court trial concluded last February.

A recently reported internal NBC memo said that through September, **1991 cash flow for NBC was forecast to be \$185 million**, down significantly from the broadcast group's estimated 1990 cash flow. The memo also detailed the projected loss of CNBC at \$15.3 million, and said that the buy rate on the Metropolitan Opera pay-per-view ended up at 0.14%, or 23,000 homes, with NBC losing more than \$100,000 on the event.

Networks handed out **back-nine orders** last week with ABC's *Homefront* and CBS's *Brooklyn Bridge* getting the green light for the remainder of the season.

NBC has signed singer-actor Kenny Rogers to an exclusive deal whereby Rogers will star in future hour drama series. Rogers' most recent effort, NBC's four-hour miniseries *The Gambler Returns*, averaged a 17.3 rating/26 share, helping give NBC a lead in the November sweeps.

Scientific-Atlanta will ship its first video-compression-ready satellite receiver next March and its first compression module the following fall. The Model 9708 integrated receiver-decoder (IRD) will be compatible with S-A's existing analog B-MAC encryption-transmission technology; insertion of the compression module will fully digitize the system. Reiss Media has ordered the IRD to scramble one of its cable pay-per-view channels; HBO will use it to deliver the HBO Ole movie service to Latin America. At the Nov. 20-22 Western Cable Show in Anaheim, Calif., S-A will also introduce the first elements of end-to-end 1 ghz cable equipment in development.

Tektronix Inc. reported a 30% drop in earnings for the quarter ended Nov. 16 compared with the same quarter last year. Pointing to "sluggish" sales in television production, computer, military and aerospace equipment, Jerome Meyer, chairman, president and CEO, said: "We believe the basic plan for improving performance is still sound."

Due to a **satellite mix-up**, several ABC affiliates on Wednesday interrupted their late afternoon pro-



CNN Correspondent Peter Arnett (l), who generated news and controversy from Baghdad during the Persian Gulf War, received the National Press Club's Fourth Estate Award at a dinner last Thursday in Washington. Among those he greeted in the reception line were two CNN colleagues: Fran Lewine, weekend assignment manager, and Ed Turner, executive VP.

gramming to rebroadcast video of network anchor **Peter Jennings announcing that war had broken out in the Persian Gulf**. The satellite feed had been arranged for ABC affiliate WUTR-TV Utica, N.Y., which was preparing a year-end special. But station engineers in several markets apparently missed the message leading into the feed and switched it onto their own airwaves.

Fox Broadcasting has issued an apology for last Thursday's prime time airing of the new Michael Jackson video, *Black or White*. Fox had for weeks hyped the debut of the video, which featured several scenes of Jackson tugging at his crotch and smashing car windows. The statement, released late on Friday, read: "In hindsight, this decision [to air the video] was in error. Based on calls we've received, the strong symbolism used in one sequence overshadowed the film's message about racial harmony. We apologize to anyone who interpreted that sequence as sexually suggestive or violent and was offended."

Worldvision Enterprises has picked up the national distribution rights to *Almost Live*, a late night half-hour strip that has been produced locally by Almost Live Productions for KING-TV Seattle since 1989.

MCA TV last week continued to lock up major broadcast group deals for its latest off-network offering, *Coach*. Signing five-year licensing deals were Scripps-Howard Broadcasting's WFTS-TV Tampa, KNXV-TV Phoenix and KSHB-TV Kansas City, Mo.; Sinclair's WPGH-TV Pittsburgh, and WTTE-TV Columbus, Ohio, and Renaissance Communications' WZLZ-TV Miami. MCA has sold the sitcom in 27 markets in less than a month since officially launching sales.

Atlas Media has given a firm go for the third season of *Golfing America*, with station renewals accounting for 70% U.S. coverage. Top clearances, which have been secured in 17 of the top 20 markets, include WNBC-TV New York, KCBS-TV Los Angeles, WMAQ-TV Chicago and KYW-TV Philadelphia. Sharp Electronics and Continental Airlines are sponsors of the half-hour golf instruction show.

Producers Fred Silverman and Dan Enright are joining together to produce a game show pilot, *Life Begins at 80*, which both intend to pitch to syndicators for fall 1992 syndication. Format of pilot has five senior citizens, 80 years and over, offering opinions and advice to less worldly youngsters.

Editorials

FAMILIAR TACTICS

Surgeon General Antonia Novello was blasting the beer industry a couple of weeks ago for advertisements that featured attractive women and athletic men participating in outdoor activities and generally having fun. Because such ads "unabashedly" target underage drinkers, she said, the industry should voluntarily ban them. There are myriad problems with that scenario. For one, the audience those ads unabashedly target are people attracted to other people having fun. From the Doublemint twins to the legion of "Peppers," the name of the game in advertising has been to make your legal product as attractive as possible. Particularly attracted by beer ads, we would surmise, is the target audience of millions of young adults of legal drinking age. Suggesting that advertisers try not to make their product attractive to potential buyers borders on the ridiculous.

It should go without saying that curtailing underage drinking is a laudable goal. But the way to combat the problem is through education, not censorship. And make no mistake, when government officials "suggest" self-regulation, there is invariably an "or else" implied, and sometimes invoked. Such suggestions are censorship in sheep's clothing, an attempt to manipulate the media as a means of effecting social policy.

Confusing means and ends is an all-too-common affliction these days: Too much violence in the streets, censor television. I don't like this idea or that lifestyle, ban the message, muzzle the media.

Clearly there are many problems in society that need the government's attention. Calling for censorship, however, simply proposes to add one more.

TOUGH DECISION

The startling revelation that superstar basketball player Earvin "Magic" Johnson has tested positive for the HIV virus has done for the issue of safe sex what the Clarence Thomas hearings did for sexual harassment.

That higher profile has brought with it questions about network policies that reject condom advertisements. Although the networks have for several years permitted their owned stations to decide independently whether or not to accept condom advertisements—since community standards are an issue with such ads—the networks have historically declined to accept condom ads both for reasons of taste and for fear of offending religious groups.

That policy may well change.

Fox last week announced it was currently accepting condom advertisements. CBS and NBC are rethinking their policies, which seems to us prudent given the AIDS crisis. But frankly, one can hardly blame the networks for wanting to maintain the status quo. NBC, said a spokesman, "doesn't want to offend the religious beliefs of substantial segments of our audience." The networks are certainly serving no self-interest in rejecting a category of paid advertising, other than that of self-preservation.

(We'd like to clear up a little misconception. In an editorial last week sporting the headline "How Network TV Puts Lives at Risk," the *L.A. Times* charged the networks with "obscene inconsistency" for not accepting ads for condoms while doing so for female contraceptives. The fact is the networks don't accept ads for either [we checked], although their affiliates, as we have said, and independents are free to accept such ads. We can only assume the writer, perhaps unfamiliar with the television business, had mistaken a local spot for a network one.)

From an attempted 24-hour ban on indecency by Congress, to calls for alcohol bans cropping up like wildfires, broadcasters have seen close up the risk they run by carrying programming that might disturb this group or that. Why would anyone be surprised that the networks have steered clear of ads for condoms, particularly when they already have ongoing news and information campaigns about safe sex?

The government has fostered a climate of fear in which the message to broadcasters is clear. Offend at your peril, and that peril is the potential loss of a license and a livelihood. Should the big three networks rethink their policy on accepting contraceptive advertising? Probably. Should the government rethink its policy of systematically chilling the media? Definitely.



Drawn for BROADCASTING by Jack Schmidt

"Next time there's a problem, a memo would suffice."



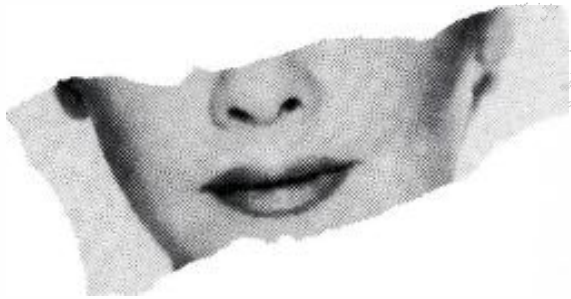
A.



C.

IDENTIFY THESE PEOPLE AND WE'LL PUT YOU IN THE PICTURE.

B.



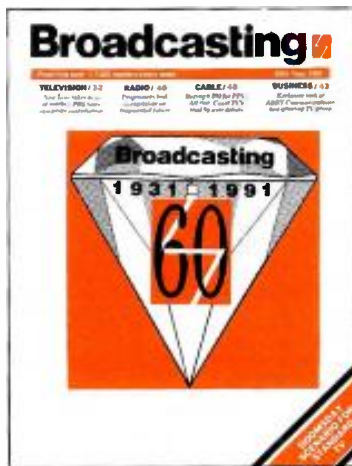
D.



Sixty important people from the world of broadcasting will be profiled in *Broadcasting's* 60th Anniversary Issue. And they will be inaugurated into the first *Broadcasting Magazine* Hall of Fame. You could be there for the awards gala in Washington, D.C., if you know your broadcasting history.

Pictured here are people from broadcasting's past and present. Identify them and send us your answers on this official entry form. We'll draw two winners from the correct entries. And the winners and their guests will be whisked away to the *Broadcasting Magazine* Hall of Fame gala in Washington, D.C. on December 10th.

This special Anniversary Issue will be poly-bagged with the regular December 9th issue. Closing: November 27th.



CUT OUT AND MAIL TODAY

OFFICIAL ENTRY FORM

Identify the people pictured and write in their names below:

A. _____ C. _____
B. _____ D. _____

Identify yourself:

Name: _____ Title: _____

Agency/Business: _____

Address: _____

City _____ State _____ Zip _____

Day Phone: _____

Send to: 60th Anniversary Contest, *Broadcasting Magazine*, 630 Third Avenue, NY, NY 10017 Attn: JM. Winners will be drawn from the pool of correct entries no later than November 25th and notified by telephone. The winners and their guests will receive: round-trip transportation to Washington, D.C., ground transportation to and from the awards dinner location, admission to the awards reception and dinner, one night of hotel accommodations, one room double occupancy. No substitutions will be accepted. In the event the winners cannot attend, other winners will be chosen from correct entries. Employees of Cahners Publishing and their families are not eligible to enter.

BROADCASTING'S 60TH ANNIVERSARY ISSUE.

OUR SUCCESS STORY IS AS PLAIN AS **BLACK & WHITE**



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