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Top of the Week

RADIO'S MAGIC NUMBERS: 30-30

Those are the new national caps for AM and FM; FCC relaxes duopoly rules to allow ownership of three to six stations, depending on market size

By Joe Flint

Hoping to breathe life into an ailing radio industry, the FCC last Thursday (March 12) raised the radio ownership caps to permit common ownership of up to 60 stations nationwide and up to six in a single large market.

The action drew praise from the broadcasting establishment (see story, page 5), but also the ire of minority broadcasters and Congress.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) requested that the commission provide him with the information that was the basis for its actions.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) vowed to introduce legislation to reinstate the caps on multiple ownership (12 AM's and 12 FM's) and duopoly (no more than one AM or FM in a market).

"The FCC's deregulatory sprees of the past decade have led to yet another ill-advised policy that will have devastating effects on consumers and broadcasters alike," Markey said.

But the FCC was convinced that the raising of the caps was in the best interest of broadcasting and the public. "These actions today are progressive, reform-minded and will in the final analysis do what we are here to

do, which is not to referee between radio and other media but to help the public get the best in service, and I think this will in fact help advance that service," said FCC Chairman Alfred Sikes, who led the deregulatory charge.

The changes are the FCC's response to radio's tough times. Said Commissioner James Quello: "The

combination per market, the FCC is now permitting ownership of from three to six stations per market, depending on market size. In a market with more than 15 stations, broadcasters are subject to an audience share cap of 25% in addition to the numerical caps. In markets with 15 or fewer stations, they are also limited by a prohibition against owning more than half the stations in the market.

Broadcasters who buy in below the 25% share cap and subsequently exceed it will not have to divest a station. Commissioner James Quello, troubled by the no-divestiture policy, suggested the commission might want to consider requiring divestiture by any operator who exceeds the 25% audience share cap in two consecutive rating books.

Industry operators think it unlikely that any broadcaster will be able to gain a 25% audience share. One FCC staffer said the commission will have to address the issue more carefully.

"Why would the FCC want to be ratings police?" the staffer asked.

The FCC action was not completely deregulatory; it includes restrictions on time brokerage or so-called local marketing agreements among stations in the same market. Under the new rules, LMA's will count against



THE FCC'S NEW LOCAL OWNERSHIP CAPS

Market size (by number of stations)	Total stations	AM	FM	Combined share
40 +	6	3	3	25%
30-39	5	3	2	25%
15-29	4	2	2	25%
1-14*	3	3	2	NA

* In the smallest markets, broadcasters are also prohibited from owning more than half the stations in the markets.

Note: Local marketing agreements count against the ownership caps. For example, a broadcaster in a market with 15 stations who already owns two AM's and one FM may enter into an LMA with only one FM.

one point about which all agree is that the radio industry is in bad shape."

In a 4-0 vote (with Commissioner Andrew Barrett none too quietly abstaining), the commission said that as of Aug. 1, a single broadcaster or group owner can own up to 30 AM's and 30 FM's.

Shattering the old duopoly rule, which permitted only a single AM-FM

Continues on page 11.

SURGE, NOT FRENZY, SEEN IN RADIO TRADING

New investors, group mergers also predicted

By Peter Viles

The FCC's ruling on radio group ownership creates new opportunities for healthy group owners poised to expand within their current markets, and brings a ray of hope to owners of cash-poor stations who have been unable to find buyers, say industry observers.

Group owners and media brokers said they expect to see mergers or joint ventures between group owners if the ruling takes effect unchanged, and some predicted that radio will begin to attract new investors who previously bypassed the industry entirely because of its ownership limits.

"The main reason a lot of investors have never been interested in radio is that it's so small," said an executive at a station group. "Well, it won't be so small anymore."

While some group owners said privately the FCC's decision could lead to a painful consolidation of the industry, including reduced employment and disadvantages for smaller operators, group owners for the most part reacted enthusiastically.

"We think there are great opportunities here for us and anyone else who wants to consolidate their radio ownership and build it into a stronger business," said Stephen Hildebrandt, chief counsel for Group W Radio.

Among the group owners who appear poised to expand their holdings are EZ Communications and Infinity Broadcasting Corp., whose president, Mel Karmazin, has been particularly bullish on same-market expansion.

Karmazin issued a statement calling the FCC ruling "very positive for major-market radio."

Among the other station groups seen as positioned to expand their holdings, according to industry observers, are Capital Cities/ABC, CBS Broadcast Group, Cox Enterprises, NewCity Communications, Group W Radio and Viacom Broadcasting.



Baseball '92 tallies team-by-team broadcast deals (p. 21)

NEW RADIO CAPS / 4

The FCC last week raised the ownership caps to allow common ownership of up to 60 radio stations nationwide and up to six in a single large market.

WAITING FOR 'THE SIMPSONS' / 16

Well in advance of the show's 1995 syndication launch, stations are eagerly anticipating the marketing plan for *The Simpsons*. Fox O&O's have right of first refusal in the bidding for local rights, but Twentieth Television denies they'll get a discount off the market price.

DIAMOND MINE / 21

BROADCASTING'S annual market-by-market estimates of local broadcast and regional cable payments for baseball rights show \$258 million heading into coffers of the 26 major league clubs.

NAB: NO AM, NO RBDS / 24

Potential manufacturers of radio broadcast data service (RBDS) technology received a strong signal from the NAB: the

system must accommodate AM in order to receive the association's support. Critics say NAB's position could doom chances for RBDS in the U.S.

IN COUNTRY / 25

Nashville provided a bright spot for an otherwise dreary radio climate when country station executives gathered there March 4-7 for the 23rd annual Country Radio Seminar. "The appetite for country programming has never been higher," said one attendee, as CRS boasted record numbers.

RAISING THE EXEMPTION / 28

House members seem likely to follow the example of their Senate colleagues and allow an increase in the size standard for the rural exemption. Currently set at 2,500, the exemption, which allows telephone companies to own cable systems in small communities, would increase to cover towns of up to 10,000 population under S. 12.

CAMPAIGN ADS ON CABLE / 34

Cable is attracting a larger share of ad dollars in this presidential campaign round, al-

though national candidates are finding the medium's narrow-casting ability may be more suited to local races.

REBOUND WATCH / 32

The dismal ad performance of 1991 will make even a slight pick-up in '92 look good by comparison, but broadcasters are hoping for real growth that outpaces costs as well as the return by other media. In the first of a five-part series, BROADCASTING looks ahead to the long-anticipated rebound.

TCI'S SMALL-TOWN TUSSLE / 36

In a rebuff to TCI, the citizens of Morganton, N.C., voted by better than a 2-1 margin to let the city own and operate the local cable system. A court appeal is pending on the issue, and some observers see a potential rallying cry against cable operators across the country.

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ANHEUSER-BUSCH'S NEW AD LOAD: LESS FILLING

Brewer reallocating local dollars to other dayparts, media

By Sharon D. Moshavi

"I think there are people who are living on the edge right now who will see this as an opportunity to get out," said William Figenshu, senior vice president, Viacom Broadcasting. "Fortunately, we're not one of those."

CBS, with 13 FM stations, is above the current limit, and a CBS spokeswoman said the company still plans to try to sell KLOU-FM St. Louis.

While observers believe that several groups will move aggressively to take advantage of the new rules, no one predicted an all-out bidding war or a buying frenzy. "In the short term, I don't think it's going to be dramatic," said Ralph Guild, chairman and chief executive officer of Interep Radio Store. "There's not a lot of money in the industry right now."

"It will start a buying surge—I won't say a frenzy, but a surge—among people who have cash and currently own," said media broker Tim Menowsky.

At the very least, however, the new rules should mean renewed interest in money-losing stations that have been looking in vain for buyers. "In the short term, it means we can probably move some of these non-cash-flowing stations nobody wanted," said media broker Gary Stevens. "It's a lot easier for somebody who's already in the market to rationalize paying for them."

For group owners who also own TV stations, the decision was read as a sign the FCC may take similar action in TV. "The same reasoning and economic logic that applies to radio applies to television," said an executive at a company that owns both.

Advertisers, concerned that multiple-station owners could gain greater leverage in pricing of radio time, viewed the ruling with a mixture of apprehension and resignation.

"From an agency perspective, it's not the best thing in the world," said Jean Pool, senior vice president and director of local broadcast at J. Walter Thompson. "But if the big owners aren't able to pick up more stations, we're going to lose a lot of radio."

While most in the radio industry praised the FCC action, one aspect of it drew universal scorn: the commission's plan to limit ownership according to combined listenership.

"That's crazy," said Gerry Boehme, senior vice president, director of research at Katz Radio Group. "It might be the first time in history that stations will actually go to Arbitron and try to get their shares lowered." ■

Having decided to reallocate its local advertising dollars to other dayparts and other media, Anheuser-Busch has been quietly and systematically cutting back on its local sports advertising by about 20% over the past year, with most of the dollars being lost by baseball franchises and their TV rightsholders. The move by the brewer means that when the TV advertising economy rebounds, those losing the dollars may not find them again.

With more than two-thirds of teams having sponsorship arrangements with the brewer, the cutbacks are being heavily felt. The reductions "have been an enormous blow to locally originated baseball. It's similar to the period when tobacco advertising was cut out of all baseball," says Don Stuart, president of the unwired National Baseball Network. The cutbacks are expected to continue this season and into next, as contracts come up for renewal.

As its local sports sponsorships—baseball, basketball and hockey—come up for renegotiation. In its new contracts, the company is reducing its spots per game and in some instances asking for reduced rates, according to industry sources. Anheuser-Busch was not available for comment.

The cutback levels depend on how many ads Anheuser-Busch airs per game, which have ranged from four to 10 30-second spots. Generally, most TV stations and reps contacted cited reductions of at least 20%.

As for the reduced unit price, the days of beer advertisers paying premiums to be exclusive sponsors may be over, according to Ken Haines, executive vice president, Raycom

Sports and Entertainment. Despite exclusive deals, beer advertising generally now sells for no greater a unit price than any other advertiser, says Haines.

For the most part, Anheuser-Busch is trying to maintain its beer exclusivity, leaving broadcasters and teams no opportunity to try to fill the revenue and unit shortfalls with other beer advertisers. But some entities, including New York's MSG Network and Pittsburgh's KDKA-TV, have negotiated to fill the empty Anheuser-Busch units with imported beer advertising, ac-



Brewery has cut ads in local sports 20% in the last year

ording to sources. "The precedence of exclusivity is starting to fade away," says Stuart.

Regional cable networks seem to be one place where money is being funneled.

Those affected by the cuts also speculate that some of the money is going to other dayparts. According to Arbitron's Broadcast Advertisers Reports, Anheuser-Busch's national spot beer spending actually increased nearly 5% to \$64.9 million in 1991, although those numbers may not reflect all of the current negotiations. Those affected also say they think that some of the lost money may be going into more promotional sports vehicles, and leaving TV advertising altogether. ■

NEVER BEFORE SEEN ON TELEVISION!

ON JANUARY 16TH, THANKS TO A LANDMARK FCC DECISION
AND TV ANSWER, TELEVISION BECAME A 2-WAY MEDIUM.

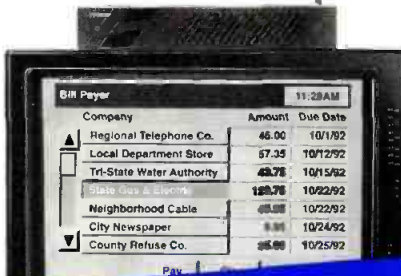
Soon you'll be able to . . . play along with live sporting events and game shows



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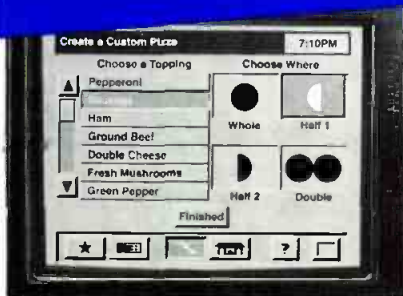


. . . check bank balances, transfer funds and pay bills



HEWLETT-PACKARD Commits To 2-Way Television

Hewlett-Packard has teamed with TV Answer to make 2-Way TV a reality! This \$14.5 billion U.S.-based technology leader, recognized for quality and customer satisfaction, announces plans to market over 1.5 million interactive television home units in the first year of service and millions more in the following years.



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TV Answer pioneered the development of 2-Way TV, championed its authorization by the FCC and is now building a nationwide interactive service network to support local FCC licensees. If you're interested in helping TV Answer shape this new industry, write: TV Answer, Inc., P.O. Box 3900, Merrifield, VA 22116-3900.

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TV Answer

AMERICA'S LEADER IN 2-WAY TV

NIELSEN NUMBERS ARE GOOD TO ROOKIE SHOWS

By Mike Freeman

If the Nielsen Syndication Service national ratings are an indication of the full Cassandra and Nielsen February books, many broadcasters and syndicators will be wearing smiles over the year-to-year ratings gains for first-run talk, reality and game show strips. Syndicated HUT levels were 11% higher than the year-ago sweeps (3.4 rating, NSS, Feb. 3-March 4, 1991) with a 3.9 rating for the latest four calendar weeks of the February 1992 sweeps (NSS, Feb. 3-March 1), a rare reversal of an ongoing pattern of audience erosion.

Somewhat surprisingly, animated children's programming, one of the only sectors exhibiting significant audience growth, instead suffered across-the-board household rating losses.

Talk shows

The top ratings gainer among rookie talk strips was Paramount's *The Maury Povich Show*, which recorded a 4.7 (gross aggregate average) sweep rating



'Wheel' continues to be the highest-rated syndicated program

up 18% compared with its season-to-date 4.0 rating. *The Jenny Jones Show* (from Warner Bros.) continued in a growth mode with a 2.3 rating, 15% better than its 2.0 STD rating.

Late night, on the other hand, has been unexpectedly hostile to new and incumbent strips. Tribune's *The Dennis Miller Show*, which debuted last January, has remained flat with a 1.7 sweeps rating. Paramount's veteran late fringe strip, *The Arsenio Hall Show*, showed a slight ratings decline, dropping 3% from the year-ago sweeps (3.4 rating) with a 3.3 rating.

The other veteran incumbent talk

shows tallied healthy year-to-year gains, led by Multimedia's *Sally Jessy Raphael* (6.3, up 26%), King World's *The Oprah Winfrey Show* (11.8, up 18%), Tribune Entertainment's *Gerardo* (5.2, up 17%), Buena Vista's *Live with Regis & Kathie Lee* (4.1, up 14%), Multimedia's *Donahue* (7.1, up 12%) and Tribune's *The Joan Rivers Show* (2.2, up 5%).

Game shows

No surprise here: King World's nearly decade-old game strips *Wheel of Fortune* and *Jeopardy!* maintained their grip as the top-rated programs in syndication with respective 15.4 (+6%) and 13.2 (+5%) GAA ratings. Also, Warner Bros.' veteran *Love Connection* was up 17% with a 5.7 rating; Twentieth Television's *Studs* finished its second sweeps with a 3.0 rating, and LBS Communications' *Family Feud* dropped 7% to a 3.9 rating.

Reality programing

News magazine growth was led by Paramount's *Hard Copy* (6.1, up 19%) closely followed by King World's *Inside Edition* (7.1, up 18%), Twentieth's *A Current Affair* (8.8, up 13%) and Paramount's *Entertainment Tonight* (9.1, up 6%). Tribune's rookie investigative strip, *Now It Can Be Told*, which last week was reportedly downgraded to 9 a.m. on KTLA(TV) Los Angeles from its 7 p.m. access berth, was 3% ahead of its STD average with a 3.8 sweeps rating. In the comedy category, King World's revived *Candid Camera* continued on a season-to-date downtrend with a 72nd-ranked 2.5 sweeps rating.

Animated strips

The household ratings were down considerably—kids 2-11 demo ratings will be the ultimate gauge when the February books are released—for Buena Vista's *Disney Afternoon* block: *Talespin* (3.5, down 27%), *Duck Tales* (3.2) and *Chip 'n' Dale's Rescue Rangers* (3.0, down 38%). The newest spoke, *Darkwing Duck*, was the highest-rated cartoon strip with a 42nd-ranked 3.8 rating. Warner Bros.' sophomore *Tiny Toon Adventures* turned in a 3.7 rating (down 23%), while Group W's three-year-old *Teenage Mutant Turtles* suffered a 34% drop with a 2.9 rating. ■

STARS OF DISNEY SHOOT TO WARNER BROS.

Witt-Thomas-Harris, the production trio responsible for such hits as *Golden Girls* and *Empty Nest* as well as for putting Disney television on the map, has signed with Warner Bros. Inc. after Disney decided not to renew the team's contract. The three-year exclusive deal allows the trio to create, develop and produce all forms of television as well as to increase their feature-film activities, an aspect reportedly of great importance to the producers. The group will operate as a separate entity within Warner Bros. rather than setting up shop under either the Warner Bros. Television or Lorimar Television banners. The deal becomes effective July 1.

"I think they're terrific, and we viewed this as an opportunity rather than a need," said Bob Daly, chairman, Warner Bros. Inc. "When talented people like this become available, who are interested in sharing in success, you have to make the deal," he said.

Although they will be contractually tied to Warner Bros., the group could conceivably continue to work with Disney into the next century. Disney will continue to control the Witt-Thomas-Harris series now on the air, as well as the three projects in development for the fall season, one at each network. The trio is also readying a spin-off of *Golden Girls* for next season, titled *Golden Place*, set to star the current cast members minus Bea Arthur, who intends to leave the series.

-SC

PANASONIC TO SHOW WIDESCREEN NTSC AT NAB

Widescreen 525-line NTSC television will make a palpable appearance at the National Association of Broadcasters convention in Las Vegas next month. In prototype form, Panasonic Broadcast & Television Systems will demonstrate a component digital half-inch "D-5" VTR capable of processing 16:9 or 4:3 NTSC. The "D-5" should come to market in mid-1993, several years before the FCC assigns HDTV simulcast channels to broadcasters.

Some industry sources hailed the introduction of widescreen 525-line production hardware as promising affordable studio equipment that can bridge the move from NTSC to HDTV at an interim 10%-20% increase in cost over existing VTR's. "In a transition period, broadcasters will have to up-convert some NTSC," said CBS Senior Vice President Joseph Flaherty, "but this is seen only as an interim, until suffi-

cient HDTV programming is available."

But several sources saw danger for full HDTV, suggesting that up-converted NTSC video production could reduce the market into distributing less than the best. Widescreen 525-line TV could establish a market foothold before HDTV implementation, one said, noting Thomson Consumer Electronics's plans to introduce 16:9 TV sets in the U.S. next fall. Early buyers of those sets will seek widescreen programming immediately from any sources prepared to provide it.

Laurence Thorpe, vice president for Sony Advanced Systems, said his company is studying 16:9 NTSC, but has found more questions than answers concerning compatibility and peripheral costs. And, he said, Sony is "very concerned" about potential consumer confusion, given introduction of three transmission standards—NTSC, 16:9 NTSC and HDTV. -PDL

COPYRIGHT BATTLE SHAPES UP IN HOUSE

By Randy Sukow

The sides of a developing battle between the House Energy and Commerce and Judiciary committees over video copyright law and retransmission consent could be better defined this week with the introduction of bills out of both committees.

From Judiciary: House Copyright Subcommittee Chairman William Hughes (D-N.J.) and ranking minority member Carlos Moorhead (R-Calif.) are expected to introduce a compulsory license reform bill as early as tomorrow (March 17).

A draft of the bill was unavailable last week, but the broadcast, cable and video production industries have been expecting introduction of a Motion Picture Association of America-endorsed plan to eventually eliminate the cable compulsory license and, in the interim, charge cable companies an undetermined carriage fee for local broadcast signals (BROADCASTING, March 2).

From Energy and Commerce: Some Hill staffers believe House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) may introduce a new cable reregulation package in preparation for an upcoming mark-up. Must-carry/retransmission-consent language, similar to the provision passed in the Senate cable bill (S. 12) and separate House legislation (H.R. 3380), is expected to

be included in the Markey bill.

Subcommittee staff, however, said Markey is "still playing his cards close to his vest" and could not confirm such a bill is approaching. (The week of March 30 remains the most likely time for the cable bill mark-up. If it slips beyond that week, it is hoped the bill could be approved by the subcommittee before the mid-April Easter recess.)

Hughes-Moorhead bill advocates were aided this week by the release of a 158-page Copyright Office report recommending "against adaptation of retransmission consent for broadcasters if the cable compulsory license is retained. The two policies are inconsistent."

"This report confirms that the phase-out of the compulsory license is the only way that broadcasters will be able to fully participate in the new economic foundation of television, namely subscriber fees," said Preston Padden, senior vice president, Fox Broadcasting, which shares MPA's position in favor of eventual elimination of the license.

"It would have been news if the Copyright Office had concluded otherwise," said National Association of Broadcasters President Eddie Fritts. "They have traditionally looked through the wrong end of the binoculars, which results in their seeing a narrow, copyright focus in every issue and prevents them from viewing the big picture."

Retransmission-consent supporters gained a powerful ally in ranking minority Judiciary Committee member Hamilton Fish (R-N.Y.), who added his name to the list of H.R. 3380 co-sponsors. Fish's endorsement brings H.R. 3380's co-sponsor total to 37, a list that also includes prominent Republicans such as Minority Whip Newt Gingrich (Ga.) and Norman Lent (N.Y.), ranking minority Energy and Commerce member.

A member of the Minority Judiciary Committee staff said Lent does not oppose the concept of eventual compulsory license repeal. But he does not expect the anticipated Hughes-Lent bill to pass this year and believes Congress should allow broadcasters to create a new revenue stream through retransmission consent on an interim basis.

One member serving on both the Telecommunications and the Copyright subcommittees, Rick Boucher (D-Va.), was predicting a House cable bill without retransmission consent.

"I have not taken a hard head count on this, but my sense is that the votes do not presently exist to add retransmission consent to the bill, without regard to the concerns about judiciary committee referral," Boucher told BROADCASTING. But broadcasters "are no worse off if that happens," he said, because, since retransmission consent passed in the Senate, it may still be on the table in conference later this year. ■

FCC TO EVALUATE HOW IT CHOOSES LICENSES

By Harry A. Jessell

The FCC last week began a major overhaul of the 27-year-old criteria it uses for choosing among competing applicants for broadcast licenses, inviting comments on re-vamping or eliminating the integration credit and other existing criteria and proposing new "finders" and "service continuity" preferences.

A finder's preference would be awarded to the applicant who "found" the contested channel by petitioning the FCC for its allotment. Under the service continuity preference, credit would be given to applicants committing themselves to own and operate the station for at least three years.

The FCC also proposed a point system designed to provide a "more objective and rational" means of implementing the criteria and preferences by assigning "an absolute number" to each of them.

"It's important that we try to get a much higher degree of procedural fairness," said FCC Chairman Alfred Sikes.

Commissioner Ervin Duggan, in a separate statement, "strongly" endorsed the service continuity preference, saying it "would encourage greater stability in the industry...and the public interest will undoubtedly be better served by station owners who make a long-term commitment to their stations." Duggan added he would encourage adopting a mandatory three-year holding period for all new station licensees.

Duggan was "troubled" by the proposal to undo the proposed program

service criterion—one of the targeted existing criteria. "I believe that the public interest is served by encouraging applicants to embrace an explicit commitment to news, public affairs, minority and foreign language programming, and other types of public service programming," he said.

When more than one party applies for a channel, an FCC administrative law judge holds a so-called comparative hearing, at the end of which the judge must pick a winner by deciding which best meets the criteria and which deserves extra credit due to the various preferences.

The FCC's proceeding was triggered by the U.S. Court of Appeals in

Washington, which last January found fault with the central "integration credit," which favors those applicants promising to own and manage the station.

Tampering with the integration credit puts into play the congressionally mandated preferences for minorities because they are "enhancements" to the integration credit. But the FCC said congressional proponents of the preferences have nothing to fear. Preferences of equal weight will be preserved, even if the integration credit is jettisoned, it said.

The FCC said the new criteria will apply to all applicants not already in hearing the day they go into effect. ■

SECURITY INTEREST, OWNERSHIP ATTRIBUTION RULES ON FCC AGENDA

By Joe Flint

At its meeting last week, the FCC reluctantly said it would address the issue of permitting banks and other lenders to hold a security interest in broadcast licenses.

Citing mixed signals from bankruptcy courts, FCC Chairman Alfred Sikes said it is his view that the commission should "make crystal clear the pre-eminence of our decision whether or not there is a security interest."

All five commissioners questioned whether giving a security interest can meet the requirements of the Communications Act.

Although the FCC is wary to address the issue, some broadcasters are not. Several revealed a desire for some sort of rulemaking. Said one: "If banks could get a security interest, it could improve the tax position of certain broadcasters" as well as make the banks more willing to provide financing.

Providing revisionary interest, which would allow sellers of stations that take back paper to recover the stations without FCC review in case of loan default, also received a cold reception.

The FCC is more enthusiastic about investigating whether modifying the ownership attribution rules would spur new investments. The commission will seek comments on whether it should raise the attributable interest threshold from 5% to 10%; up the benchmark for passive investors from 10% to 20%, and increase the class of investors eligible for passive interest status to include "small business and minority enterprise small business investment companies."

The commission also asked last week whether its attribution rules should exempt "certain widely held limited partnership interests from attribution where each individual interest represents an insignificant percentage of total partnership equity." ■

SETTING THE RECORD STRAIGHT ON DBS DEBATE

BROADCASTING's March 9 article (page 16) concerning DBS presentations by U. S. Satellite Broadcasting (Hubbard Broadcasting, the high-power contender) and Primestar (the medium-power service owned by a consortium of leading cable companies) erred in several respects. John Cusick, Primestar president, did not say that "program costs will undermine hasty high-power ambitions," nor that USSB's plans were "unworkable." Rather, he said that, assuming equal programming costs, delivery system economics could make certain high-power DBS marketing strategies unprofitable. BROADCASTING also erred in reporting that Stanley S. Hubbard, president of USSB, said that "cable operators" feared being punished for dealing with his DBS system; rather, he said, "cable programmers" were the concerned parties. ■

RADIO RULES

Continued from page 4.

the ownership limits.

"Given today's relaxation of the local ownership rules, widespread and substantial time brokerage among such stations could undermine broadcast diversity and competition," an FCC release said. Putting it more bluntly was Mass Media Bureau Chief Roy Stewart: "You program it, you own it." The commission instructed licensees involved in LMA's to keep those agreements in their public files and report them with their ownership reports.

The FCC also put the clamps on simulcasting within a market, limiting it to 25% of the broadcast day for co-owned stations whose signals overlap more than 50% and for LMA stations whose signals "serve substantially the same area."

The ownership increases were not as dramatic as had been anticipated. Sikes and the FCC staff had originally advocated no national caps and local ones more liberal than those adopted. Sikes was backed by Commissioner Marshall, but none of the others wanted to go as far. Over the past few weeks, Quello and Duggan worked as moderating forces.

Quello floated a proposal two weeks ago that would have fixed the national caps at around 50-50. It would have carried the day, but Quello began retreating from it last week. The compromise was 30-30, Duggan's numbers.

Although FCC officials see the new rules as moderate, the rules are perceived as too radical by key legislators as well as minority broadcasters and public interest groups who fear that major players will drive smaller operators out of the business and hurt programming and news diversity.

At a Senate hearing the day before the meeting, Commerce Committee Chairman Ernest Hollings (D-S.C.) criticized Sikes and the FCC's radio ownership proposals at an oversight hearing (see page 11). Dingell had warned FCC officials against raising the caps too high three weeks ago (BROADCASTING, March 2).

Andrew Schwartzman, executive director, Media Access Project, said the commission's actions will "decimate rules which protect diversity in mass communications." Schwartz-



SIKES GRILLED BY HOLLINGS ON RADIO RULES

In what may be a sign of things to come, Ernest Hollings (D-S.C.), chairman, Senate Commerce Committee, grilled FCC Chairman Alfred Sikes (above) about the commission's plans to relax radio ownership rules at a hearing last week. While other members were mostly supportive of the plan, Hollings said he is a "born-again regulator." Among Sikes supporters was John Danforth (D-Mo.), who said of the plans: "I don't disagree with the cure, but it seems like an antacid tablet for a major disease."

man said it is the "view of many" that deregulation has been a cause, rather than a cure, of the problems facing the radio industry.

While the jury is still out on what impact the new radio rules will have on the industry, there is little doubt that the rulemaking process had an adverse effect on the relationship among commissioners.

During the meeting, Barrett said he was abstaining because he had "insufficient information before me upon which to base a vote." Once he has seen the final order, he added, he would vote, probably against it.

Barrett blasted Sikes and the FCC staff for expecting him to vote on a one-and-a-half-page outline of the rules and for having to first read about the outline in the trade press.

Reacting to Barrett's charges, Sikes told Stewart to provide the press with the dates all commissioners received documents relating to the rulemaking.

"I don't want to play any little games with you," Barrett shot back. "I have not given any indication that I did not receive it [the draft order]. I simply said to you [Sikes] that it has gone through three processes since then, and the final process which you all gave out yesterday, I heard about [first] on the street."

Some FCC sources involved in

crafting the rules said Barrett had little involvement, although he submitted a proposal early on that would have raised the national AM-FM caps to 25-25 or, for minority broadcasters, 30-30. The sources said he may have been able to persuade Duggan and Quello to back a minority preference of some kind, but never really tried. The sources attributed Barrett's lack of interest to his conflicting constituencies—the White House, which opposes minority preferences, on the one hand and minority broadcasters on the other.

Following the meeting, Barrett said he had no problem with Sikes or the process. What was bothering him in the wake of the vote were the reports, which he attributed to Duggan, that he was not engaged and that he was a weak advocate for his own minority preference.

Barrett said he met several times with Sikes and attempted, to no avail, to win his support for the preference. "The chairman is the leader of the process, and that's who I was dealing with," he said.

His proposal to allow minorities to own more stations than others is one of "fundamental fairness and equity," he said. Congress requires such preferences, and the courts have upheld their validity, he added. ■

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BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

WASHINGTON VISIT

CBS President and CEO Laurence Tisch was spotted on Capitol Hill last Thursday (March 12) as the House prepared for a cable bill markup later this month or in early April. Such Hill visits have recently become commonplace—about once a month—says Martin Franks, CBS Washington VP. Tisch visited “the usual suspects,” said Franks.

CABLE GET-TOGETHER

The so-called cable entrepreneur’s group met at New York’s Museum of Television and Radio to hear about the industry’s precarious position on Capitol Hill from National Cable Television Association President James Mooney and Community Antenna Television Association President Steve Effros.

Gus Hauser, of Hauser Communications, one of those in attendance, had little to say about the meeting. The group, which has grown into a Washington lobbying force of its own, has no big differences with NCTA or CATA. “Everybody sees it pretty much the same way.”

LOS ANGELES

LINEUPS UNVEILED

CBS, NBC and Fox are all expected to release their development slates next week, with only ABC withholding its, for what it cites as competitive reasons. It will mark the first year in many that the networks will not be hosting many of the country’s media buyers in Los Angeles to roll out their fall fare. Each of the networks is, instead, expected to meet with some of the major buyers on an individual basis.

NEW YORK

LONG SHORT LIST

The short list continues to grow for

candidates to fill the position left vacant by the death of WCBS-TV New York general manager Roger Colloff. Word has it that 20-year CBS Radio veteran Nancy Widmann, currently president of the division, is a strong candidate for the position. Among the many other names that have surfaced in recent weeks are Mark Harington, CBS Olympics vice president, and CBS O&O general managers Allen Shaklan, WCIX(TV) Miami, and Gene Lothery, WCAU-TV Philadelphia.

MOVIE MONEY

The effort to rectify Hollywood accounting is in for a long wait. Following the collapse of some major independent studios, investors and others wanted changes in, and standardization of, methods the studios use to forecast revenue from TV and film production. Yet eight months after the American Institute of Certified Public Accountants indicated it would review the issue, no committee is yet in place. Robert McClendon, a partner with Ernst & Young, and the panel’s designated chairman-to-be, said AICPA’s budget problems prevent hiring staff to work on the issue. He said that even after a panel is

formed, the process of reviewing Hollywood accounting could take several years because the issue is “not a high-priority one” within the accounting profession.

MUM’S THE WORD

We have yet to see Nicholas J. Nicholas’s version of his departure from Time Warner. The former co-chief executive officer has let it be known that he sees little to gain from responding to “spin” put out by associates of the other co-chief executive, Steve Ross. Details of Nicholas’s settlement with the company remain, but he is said to regard them as a relatively uncomplicated “contractual” matter.

UPPER HAND

Stations that moved quickly into local marketing agreements are now well situated to take advantage of the new rules on radio ownership. Many LMA’s were set up to include options to buy in the event the duopoly rule was lifted. The most aggressive group owner in the LMA arena? EZ Communications, which has entered into four: in Jacksonville, New Orleans, Charlotte and Sacramento.

KIDS UPFRONT BREAKS BIG

The children’s upfront market for Fox and syndication broke with a vengeance last week, surpassing even the highest expectations. The combination of higher ad budgets and fewer available gross rating points caused pandemonium in the marketplace, as salesmen tried to accommodate the buyers. Sellers were reporting 12%-20% increases in CPM (cost per thousand) rates for the children 2-11 demographic. “It was absolute bedlam” said Dan Cosgrove, president, Group W Productions Barter Sales division. He said the entire market for *Ninja Turtles* moved in a 36-hour period Thursday and Friday. “In terms of pricing and volume, this has to be surpassing the most optimistic expectations,” said Rich Goldfarb, senior VP in charge of barter sales at Turner Program Sales (*Captain Planet*, Hanna-Barbera library and others). “We started off with about 49% more money than we could accommodate in every property,” he said. According to the analysis of one broadcast sales executive, budgets of some clients are up as much as 15% this year, but the overall number of GRP’s will be down 5% or 6%, with double-digit GRP declines for network and syndication and a slight GRP gain for cable. —SM

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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Chernin 'em out

Melrose Place, the Beverly Hills, 90210 spin-off (BROADCASTING, Feb. 10), has been given a green light from Fox Broadcasting. According to Peter Chernin, president, Fox Entertainment, the project has been given a 13-episode commitment for the fall. The project, like its parent, was created and will be produced by Darren Starr. Chernin said Fox has far more drama development than last year and called the lineup varied. "Last year we only had three hours of drama in development and this year we have eight hours." He described two of the projects as "90210-ish, two are sort of co-medic and the other four things are sort of all over the place," including a musical, an action series and a "dark show."

Wunnerful 'Warriors'

Knights & Warriors, described as a mix of medieval jousting and Metallica-style hard rock, is the latest offering from Santa Monica-based Welk Entertainment Group. The Welk name is a pioneering one in musical syndication, but the heavy metal/fantasy skew of *Warriors* appears a watershed for a company whose roots are in the champagne music of bandleader Lawrence Welk.

Jerry Gilden, president of The Welk Entertainment Group, says *Knights & Warriors*, which has been sold by distributor Western Inter-



Lawrence Welk's new musical family

national Syndication in close to 60% of the U.S., is meant to appeal to the younger-skewing teen and 18-34 demographic groups.

"Mr. Welk is pleased that Larry Welk [his son and president of The Welk Group] has picked up the baton and is taking the company in a new direction," said Gilden. "I do believe his first reaction [after seeing the pilot] was 'good shall prevail in the land of Welk.'"

'Doogie' deals

A New York-based station rep source, who was paid a visit by a Twentieth Television sales executive, said that the marketing plan for the off-network launch of *Doogie Howser, M.D.* calls for the series to be sold for a per-episode cash license tagged with two minutes of national ad time. Years one and two of the initial eight-run, six-year first cycle will have stations committed to carrying the two minutes of national ad time. However, Twentieth is allowing stations the option of double-running the first two years of *Doogie* (reducing the first cycle to four years), with the second exposure free of national barter. One

major source privy to the bidding process said that Tribune's WPIX-TV won New York rights with a "very reasonable" cash license bid of \$50,000 per episode.

3D Duo

Robert and John Bass, a father-and-son inventing team from Fort Lauderdale, Fla., say they have patented a new 3-D TV technology that works without traditional glasses. Robert Bass, who says he has been in the TV business since his days making kinescope recordings in New York with his father's company, Bass Films Inc., describes the effect as a "moving diorama," and said it is achieved using one or more transparent flat LCD screen displays for foreground objects and another LCD display or traditional monitor behind it for background information. Bass says the only current drawbacks to the system are the price of liquid crystal displays—his prototype cost \$7,000—and the fact that for broadcast applications, it would require about as much additional bandwidth—for two screens worth of information—as would HDTV.

Television

STATIONS ABUZZ OVER OFF-FOX BART

1995 syndication debut of 'Simpsons' is already topic of conversation, spurred by recent ratings success and speculation over possible marketing strategies

By Mike Freeman

Coming off its first weekly time period win since taking on NBC's *The Cosby Show* on Thursday nights at the beginning of the 1990-91 season, Fox's *The Simpsons* is already receiving the kind of attention for its 1995 off-network launch that would be the envy of some presidential candidates.

In a preliminary straw poll of station general managers and station rep firm executives, there appears to be universal sentiment that the Fox

O&O's will likely claim their *legal* right-of-first-refusal in bidding for local broadcast rights to the coveted animated sitcom. Those same executives, however, express optimism about *The Simpsons*' potential as an early fringe and prime access vehicle.

One major market general manager, who returned a bid on Twentieth Television's current off-network sales of *Doogie Howser, M.D.* suggests Fox O&O's may have the upper hand when it comes time to bring *The Simpsons* to market. So far, at least, that is not the case for *Doogie Howser*, in

which Tribune Broadcasting's WPIX-TV New York and KTLA-TV Los Angeles beat out the Fox O&O's in the nation's top two markets.

Greg Meidel, the recently installed president of Twentieth Television, says the syndication division is at least a year away from putting together a marketing plan for *The Simpsons*. One station rep suggests that Twentieth could be "walking a fine line" as a domestic syndicator affiliated with a network that is currently exempt from the financial interest and syndication rules.

In Los Angeles

If *Cosby* is the number three sitcom and *Golden Girls* is number two, can you guess what's number one?

A New York rep firm source estimates that Twentieth could accept O&O bids "maybe 20% lower than the market value for the sitcom. It's the same thing Paramount or Tribune legally practice in clearing their programs on owned-and-operated stations."

"That's ridiculous," Meidel told BROADCASTING. "We have a fiduciary responsibility to our corporate board of directors to get the highest available market price from any station in the market, no matter if it's Fox O&O or not."

"We will not discuss our marketing plan in the press, even if we had one right now," says Twentieth Television Chairman Lucie Salhany. "If anyone has a fear or complaint, they should bring it up to me or Greg [Meidel]. We are not going to smoke people, and we've proved it with *Doogie Howser*. We will represent the show's and the company's best interests."

Indeed, if *The Simpsons* has one minute or two minutes of national barter ad time tagged with the cash licensing fee (*Doogie Howser* has two minutes of barter), a rep source suggests, Twentieth will, indeed, have a "fiduciary responsibility" to parent Fox

COMPUTER PROGRAMING

While lawmakers battle over funding for PBS programing in Washington, one of the high-profile producers of such programing, WGBH-TV Boston, is looking to demonstrate its value in an upcoming series on the history of the computer, called *The Machine That Changed the World*. The program's producers are screening an excerpt from the series on Capitol Hill March 25, with Senate Science, Technology and Space Subcommittee Chairman Al Gore (D-Tenn.) and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) expected to attend. Organizers are also trying to arrange for a demonstration of "virtual reality" computer technology.

The \$3.8-million, five-part co-production of the WGBH Science Unit (which produces *Nova*) and the BBC, in association with NDR/Germany, is being carried day and date by most PBS stations at 9 p.m. over four Mondays in April and the first in May.

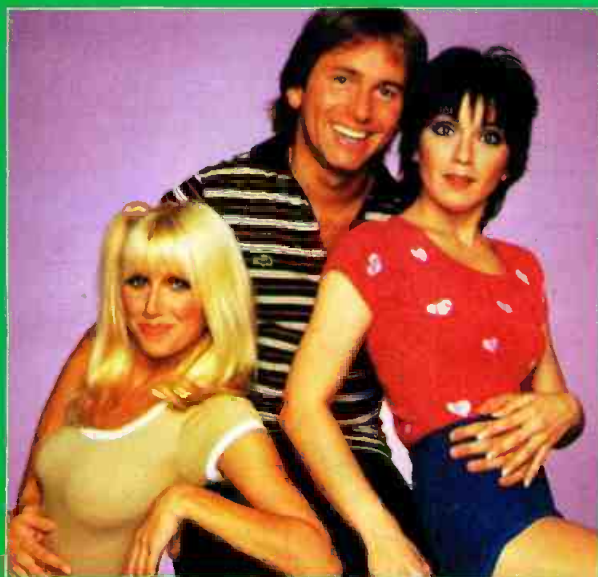
Machine is funded by Unisys, the Association of Computing Machinery and the National Science Foundation.

-JSE

Inc. and producer James L. Brooks to accept the strongest bid and time period commitment to maximize its barter rating guarantee to advertisers.

According to a New York station rep, Twentieth officials have projected per-episode license fees at between \$2 million and \$2.5 million for its first cycle (or roughly \$200 million to \$250 million for the first four years), not to mention another \$90 million annually

if Twentieth decides to attach a minute of national barter to the cash license. Columbia Pictures Television's *Married...with Children* is widely believed to have been the last post-*Cosby* sitcom to top \$2 million per episode (minus national barter). The off-Fox *Married...with Children*, also from Columbia, is said to have had a per-episode fee in the \$1 million range, plus one minute of barter. ■



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Source: NSI Los Angeles Overnights, January 9, 1992-February 5, 1992.
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Broadcasting's Ratings Week Mar 2-8

	ABC	CBS	NBC	FOX
MONDAY	11.8/18	16.6/26	16.7/26	
8:00	39. FBI: Untold Str. 12.2/19	17. Evening Shade 15.5/24	16. Fresh Prince 15.6/24	
8:30	37. Amer Detective 12.4/19	12. Major Dad 16.3/25	19. Blossom 14.8/22	
9:00		3. Murphy Brown 19.8/29		
9:30	46. ABC Monday Night Movie—Lock Up 11.5/18	9. Designing Wmn 17.0/25	8. NBC Monday Night Movie—Woman with a Past 17.5/27	
10:00		17. Northern Exposure 15.5/25		
10:30				
TUESDAY	19.7/30	14.4/22	12.1/19	NO PROGRAMING
8:00	6. Full House 18.0/28	25. Rescue: 911 13.8/21	21. In the Heat of the Night 14.2/22	
8:30	5. Home Improvmt 18.9/28			
9:00	2. Roseanne 22.2/33		41. Law and Order 12.0/18	
9:30		20. CBS Tuesday Movie— Grave Secrets 14.7/23		
10:00	4. Happy Days Reunion 19.6/31		58. Reasonable Doubts 10.2/17	
10:30				
WEDNESDAY	14.5/24	11.4/19	12.5/20	NO PROGRAMING
8:00		62. Davis Rules 9.5/16	11. Unsolved Mysteries 16.4/26	
8:30	10. The Young Indiana Jones Chronicles* 16.6/26	71. Brooklyn Bridge 8.4/13		
9:00		41. Murphy Brown 12.0/18	46. Seinfeld 11.5/18	
9:30		48. Designing Wmn 11.3/18	53. Night Court 10.5/16	
10:00	57. Homefront 10.3/18	28. 48 Hours 13.7/24	58. Quantum Leap 10.2/18	
10:30				
THURSDAY	11.7/20	11.3/19	12.8/21	10.6/17
8:00		50. Top Cops 10.9/18	24. Cosby 13.9/23	41. Simpsons 12.0/20
8:30	53. Columbo 10.5/17		25. A Diffrent World 13.8/22	71. Drexell's Class 8.4/14
9:00		53. Street Stories 10.5/17	15. Cheers 15.9/25	50. Beverly Hills 90210 10.9/17
9:30			25. Wings 13.8/22	
10:00	21. Primetime Live 14.2/25	35. Knots Landing 12.6/22	61. L.A. Law 9.7/17	
10:30				
FRIDAY	13.7/25	7.6/14	10.3/19	5.9/10
8:00	30. Family Matters 13.4/24	78. Scorch 6.9/12	31. Matlock 13.3/24	75. America's Most Wanted 7.4/13
8:30	32. Step By Step 13.0/23	82. Fish Police 6.0/11		84. Hidden Video 4.7/8
9:00	37. Baby Talk 12.4/22	64. Tequila and Bonetti 9.0/16	60. I'll Fly Away 10.0/18	86. Hidden Video 9:30*4.0/7
9:30	49. Billy 11.1/19			
10:00	14. 20/20 16.2/30	76. Hearts are Wild 7.2/13	74. Nightmare Cafe 7.6/14	
10:30				
SATURDAY	8.3/15	9.3/17	11.5/21	6.4/12
8:00			28. Golden Girls 13.7/25	76. Cops 7.2/13
8:30	73. The Young Indiana Jones Chronicles 7.9/14	62. CBS Saturday Movie— Beverly Hills Cop II 9.5/17	32. Powers That Be* 13.0/23	69. Cops 2 8.5/15
9:00			36. Empty Nest 12.5/22	83. Paul Rodriguez: Gang Lines 4.9/9
9:30		66. Boys of Twilight 8.8/17	69. Sisters 8.5/16	
10:00	64. The Commish 9.0/17			
10:30				
SUNDAY	11.2/18	18.3/29	8.7/14	8.7/14
7:00	67. ABC's World of Discovery 8.7/15	1. 60 Minutes 22.7/38	88. Lyndon Larouche 2.8/5	80. True Colors 6.2/11
7:30			87. Eerie, Indiana 3.4/5	79. Parker Lewis 6.8/11
8:00	21. Am Fun Hme Vid 14.2/21	6. Murder, She Wrote 18.0/27	68. Hot Country Nights 8.6/13	39. In Living Color 12.2/18
8:30				53. Roc 10.5/16
9:00	44. ABC Sunday Night Movie—Never Say Never Again 11.6/18	12. CBS Sunday Movie— In Sickness and in Health 16.3/26	44. NBC Sunday Night Movie—The Nightman 11.6/18	34. Married w/Childn 12.7/19
9:30				52. Herman's Head 10.7/16
10:00				80. Get a Life 6.2/10
10:30				85. Sunday Comics 4.6/8
WEEK'S AVGS	12.9/21	13.0/21	12.0/20	8.1/13
SSN. TO DATE	12.1/20	14.0/23	12.6/22	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

PROGRAMING HEADS DEFEND NEW PILOT TECHNIQUES

At HRTS luncheon, executives describe cost-cutting methods in series production

By Steve Coe

The four network programing executive vice presidents were the featured speakers at a Hollywood Radio & Television Society luncheon last Tuesday, where the discussion focused primarily on the network development process and the new development techniques the networks are using.

All four executives detailed how their networks are turning to more presentations rather than full-length pilots and in Fox's case, more live workshop-type presentations (BROADCASTING, March 9).

Peter Tortorici, executive vice president, CBS Entertainment, questioned whether it was wise to make economic cuts in the development area. "The bottom-line cost of development is small," he said, and added that in the end some projects may be hurt by the cutbacks "Pilots are used for more than just development," he said, "they're also used for sales and marketing. We have to ask ourselves: 'Are we showing advertisers enough?'" He said last year's *The Flash* was hurt by buyers "because advertisers didn't get to see enough of the show" in pilot form before it debuted.

With the recent move of two veteran NBC series (*In the Heat of the Night* and *Matlock*) to ABC and CBS, the programers were asked whether the trend was healthy. Sandy Grushow, executive vice president, Fox Entertainment, called the practice "inbreeding" and said it prompted homogeneity among the networks. He added that Fox has developed a particular identity and he doesn't see a distinctive image among the other three networks.

Grushow's comments touched off a minor debate with Tortorici, who said that distinctive CBS shows from producers such as Diane English (*Murphy Brown*), John Falsey (*Northern Exposure*) and Linda Bloodworth-Thomason (*Designing Women*) make up CBS's identity.

"Niche services are fine for services which are defined by that niche," Tortorici said, referring to Fox. He said CBS will continue to act as a broadcast network by providing



Programing executives at the three networks and Fox pose for a class picture following a Hollywood Radio & Television Society luncheon at which they discussed new cost-cutting developments in the series development process: Shown above (l-r): Stu Bloomberg, ABC; Peter Tortorici, CBS; Sandy Grushow, Fox, and Perry Simon, NBC.

programing to a broad audience.

Perry Simon, executive vice president, NBC Entertainment, said the advertising community views the big three networks differently than it does Fox, with the fourth network getting an unfair advantage. "We're still not able to say the same things that Fox can," said Simon, who added: "We're frustrated because of the perception of the advertising community.... We're trying to test the boundaries as much as we can with regard to the advertisers. I'm envious of the

niche that Fox has been accorded by the advertising community."

On the subject of multi-series deals, which are being partially blamed for what are characterized as out-of-control production costs, all four executives said their respective networks have tailed off in that area.

"Yes, we have done less in terms of the big financial deals," said Stu Bloomberg, executive vice president, ABC Entertainment. "If you look at our development, you'll see the best shows will get on." ■

ACI ENTERS FIRST-RUN, OFF-NETWORK DISTRIBUTION

Recruits Weiser from Blair Entertainment; will focus on sales to broadcast, basic cable

By Mike Freeman

ACI (Allied Communications Inc.), a consortium of eight veteran producers of made-for-television features, is moving into the first-run and off-network distribution business and has named Michael S. Weiser executive vice president of domestic distribution, reporting to James S. Bennett, president and chief executive officer, ACI. Weiser moves over from Blair Entertainment, which has

been rumored recently to be looking for outside investors to stave off the shutdown of its syndication operations (BROADCASTING, March 9). Bennett says Weiser's hiring was in discussion three months before the rumors surfaced and is unrelated to any possible closure of Blair Entertainment.

The hiring of Weiser, who was vice president and general sales manager of Blair Entertainment since 1988, is intended to be one of several sales staff hirings for ACI, which Bennett says

has the "largest unexploited library of telefilms," numbering 80 features in its product catalog. For the most part, ACI has traditionally concentrated on network clearance deals and overseas sales of its feature product, but Bennett says the Los Angeles-based producer consortium will be concentrating future efforts on the sales of off-network and first-run features to broadcast stations and basic cable.

He projected that the initial production and marketing of first-run feature fare (some with "back-door" series pilot potential) will likely begin by fall 1993. ACI member companies—The Avnet Kerner Co., Robert Greenwald Productions, Leonard Hill Films, Michael Jaffe/Spectacor Films, The Konigsberg/Sanitsky Co., The Steve Tisch Co., von Zerneck/Sertner Films and Steve White Productions—account for the production of 18-20 telefilms annually, according to Bennett. ■

FOX, MTV TEAM ON AIDS CONCERT

By Steve Coe

Fox Broadcasting and MTV have teamed up to present *A Concert for Life*, a multi-star show to raise money and awareness to combat the spread of AIDS. Set for April 20 at London's Wembley Stadium, the event will also serve as a tribute to Freddie Mercury, former lead singer of the group Queen, who died of AIDS last year.

The concert will air on Fox on Monday, April 20, from 8 to 10 p.m. and on MTV Saturday, April 25, from noon to 4 p.m. Among the musical guests scheduled to appear are Elton John, David Bowie, George Michael, Guns 'N' Roses, Metallica and the remaining members of Queen. As part of the presentation, MTV News will produce a half-hour behind-the-scenes look at the preparation for the event, set to air on MTV just prior to the Fox presentation. MTV's presentation of the concert, hosted by Fox celebrities, will be part of a day-long effort tagged *Strike Back Saturday*, dedicated to raising money through an 800 telephone number and increasing awareness of AIDS.

Both Fox Broadcasting and MTV will donate all profits generated by the concert to national AIDS charities and local AIDS hospices.

In addition to domestic airings, the concert will be broadcast on the BBC in the United Kingdom, on Japanese Satellite Broadcasting's WOWOW and on Germany's Premiere Network.

Fox also announced that it will de-

but the half-hour comedy *Stand by Your Man* on Sunday, April 5, in the 10-10:30 time slot. As a result of the move, *Get a Life*, currently in the 10 p.m. slot, will move to the 10:30-11 time period, replacing *The Sunday Comics*, which goes on hiatus. *Stand by Your Man* is produced by Witzend Productions in association with Twentieth Television. ■

SYNDICATION UPDATE

DEBUT FOR R&G

R&G Communications, a Los Angeles-based production and distribution company formed more than two years ago by Steve Roberts and Gene Giaquinto, is launching its first weekly series, *Our Globe*, a series of 26 hour-long episodes on the world's different cultures and customs. R&G, which a company spokesman says is funding the entire production on its own, will launch the weekly first-run series for international distribution at this April's MIP-TV conference in Cannes, France. R&G is currently in discussions with domestic distributors about a fall 1992 or January 1993 bow in the U.S. broadcast marketplace.

WORD ON WIDGET

Zodiac Entertainment is mounting an aggressive international sales campaign for its two domestic animated half-hours—*Widget* and *Mr. Bogus*—for the 1992-93 broadcast season. Recent sales of *Widget* included Globo-TV of Brazil (pay and free TV); Pro-7 of Germany; ABC of Australia, and Televisa of Mexico. Other major overseas broadcasters scheduled to launch *Widget* next season are Reteitalia, Italy; Canal J and FR3, France; Antena 3, Spain; Canal Plus, Belgium; Globo-TV, Brazil; Multivision (pay TV), Mexico; all of Latin America; Antenna 3, Greece; RTP, Portugal; Show-TV, Turkey; TTV, Taiwan, and TV3, Malaysia. All together, *Widget* will be seen in over 80 countries next season.

Mr. Bogus has launched international sales and has been sold to Beta Taurus Films, Germany; Canal Plus and Antenna 3, Spain; Globo-TV Brazil; Televisa,

Mexico; SBC, Singapore; BB-TV, Thailand; TVNZ, New Zealand; all of Latin America, and all Arabic-speaking countries through distributor Telepictures. Both series are being offered on a cash basis.

MAYBERRY REVUE

Viacom Enterprises, long-time distributor and licensing agent for *The Andy Griffith Show*, has licensed the Bobby Roberts Co. of Nashville to produce a cast reunion tour, which will make appearances at state fairs around the country during the summer of 1992. Currently scheduled to appear with the tour are Don Knotts, who won six Emmys for his role as deputy Barney Fife; George Lindsey, who played gas station attendant Gooper Pyle, and Hal Smith, who portrayed Otis, the town drunk.

WHO SHOT JFK?

Hoping to capitalize on continued interest in the 1963 assassination of President Kennedy, All American Communications is planning a two-hour special, *The JFK Conspiracy*, for live broadcast April 15. Hosted by actor James Earl Jones, *JFK Conspiracy*, according to its producers, will include "never-before-seen" films, photos, documents and first-hand testimony that will link the assassination of President Kennedy to recent historical events and well-known individuals. The program, which will be broadcast live from Washington and offered on a barter basis, has been cleared on over 100 stations, representing 80% of the U.S. to date, including WPIX-TV New York, KTLA(TV) Los Angeles, WFLD-TV Chicago, WTTG(TV) Washington and WXYZ-TV Detroit.

BASEBALL '92



Local broadcast stations and regional cable networks will pour more than \$258 million this year into the coffers of the 26 Major League Baseball clubs for the right to bring their games to the hometown fans, according to BROADCASTING's exclusive market-by-market estimates of local TV and radio rights (see chart, next page).

The total includes the teams' take from joint ventures with local broadcasters, but not the profits several teams earn from producing games in-house and selling time. That total will grow slightly as a few rights deals still in negotiations close between now and the start of the season.

The teams—and their local rightsholders—protect the numbers as they would a star pitcher. BROADCASTING's estimate reflects interviews with scores of sources.

Assuming the \$258-million tally, local fees will account for only two-fifths of the more than \$660 million baseball will collect in TV and radio revenues for 1992, the bulk coming from the national rights.

Entering the third year of its four-year \$1.1-billion deal, CBS is expected to pay \$260 million in 1992 for a package that includes the championship series and the World Series. ESPN, in the third year of a four-year \$400-million deal, will contribute \$100 million. CBS Radio, which agreed to pay \$50 million over four years, will pay about \$13 million this year, up slightly from its \$12.5 million payment a year ago.

Baseball's grand total also includes about \$20 million in copyright royalties, which cable systems pay for importing distant baseball-laden broadcast signals, and another \$20 million from five of those signals, notably superstations WTBS(TV) Atlanta and WGN-TV Chicago.



BASEBALL'S LOCAL LINEUP

BROADCASTING's exclusive look at the price of the Fifth Estate's ticket to the show, including the who, what and how much of home team coverage.

Team	BROADCAST TV					CABLE				RADIO				
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1992 rights in millions	Regional network	# of regular season games	Contract status (year of years)	1992 rights in millions	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	Team retained ad revenues
NATIONAL LEAGUE EAST														
Chicago Cubs	WGN-TV (ch.9)	140	—	—	—	NO CABLE	—	—	—	WGN(AM) (720 khz)	58	—	—	—
<i>Team and stations are owned by Tribune Co.</i>														
Montreal Expos	CTV (Eng.) SRC (Fr.)	10 40	20 20-25	3/4 2/4	— —	Sports Network Reseau Des Sport	25 50	3/5 3/5	— —	CIQC (AM) CKAC (AM)	17 36	2/4 2/5	— —	\$1.5
<i>Team retains French broadcast TV rights but sells rights to English TV and cable; altogether, it earns estimated \$6.5 million from TV; it retains all radio rights</i>														
New York Mets	WWOR-TV (ch.9)	75	none	1/5	\$15-20	SportsChannel New York	75	6/25	\$2.5	WFAN (AM) (660 khz)	20	2/5	\$5.0	—
Pittsburgh Pirates	KDKA-TV (ch.2)	55	6	1/2	\$2.0-2.5	KBL Entertainment	62	1/2	\$2.0	KDKA (AM) (1020 khz)	50	—	—	\$3.0
<i>Team's broadcast TV rights fee is its share of revenue-sharing deal; Empire Sports Network, serving western New York state, is telecasting 34 games under 5-year deal with KBL</i>														
Philadelphia Phillies	WTXF-TV (ch.29)	85	3	10/10	\$2.3-2.5	PRISM	71	—	3.0	WOGI (AM) (1210khz)	30	11/11	\$2.1-2.5	—
<i>31 of 71 cable games are telecast by SportsChannel Philadelphia under contract with PRISM</i>														
St. Louis Cardinals	KPLR-TV (ch.11)	76	40	2/3	\$6.0	NO CABLE	—	—	—	KMOX (AM) (1120khz)	130	1/5	\$4.5	—
<i>Team retains beer revenues from TV and radio</i>														
NATIONAL LEAGUE WEST														
Atlanta Braves	WTBS (TV) (ch.17)	123	—	—	—	SportsSouth	25	—	—	WGST(AM) (640 khz)	150	1/3	\$3.0	—
<i>Team and WTBS are commonly owned by Turner Broadcasting System</i>														
Cincinnati Reds	WLWT (TV) (ch.5)	55	23	2/3	\$4.0	SportsChannel Cincinnati	35	3/3	\$2.0	WLW (AM) (700 khz)	82	1/3	\$3.0	—
Houston Astros	KTXH (TV) (ch.20)	80	14	7/10	\$4.0	Home Sports Entertainment	50	4/6	\$2.0-2.5	KPRC (AM) (950 khz)	50	2/5	\$1.0/1.5	\$2.0-2.5
<i>Team retains radio rights, receives all revenues as well as fee from KPRC</i>														
Los Angeles Dodgers	KTTV (TV) (ch.11)	46	none	5/5	\$11.0	SportsChannel Los Angeles	35	4/6	\$3.0	KABC (AM) (790 khz)	35	5/5	\$3.0	—
San Diego Padres	KUSI-TV (ch.51)	51	19	1/3	—	Cox Cable	50	—	—	KFMB (AM) (760 khz)	13	3/5	—	\$3.0-3.5
<i>Team retains all rights, receives all revenues from broadcasts; it also receives \$2-million carriage fee from KUSI-TV; PPV telecasts on cable generate approximately \$3 million</i>														
San Francisco Giants	KTVU (TV) (ch.2)	50	5	4/6	\$5.0	SportsChannel Pacific	55	3/7	\$3.0	KNBR (AM) (680 khz)	17	4/6	\$1.0	—

Team	BROADCAST TV					CABLE				RADIO				
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1992 rights in millions	Regional network	# of regular season games	Contract status (year of years)	1992 rights in millions	Flagship	# of stations in network	Contract status (year of years)	1992 rights in millions	Team retained ad revenues
AMERICAN LEAGUE EAST														
Baltimore Orioles	WMAR-TV (ch.2)	50	11	2/3	\$5.0	Home Team Sports	90	9/10	\$2.0	WBAL(AM) (1090 khz)	30	2/3	\$1.7	—
<i>Radio rights include \$425,000 from separate deal with WTOP(AM) Washington</i>														
Boston Red Sox	WSBK-TV (ch.38)	75	6	3/5	\$15.0	New England Sports Network	80	8/16	\$6.0	WRKO (AM) (680 khz)	63	3/4	\$4.0	—
Cleveland Indians	WUAB-TV (ch.43)	60	none	1/4	\$2.0-2.5	SportsChannel Ohio	—	—	—	WKNR (AM) (1220 khz)	35	1/2	\$2.5	—
<i>Team is renegotiating deal with SportsChannel; network reportedly paid \$2.7 million to air 44 games in 1991</i>														
Detroit Tigers	WDIV (TV) (ch.4)	46	6	1/3	\$7.5-8.5	Pro Am Sports	70	8/16	\$2.8	WJR (AM) (760 khz)	37	2/5	\$4.0	—
<i>Pro Am Sports deal being renegotiated</i>														
Milwaukee Brewers	WCGV-TV (ch.24)	60	6	1/3	\$3.5	NO CABLE	—	—	—	WTMJ (AM) (620 khz)	48	1/4	—	\$1.5-1.7
<i>Team retains radio rights and TV beer revenues</i>														
New York Yankees	WPIX-TV (ch.11)	50	none	2/3	—	Madison Square Garden Network	108	4/12	\$40.5	WABC (AM) (770 khz)	37	6/10	\$5.0	—
<i>Madison Square Garden, which holds all TV rights under 12-year, \$486 million deal, buys time on WPIX-TV</i>														
Toronto Blue Jays	—	—	—	—	—	The Sports Network	60	3/3	\$4.0	WJCL (AM) (1430 khz)	45	3/5	\$2.0	—
<i>Team negotiating new broadcast TV deal with CTV Network; they are reportedly considering one-year, 60-game deal valued at \$6-7 million</i>														
AMERICAN LEAGUE WEST														
California Angels	KTLA-TV (ch.5)	52	none	1/4	\$5.5	SportsChannel Los Angeles	35	5/7	\$3.5	KMPC (AM) (710 khz)	28	2/3	\$3.7	—
Chicago White Sox	WGN-TV (ch.9)	48	none	3/5	\$4.0	SportsChannel Chicago	107	9/17	\$4.2	WMAQ (AM) (670 khz)	27	1/4	\$2.0	—
<i>Team and WGN-TV have revenue-sharing deal; team retains radio beer revenue</i>														
Kansas City Royals	WDAF-TV (ch.4)	50	18	9/9	\$3.5	NO CABLE	—	—	—	WIBW (AM) (580 khz)	124	1/3	\$2.0	—
Minnesota Twins	WCCO-TV (ch.4)	60	4	4/5	\$3.1	Midwest SportsChannel	74	4/5	\$0.2	WCCO (AM) (830 khz)	65	4/5	\$1.2	—
<i>TV, radio and cable network are owned by Midwest, which has overall \$4.5 million rights deal; it buys time on KITN(TV) to air 21 of the 60 games</i>														
Oakland Athletics	KPIX-TV KICU-TV	30 30	14 14	3/3 3/3	\$5.0 \$5.0	SportsChannel Pacific	57	3/5	\$3.0	KSFO (AM) (560 khz)	12	3/3	\$3.0	—
Seattle Mariners	—	—	—	—	—	—	—	—	—	KIRO (AM) (710 khz)	30	3/3	\$0.5	\$3.2
<i>Team has yet to cut TV deals for 1992; team retains radio rights, also receives fee from KIRO</i>														
Texas Rangers	KTVT (TV) (ch.11)	77	20	3/3	\$6.0	Home Sports Entertainment	50	4/6	\$2.0-2.5	WBAP (AM) (820 khz)	32	1/3	\$1.5	—
<i>WBAP has separate Spanish-language network of five stations</i>														

Technology

NAB STATEMENT PUTS RADIO DATA SERVICE ON HOLD

Manufacturers see indefinite delay from association's stand against FM-only system

By Peter Lambert

Car radios able to dial in stations by format? Able to display call letters and an eight-character promotion or ad delivered by broadcasters?

Great idea, but not without AM radio involvement, the National Association of Broadcasters said last week.

Consequently, it appears radio manufacturers may not support radio broadcast data system (RBDS) technology at all anymore.

"NAB supports an RBDS technical standard only if all broadcasting stations (AM and FM) simultaneously and from the outset can participate in the format scanning and alphanumeric display features of RBDS," said the association, arguing that the public would be disserved by adoption of a standard that left the majority of news, information and sports stations out.



Advanced TV test fundraising passed \$1 million, on the way to a \$1.6-million, April 13 target, with this check held by Tribune Broadcasting head Jim Dowdle.

By NAB's count, about 86 million Americans tune in to AM stations weekly. Said David Benjamin, president of Community Pacific Broadcasting and chairman of the NAB's RBDS Task Force: "If a listener traveling by car in New York City enters a format code for news/talk, and his radio does not then dial in WCBS(AM) New York, who's kidding whom?"

"I think it's a nearsighted resolution," said manufacturing consultant Almon Clegg, who is also RBDS standards subcommittee chairman for the National Radio Systems Committee (NRSC), administered by NAB and the Electronics Industries Association.

Clegg said extension of what is now an FM technology to AM—requiring development of new integrated circuits—"would delay RBDS for years, effectively forever" in the U.S. Clegg, whose client Denon already sells RBDS radios in Europe, predicted manufacturers will read NAB's position as an end to broadcaster interest in the technology.

And, in effect, he charged, "NAB is holding the committee hostage" over defining 20-some radio format data codes. "There is no chance to move forward until program category selection coding is set."

Asked whether manufacturers could set codes on their own, Clegg responded, "Without the broadcasters, who must handle the encoding and signal delivery, you still don't have a service."

Nevertheless, several broadcasters and one manufacturer said AM RBDS may be developed in Europe and the U.S., with Motorola and Leonard Kahn cited as potential builders of AM stereo compatible systems.

And several sources suggested that a solution may lie in a combination of RBDS and another existing technol-

ogy—ID Logic, a read-only memory (ROM) technology that stores formats, call letters and frequencies in an integrated circuit already sold in one Panasonic radio, the CQ ID-60.

ID Logic developer Pierre Schwob is also said to be upgrading his systems to overcome the current system's central drawback in the eyes of broadcasters—that consumers are left to update changing call letters and formats. The upgrade could allow downloading of updated ID information over the air.

However, Clegg said broadcasters told him even the upgraded ID Logic without an AM-FM RBDS system is insufficient to gain NAB support, since ID Logic offers no data-transmission services.

And even an AM-FM RBDS system would present "opportunities for abuse," said Ted Snider, president of KARN(AM) Little Rock, Ark., and a member of NAB's RBDS task force. "If I've spent a million dollars to become the number-one country station in a market, I'd be very upset if a lesser station used a country format code to fudge market position."

Horst Becker, whose company, Becker of North America, has sold RBDS radios in Europe, said: "There are people [in Europe] working on AM RBDS, not just as a show. Real money is invested with the expectation of real results."

Nevertheless, he said, "If I had to measure it based on FM proceedings, I would predict it is quite a few years away."

Becker questioned the ability of AM to "compete with FM" in the long run and lamented NAB's decree. "In my view, it would be wrong to hold everything up," he said. "Do you put these benefits in a drawer until all conditions are in place?" ■

Radio

BRIGHT SPOT IN A STORMY RADIO WORLD

Record attendance in Nashville last week for 23rd annual Country Radio Seminar

By Peter Viles

As the radio industry continued on its uncertain course through stormy seas, well over 1,000 radio executives gathered in Nashville for what seemed like a retreat on an island of sunshine: the Country Radio Seminar.

While broadcasters elsewhere fretted about the recession, the 23rd annual CRS set new standards for attendance as station executives, mostly program directors, met to swap programming tips, mingle with Nashville's newest stars and celebrate the format's booming popularity.

Total attendance for the CRS, held March 4-7, was 1,705, shattering the previous record of 1,414 set in 1990. CRS organizers said 1,234 people registered and paid to attend the seminar, up from 934 in 1991, and 272 exhibitors registered, up from 148 last year.

"The buzz has been good. It's been a nice experience for a lot of people to feel the common energy, to be rejuvenated," said Erica Farber, executive vice president for marketing at Interep Radio Store and the newly elected president of Country Radio Broadcasters, which sponsors the seminar.

Observed media broker Tim Menowsky, "There was more energy and more camaraderie than I've ever seen at a convention."

Like Nashville itself, the seminar is known for its friendly atmosphere and for the hospitality of the country music industry, and 1992 was no exception: country sensation Garth Brooks set the tone by cutting short a two-month vacation to perform for CRS attendees Thursday night, his first concert performance of the year.

And as if to underscore the close ties between Nashville and country radio, Brooks favored the CRS crowd with exclusive news: that he and his



At the CRS "Super Faces Show," country singer Garth Brooks shares the stage with his wife Sandy as they announce the impending arrival of Taylor, their daughter-to-be.

wife are expecting a baby girl.

Even management consultant Oren Harari, whose speeches are marked by dire warnings about the dangers of success and complacency, had to acknowledge that country radio is on a roll.

"There's some good news here," he told conference attendees. "The good news is that country's in."

More than two dozen seminar panels discussed everything from LMA's and the impact of videos on country radio to the accuracy of record charts and the importance of keeping good relations with record companies. While the seminar is not primarily a marketplace, record companies use it to push new artists and records, and radio networks and syndicators likewise court program directors.

"The appetite for country programming has never been higher," said Ed Salamon, president of programming, Unistar Radio Networks. "It does not get any better than this."

But as upbeat as the seminar was,

the nagging reality of radio's shaky finances was never far from the surface.

During one panel discussion on the relationship between programming and sales, Radio Advertising Bureau President Gary Fries warned broadcasters that, by tailoring programming for young listeners, they risk losing precious advertising dollars.

"Have a little caution," Fries said. "Don't make those moves too hastily, because you may outstrip your core advertisers. You may win listeners and lose revenue."

Farber pointed out that the new listeners attracted to country music do not necessarily translate into new profits for country stations. The biggest indicator of a station's economic health, she said, is not the popularity of its format but the size of its debt.

"I don't think it has too much to do with the format," Farber said. "A bigger issue is, how much of the money is going to the bank?"

And Harari reminded station execu-

tives that they operate in an ever-changing business environment where customers are more demanding, are more informed and have more options.

"If you're not slightly scared, you're out of touch," Harari said during a speech. "The most effective managers I know are always slightly scared."

He cautioned against over-reliance on research and extensive planning, urging stations to move quickly and boldly to create new products and services that "customers haven't yet asked for and don't know that they want."

If country stations are struggling to meet that challenge with their advertising customers, they know that they are pleasing their other customers: their listeners.

"I can tell you the whole country music industry is on fire," said Larry Daniels, general program director at KNIX-FM Phoenix and outgoing president of the Country Radio Broadcasters. "They have an outstanding product and they keep bringing outstanding new artists to country." ■

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NAB NAMES BEST OF THE BEST

By Reed E. Bunzel

The National Association of Broadcasters last week announced the nine winners of its annual "Best of the Best" competition, which honors radio stations for successful promotions in the categories of community service, station enhancement and sales.

One winner in each category was selected from small, medium and large markets, and this year for the first time a grand-prize winner was also selected.

Market winners were awarded \$100 (versus \$250 last year, BROADCASTING, March 18, 1991) and a plaque, while the grand-prize winner received

\$1,000 and a plaque.

While NAB does not reveal the number of entries it receives each year for the competition, this year's crop was the largest ever, according to NAB radio spokesman Bill Peak. "We look for promotions that are both novel and effective, and this year was really a vintage year in that regard," he said.

"We saw a lot of creativity out there, maybe because of the state of the economy," added Peak. "The winning entries were well put together and well thought out, and all entries showed that radio stations are going out of their way to promote clients, community service and their own station."

RIDING GAIN

NEW COUNTRY

Westwood One's Mutual Broadcasting System joins the hot country craze March 30 with the debut of *Country Countdown USA*, a weekly three-hour show featuring country's top hits. The show will be hosted by Lon Helton, who covers country music for the trade publication *Radio & Records*.

OSGOOD'S BEST

CBS News correspondent Charles Osgood has been chosen "Best Radio Reporter" for the fifth consecutive year in the *Washington Journalism Review's* annual "Best in the Business" survey. Osgood writes and anchors "The Osgood File," heard four times each weekday on the CBS Radio Network.

GOOD SPORTS

CBS Radio Sports kicks into high gear with NCAA basketball "March Madness" this month and Major League Baseball starting in April. CBS will broadcast 15 games in the men's NCAA tournament from March 21 through the championship game April 6 in Minneapolis, and will field four separate announcing

teams. The championship will be called by Quinn Buckner, Ron Franklin and Cawood Ledford.

Baseball coverage begins April 6 when veteran Detroit Tigers announcer Ernie Harwell joins the CBS team for coverage of opening day in Cincinnati. CBS will air 26 weeks of *Game of the Week* on Saturdays, 20 weeks of *Sunday Night Baseball*, as well as coverage of the All-Star game and post-season play.

DOWNEY TO D.C.

Morton Downey Jr. returns to his radio roots Wednesday (March 18) when he begins as host of a mid-morning talk show on WWRC-AM Washington. Downey's show will air from 9 a.m. to noon, which puts him up against G. Gordon Liddy on WJFK-AM-FM.

Downey, who gained and lost a national following as host of a syndicated TV show, last worked in radio at WMAQ-AM Chicago. "Mort has wanted to return to radio," said Alan Goodman, WWRC general manager.

Goodman said Downey's show "is not going to be like his TV show. He's going to be more like an ombudsman. And what could be a better town for that than Washington, D.C.?"

The grand-prize winner was WRDU (FM) Raleigh, N.C., for its "Earth Buddies" comprehensive recycling program, which also garnered the station the large-market station-enhancement prize.

Other large-market "Best of the Best" winners include:

■ **Community service:** WKYS(FM) Washington, for a campaign to encourage regular, on-time school attendance;

■ **Sales:** KBER(FM) Salt Lake City, for its "dirtiest kid in Utah" contest

promoting Wisk Power Scoop.

Medium-market winners of the competition include:

■ **Station enhancement:** WHO(AM) Des Moines, Iowa, for its leisure-suit convention promotion;

■ **Community service:** KTSM(AM)-(FM) El Paso, for its campaign to purchase bullet-proof vests for local police officers;

■ **Sales:** WIOV(FM) Ephrata, Pa., for an afternoon car show and sale that boosted Sunday revenues.

Small-market winners include:

■ **Station enhancement:** KLAJ(FM) Lawton, Okla., for promoting the homecoming of nearby Fort Sills's 12,000 Gulf War veterans;

■ **Community service:** KJK(AM)-(FM), Fergus Falls, Minn., for its awareness campaign that regularly informed residents of an ongoing downtown street repair project;

■ **Sales:** WHTB(AM) Fall River, Mass., for a campaign to promote local manufacturers and products. ■

CREDIT CRUNCH MEANS LMA'S MAY LAST

Agreements seen as 'clumsy' but workable method of consolidation

By Peter Viles

The continuing shortage of capital means that, barring any new regulation from Washington, local marketing agreements are likely to continue even if radio ownership rules are loosened, media brokers predict.

Even as the FCC was considering proposals to loosen ownership rules, LMA's continued to be a hot topic at the Country Radio Seminar in Nashville March 4-7, so hot that three panel discussions focused on the topic.

The consensus among industry executives and brokers who appeared on the panels was that LMA's are not wildly profitable but are financially viable and often represent a good exit strategy for deeply troubled stations.

"You can actually run two stations

for about 130% of the cost of running one station," said media broker Gary Stevens. "All the major [LMA's] have been working beautifully. It's an idea whose time has come."

Stevens said he fully expects the FCC to change the duopoly rule, but he predicts that LMA's will continue because of the general shortage of credit and the specific reluctance of many banks to make loans for broadcast properties.

EZ Communications President Alan Box, who is involved in LMA's in four markets, said he views the venture as a success, but described the concept as "a rather clumsy solution to the consolidation problem."

Box cautioned station executives not to expect to double their sales by entering an LMA. "One and one do

not equal two, and certainly do not equal three," he said. "I would budget for one and a half of what your station is doing alone."

Another executive who is running an LMA, Jim Timm of Midwest Family Radio in La Crosse, Wis., said that selling two FM stations and two AM stations in combination has given his staff enough leverage to ask for higher rates. At the same time, however, it also creates the risk that clients will decrease their frequency, he said.

Media broker Tim Menowsky warned station executives not to depend too heavily on savings they anticipate from entering an LMA. "You cannot save yourself into a profit," he said. "At some point, you've got to sell some ads.... LMA's do not eliminate inventory. That's the problem." ■

RADIO REVENUES SHOW SIGNS OF STABILITY IN '92

RAB figures suggest advertiser confidence returning; local up 0.7% over last year

By Reed E. Bunzel

Local and national radio revenues appear to be stabilizing following almost a year of mostly downward fluctuations, according to a report released last week by the Radio Advertising Bureau in New York.

Combined local and national revenues for January 1992 indicate that some advertiser confidence may be returning to the industry. While the month was basically flat, it saw a 0.7% increase in local revenues over the same month last year. Much of this boost came in the Southwest region, where local revenues increased 8.3%

over January of 1991.

National revenues declined 3.3% vs. January of last year, largely due to "marked decreases in the Southwest and West," according to RAB President Gary Fries. Advertising revenues in those regions remained relatively high until the Gulf War heated up in February, and the contrast between current revenue figures in the Southwest and West and their "pre-recession" levels may be a significant contributing factor behind the apparent revenue declines in those regions, he suggests.

"We're beginning to see signs which indicate that the recession's ef-

fects on radio, which prevailed through much of 1991, are coming to an end," Fries says. "Our industry has turned in relatively stable performances in both December and January, and we're hopeful that the coming months will bring modest but steady growth. The increase in local revenue for January also is a good sign for the future of the local economies, which form the backbone of our business."

RAB's revenue analysis is based on the index of revenue pool results compiled from data supplied by accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter. ■

Washington

CONGRESS CORDIAL TO RAISING RURAL EXEMPTION

House members sympathetic to telco ownership of cable in rural towns of up to 10,000

By Randy Sukow

Congressional approval of full cable-telephone company crossownership in 1992 is no longer a reasonable prospect, but the telephone industry can be more confident of gaining crossownership rights in several small rural communities.

Local exchange carriers (LEC) are currently exempted from the crossownership ban in communities with populations of 2,500 or less. The Senate cable bill passed last January (S. 12) proposes a raise in the exemption to 10,000. Congressmen appearing at the United States Telephone Association's (USTA) Government Relations Seminar last week expressed support for raising the exemption to at least 10,000.

The Senate's raise in the exemption "was a small, incremental increase. I think we can do a lot better if we play our cards right," said House Telecommunications Subcommittee member Michael Oxley (R-Ohio). He said a raise to 50,000 would be especially advantageous for his district, "but we're certainly willing to negotiate on that number."

A drive by Oxley and fellow subcommittee member Rick Boucher (D-Va.), co-sponsors of a bill to lift the 1984 cable act's crossownership ban (H.R. 2546), to have their bill amended to the House version of the cable bill (expected to go to mark-up before the mid-April Easter recess) failed late last month (BROADCASTING, March 2). The regional Bell operating companies gave up a lobbying effort for the amendment after clear signals from the House, especially from Energy and Commerce Committee Chairman John Dingell (D-Mich.), that there were not enough votes for it.

"There was the practical concern not to make the legislation too heavy

to tote, and I think Dingell concluded it very well could," said David Leach, professional staff member for the Energy and Commerce Committee.

But a new rural exemption appears to be considerably less controversial. In the Senate the 10,000 exemption was written into both S. 12 and the Packwood-Kerry substitute bill submitted by S. 12 opponents

FCC Chairman Alfred Sikes also gave the rural-exemption plan support. "I come from a small town in Southeastern Missouri, and I know that cable won't just flock to that town to provide cutting-edge services. There is a limited base of wealth," he said.

House leaders have not yet focused on the rural exemption, Leach said.

Even if a cable bill with an increased rural exemption passes in 1992, most agreed there is bound to be greater interest in a cable-telco crossownership bill next year. Leach said the telephone industry has a "compelling" argument—that revenue from

video service is needed to offset the cost of fiber-optic infrastructure upgrades. It is up to the telephone industry to drum up support for repeal of the crossownership ban among Energy and Commerce Committee members, he said. "I think Dingell is one who is favorably inclined, but you've got to have the votes," Leach said.

Joel Bernstein, legislative aide to Telecommunications Subcommittee member Don Ritter (R-Pa.), predicted that passage of S. 12 or a bill like it will do little to reduce consumer complaints about cable rates and customer service. Congress will then consider introducing new competition from the telephone industry, he predicted.

"For our company, cable-telco entry is our top legislative priority," said former Iowa Republican Representative Tom Tauke, vice president, government affairs, NYNEX Corp. "We believe this particular issue offers more to the future of the business than any other we are debating." ■

A BREAK FOR SMATV

Exempting some but not all private cable or so-called SMATV systems from municipal regulation may violate the equal-protection clause of the Fifth Amendment, the U.S. Court of Appeals in Washington has ruled.

A three-judge panel directed the FCC to provide a "rational basis" for the Cable Act's discriminatory treatment of private cable systems. If the agency fails, the court said, it will find such treatment unconstitutional.

Private cable systems serve adjoining apartment and condominium buildings, importing programming via satellite or terrestrial microwave systems and eschewing public rights of way. The cable act exempts from municipal regulation only those systems serving properties that are commonly owned or managed.

Deborah Costlow, the attorney representing the private cable interest that challenged the law, argues the exemption should be extended to all private cable operators. None should be subjected "to local franchising geared toward regulation of public property," she said.

FCC Deputy Bureau Chief Bill Johnson said the FCC has yet to decide how to proceed.

—HAJ

SUPPLIERS CAN THRIVE UNDER EC QUOTA, STUDY SAYS

U.S. program suppliers will have plenty of room to sell their product in Europe, even in light of the 50% [European Community] programing quota," concludes media analyst Kenneth R. Donow in "European Media Markets: Commercial and Public Media in 15 Countries," a study commissioned by the National Association of Broadcasters. The rapid creation of new radio and TV stations in the newly privatized European media markets provides a potential boon to program suppliers, yet even if additional stations were not created, suppliers "would have a long way to go before reaching any level of business approximating the quota," Donow says.

The Motion Picture Association of America (MPAA), which has urged the U.S. Trade Representative's office to use retaliatory measures to fight the EC program quota, reacted angrily to the study. MPAA President Jack Valenti said the study's conclusions

were based on several faulty premises. "The sad truth is that some television stations in Europe have already cut back on their purchases of U.S. programing because of the quota. Others have shifted U.S. programing out of prime time," he said.

Valenti cited an MPAA analysis that concludes the EC quota will not only reduce foreign demand for U.S. programing, "it will ultimately reduce the quality of programing available to U.S. broadcasters and the viewing public because of lower foreign revenues to cover production costs."

Donow takes a detailed look at the state of radio and broadcast, cable and satellite TV in each EC country and describes the prospects for program sales in each. The study also looks at the phenomenon of pirate stations, which have had a significant role "in breaking the monopoly of state-supported public service broadcasting systems."

PTAR WAIVER PROTEST FROM UNLIKELY SOURCE

NBC affiliate in Chico, Calif., cites ratings, revenue loss from KCRA-TV shift

By Joe Flint

Among the comments filed at the FCC against KRON-TV San Francisco's request for a temporary waiver of the prime time access rule was one from an unusual source: NBC affiliate KCPM(TV) Chico, Calif., some 150 miles from the city by the bay. According to its filing, KCPM(TV), owned by Davis-Goldfarb Co., has been the unlikely victim of an earlier FCC waiver of PTAR for NBC affiliate KCRA-TV Sacramento, which is 80 miles away. That shift, KCPM alleges, has caused severe ratings and advertising losses for the station because KCRA-TV's signal can be received off the air in the southern part of the market and is carried extensively on cable systems throughout the market. In its filing, KCPM said: "In areas that receive duplicate signals from KCRA-TV and KCPM, either over-the-air or via cable, NBC prime time network programing is now available one hour earlier on KCRA-TV. This has resulted in audience confusion and significant loss in audience share by KCPM."

Specifically, the station said that during the November sweeps, its prime time audience of persons 25-54 fell 28.6%, compared with November 1990, during Tuesday through Friday and excluding *Monday Night Foot-*

ball. Said KCPM: "No factor explains this precipitous decline in viewing levels other than the fact that network programing was available to a large segment of KCPM's audience one hour earlier on KCRA-TV." Since the combined share of persons 25-54 for the three network affiliate stations did not decline, KCPM's decline, the station said, "was more the result of audience confusion leading to an outright abandonment of the station's prime time programing in favor of the other network stations, rather than a loss of viewers to KCRA's earlier schedule of network programs."

Naturally, as a result of its ratings decline, KCPM has had to cut its ad rates. The station claims it is "being forced by national and regional advertisers to decrease its advertising rates 30%-35% and is being forced to sell its prime time advertising at rate levels that are 65%-70% of last year's rates."

The station also says it cannot use the network non-duplication rule to protect its viewers because the previous owners were "forced by several cable systems to relinquish their right to network nonduplication protection in exchange for carriage on the system."

So why doesn't KCPM, which is exempt from PTAR, roll back with KCRA? The answer is money. Initially, NBC denied KCPM's request to switch,

but, according to the station, NBC has changed its mind "in view of the economic harm KCPM has suffered." The station, however, says it cannot afford the additional costs of having to take the NBC East Coast feed at 5 p.m.

Meanwhile, executives at KCRA-TV are not convinced KCPM's ratings decline can be attributed to the shift. Its ratings in Chico, the executives said, stayed relatively flat to down slightly in November 1991 versus November 1992. Joseph Goldfarb, managing partner, Davis-Goldfarb Co., said: "You can't look at the two ratings books of the two markets to see the impact. Our lost audience, added to theirs, is insignificant to them."

Is KCPM's claim just an anomaly? Time will tell.

In the Salinas-Monterey market, over 100 miles from San Francisco, NBC affiliate KSBW(TV) is in a similar situation since KRON has moved its prime time one hour earlier. The station, its manager said, is able to take advantage of nonduplication rules, but some residents of Carmel, Calif., which falls into the Salinas-Monterey market and is over 125 miles from San Francisco, receive KRON-TV's signal. The station, said general manager Cynthia McGillen, is anxious to see results from the February books to determine the impact of KRON's switch, which it supports. ■

FCC CHAIRMAN IS COLD ON FM FREEZE

Sikes is concerned that NAB proposal to implement tight technical standards to win an FM license could block new entrants

By Joe Flint

FCC Chairman Alfred Sikes is not sold on the National Association of Broadcasters's idea of an FM freeze. Testifying before the Senate Subcommittee on Communications on the FCC's radio regulatory reform initiatives last week, Sikes said he would "depart" from the NAB's position.

Last month, the NAB petitioned for a rulemaking aimed at creating tight and technical standards that applicants would have to satisfy to win an FM license. "I don't want to prejudge the petition they filed; I understand the motivation behind that," Sikes said. However, he expressed concern about blocking new entrants. Said Sikes: "There are a lot of towns that are growing rather rapidly.... You can

end up with communities that don't have as many radio stations as the economy will support."

Sikes also said it would probably be easier to get financing for new allocations, compared to trying to obtain credit to acquire a station that has gone dark. "I presume that if you walk into a bank and say, 'I want to buy that station up the street that just went bankrupt,' you will probably have a hard time raising the money."

Earlier last week at the NAB State Leadership Conference, FCC Chief of Staff Terry Haines and Mass Media Bureau Chief Roy Stewart said the commission would likely release the NAB's plan for a freeze for comment.

In response to Sikes's comments, NAB President Eddie Fritts said the word "freeze" stigmatizes the propos-

al, and that is "not the heart of the proposal."

Said Fritts: "If the broadcast industry is going to provide continuing quality service, there has to be some economic viability to the system." Fritts thinks the commission should look at its AM improvement plan and use the model on FM. "More is not necessarily better, and the FCC has accepted that docket 80-90 was a mistake and the only way to correct it is to take a more reasonable approach, and the best model [for that] is the AM plan."

Fritts said the association has not "spent a lot of time lobbying" on the issue, although last week the NAB did start initial contact. "It could be in the FCC's wisdom to reject our idea. If that is the case, we still think we laid out the best plan." ■

BROADCASTERS BEHIND REREGULATION, MOONEY SAYS

NCTA president advises local programers to make time available to politicians

By Harry A. Jessell

National Cable Television Association President James Mooney last week told a group of local cable programers that Congress was "likely" to pass a bill reregulating cable this year largely in response to the broadcasting industry, which is feeling "in a sharp way" competition from cable.

Speaking at an NCTA-sponsored conference on local programing, Mooney acknowledged that complaints about cable rates and services—symptoms of the industry's "growing pains" in the 1980's—have contributed to the Congress's interest in further regulating the industry. "It does little good to deny things that people understand to be facts," he said.

But it is the broadcasters who are driving the legislation, Mooney said. Broadcasters believe "cable most properly should be put back in the box as a kind of antenna service," he said.

Mooney criticized broadcasters for claiming they deserve special govern-

mental treatment because they are "uniquely obligated" to serve the public interest.

Mooney also took a shot at the Senate, which passed a cable bill in January and set the stage for action in the House this spring or summer. The process that led to the passage of S. 12 was neither "careful" nor "deliberative," he said without elaboration.

"That's a shot at you," he told the programers, many of whom produce local news and public affairs programing. "That's worse than a derogation," he said. "That is to say you don't exist."

Mooney urged the programers to go to their congressmen and tell them about the work they do "without being dismissive or derogatory of what broadcasters do.... Let them know in a positive way," he said.

He also suggested that programers follow broadcasters' lead and make time available to politicians. To the extent broadcasters enjoy a "positive image" among congressmen, he said, it is due to their providing a way for

them to communicate with their constituency.

And, he said, anybody who has tied his or her career to the cable industry should contribute to the industry political action committee, which funnels money to federal candidates. "PAC's are a good way for an individual of modest means to express support or non-support for a policy," he said.

Mooney said he hoped the NCTA's public relations efforts are responsible for the spate of positive editorials about the industry. But, he said, "it could simply be some miracle of divine intervention that they are starting to get it."

He said he did not like talking publicly about the PR campaign, "especially with press in the room."

Mooney promised to back local programers among cable's top executives in obtaining additional money, people and channels for local programing. But when pressed by a questioner, Mooney declined to make a firm commitment to plead the programers' cause. ■

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Business

RECESSION WATCH

First in a five-part series

THE PAST MAY NOT BE PROLOGUE

Economy-advertising relationship out of kilter; signs of trouble began as early as 10 years ago

By Geoffrey Foisie

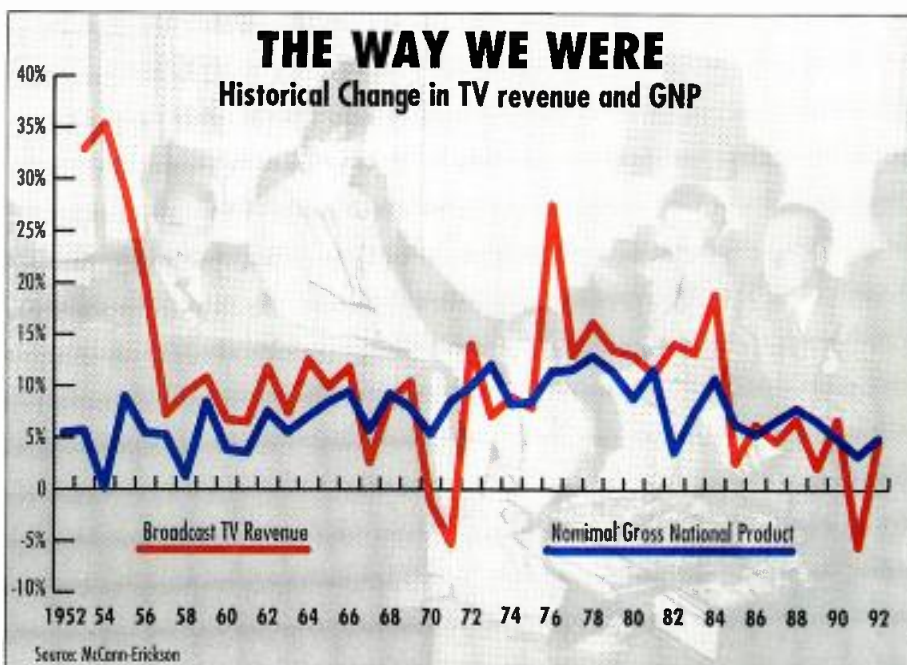
There will be a rebound in television advertising. If nothing else, inflation and the anemic comparisons offered by 1991's performance will guarantee, at some point, an increase.

But more than a positive percentage change is hoped for by network executives, investors, station owners and others scrutinizing each month's revenue numbers. They are looking for real growth in which revenue gains outpace costs and also outpace gains shown by other media and other industries.

Such real growth was a part of television's past. This article and the following in BROADCASTING's five-part series will examine whether television, particularly broadcast television, can look forward to similar results in the future.

Since TV advertising is strongly affected by the economy, perhaps the answer is there. During television's first 40 years when gross national product was growing, which was most of the time, broadcast TV revenue generally outperformed it, and when real GNP fell, TV revenue did worse.

The past few years began by matching historical pattern. In 1990, broadcast TV advertising's gain of 6.7% was slightly better than the GNP. The recession began officially in the mid-



dle of that year and by 1991, nominal GNP was up just over 3% (real GNP declined), while broadcast TV advertising, true to form, fell 5.6%.

But the recession officially ended last May, according to the National Bureau of Economic Research.

So why is TV spending, according to consensus estimates, still expected to increase less than 5% in 1992 (BROADCASTING, Feb. 24), underperforming nominal GNP?

One possibility is that the recession's official demise may have been premature.

NBER committee member and Columbia University economist Geoffrey Moore said corporate profit margins, which, at this stage in the economic cycle, have been historically over 8%, are now at only half that level.

If the economic half of the TV-GNP nexus is out of kilter, so, however, is the TV advertising half. During recessions in the 1960's, at least four major "basics" product categories—toiletries, drugs and remedies, alcoholic beverages and food—increased ad spending; in 1991, only two did.

The departure from form actually began in the early 1980's. Since then, broadcast TV's total revenue growth, despite syndication and an increasing number of TV stations, was typically not keeping pace with GNP.

BROADCASTING received three different explanations for the 1980's phenomenon. McCann-Erickson's Robert Coen said a unique coalescence of products and advertisers at the beginning of the decade masked what was already an underlying "flattening



Continues on page 34.

FAMILY CONSIDERS NEW CHANNEL

By Geoffrey Foisie

In 1988, Pat Robertson was stumping the country running for President. Four years later, he will be on the road again, selling stock in International Family Entertainment (IFE), of which he is chairman. The parent company of the Family Channel proposes to take the company public at between \$14 and \$16 per share; in 1991, IFE earned \$1.08 per share.

By selling 3.3 million shares, IFE would obtain roughly \$45 million in proceeds, which it said it would use for "possible acquisitions and investments" as well as working capital purposes, including program production, and a marketing campaign. In 1991, the Family Channel spent \$4 million for its "Accentuate the Positive" "viewer awareness campaign," which will probably be resumed in the third quarter of this year.

The campaign helped boost the basic channel's marketing costs 27% last year to \$27.1 million.

Programming and production costs jumped by almost as much, to \$47 million, largely, IFE said, because of increased original program production. Currently, 16% of the channel's schedule (57% of prime time) is original, including *Big Brother Jake*, *Maniac Mansion* and *The New Zorro*.

Still, the Family Channel's operating income rose in 1991, largely due to a 50% jump in sub fees, to \$43 million, as subscribers increased roughly 6%, to 54 million, and new cable system affiliation contracts were signed covering roughly half the subscriber base. Advertising revenue was up only 6.4%, to \$70.8 million, of which 25% came from infomercials and "inspirational" programs.

Revenue in 1991 was \$113.6 million; operating income was \$32.1 million, before interest payments of \$14.4 million.

The Family Channel expects to increase program expenditures by another 20% in 1992. Meanwhile, revenue from 17½ weekly hours of CBN programming will be limited. CBN pays only the channel's "direct costs" of running the programming, which last year amounted to only \$440,000, or



roughly \$400 per hour. The agreement is renewable unilaterally by CBN.

IFE has expansion plans, both domestically and internationally. Earlier plans to launch a "cowboy channel" at the beginning of this year were delayed, but IFE said it is still considering its "feasibility."

The prospectus filed at the SEC also said IFE last month signed a letter of intent to "...form a corporation to develop, own and operate a basic cable programming service tentatively called 'The Game Channel,' " with a game show format, including "programs that permit viewer interaction."

Abroad, IFE has signed a partnership applying for a TV license in Czechoslovakia, and in January, the company signed an agreement with Hyundai that included a cable test run by the Korean government and in which Hyundai agreed to advertise on the Family Channel.

Also selling IFE stock in the proposed offering is the Christian Broadcasting Network (CBN), of which Robertson is also chairman. CBN "sold" IFE to Robertson, his son, Timothy Robertson, who is CEO of IFE, and others in 1990 for \$250 million in convertible notes and some additional consideration. CBN is converting \$127 million of the IFE notes into 11.4 million shares of IFE stock, of which they intend to sell 6.7 million shares in the offering.

The remaining \$120 million in convertible notes is being renegotiated to defer repayment by five years.

Because of a dual-class stock structure, existing shareholders, principally Pat Robertson and his son, will control 87% of the vote. Liberty Media, which helped finance the 1990 purchase, currently holds securities that are convertible into 17% of IFE's stock. Liberty, said the prospectus, also has "...a right of first refusal with respect to most transfers of class A stock (which has 10 votes per share) by the Robertsons until 2010." ■

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Advertising Marketing

CABLE GETS IN RING FOR POLITICAL AD DOLLARS

Medium has taken some advertising from broadcasters in '92 and has been attractive for local political advertising, but some find it too expensive for presidential campaign ads

By Sharon D. Moshavi

The good news for cable is that it is getting presidential political advertising dollars that would have gone to broadcasters four years ago. The bad news is the dollars still do not add up to much.

Cable is a good medium for local elections, with its ability to reach specific districts, but it is not as viable for presidential campaign advertising. Cable systems, which tout themselves as effectively able to target small areas, may carry too high a price for large-scale presidential buys and, in many instances, do not have enough turn-around time for candidates to rush ads into the market.

Although campaigns can buy time on several cable systems at once through local interconnects that cover a large part of a market, most interconnects are not electronically linked and, therefore, take a while to disperse ads. According to Paul Syracuse of the Tampa Bay Interconnect in Florida, his organization had to turn down ads from Democratic candidates Bill Clinton and Jerry Brown in the days before Florida's Super Tuesday election because the interconnect needed as much as two weeks to get tapes to the 14 systems it represents, and could not air the spots in time for primary night.

Vicky Jaffe, media buyer, Great American Media, which is buying time for Clinton, says she finds benefit in cable's ability to target specific areas, but has also been frustrated by the lead time required. "It makes it difficult to get a reaction spot in," she says. And reaction spots have been a major part of this campaign, particularly in the Democratic camps, with Clinton and Paul Tsongas often attacking each other's ads.

Besides the logistical problems, political consultant Doc Schweitzer claims cable is not cost-effective for

statewide races. "The smaller the universe, the more local cable makes sense," says Schweitzer, who bought media for Senator Al Gore's presidential campaign in 1988. "When you start buying an entire area, cable gets expensive. Broadcast is more effective," he says.

Putting presidential advertising money into cable, for good or bad, is increasing in 1992, largely because local cable is a more accepted advertising medium and is better organized than in 1988. Cable rep firm CNI expects political advertising revenue to be double what it was in 1988, al-

though it will be only 5% of total ad revenue this year. National Cable Advertising, another rep firm, had revenues of \$1 million in national and local political advertising in 1988, \$2.5 million in 1990 and expects anywhere from \$5 million to \$8 million in 1992. In the presidential race, spot cable will see a low share of spending, according to Matt Stanton, sales manager in NCA's Washington office: "The nature of the race changes so rapidly, and campaigns day to day have to rapidly shift funds to different markets. They can do that much quicker than broadcast." ■

WLAF TO KICK OFF SOFT SECOND SEASON

The World League of American Football kicks off its second season March 21, with rightsholders ABC and USA expecting half the ratings they projected and less than half the prices they got during the disappointing inaugural season. Buyers say ABC's 30-second spots are going for under \$10,000, and USA is getting about \$5,500, although, according to one buyer, USA "is begging to get that price." ABC and USA are said to guarantee a 2 rating and 1.6 rating, respectively. USA, currently more than 70% sold out, says it hopes to reach 85% to 90% by the time the season starts. McCann-Erickson's Bill Sherman says both networks have an "unhealthy level of avails, given the season is only days away."

ABC and USA will each feature one weekly and one playoff game. USA had carried two games per week last year, and fewer games this season could help stabilize the ratings, says Sherman. -SDM

REBOUND

Continued from page 32.

out" of TV advertising: "All kinds of marketers had products, including personal computers, lite beers and video games. There was also deregulation, and financial marketing became mass, rather than selective."

PaineWebber's Alan Gottesman explained the 1980's slowdown as a combination of "exhaustion" after the spending surge during the 1984 Olympics, "distraction" from LBO's and higher relative interest rates.

A third view was offered by CBS/Broadcast Group's senior vice president, David Poltrack, who said that the early 1980's began to see the shift from advertising toward promotion.

On top of all those reasons, broadcast television obviously felt at least some impact from cable TV. If even some of these explanations have staying power, broadcasters may find it hard to return to the 'good ol' days.' ■

Next week: Is advertising revenue being siphoned by "promotion"?

Changing Hands

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

WOFX(FM) Fairfield (Cincinnati), Ohio □ CP sold by WLLT Inc. to Heritage Media Corp. for \$6.58 million. **Seller** is subsidiary of Hoker Broadcasting, headed by Jay Hoker, and is also licensee of WRXJ(AM)-WCRJ-FM Jacksonville, Fla.; WMLX(AM) Florence (Cincinnati), Ky., and WDFX(FM) Detroit, which is operating under receivership. **Buyer** is headed by Paul W. Fiddick, and owns 100% of stock of licensees of KULL(AM)-KRPM-FM Seattle-Tacoma and KOKH-TV Oklahoma City. WOFX has classic rock format on 94.9 mhz with 27 kw and antenna 650 feet.

WKZO(AM) Kalamazoo and WJFM(FM) Grand Rapids, both Michigan □ Sold by Fetzer Broadcasting Service Inc. to Radio Associates of Michigan Inc. for \$4.625 million. **Seller** is headed by Carl E. Lee, and has no other broadcast interests. **Buyer** is headed by Kenneth V. Miller, who, with owners Jerry L. Miller and Robert M. Salmon, are officers, directors and stockholders in licensee of KMIX-AM-FM Turlock and KEWB(FM) Anderson-Redding, both California, and in licensee of KHIT(AM)-KIIQ-FM Sun Valley-Reno, Nev. WKZO is full-timer with full service/adult contemporary format on 590 khz with 5 kw. WJFM has classic rock format on 93.7 mhz with 320 kw and antenna 780 feet. *Broker: Star Media.*

KVNA-AM-FM Flagstaff, Ariz. □ Sold by TVNA Ltd. to Crown America Communications Inc. for \$784,000. **Seller** is headed by Steven Herman, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris, who, with wife Jane A. Morris and Raymond A. Lindstrom, has interests in licensee of KRIM(FM) Payson, Ariz. Morris has interest in KBAS(AM)-KWAZ(FM) Bullhead City-Needles, Calif. KVNA has oldies format on 690 khz with 1 kw day and 500 w night. KVNA-FM has CHR format on 97.5 mhz with 100 kw and ant. 1,509 feet.

KLDZ(FM) Lincoln, Neb. □ Sold by William R. Rice, receiver for Kempff Communications Inc., to Radio One Broadcasting Inc. for \$765,000 cash. **Seller** is also receiver for KWZD(FM)

Hamlin (Abilene), Tex. and WKKI(FM) Celina, Ohio. **Buyer** is headed by Raymond A. Lamb, and is also licensee of KBRK-AM-FM Brookings and KIJV(AM)-KJTR(FM) Huron, both S.D.; KLQL(AM)-KQAD(FM) Luverne, Minn., and KTTT(AM)-KWMG(FM) Columbus, Neb. KLDZ has oldies format on 95.1 mhz with 50 kw and antenna 287 feet. *Broker: Chapin Enterprises.*

WSHG(FM) Ridgeland (Hilton Head Island), S.C. □ Sold by Mattox-Guest of South Carolina Inc. to Country Time Broadcasting Inc. for \$375,000. **Seller** is headed by G. Troy Mattox and Andrew J. Guest, who also have interests in WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia. **Buyer** is headed by Evelyn C. Harvey, and is licensee of WQOT(FM) Springfield, Ga. WSHG has adult contemporary format on 104.9 mhz with 3 kw and antenna 300 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$596,000 □ 2

FM's □ \$8,336,811 □ 9

AM-FM's □ \$5,816,204 □ 4

TV's □ \$100,000 □ 1

Total □ \$14,849,015 □ 16

1992 to Date:

AM's □ \$9,382,601 □ 26

FM's □ \$42,645,046 □ 47

AM-FM's □ \$28,187,226 □ 18

TV's □ \$25,810,000 □ 8

Total □ \$106,024,873 □ 99

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLASSIC RADIO INC.

has acquired

KING-AM/FM

Seattle, Washington

from

KING BROADCASTING COMPANY

\$10,000,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations



Kalil & Co., Inc.

3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

Cable

VOTERS ROUT TCI IN FRANCHISE REFERENDUM

By more than 2-1 margin, Morganton, N.C., residents prefer municipally owned system

By Rich Brown

Tele-Communications Inc. last week lost a key battle in the ongoing struggle to maintain its franchise for Morganton, N.C. Area residents voted by more than 2 to 1 to let the city own and operate the local cable system, a decision that some observers say could lead to more municipally run systems across the country. In the words of one TCI staffer assigned to the case, the mighty Casey had struck out.

The 2,683-to-1,156 vote in favor of a municipally owned system attracted more citizens to the town's recreation center on Tuesday than the usual municipal and school board elections. Some locals attributed the unusually high turnout to the tremendous amount of lobbying that had taken place in the weeks leading up to the referendum.

TCI had spent what seemed to some local opponents an extraordinary amount of time and effort to maintain the franchise, which serves about 4,500 households and brings in about \$1.3 million annually (3% of that revenue, \$40,000, goes to Morganton, according to the town's mayor, Mel Cohen). As of last October, court documents showed TCI had spent more than \$140,000 on its lobbying efforts in the town.

"There was an obscene amount of advertising," said Tom Peeler, a local reporter who has closely followed the situation for WMNC(AM) Morganton. "My gut reaction is TCI had come in here with a Gatling gun to kill a flea, and that backfired on them."

David Krone, a consultant who was brought in by TCI to head local lobbying efforts, said the company spent the money because it was important to oppose government ownership or regulation of its property. It was Krone's lobbying group, "Citizens Opposed to

City-Owned Cable," that had managed to force last Tuesday's vote on city ownership.

Some local people speculated that TCI had initiated the referendum because the company was not having much luck battling the city in the courts, said Peeler. Court battles date back at least six years, when the city, citing poor service, decided it wanted to take over the local franchise. TCI in



Proponents of switching to a municipally owned system distributed flyers outlining their case against TCI.

turn sued Morganton for \$35 million in damages, but the courts ruled in the city's favor. Both parties are now awaiting word on whether the Supreme Court will hear an appeal.

"We feel confident there won't be any change or any kind of decision by the Supreme Court, so we are going to move ahead with the system," said Cohen. Plans call for construction to begin in May with completion by November, he said. The city will make a formal public decision about moving forward this Tuesday, he added.

Meanwhile, TCI continues to operate its existing system. Local TCI executive Phil Caldwell issued a statement following the referendum that indicated the company did not yet know what plans the city had for the TCI system.

The Morganton situation, which has been well chronicled in the *Wall Street Journal* and other publications, has been positioned by Mayor Cohen as a

rallying cry against ineffective cable operators around the country.

"Commissioners and councilmen all over the country need to bite the bullet and make the cable companies toe the line," said Cohen. "I think there will be more municipally owned systems as time goes on because there are no rate regulations coming out of Washington. Senate bill S. 12 is watered down to the point where it's not really going to help small-town consumers. This is the time for citizens to make their elected officials stand up and be counted and make the cable companies realize that we can't stand these escalating rates."

There are now more than 60 cable systems nationally that are municipally owned, according to the American Public Power Association (APPA), which has been tracking such operations for a number of years.

One of the nation's first municipally owned systems, in Shrewsbury, Mass., brought the city about \$800,000 in the past year alone, according to marketing director Suzanne Foley. The system, launched by the city's electric utility almost 10 years ago, now services 8,000 households. Subscription rates are about 15%-20% lower than for privately owned systems in surrounding towns, said Foley.

Cohen said he has been receiving calls on a daily basis from local municipalities interested in possibly running their own cable systems. In North Carolina alone, according to WMNC's Peeler, at least three other municipalities are following the Morganton case with that very intention.

"Another community might look at Morganton and say, 'They did it, we can do it, too,'" said Jeanne LaBella of the APPA. "But beyond that, I don't think you can draw any general conclusions about what's going to happen anywhere else." ■

MONITOR CHANNEL TO BE FOLDED UNLESS BUYER FOUND

With costs mounting, Christian Science Church sets deadline of June 15 to sell service

By Rich Brown

The Monitor Channel, which has been searching for an equity partner for more than a year, last week said it would have to sell the fledgling network within three months or fold the operation.

The Christian Science Church, which owns the channel, sent a memo to staffers last week saying that the outright sale of the entire channel had been prompted by "continuing opposition" within the ranks of the church. The church also announced the resignation of a number of board members as press attention continued to mount over the channel's troubled finances.

The announcement that the channel would be sold in its entirety came as somewhat of a surprise, considering that Monitor Television Inc. Chief Executive Officer John Hoagland just last week said the church would be selling only a minority interest (BROADCASTING, March 9). Hoagland, who met with the network's 400 staffers Tuesday to talk about the sale, was not available for press calls last week.

Costs have continued to mount on operating the Monitor Channel, which was launched May 1, 1991 with an estimated start-up cost of \$250 million and a monthly operating price tag esti-



mated at \$4 million. The church recently acknowledged it has borrowed \$41.5 million from its employee pension fund to help support the channel as well as the *Christian Science Monitor*, the church-owned newspaper.

No immediate buyers stepped up to the plate last week for the channel, which will be shut down if no buyer is

found by June 15, 1992. But members of the investment community say there is considerable curiosity about the property, and at least one company, The Providence Journal Co., had earlier expressed interest in possibly buying a piece of the network.

The Monitor Channel, which produces 60 hours of original programming each week, is expected to reach 4.75 million subscribers by April 30.

The Monitor Channel is projected to start turning a profit in 1996, when the channel reaches a subscriber count of 26 million households, according to Harry King, director of news/feature programming, who fielded press calls last week. Last week's offering does not include the church's TV station WQTV(TV) Boston, he added. ■

FROM BROADWAY TO PPV

Jelly's Last Jam, a new Broadway musical starring Gregory Hines, will debut on pay per view a month after its premiere.

According to producer Pamela Koslow, the play is tentatively scheduled to debut on PPV on Friday, May 29, two days before the Tony Awards. Broadway previews of the play start March 28 and it opens April 26.

PolyGram Diversified Entertainment, which joined with NBC and Cablevision in producing the Metropolitan Opera PPV event last September, is producing this event. The prices being considered for the PPV performance are \$19.95 and \$24.95, said Koslow, who is not concerned that it will cannibalize Broadway ticket sales. "On the contrary. I think it will be a great commercial for the show and stimulate the desire to see it in person." -SDM

CNBC LAUNCHES CAMPAIGN FOR PRIME TIME BOOST

\$20-million marketing effort designed to attract 35-64 age group, reinforce ties to NBC

By Rich Brown

CNBC last week unveiled a \$20-million marketing campaign and a new look designed to play up the network's ties to NBC. Network executives said they are hopeful the campaign—by far the largest such effort for CNBC—will help boost disappointing prime time ratings.

The campaign will run from March 16 through June and will focus on spot buys on affiliated ABC, CBS and NBC stations as well as strong independents in the top 34 markets. On the cable side, local spots will run on 1,000 systems nationally, and national spots will air on such competing net-



works as A&E and Discovery. CNBC President Al Barber said the campaign is designed to bring more viewers ages 35-64 to prime time, where the network now attracts a total 0.1 rating.

"We're not happy with that," Barber said of the rating. "We know that's a function of minimal-to-no promotion."

The campaign will also include a weekly \$1 million giveaway for both a viewer and the viewer's cable system,

which alone could cost the network \$8 million.

Coinciding with the marketing effort, CNBC has changed its logo to look more like NBC and has adjusted its prime time schedule to include two new shows, *Real Personal*, a call-in show about personal relationships, and *Real Life*, a spin-off of *The Real Story* (which has been cut back to an hour). The new prime time schedule, which will feature all new, somewhat uniform openings, will also see the re-introduction of *McLaughlin* and *The Dick Cavett Show* to the lineup.

The network's daytime schedule will no longer mention FNN, which was sold to CNBC in May. ■

Date Book

■ Indicates new listing or changed item

THIS WEEK

■ **March 16**—Freedom of Information Day luncheon sponsored by *Society of Professional Journalists, Washington, D.C. chapter* and the *National Press Club*. Speaker: Dan Rather, anchor of the CBS Evening News. National Press Club, Washington. Information: (202) 662-7501.

■ **March 16**—Deadline for entries for 1992 national Clarion Awards competition sponsored by *Women in Communications, Inc.* Information: Laura Rush, (703) 528-4200.

■ **March 16-17**—*North Central Cable Television Association* and *The Society of Cable Television Engineers* technical management seminar. Minneapolis. Information: (612) 641-0268.

■ **March 16-17**—Financial Planning and Analysis seminar sponsored by *Women in Cable, Philadelphia chapter*. Holiday Inn Center City, Philadelphia. Information: Cathy Schmidt, (215) 668-2210.

■ **March 16-18**—*North Central Cable Television Association* trade show and convention. Hyatt Regency Hotel, Minneapolis. Information: (612) 641-0268.

■ **March 17**—"Sports and the Media," course sponsored by *UCLA Extension*. Los Angeles Times.

ERRATA

Title for **Don Cosgrove** in March 2 special on barter advertising should have been **president, Group W productions media sales.**

Times Mirror Building, Los Angeles. Information: (310) 825-0641.

■ **March 17**—Deadline for entries for the 1992 *Public Radio Program Awards* recognizing outstanding programming in public radio. Information: (202) 879-9772 or 879-9774.

■ **March 17**—*American Advertising Federation* government affairs conference. Willard Hotel, Washington. Information: Clark Reclor, (202) 898-0089.

■ **March 18**—*National Association of Minorities in Cable* black tie gala honoring Thomas E. McKinney, president and CEO, Cabletelevision Advertising Bureau. Park Three Restaurant, Crystal City, Va. Information: Janet Tibbs, (703) 875-0430.

■ **March 18**—*American Women in Radio and Television, Houston chapter*, luncheon. Holiday Inn Crowne Plaza, Houston. Information: Jane Powell, (713) 621-2680.

■ **March 18**—"What Do We Need to Know About RDS?" a seminar on radio data systems sponsored by *Society of Broadcast Engineers, chapter 15*. Times Auditorium, New York Times Building, New York. Information: David Bialik, (212) 594-1380.

■ **March 18**—"Resolved: Columbus Discovered America," Oxford-Northwestern debate sponsored by the *Annenberg Washington Program in Communications Policy Studies, Northwestern University* and the *House Task Force on the Christopher Columbus Quincentennial*. Washington. Information: Nicole Nolan, (202) 393-7100.

■ **March 18**—*Southern California Cable Association* dinner meeting. Long Beach Sheraton, Long Beach, Calif. Information: Harvey Englander, (714) 755-3555.

■ **March 18**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert L. Turner, president, Multimedia Entertainment. Copacabana, New York. Information: (212) 768-7050.

■ **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.

MAJOR MEETINGS

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

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

■ **April 8-11**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

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

■ **April 10-13**—*Broadcast Education Association* 37th annual convention Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

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

■ **April 12-16**—*National Association of Broadcasters* 70th annual convention and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

■ **April 22-24**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. 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**—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

■ **May 3-6**—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

■ **May 27-30**—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102.

■ **June 10-13**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

■ **June 14-17**—*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**—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

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

■ **July 13-16**—*Democratic National Convention*. Madison Square Garden, New York. Information: (202) 863-8000.

■ **Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer conference. Baltimore, Md. Information: (703) 549-6990.

■ **Aug. 17-20**—*Republican National Convention*. Astrodome, Houston. Information: (202) 863-8500.

■ **Aug. 23-26**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

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

■ **Sept. 9-12**—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

■ **Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. San An-

tonio, Tex. Information: (202) 659-6510.

■ **Oct. 12-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

■ **Oct. 13-14**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

■ **Oct. 14-17**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

■ **Nov. 4-8**—*National Black Media Coalition* annual conference. Hyatt Regency Hotel, Bethesda, Md. Information: (202) 387-8155.

■ **Nov. 10-13**—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto, Ontario. Information: (914) 761-1100.

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

■ **Dec. 2-4**—Western Cable show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.

■ **Jan. 26-30, 1993**—*NATPE International* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

■ **Jan. 28-30, 1993**—*Satellite Broadcasting and Communications Association* winter meeting. Reno, Nev. Information: (703) 549-6990.

■ **Feb. 5-6, 1993**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Downtown Chicago Marriott, Chicago. Information: (914) 761-1100.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Group owner seeks sales-oriented general manager for Pittsburgh religious station. EOE Please respond to: Universal Broadcasting Corporation, 40 Roselle Street, Mineola, NY 11501. EOE.

General sales manager sought for suburban California radio station. Strong sales record, leadership skills. Resume to Box E-17 by 3/27/92. EOE M/F.

Sales manager needed for established Gospel station. Currently billing 4% of the market with 12% of the ratings. Do you see the same potential we do? Send resume to: Box E-19. EOE.

General sales manager: Combo station, solid, small growing broadcaster group searching for an organized motivational leader. Detail oriented. Resume and references to General Manager, PO Box 3309, Great Falls, MT 59403. EOE.

General manager: Small market Montana. Must take full charge. 3 years experience as GM or GSM required. Resume Box E-2. EOE.

Station manager: Opportunity for experienced small market broadcaster with success record in sales development. Well established AM with excellent facilities. Equity opportunity. Missouri location. EOE. Galen Gilbert, Box 50539, Denton, TX 76206.

General sales manager: HOT 102/WLUM-FM, Milwaukee, Wisconsin. This is the first opening at this position in ten years. We need a proven performer with a documented, stable, successful employment history as a manager, leader, and trainer to bring our top performing department of sellers to the next level. If you can manage people and inventory, train, coach, motivate and budget you'll work in a top notch broadcast facility at one of the premiere CHR stations in the midwest. Forward your correspondence and resume to: Steve Sinicropi, HOT 102/WLUM-FM, 2500 N. Mayfair Rd., Suite 390, Milwaukee, WI 53226. WLUM-FM is an All Pro Broadcasting Radio Station. EOE.

General sales manager, immediate need. Florida coastal AM Daytimer, Traditional MOR. Establish and administer sales department. Must excel at communication and sales. Send resume and references to Box E-28. EOE M/F.

Controller: Rapidly growing, innovative multiethnic radio station group broadcast headquartered in the San Francisco Bay Area seeks experienced, energetic, creative individual with outstanding broadcast accounting and computer systems skills. Must have the ability to interact positively with the financial and investment communities. CPA required. A challenging position that offers unique growth opportunities with commensurate rewards. Minorities and women are encouraged to apply (equal opportunity employer). Send resume to: Ms. Rene M. Rambo, Vice President, Legal Affairs and Administration, Douglas Broadcasting, Inc., 499 Hamilton Avenue, Ste. 140, Palo Alto, CA 94301.

HELP WANTED SALES

Selling S.E. sales manager: 50 KW AOR exclusive, terrific under-radio'd southeast medium market, good ARB's-good rates. If you're street smart, want to make money, equity contact Box E-30. EOE.

High-achiever wanted immediately: Experienced radio account executive needed now. Sunbelt, college town in the southwest, four-season lifestyle in the sun. Class C Adult Contemporary, format and revenue leader has an existing account list available now. You must be a top 10% high-achiever, and show a demonstrated ability to sell via RAB materials, written proposals and spec tapes, all leading to signed, annual contracts with your customers. If you have these skills and you're being held back in your current radio sales job, or, if you have 2+ years or recent and successful radio sales experience, and would like to live and work in a medium/small market where the sun shines, and where the population, retail sales and radio revenues are actually increasing every year, then we'd like to hear from you immediately. We're locally owned and operated; we understand how to nurture/reward good salespeople. Kenan Guarino, KMGN-FM, PO Box 3421, Flagstaff, AZ 86003. 602-526-5765. EOE.

HELP WANTED TECHNICAL

Keymarket Communications is looking for all levels of radio engineering talent for future positions. Send your resume in confidence to Lynn Deppen, DOE, Keymarket Communications, 2743 Perimeter Pkwy., Bldg. 100, Suite 250, Augusta, GA 30909, EOE.

SITUATIONS WANTED MANAGEMENT

Senior broadcaster seeks GM or sales management position. All markets and situations considered. Can motivate and train. Available now. 409-833-8740.

General manager will invest a lot of time and a little money in the right opportunity. I own and operate a successful radio related business in a major market. Morning show, programming, sales and management experience. Desire small to medium scenic market. Married, stable, successful. Tired of rate race. 713-699-3622.

Jim Chaplin. Nine years GM. Four years GSM. Over 20 years programming, sales and management. Heavy promotions, community involvement. Available now. Prefer Florida, Rocky Mountains, Southeast. 303-522-5543. 1002 South 3rd Avenue, Sterling, CO 80751.

Young, hungry, currently employed CRMC with proven sales management performance record, seeks GSM or LSM position in Philadelphia or Trenton area markets. Heck, I'll even consider a Sr. account executive position with a genuine opportunity for advancement. You give me the opportunity, I'll give you a loyal, hardworking, results-oriented team member! Reply to Box E-20.

General manager. It's time to move forward and apply the fundamentals of good profitable radio in a new environment. I'm a hands-on sales-oriented general manager in a small market who enjoys his present position and company and leads by example. It's just time to go after twenty years to a bigger market and situation. I can take your station forward with me. Reply to Box E-29.

GM/GSM seeking new challenge! Previous management and sales career spans 25 years. Great track record. Prefer Tennessee & Florida. Available now. Reply to Box E-31.

General manager: I sell, write copy, do call in and talk shows, editorials, hire, fire and pay, and watch the bottom line. AM or FM or both — I make a good station great. William E. Powley — 428 Wolfe St., Brunswick, GA 31520 — 912-265-2161.

CHR management team searching for southeast opportunity. Contemporary programming and sales techniques. We know the OES system, customer service techniques, and value-added promotions to build bottom line. Know how to mature the CHR format to sellable demos and tie-in promotion, marketing and research. 30 years combined experience, proven track record, enthusiastic, dedicated, energetic, professional...seek the same! Reply to Box E-32.

SITUATIONS WANTED ANNOUNCERS

Ben Weber to Ben Webster: Definitive, top-of-the-line pipes and delivery for classical, jazz, news-casting; daybird, nightbird, serious savoir faire with a warm personal touch, proved by tape and studio audition. John, 201-762-9008.

Announcer: Seeks return to radio. In search of fulltime air position. Olides, Country or AC. Available now! Ed 703-799-0739.

SITUATIONS WANTED NEWS

News director with three years experience seeks medium or major market position as writer, reporter, producer, or talk show host. Very versatile, team player, hard worker, aggressive. Let's talk. Dave: 708-291-0714.

Experienced sports talent. PBP, reporter, producer. 22 years. Well-versed. 305-226-3827.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Sports talk? Talk to me first! Programmer/OPS with major market experience in Sports Radio seeking position now. Call Jack at 619-229-8307. Full time or start-up project. Meet me at NAB, Las Vegas.

Award-winning executive producer/production manager. 19 years experience in medium to large markets. Outstanding leadership and motivational skills. Wants to join your team. 317-844-6523.

MISCELLANEOUS

Affordable voice talent for your station or production. Intelligent reads, creative voices. Call Peter K. O'Connell for information and demo. Serious inquiries only. 716-836-2308.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: KWCH-TV 12, CBS affiliate, Wichita, Kansas, 61st market. Candidate must have local and national sales management experience, plus the ability to motivate and manage people. Send resume, references, and salary requirements to KWCH-TV, Personnel Department, PO Box 12, Wichita, KS 67201. EOE M/F.

Local sales manager: CBS affiliate in Dallas in search of local sales manager. Requires outstanding leadership, motivation, and training skills with the ability to capture dollars through new marketing strategies. Previous local sales and sales management experience required. Proven talent and dedication a must. Send resumes: Frank Gregg, KDFW-TV, 400 North Griffin Street, Dallas, TX 75202. No phone. EOE.

National account manager: Television syndication sales. Motivated, dynamic individual with solid track record in local or regional television sales (commercial/cable), sales promotion (healthcare, financial, product services), new business development, or syndication sales promotion. Prior agency or national advertiser experience a plus. Extensive travel. Relocation to Southeastern PA required. Send resume to Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. Equal opportunity employer.

Local sales manager: We are looking for a 90's local sales manager. The successful candidate will emphasize training, display excellent leadership skills and be a positive motivator. New business development is an important aspect of our effort along with vendor campaigns and rate integrity. Immediate opening for the right person. College degree preferred. Minimum 5 years of affiliate experience with proven sales and management track record. No phone calls. Resumes and letters to Jay Rabin, General Sales Manager, WHTM-TV, PO Box 5860, 3235 Hoffman Street, Harrisburg, PA 17110-5860. EOE/M-F.

Vice president, marketing: WITF, Inc. is recruiting for dynamic individual to supervise and coordinate sales and marketing activities. Will also coordinate the development of new marketing initiatives. Candidates must have five to seven years relevant experience demonstrating a broad knowledge of marketing in both non-profit and for profit ventures, a proven track record of successful ventures and a demonstrated ability to lead and supervise. A degree is desirable. Qualified candidates should submit resume with salary requirements to: Personnel, WITF, Inc., PO Box 2954, Harrisburg, PA 17105. EOE.

Station manager: WITF, Channel 33 in Harrisburg, PA is looking for individual to supervise and direct the departments and activities that support the television broadcast service. Candidate must have five to seven years of relevant broadcast experience, including substantial management level experience. Must have thorough knowledge of the needs and requirements of broadcast station operations. A degree is desirable. Qualified candidates should submit resume with salary requirements to: Personnel, WITF, Inc., PO Box 2954, Harrisburg, PA 17105. EOE.

Director, creative services: Creative management position available. Will supervise and direct the activities for television production, non-broadcast video activities, related support services. Will serve as executive producer on a wide variety of projects. Candidates must have five to seven years of relevant experience, including substantial personal credits for creative work. Requires management experience and thorough knowledge of state-of-the-art production techniques. Degree is desirable. Qualified candidates should submit resume with salary requirements to: Personnel, WITF, Inc., PO Box 2954, Harrisburg, PA 17105. EOE.

Local sales manager: Applicants must have a minimum of five (5) years experience in TV sales. Sales management experience desirable, but not a prerequisite. Market research and computer skills are essential. Knowledge of ratings services methodology and data a must. College education preferred, but not required. The person who applies for this position should be well-organized and detail oriented. Also, must have leadership and management ability. The job applicant must be able to direct the activity of a strongly motivated, professional sales group. Candidates should direct their resumes to Marv Gottlieb, General Sales Manager, 2633 W. State Blvd., Ft. Wayne, IN 46808. NO phone calls, please. EOE.

General manager. Group broadcaster is seeking a sales-oriented GM for SE Fox affiliate. Send resume and references in confidence to Box E-33. EOE.

HELP WANTED SALES

Account executive wanted for last growing Fox VHF on beautiful North Carolina coast. Experienced with proven performance only. Send resume to Glenn Rose/GMS, WFXX-TV8, PO Box 2069, Morehead City, NC 28557. No calls. EOE.

WSAW-TV, a CBS affiliate, is looking for an account executive. Candidates for this position should possess the following qualifications: One to two years sales experience (broadcast sales experience a plus). Strong telemarketing, presentation and new business prospecting skills. Qualities needed for the position include: High energy, self confidence, perseverance and creativity. WSAW is an equal opportunity employer. Please send cover letter and resume, in confidence to: Scott Chorski, Sales Manager, WSAW-TV, 1114 Grand Avenue, Wausau, WI 54401. No phone calls please.

WISH-TV looking for entry level account executive. Some sales experience required. Send resumes to: Local Sales Manager, WISH-TV, PO Box 7088, Indpls, IN 46202. M/F EOE.

HELP WANTED TECHNICAL

Chief engineer: Northwest region progressive television group has immediate opening for a chief engineer. Applicants should be familiar with studio, transmitter and microwave maintenance. Supervisory skills a must. Satellite uplink experience is a plus. SBE certification or FCC general license required. Competitive compensation and benefits. Excellent opportunity to step up from assistant chief. EOE M/F. Reply to Box E-34.

Technical director—ABC affiliate in Salisbury, MD (164 mkt.) needs an experienced TD to direct, switch and supervise evening newscasts. Need operational or comparable knowledge of Ampex 4100 switcher, ESS still store and ADO. Call John Cannon at 410-742-4747. Experienced only please. EOE/M-F.

HELP WANTED NEWS

News anchor: Experienced news pro to complement female anchor. Five years anchoring experience and solid reporting skills required. Non-returnable tapes and resumes to: David Winstrom, News Director, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Electronic graphic artist: NBC affiliate in West Palm Beach needs experienced graphic artist to make our on-air look come alive. Responsible for daily news graphics and news promotion elements. Work with Artstar 3D and full compliment of state-of-the-art broadcast equipment. Artstar 3D or equivalent experience essential. Resume, references and non-returnable tapes showing samples of your work to: Frank Verdel, News Director, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

Expanding television news organization seeking experienced medical reporters who can write accurate, tight copy and never miss a deadline. Need people in: Boston, Chicago, Dallas, Denver, Houston, Los Angeles, Minneapolis, San Francisco, upstate New York and DC. Parttime first, fulltime possible. Send non-returnable tape/resume/references to: Ivanhoe Communications, PO Box 865, Orlando, FL 32802. EOE.

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 #reporter. No phone calls, please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

KATC-TV (ABC) Lafayette, LA is seeking a weekend anchor/reporter. Applicants should have minimum one-year anchor/reporter experience. Send non-returnable tapes and resumes to News Director, PO Box 93133, Lafayette, LA 70509. EOE.

Weekend anchor/reporter: Small market news leader needs serious, credible, experienced professional who is warm, sincere, comfortable and relates to viewers in a human way. Strong reporting and writing a must. Emphasis on communication that's clear, concise, conversational, grammatically correct and helps viewers understand what news means to them. Tape, resume, references to: Mark Shafer, News Director, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

Freelance news producer/writer with 5-10 years experience in TV consumer news. Strong newsfeature writing and field producing experience in major market essential. Flexible hours. Send letter, resume, and samples to: Jennifer Levine, TV Dept., Consumer Reports Television, 101 Truman Avenue, Yonkers, NY 10703. EOE.

Graphic artist (vacation relief): WABC-TV seeks highly qualified computer graphic artist. Experience with Quantel paintbox, AVA and Harris Still is required. News graphics experience a plus. Send resume and reel to: Brigitte McCray, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

News photographer: Top notch shooter with minimum two years experience. College degree, live and satellite experience preferred. Send tape and resume by March 27th to Personnel, WAVE-TV, 725 South Floyd Street, Louisville, KY 40203. EOE.

General assignment reporter: South Carolina's leading television news organization is looking for general assignment reporters for current and future openings. At least two years experience as a television news reporter required. Strong writing and production skills required, as well as demonstrated record of journalistic achievement. Candidates must show they can tell complicated stories in an interesting, human and thoughtful fashion. Send resume and non-returnable tape to Randy Covington, News Director, WIS, PO Box 367, Columbia, SC 29202. EOE.

Executive producer. Top 40 CBS affiliate needs excellent producer and writer: energetic, competitive, idea person with news management and special projects experience. Send resume, references and letter outlining your news philosophy and management style to Tom Newberry, News Director, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE/MF.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Seeking an experienced producer/director with heavy emphasis on news; possessing a production flair for entertainment and public affairs programming. Must be able to do own switching and be familiar with all phases of editing and control room/studio operations. Forward a complete resume (no calls) and salary requirements to Charles R. Bradley, Director of Programming and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Producer/director: WVEC-TV is seeking a strong producer/director with a minimum of 5 years experience in directing news, commercials, promotion and long format programs. Successful candidate should be proficient with GVG300, GVG200, ADO, Pinnacle Prizm, GVG141 editor, and Quantel Still Store. Produce and direct killer spots in the morning and direct fast paced, multi location news in the afternoon. Out standards are high. The meek and mild need not apply. Send non-returnable tape and resume to: Production Manager, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

Television promotion writer/producer. Video production experience a must! Superior writing skills essential! Vivid imagination and a sense of humor required. Must be organized. Send resume, tape and writing samples to: Suzi Schrappen, Director of Promotion, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108. No beginners. No calls. Equal opportunity employer.

Public affairs director: The fastest growing station in one of America's most liveable cities seeks exceptionally talented public affairs director. Successful candidate must be an excellent communicator, outstanding writer and creative producer. Minimum 3-5 years producing experience required. No beginners please. EOE. Send tapes and resumes to Mark Barash, Program Director/Operation Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214.

Producer: Must have strong writing, creative, journalistic and people skills. Looking for a hardworker and a leader. Send non-returnable tape and resume to Alan Griggs, News Director, WSMV-TV, 5700 Knob Rd., Nashville, TN 37209. No phone calls, please. EOE.

Shooter/editor with broadcast television field production experience needed for television production company. Aggressive self-starter with general maintenance knowledge required. Min 5-7 years experience. Please send non-returnable tapes and resumes to 400 North Capitol Street, NW, Suite 165, Washington, DC 20001. EOE.

Production professional with extensive on-line editing experience. ADO/DVE, BetaCam, 1", etc. Shooting skills a big plus! Excellent salary & benefits. Resume, tape & references to: ITP, 448 E 6400 S, Suite 210, Murray, UT 84107. EOE.

Feed The Children, an international hunger relief organization, seeks to fill one position for its national television program, Larry Jones Presents, Feed The Children. Producer/writer. Minimum six years broadcast experience. Must be able to field produce stories, return write and build a program. Stackers need not apply. B.A. in Journalism, Mass Media or related field. Travel, both nationally and internationally, also required. If you are a team player, send tape, resume and references (no phone calls) to: Joe Nicholson, Production Manager, Feed The Children, 333 N. Meridian, Oklahoma City, OK 73107. EOE.

Photographer/editor, producer, writer. To become part of the team for top-rated award-winning prime-time magazine. Must be creative, energetic self-starter with advanced writing and editing skills. Significant prior writing and editing skills. Significant prior broadcast experience preferred. Letter, resume, non-returnable broadcast Beta or 3/4" tape and writing (no calls) to Linda Munich, Dir. of Public Affairs, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Graphic artist: Top 20 market ABC affiliate needs experienced graphic artist. Strong Quantel Paint-Box experience required. Proven ability to make rapid news graphic judgements. Must be team player and communicate effectively. Ability to operate Still-Store, Chyron, Quantel PictureBox a plus. Three to five years operating PaintBox for newscast necessary. People skills required. Send resume and video to the KOMO-TV Human Resource Department, 100 4th Avenue North, Seattle, WA 98109. No calls. EOE.

Producer/director: WVEC-TV is seeking a strong producer/director with a minimum of 5 years experience in directing news, commercials, promotion and long format programs. Successful candidate should be proficient with GVG300, GVG200, ADO, Pinnacle Prizm, GVG141 editor, and Quantel Still Store. Produce and direct killer spots in the morning and direct fast paced, multi location news in the afternoon. Our standards are high. The meek and mild need not apply. Send non-returnable tape and resume to, Production Manager, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

SITUATIONS WANTED MANAGEMENT

Take-charge general manager: Looking for a new challenge in medium or small market station. Successful broadcaster with 14 years experience. Bottom line operator. Increased sales, profits and ratings. Experienced in national and local sales. Successful motivator. Solid references. Reply to Box E-22.

SITUATIONS WANTED TECHNICAL

Maintenance Tech. Tim 614-898-9120.

SITUATIONS WANTED NEWS

Outstanding sportscaster (also knowledgeable newsperson) looking for a good station in which to work. Call Ed, 216-929-0131.

Dynamic radio news/sportscaster seeks first TV job. 5 years experience. Major market look, style, delivery. Will relocate anywhere. 1-703-777-8909.

Sports director of nation's top college radio sports dept. seeks reporter, anchor or PBP position, radio or TV. Award winner in professional state, national competitions. On-air TV and PBP exp. Strong writer, producer. Dave, 315-426-9902.

Meteorologist having worked in private industry interested in branching out into television and radio. Have graphic/chroma-key experience. Even been featured on Today Show. Call Michael Schlesinger- 404-252-2164.

MISCELLANEOUS

Free promo voices: Network quality, great rates, overnight turnaround. Top NY male and female v/o's available for your weekly promos, etc. Our clients include Nickelodeon, Lifetime, Travel Channel, plus Indies. Try us free for one week. Call for demo. Ron Knight/Susan Berkley 800-333-8108.

Be on TV many needed for commercials. Now hiring all ages. For casting info. Call 615-779-7111. Ext. T-681.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Idaho State University invites applicants for one-year temporary appointment to teach courses in television production, corporate video, cable television, general mass media, and related course in applicant's area of interest. M.A., professional experience required. Teaching experience very desirable. Department has strong "hands-on" tradition, which has resulted in a student Emmy and ITVA's top student award. ISU is located in Pocatello, near Yellowstone National Park, Sun Valley and Jackson Hole. Salary, \$28,000 for 9-months. Send application letter, resume, names of three references, and sample of production work (VHS) by April 10 to: Tim Frazier, director, mass communication, ISU, Box 8242-A, Pocatello, ID 83209. EOE.

Assistant professor/instructor: The Broadcasting Division of the Department of Communication and Theatre Arts seeks to fill a position beginning August 24, 1992. Will teach radio/audio production and advise the student radio station. Experience in broadcasting business or broadcast performance preferred. Teaching load is nine hours/semester. Position is assistant professor (tenure track) or instructor (3-4 year term), depending upon qualifications and experience. Review of applicants begins March 23, 1992, but applications will be accepted until a suitable candidate is hired. Send application, vita, and three references to: Dr. J.C. Turner, Broadcasting Division, University of Northern Iowa, Cedar Falls, IA 50614-0139. EOE.

Graduate assistantships in broadcast and cinematic arts available for Fall, 1992 and Spring, 1993 at Central Michigan University. Stipend plus tuition remission. Assist in introductory classes, audio or video laboratories, and student TV productions. Send letter of interest and resume by April 15 to Robert Craig, 340 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Call 517-774-3851 for further information. EOE.

Graduate assistantships available for fall 1992 semester for qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance in broadcasting, journalism, photography, or speech communication. Write to Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

Texas Tech University School of Mass Communications seeks an assistant or associate professor, dependent on qualifications, to head the undergraduate advertising and public relations division. The successful candidate will also work with the graduate director in guiding M.A. students. Scholarly research and publishing in refereed journals is expected. Ph.D. in Mass Communications preferred or Master's degree with extensive professional experience. Position available fall 1992. Send cover letter, current vita, names and telephone numbers of at least three references to Ashlon Thornhill, Chair, Search Committee, School of Mass Communications, Texas Tech University, Lubbock, TX 79409-3082. Review of applications begins March 27, 1992 and continues until position is filled. Texas Tech University is an equal opportunity, affirmative action employer. Women and minorities are encouraged to apply.

Instructor/assistant professor full time, tenure-track position in radio-television to teach audio production and other broadcast courses and serve as faculty advisor of student-operated, FM radio station. M.A. required; Ph.D. preferred. New radio facilities. Salary commensurate with qualifications and with additional summer teaching possible. Excellent fringe benefits. Start September 1, 1992. Application review begins April 15, 1992 and will continue until position is filled. Send application letter, resume, transcripts and 3 reference letters to: Dr. Joe Oliver, Search Committee Chairman, Department of Communication, PO Box 13048, Stephen F. Austin State University, Nacogdoches, TX 75962, 409-568-4001. An affirmative action/equal opportunity employer.

HELP WANTED MANAGEMENT

Field sales manager—retail: AM and Sunday newspaper operation located in the beautiful seacoast city of Portland, ME, circulation 75,000 daily, 150,000 Sunday, has an opening for a sales manager in retail advertising. We need a coach, trainer and creative resource for our staff. Job responsibilities will include maintaining a regular schedule of traveling with sales staff, analyzing and reviewing individual sales zone account activity, assisting staff in setting zone goals, aiding staff in accomplishing individual departmental objectives. Candidates must possess high energy, personal motivation to succeed, excellent human relations and communications skills and a proven sales development track record. College degree required. This challenging opportunity offers a competitive salary and an excellent company paid benefit package. Qualified persons should submit a letter of interest and complete resume to: The Portland Newspapers, Attn. Personnel Department, PO Box 1460, Portland, ME 04104. EOE.

SITUATION WANTED MANAGEMENT

Tired of high legal bills? Experienced Washington communication attorney, formerly in-house with major group broadcaster, seeks to return to in-house legal or government relations position. Reply to Box E-25.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

Jobhunters: Want your tape to stand out? Let an Emmy award-winning correspondent help you get the most out of your tapes and resumes. Cash in on valuable feedback from a 22-year veteran of TV and radio news whose experience includes general assignment, PBS documentaries, and CNN. \$50.00 is all it costs for a thorough critique and personal reply. Send check or money order along with resume and VHS tape to Marc Levenson, 478-A Newport Way, Jamesburg, New Jersey 08831.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Group Workshop March 23, 914-937-1719. Julie Eckhart, Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Cash for VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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AM transmitters: Continental/Harris MW1A 1KW, CCA/MCM 2.5KW, CCA/Harris/RCA 5KW, Harris/CCA 50KW. Transcom 800-441-8454.

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AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

BE-FM30, 1981. Completely rebuilt, tuned to your frequency, warranty, w/FX-30. Transcom 800-441-8454.

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

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Ampex VPR-2B. Only 1900 drum hours. AST, TBC, Sync heads, TC gen/reader, Dolby. \$14,000 OBO. Greg Fox 804-864-6736.

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50 kw AM transmitters—(two) Continental 317C transmitters in good condition! Will be checked on your frequency before shipment! \$65,000.00 each... some spare parts are available! Call 806-372-5130 for specific information! (Transmitters available April 1992).

CORRECTION

The Rates in the 2/24/92 and 3/2/92 issues were incorrect. The new rates are in effect and listed on the last page of Classifieds.

TELEVISION HELP WANTED NEWS

CBS is seeking an experienced news professional to manage the daily operations of our news editing, video tape and distribution facilities.

ASSOCIATE DIRECTOR NEWS OPERATIONS

As Associate Director, you will administer daily personnel and facilities schedules for all network news broadcasts, and deploy personnel on a worldwide basis for news gathering assignments. You will also serve as liaison between news production and engineering for capital projects.

To qualify, you must have a BS or BA with a minimum of 7 years' in broadcasting. A BSEE is preferred as is experience in news gathering or news production. Top-notch communication skills are essential. We offer a competitive salary and comprehensive benefits. Please forward your confidential resume to: Manager, Technical Recruitment, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.



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SEEKS HARD DRIVING,
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PROGRAMING SERVICES

EDUCATIONAL PROGRAMING
Stations across the country are discovering the value of programing with educational merit. School systems in increasing numbers are incorporating broadcast and cable into a variety of curriculums. Join our industry's effort to educate using the most powerful medium while increasing advertiser exposure and advertising revenue. Series and specials available. Cash/Barter.
Contact Steve Vocino,
The Teaching Learning Network (407) 998-0667

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Help Wanted
February 10, 1992 issue

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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. For information call (202) 659-2340 and ask for Mitzi Miller.

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$150 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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

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

**For subscription information
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We'll give you all the credit

FAX (202) 293-FAST



We also accept American Express



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Street, NW, Washington, DC 20036**

**Deadline is Monday at noon EST for the
following Monday's issue**

For the Record

As compiled by BROADCASTING from March 2 through March 6 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KSLD(AM)-KAZO(FM)** Soldotna, AK (BAL920224EH; 1140 khz; 10 kw-U; FM: BAL920224Ei; 96.5 mhz; 10 kw; ant. 79 ft.)—Seeks assignment of license (KSLD) and CP (KAZO) from King Communications to Cobb Communications Inc. for \$305,204, assumption of debt. **Seller** is headed by Salley Blakeley, and has no other broadcast interests. **Buyer** is headed by Thomas C. Tierney, and is 100% owner of KENI(AM)-KBFX(FM) Anchorage, KLAM(AM)-KZXX(FM) Cordova-Kenai, KVOK(AM)-KJJZ(FM) Kodiak, KSWD(AM)-KVAK(FM) Seward-Valdez and KAYY(FM) Fairbanks, all Alaska. Filed Feb. 24.

■ **KVNA-AM-FM Flagstaff, AZ** (AM: BAL920302EA; 690 khz; 1 kw-D, 500 w-N; FM: BAL920302EB; 97.5 mhz; 100 kw; ant. 1,509 ft.)—Seeks assignment of license from TVNA Limited Partnership to Crown America Communications Inc. for \$784,000. **Seller** is headed by Steven Herman, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris, who, with wife Jane A. Morris and Raymond A. Lindstrom, has interests in licensee of KRIM(FM) Payson, AZ. Morris also has interest in licensee of KBAS(AM)-KWAZ(FM) Bullhead City-Needles, CA. Filed March 2.

■ **KISP(AM)-KMXX(FM) Phoenix, AZ** (AM: BAL920226EB; 1230 khz; 1 kw-U; FM: BAL920226EC; 101.5 mhz; 100 kw; ant. 1,740 ft.)—Seeks assignment of license from Professional Broadcasting Inc. to Sundance Broadcasting of Wisconsin, Inc. for \$5 million ("Changing Hands," Mar. 2). **Seller** is subsidiary of EZ Communications Inc., headed by Alan Box, and is also licensee of KMPS-AM-FM Seattle; KRAK-AM-FM Sacramento, CA; KYKY(FM) St. Louis; WOKV(AM)-WKQL(FM) Jacksonville, FL; WBZZ(FM) Pittsburgh; WEZB(FM) New Orleans; WHQT(FM) Miami; WIOQ(FM) Philadelphia and WMXC(FM) Charlotte, NC. **Buyer** is headed by Michael Jorgenson, and is also licensee of WOKY(AM)-WMIL(FM) Milwaukee-Waukesha, WI. It is subsidiary of Sundance Broadcasting Inc., headed by David E. Reese (100% shareholder), and licensee of KIDO(AM)-KLTB(FM) Boise, ID. Jorgenson has option to purchase 50% of this stock. Filed Feb. 26.

■ **WDJZ(AM) Bridgeport, CT** (BAL920225EB; 1530 khz; 5 kw-D)—Seeks assignment of license from WDJZ Broadcasting Inc. to Candido D. Carrelo for \$200,000. **Seller** is headed by David D'Adario, and has no other broadcast interests. **Buyer** is licensee of WFNW(AM) Naugatuck, CT. Filed Feb. 25.

■ **WBMW(FM) Ledyard, CT** (BTCH920221HB; 106.5 mhz; 6 kw; ant. 91 m.)—Seeks transfer of control of Red Wolf Broadcasting Corp. for assumption of debt. **Transferor** is Gloria Fuller, and has no other broadcast interests. **Transferee** is John J. Fuller, brother of Gloria. He is 100% stockholder of licensee of WPJB(FM) Narragansett Pier and WJFJ(AM) Hope Valley, both Rhode Island. Stockholder Arthur V. Belendiuk (44%) has interest in permittee of new FM at Charlotte Amalie, VI, and is general partner of permittee of WRAV(FM) Ravena, NY. Filed Feb. 21.

■ **WFTX(TV) Cape Coral (Fort Myers-Naples), FL**

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aar.—aerial; 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—presumise 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.

(BTCCT920211KJ; ch. 36; 4550 kw-V, 450 kw-A; ant. 1,503 ft.)—Seeks transfer of control from Wabash Valley Broadcasting Corp. to Hulman & Company; transfer will result in transferee owning 81.2% of Wabash Valley stock. Assignment includes WTHI-AM-FM-TV Terre Haute, IN, and WOGX(TV) Ocala, FL (see above). Filed Feb. 11.

■ **WAYK(TV) Melbourne, FL** (BALCT920221KG; ch. 56; 2,070 kw-V, 207 kw-A; ant. 1,024 ft.)—Seeks assignment of license from Beach Television Partners to WMVP Inc. for \$100,000. **Seller** is headed by George E. Mills Jr., U.S. trustee, and is also trustee for WFEZ(FM) Williston, FL (see below). **Buyer** is headed by Robert J. Rich, and has no other broadcast interests. Filed Feb. 21.

■ **WOGX(TV) Ocala, FL** (BTCCT920211KI; ch. 51; 2,931 kw-V, 293.1 kw-A; ant. 924 ft.)—Seeks transfer of control from Wabash Valley Broadcasting Corp. to Hulman & Company; transfer will result in transferee owning 81.2% of Wabash Valley stock. Assignment includes WTHI-AM-FM-TV Terre Haute, IN (see below), and WFTX(TV) Cape Coral, FL (see above). Filed Feb. 11.

■ **WFEZ(FM) Williston, FL** (BALH920210GI; 92.1 mhz; 1.7 kw; ant. 433 ft.)—Seeks assignment of license from George E. Mills, trustee, to Bogie Broadcasting Co. Inc. for \$130,000. Mills is also trustee for WAYK(TV) Melbourne, FL (see above). **Buyer** is headed by Maurice A. Negrin, and has no other broadcast interests. Filed Feb. 10.

■ **WJBF(TV) Augusta, GA** (BTCCT920226KO; ch. 6; 100 kw-V; ant. 1,370 ft.)—Seeks transfer of control from Pegasus Broadcasting Inc. to Spartan Radiocasting Co.; purchase agreement to be filed as amendment. **Seller** is headed by Thomas A. Crowley, and is licensee of KSCH(TV) Stockton, CA, and WAPA(TV) San Juan, PR. Pegasus is general partner of licensee of KMOW(AM)-KEYI(FM) Austin-San Marcos, sale of which was recently approved ("For the Record," Jan. 27). Pegasus, along with WCSC(TV) Charleston, SC, is owned by GE Capital Corp., subsidiary of General Electric, licensee of NBC network's six owned and operated TV's. **Buyer** is headed by Walter J. Brown, and is licensee of WSPA-AM-FM-TV Spartanburg, and WBTW(TV) Florence, both South Carolina; KIMT(TV) Mason City, IA, and WMBB(TV) Panama City, FL. Hickory Hill Broadcasting Co., wholly owned subsidiary of Spartan Radiocasting, is licensee of WTWA(AM)-WTHO-FM Thomson, GA. Filed Feb. 26.

■ **KBRV(AM)-KFIS(FM) Soda Springs, ID** (AM: BAL920228EA; 790 khz; 5 kw-D; FM: BAL920228EB; 100.1 mhz; 3 kw; ant. -174 ft.)—Seeks assignment of license from Thomas W. Mathis to Douglas R. Mathis for \$2,000. **Seller**, Thomas Ma-

this, is father of Douglas; he has interests in KRCD(AM) Chubbuck, ID. **Buyer** has no other broadcast interests. Filed Feb. 28.

■ **WGGH(AM) Marion, IL** (BAL920226EA; 1150 khz; 5 kw-D)—Seeks assignment of license from T-A Marion Broadcasting Co. to Vine Broadcasting Inc. for \$396,000. Sale of station last year to Tri-State Christian T.V. for \$380,000 ("Changing Hands," June 3, 1991) was not approved, buyer withdrew application. **Seller** is headed by George W. Dadds, and has no other broadcast interests. **Buyer** is headed by Johnny Gomez, and has no other broadcast interests. Filed Feb. 26.

■ **WMCL(AM)-WTAO(FM) Mcleansboro-Murphysboro, IL** (BAL920214GQ; 1060 khz; 2.5 kw-D; FM: BALH920214GR; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from CR Broadcasting Inc. (c-o The Hawthorne Group) to Liberty Radio II Inc.; asset purchase agreement to be filed in near future. Assignment includes WDXI(AM)-WMXX-FM Jackson, TN, and WKWK-AM-FM Wheeling, WV (see below). Filed Feb. 14.

■ **WSKT(FM) Spencer, IN** (BALH920225HX; 92.7 mhz; 1 kw; ant. 480 ft.)—Seeks assignment of license from RCR Communications Inc. to Spencer Communications Inc. for no cash consideration; RCR Communications Inc. is in default on obligations totalling \$29,000. **Seller** is headed by Russ Algood and Ronald L. Gates, and has no other broadcast interests. **Buyer** is headed by Leonard White; his daughter, Kathy W. Williams, is permittee of WZYG(FM) Ellettsville, IN. Filed Sept. 25.

■ **WTHI-AM-FM-TV Terre Haute, IN** (AM: BTC920211KG; 1480 khz; 5 kw-D, 1 kw-N; FM: BTCH920211KH; 99.9 mhz; 50 kw; ant. 494 ft.; TV: BTCCT920211KF; ch. 10; 316 kw-V, 31.6 kw-A, ant. 960 ft.)—Seeks transfer of control of Wabash Valley Broadcasting Corp. to Hulman & Company; transfer will result in transferee owning 81.2% of Wabash Valley stock. Assignment includes WOGX(TV) Ocala, FL; and WFTX(TV) Cape Coral, FL (see above). **Transferors** are Jack R. Snyder and Merchants National Bank & Trust Co. of Indianapolis, co-trustee of Anton Hulman Jr. Real Estate and Grace Hulman Descendants Trust, which owns 87.04% of licensee of WKOX(AM)-WVBF(FM) Framingham, MA, and WJNO(AM)-WRMF(FM) Palm Beach, FL. **Transferee** is headed by Mari H. George. Filed Feb. 11.

■ **WKZO(AM) Kalamazoo and WJFM(FM) Grand Rapids, both Michigan** (WKZO: BAL920225HC; 590 khz; 5 kw-U; WJFM: BALH920225HD; 93.7 mhz; 320 kw; ant. 780 ft.)—Seeks assignment of license from Fetzer Broadcasting Service Inc. to Radio Associates of Michigan Inc. for \$4.625 million. **Seller** is headed by Carl E. Lee, and has no other broadcast interests. **Buyer** is headed by Kenneth V. Miller, who, with owners Jerry L. Miller and Robert M. Salmon, are officers, directors and stockholders in licensee of KMIX-AM-FM Turlock and KEWB(FM) Anderson-Redding, both California, and in licensee of KHIT(AM)-KIIQ-FM Sun Valley-Reno, NV. Filed Feb. 25.

■ **KTJA(FM) Mt. Vernon, MO** (BAPH920219GX; 106.7 mhz; 1 kw; ant. 515 ft.)—Seeks assignment of CP from Missouri FM to Edward J. Mahoney for \$24,000. **Seller** is headed by Linda Adams, and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Feb. 19.

■ **WZOS(FM) Oswego, NY** (BALH920224HA; 96.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from OSQ Broadcasting Inc. to Binder-Johnson Broadcasting Inc. for \$234,000. **Seller** is headed by John C. Clancy, and has interests in WATN(AM)-WTOJ(FM) Watertown-Carthage and WCDO-AM-FM Sidney, both New York. **Buyer** is headed by Ernest C. Binder III, and has no other

broadcast interests. Filed Feb. 24.

■ **WOFX(FM) Fairfield (Cincinnati), OH** (BALH920226HM; 94.9 mhz; 27 kw; ant. 650 ft.)—Seeks assignment of CP from WLLT Inc. to Heritage Media Corp. for \$6.58 million. Seller is subsidiary of Hoker Broadcasting, headed by Jay Hoker, and was recently approved for sale of WRXJ(AM)-WCRJ-FM Jacksonville, FL ("For the Record," Sept. 23, 1991). Hoker Broadcasting is also licensee of WMLX(AM) Florence (Cincinnati), KY, and WDFX(FM) Detroit, which is being operated by receiver. Buyer is headed by Paul W. Fiddick, and owns 100% of stock of licensees of KULL(AM)-KRPAM-FM Seattle-Tacoma, WA, and KOKH-TV Oklahoma City. Filed Feb. 26.

■ **KROG(FM) Phoenix, OR** (BALH92019GJ; 105.1 mhz; 52 kw; ant. 545 ft.)—Seeks assignment of license from Astoria Broadcasting Corp. to Bear Creek Broadcasting Inc. for \$343,500 ("Changing Hands," Feb. 24). Seller is headed by Courtney L. Flatau, and has interests in KSZL(AM)-KDUC(FM) Barstow, CA. Buyer is headed by Thomas A. Dole, and has no other broadcast interests. Filed Feb. 19.

■ **KFCR(AM) Custer, SD** (BAL920225EA; 1490 khz; 830 w)—Seeks assignment of license from French Creek Communications Inc. to Mount Rushmore Broadcasting Inc. for assumption of debt. Seller is headed by Conrad Slettom, and has no other broadcast interests. Buyer is headed by Jan Charles Gray, and has no other broadcast interests. Filed Feb. 25.

■ **WDXI(AM)-WMXX-FM Jackson, TN** (AM: BAL920214GO; 1310 khz; 5 kw-D, 1 kw-N; FM: BALH920214GP; 103.1 mhz; 3 kw; ant. 262 ft.)—Seeks assignment of license from CR Broadcasting Inc. (c-o The Hawthorne Group) to Liberty Radio II Inc.; asset purchase agreement to be filed in near future. Assignment includes WKWK-AM-FM Wheeling, WV (see below), and WMCL(AM)-WTAO(FM) McLeansboro-Murphysboro, IL (see above). Principals Albert M. Holtz, Thomas D. Wright, Henry Posner, Fred W. Schwarz and John F. Hensler have interests in licensee of WIBM-AM-FM Jackson, MI, and WWSF-AM-FM Andalusia, AL. Buyer is headed by James D. Glassman, who is president and 29% owner of stock in Community Service Radio Inc., which owns WIRL(AM)-WSWT(FM) Peoria, IL, and KRVR(FM) Davenport, IA. Filed Sept. 14.

■ **KSTB(AM)-KROO(FM) Breckenridge, TX** (AM: BAL920207EA; 1430 khz; 1 kw-D; FM: BALH920207GV; 93.5 mhz; 3 kw; ant. 268 ft.; FM:)—Seeks assignment of license from Breckenridge Broadcasting Co. to Buckaroo Broadcasting Inc. for \$100,000. Seller is headed by Owen Woodward, and has no other broadcast interests. Buyer is headed by William W. Jamar, he and wife Jane E. Jamar have interests in licensees of KBWD(AM)-KOXE(FM) Brownwood and KSNY-AM-FM Snyder, both Texas. William Jamar is also a 49% partner in licensee of KOKE(FM) Giddings and 99% partner in licensee of KCRM(FM) Cameron, both Texas. Filed Feb. 7.

■ **KJTX(FM) Jefferson, TX** (BALH920218GH; 104.5 mhz; 1.674 kw; ant. 426 ft.)—Seeks assignment of license from DLB Broadcasting to Pen Broadcasting, Inc. for \$150,000. Seller is headed by general partners Leona Boyd, son David Boyd and William Davis, and has interests in KITO(FM) Vinita, OK. Buyer is headed by Patrick L. Turner, and has no other broadcast interests. Filed Feb. 18.

■ **WKWK-AM-FM Wheeling, WV** (AM: BAL920214GM; 1400 khz; 1 kw-U; FM: BALH920214GN; 97.3 mhz; 50 kw; ant. 470 ft.)—Seeks assignment of license from CR Broadcasting Inc. (c-o The Hawthorne Group) to Liberty Radio II Inc.; asset purchase agreement to be filed in near future. Assignment includes WDXI(AM)-WMXX-FM Jackson, TN, and WMCL(AM)-WTAO(FM) McLeansboro-Murphysboro, IL (see above). Filed Feb. 14.

■ **WPHQ(FM) Bloomer, WI** (BAPH920218HD; 95.1 mhz; 6 kw; ant. 300 ft.)—Seeks assignment of CP from Starcom Inc. to Bloomer Broadcasting Co. Inc. for \$81,311, of which \$24,000 is assumption of debt. Seller is headed by Dennis Carpenter and

Sheldon Johnson, and owns stock of permittee of WRSR(FM) Two Harbors, MN. It also owns stock of licensees of KKSR(FM) Sartell, KSTQ(FM) Alexandria, KMGK(FM) Glenwood and KYRS(FM) Atwater, all Minnesota; new FM at St. James, MN, and 75% of stock of permittee of KVVL(FM) Thief River Falls, MN. Johnson has 99% interest in permittee of KVBM(TV) Minneapolis. Buyer is headed by Michael Phillips, who is also 100% voting stockholder of licensee of WMEQ-AM-FM Menomonie, WI, and 45% stockholder of licensee of KMMO-AM-FM Marshall, MO. Filed Feb. 18.

Actions

■ **WACT-AM-FM Tuscaloosa, AL** (AM: BTC911230EB; 1420 khz; 5 kw-D, 108 w-N; FM: BTCH911230EC; 105.5 mhz; 1.5 kw; ant. 400 ft.)—Granted transfer of control within New South Radio Inc. for \$1.3 million. Sellers are Stephen J. Taylor, Edward L. Taylor IV and Suzanne J. Taylor, who also have interests in WTLZ(FM) Saginaw, MI; WIKS(FM) New Bern, NC; WQBZ(FM) Fort Valley, GA, and WMDH-AM-FM New Castle, IN. Buyer is Thomas J. Lich. Action Feb. 24.

■ **KDEZ(FM) Jonesboro, AR** (BALH920102GU; 100.1 mhz; 3 kw; ant. 230 ft.)—Granted assignment of license from KZ Radio Ltd. to TM Jonesboro Inc. for \$10 and assumption of debt. Seller is headed by Louis Schaaf. Buyer is owned equally by Billy H. Thomas and Jerry E. Morris, who are each 25% stockholders of KZ Broadcasting Inc., general partner of assignor, and licensee of KDEZ(FM) Jonesboro, KLAZ(AM)-KXOW(FM) Hot Springs and KZKZ(AM) Greenwood, all Arkansas; WXLS-AM-FM Biloxi-Gulfport and WJXX(FM) Ellisville, both Mississippi, and KLAA(FM) Tioga, LA. Action Feb. 21.

■ **KDAC(AM) Fort Bragg, CA** (BAL911231EA; 1230 khz; 1 kw-U)—Granted assignment of license from Fort Bragg Broadcasting Co. to Paul D. Clark; consideration is subject to acquisition of station assets by anticipated assignee. Seller is headed by Charles W. and Josephine Stone, and has interests in KIQS-AM-FM Willows, CA. Buyer has no other broadcast interests. Action Feb. 18.

■ **KDKO(AM) Littleton, CO** (BAL910419EA; 1510 khz; 10 kw-D, 1.3 kw-N)—Dismissed assignment of license from Peoples Wireless Inc. to Adams Radio of Denver Inc.; Adams Radio has agreed to forbear from taking possession of collateral in exchange for payment by Peoples Wireless, which is in default, of \$25,000. Seller is headed by James F. Walker, Patsye R. Walker and Marshall R. Hambric. Walker has interest in Tucson Wireless Inc., licensee of KTZR(AM) Tucson, AZ, and Southwestern Wireless, licensee of KQYT(FM) Green Valley, AZ. Buyer is headed by Adams Broadcast Group Inc. (100%), Matt Mills, Stephen Adams and Lewis Caster. Adams Broadcast Group Inc. includes licensees of KOOL-AM-FM Phoenix, AZ; KZOK-AM-FM Seattle; KCBQ-AM-FM San Diego; KHIF(FM) Boulder, CO; KEZK-AM-FM Wood River, IL and St. Louis; WLAV-AM-FM Grand Rapids, MI; WBNZ-AM-FM Racine, WI; KISS-AM-FM Terrell Hills and San Antonio, both Texas. It also has interests in Michigan Center Broadcasting, licensee of WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Michigan, and Adams Communications Corporation of Wilmington, licensee of WWAY(TV) Wilmington, NC. Action Feb. 24.

■ **WJYZ(AM)-WJIZ(FM) Albany, GA** (AM: BAL910920GL; 960 khz; 5 kw-D; FM: BALH910920GM; 96.3 mhz 100 kw; ant. 469 ft.)—Granted assignment of license from Silver Star Communications-Albany Inc. to Keys Communications Group Inc. for \$2.541 million. Seller is headed by John Robert E. Lee, and has interest in WTMJ(AM)-WFAV(FM) Codele, GA, and WVVO(AM)-WDXZ(FM) Charleston, S.C. Buyer is headed by Brady Keys, and has no other broadcast interests. Action Nov. 15, 1991.

■ **WOTS(FM) Mitchell, IN** (BAPH911212GN; 102.5 mhz; 2 kw; ant. 400 ft.)—Granted assignment of CP from Daniel L. Goens to Mitchell Community Broadcast Co. Inc. for \$8,000. Seller has no other broadcast interests. Buyer is headed by George W. Sorrells Jr. (33.3%), who, with shareholders Brent E.

Steele and L. Dean Spencer, has interests in licensee of WBW(AM)-WQRK(FM) Bedford, IN. Action Feb. 26.

■ **KSEK(AM)-KYPG(FM) Pittsburg-Girard (Joplin, MO), KS** (AM: BAL911231EG; 1340 khz; 1 kw-U; FM: BALH911231EJ; 101.1 mhz; 3 kw; ant. 325 ft.)—Granted assignment of license from Lowell Communications Ltd. to Freeman Broadcasting Inc. for \$160,166, majority in assumption of debt. Seller is headed by David L. Winegardner, and has interest in KBTN(AM) Neosho, MO. Buyer is headed by Robert D. Freeman, and has no other broadcast interests. Action Feb. 19.

■ **WTIX(AM) New Orleans** (BAL911231EH; 690 khz; 10 kw-D, 5 kw-N)—Granted assignment of license from Radio Partners II Ltd. to WTIX Inc. for \$800,000. Seller is headed by Charles J. Givens, and has no other broadcast interests. Buyer is headed by George Buck Jr., and is also purchasing WYRS(AM) Rock Hill, SC. Action Feb. 12.

■ **WCMP-AM-FM Pine City, MN** (AM: BAL911231EE; 1350 khz; 1 kw-D; FM: BALH911231EF; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from WCMP Broadcasting Co. Inc. to Pine City Broadcasting Co. Inc. for \$650,000. Seller is headed by Gerald H. Robbins, and has no other broadcast interests. Buyer is headed by Patricia McNulty with vice president of Pine City Broadcasting Kenneth Buehler, each is 50% stockholder of WDSM(AM)-KZIO(FM) Superior, WI. Action Feb. 12.

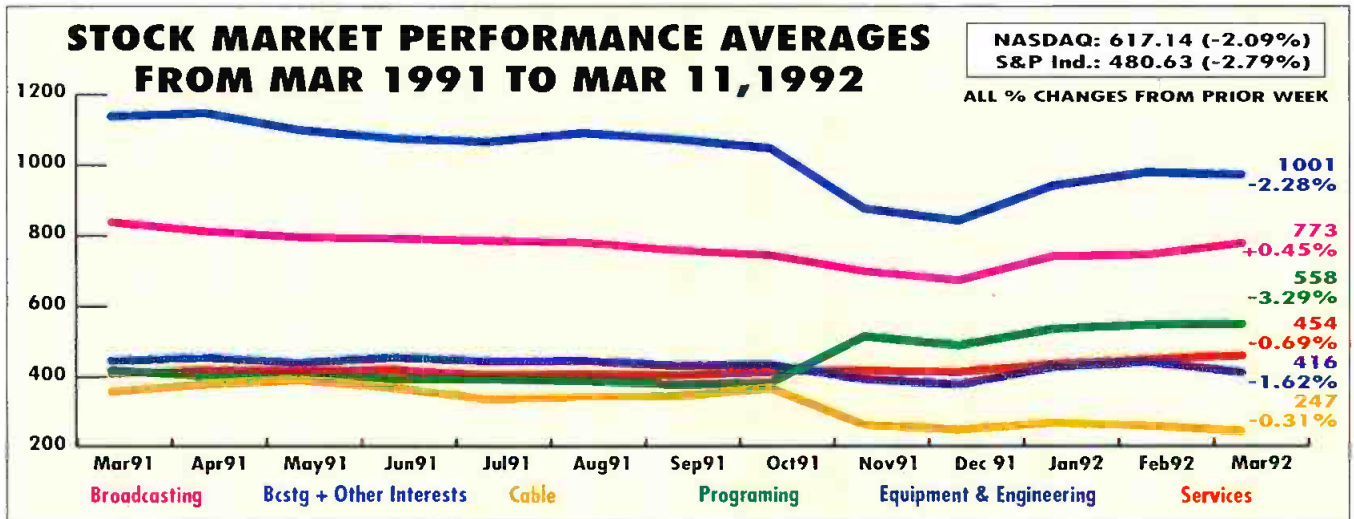
■ **KNSP-FM Staples, MN** (BAPH910715GQ; 94.7 mhz; 3 kw; ant. 328 ft.)—Dismissed app. of assignment of CP from Staples Broadcasting Co. Inc. to Edward P. DeLaHunt Sr. for no monetary consideration; DeLaHunt will make available for rebroadcast by Staples Broadcasting on KNSP(AM) all programming broadcast on KNSP(FM) at DeLaHunt's expense. Station is not yet built. Seller is headed by Perry W. Kugler, and has interests in KDJS(AM) Willmar, MN. Buyer is 100% owner and operator of KPRM(AM)-KDKK-FM Park Rapids, MN. Action Feb. 14.

■ **KLUK(FM) Laughlin, NV** (BTCH920103HW; 107.9 mhz; 7.95 kw; ant. 1,889 ft.)—Granted transfer of control among stockholders of licensee H & R Broadcasting Inc.; transferor Jackie R. Reeves will reduce her ownership interest from 60% to 30%. Stockholder Glen A. Hine is also stockholder of licensee of KTLG(FM) Tye, TX. Action Feb. 26.

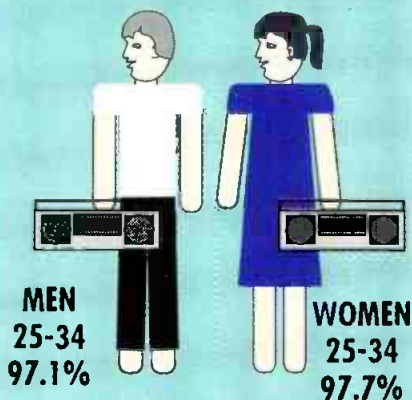
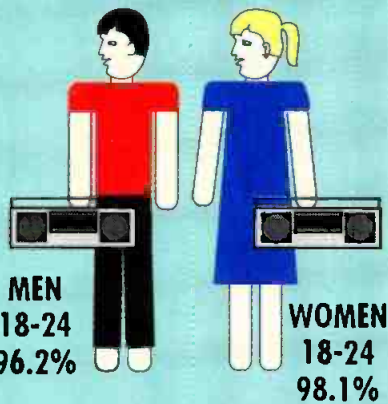
■ **WCZX(FM) Hyde Park, NY** (BALH911004HM; 97.7 mhz; 300 w; ant. 1,030 ft.)—Granted assignment of license from Hudson Valley Wireless Communications Corp. to Valley Communications Inc. for assumption of debt. Seller is headed by Harry Gregor Jr., and has no other broadcast interests. Buyer is headed by Bruce Morrow (12%), Robert F.X. Sillerman (56%), Howard J. Tytel (16%) and Gerald Wendel (16%). Sillerman and Tytel have interests in licensees of WMJJ(FM) Cleveland; WYHY(FM) Lebanon, TN; WNEW(AM) New York; WIX-AM-FM Nashville and WHMP-AM-FM Northampton, MA. They also have interests in Sillerman Representative Ltd., which holds 5.3% of class B non-voting stock of Group W Radio Acquisition Corp., licensee of 10 AM's and seven FM's in major U.S. markets. Action Feb. 25.

■ **WFAN(AM) New York** (BTC911223EI; 660 khz; 50 kw-U)—Granted transfer of control from Emmis AM Broadcasting Corp. of NY to Infinity Broadcasting Corp. of NY for \$70 million. Seller is subsidiary of Emmis Broadcasting Corp., headed by Jeffrey H. Smulyan and Steven C. Crane, and is licensee of WQHT(FM) New York, KPWR(FM) Los Angeles, WKQX(FM) Chicago, WCDJ(FM) Boston, WENS(FM) Indianapolis and KSHE(FM) St. Louis. Buyer is subsidiary of Infinity Broadcasting Corp., headed by Mel Karmazin, and is licensee of KOME(FM) San Jose and KROQ-FM Pasadena, both California; KVIL-AM-FM Highland Park (Dallas) and KXYZ(AM) Houston, both Texas; WBCN(FM) Boston; WJFK(FM) Manassas (Washington), VA; WJJD(AM)-WJMK(FM) Chicago; WLIF-AM-FM Baltimore; WOMC(FM) Detroit; WQYK-AM-FM St. Petersburg, FL, and WYSP(FM) Philadelphia. Action Feb. 25.

Broadcasting's By The Numbers



RADIO CUME RATING 6AM-12 MIDNIGHT MON.-SUN



Source: Interop Radio Store

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	11,107	1,562	12,669
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	1,495	197	1,692
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	1,210	1,013	2,223
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
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.

FACILITIES CHANGES

Applications

FM's

- **Fort Collins, CO** KTCL(FM) 93.3 mhz—Feb. 19 application of U.S. Media Colorado Ltd. for CP to change TL: 2 miles east of Fredrick on Road 17 in Weld County, CO.
- **Willamantic, CT** WECS(FM) 90.1 mhz—Feb. 24 application of Eastern Connecticut State College for CP to change ERP: .22nd kw (H), 1.35 max DA kw (V); ant.: 155 m.
- **Lumpkin, GA** WYAZ(FM) 99.3 mhz—Feb. 20 application of Radio Lumpkin Inc. for mod. of CP (BPH-891214M) to make changes: TL: Rulles Cnty, AL, 3.7 km NW of Cottonton, AL, off Alabama Cnty Rd #4.
- **St. Marys, GA** WAIA(FM) 93.3 mhz—Feb. 20 application of Rowland First City Radio Inc. for CP to change community of license from St. Mary's, GA, to Callahan, FL (per MM docket #91-261).
- **Wrens, GA** WAKB(FM) 96.9 mhz—Feb. 20 application of Advertisement Network Systems for mod. of CP (BPH-910325IA) to change ERP: 14.5 kw (H&V); ant.: 131 m.(H&V); TL: Louisville Road, 1.6 km northeast of Keysville, Burke County, Georgia; change freq. to 96.9 and class to C3 (per MM docket #89-418).
- **Schnecksville, PA** WXLV(FM) 90.3 mhz—Feb. 24 application of Lehigh County Community College for CP to change ERP: .42 kw (HBV); ant.: 70 m.; TL: campus of Lehigh County Community College in Schnecksville.
- **Christiansted, VI** WAVI(FM) 94.3 mhz—Feb. 4

■ **KGVE(FM) Grove, OK** (BALH920110GG; 99.3 mhz; 3 kw; ant. 325 ft.)—Granted assignment of license from BCS Inc. to Caleb Corp. for \$180,000. Seller is headed by Barbara Smith, and has no other broadcast interests. Buyer is headed by Larry J. Hestand, and has no other broadcast interests. Action Feb. 27.

■ **KIXR(FM) Ponca City, OK** (BTCH911223HW; 100.1 mhz; 3 kw; ant. 299 ft.)—Granted transfer of control within licensee Kix Communications Inc. for \$250,000. Seller is Frank Chappell, selling 51% to Buyer Bill Burns. Principals have no other broadcast interests. Action Feb. 27.

■ **WYHA(FM) Beaver Springs, PA** (BAPH920103HW; 106.10 mhz; .175 kw; ant. 400 ft.)—Granted assignment of CP from Mary Anne Fleisher to Marnu Inc. for \$50,000 ("Changing Hands," Jan. 13). Seller has no other broadcast interests. Buyer is headed by Pryor E. Neuber Jr., and is also purchasing WWBE(FM) Mifflenburg from Fleisher's husband (see below). Action Feb. 27.

■ **WWBE(FM) Mifflenburg, PA** (BALH920103HX; 98.3 mhz; 3 kw; ant. 150 ft.)—Granted assignment of license from Hale Communications Inc. to Marnu Inc. for \$725,000 ("Changing Hands," Jan. 13). Seller is headed by Mark Fleisher, and has no other broadcast interests. Buyer is headed by Pryor E. Neuber, who is also purchasing WYHA(FM) Beaver Springs, PA, from Fleisher's wife (see above). Action Feb. 27.

■ **WBLR(AM) Batesburg, SC** (BAL910916EI; 1430 khz; 5 kw)—Dismissed app. of assignment of license from Antley Broadcasting Inc. to Summit Broadcasting Inc. for \$20,000. Seller is headed by R.B. Antley, and has no other broadcast interests. Buyer is headed by J. Shelton Lattimore (100%), and has no other broadcast interests. Action Feb. 25.

■ **WMGL(FM) Ravenel, SC** (BAPLH911007HJ; 101.7 mhz; 1.32 kw; ant. 482 ft.)—Dismissed app. for assignment of CP from MillCom Inc. to Ravenel Broadcasting Inc. for \$600,000. Seller is headed by Don A. Monteith, and has no other broadcast interests. Buyer is headed by B. H. Bridges Jr. and Jimmy I. Gibbs (100%), and has no other broadcast interests. Action Feb. 28.

■ **KTER(FM) Terrell, TX** (BAPL920108EE; 1570 khz; 250 w-D)—Granted assignment of CP from Collins Broadcasting Inc. to Mohnkern Electronics Inc. for approximately \$25,000, plus assumption of debt. Seller is headed by Joe J. Collins, and has no other broadcast interests. Buyer is headed by Leonard C. Mohnkern, and has no other broadcast interests. Action Feb. 21.

■ **WVAB(AM) Virginia Beach, VA** (BAL911230ED; 1550 khz; 5 kw-D)—Granted assignment of license from Message Ministry and Management Inc. to Eclipse Broadcasting Corp. for \$150,000. Seller is headed by Ronald Joyner, and has no other broadcast interests. Buyer is headed by Ronald W. Cowan Jr., and has no other broadcast interests. Action Feb. 12.

NEW STATIONS

Action

■ **Dunsmuir, CA** (BPED910408MA)—Granted app. of Fatima Response Inc. for 100.1 mhz; 3 kw; ant. 48 m. Address: 2044 Beverly Plaza, Suite 281, Long Beach, CA 90815. Applicant is headed by Kimberly M. Thompson, and has no other broadcast interests. Action Feb. 26.

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application of St. Croix Wireless Co. Ltd. for mod. of CP (BPH-850711QD) to change ERP: 15 kw H&V; freq.: 93.5 mhz; class B (per MM docket #91-296).

TV's

■ **Miami WLRN-TV** ch. 17—Feb. 24 application of School Board of Dade County, FL, for CP to change ERP (vis): 2,825 kw; ant.: 309 m.; TL: 695 NW 199 St., Miami (25-57-29.5 - 80-12-44.1) antenna: Dielectric TFU-24E, (DA)(BT).

■ **Miami WTVJ(TV)** ch. 4—Feb. 25 application of NBC subsidiary WTVJ-TV Inc. for CP to change antenna location: 1 km ESE of intersection of turnpike and Southwest 41st Street, Dade County, FL. (25-58-07 - 80-13-20).

■ **Salisbury, MD WCPB(TV)** ch. 28—Feb. 26 application of Maryland Public Broadcasting Communications for CP to change ERP (vis): 2,179 kw; ant.: 157 m.; TL: 310 Deers Head Blvd., Salisbury; antenna: DielectricTFU-42J(BT); 38-23-09 - 75-35-32.5.

Actions

AM

■ **Dyersburg, TN WDSG(AM)** 1450 khz—Dismissed app. of Robert Ward, Administrator (BP-910802AC), for CP to change TL to Hwy 78 north at Radio Road, Dyersburg, TN; 36 04 14 - 89 23 52. Action Feb. 25.

FM's

■ **Juneau, AK KSUP(FM)** 106.3 mhz—Dismissed app. of Alaska-Juneau Communications Inc. (BMLH-891226KG) for mod. of license to increase ERP: 4.3 kw (H&V) (per docket #88-375). Action Feb. 28.

■ **Arizona City, AZ KONZ(FM)** 106.3 mhz—Granted app. of Arizona City Broadcasting Corp. (BMPH-910531IE) for mod. of CP (BPH-901102ID) to change ERP: 3.4 kw (H&V); ant.: 134 m.; TL: west of Eleven Mile Corner Rd., 2.01 km south of Pretzer Rd., approximately 16.3 km SW of Arizona City, Pinal Co., AZ. Action Feb. 26.

■ **Mountain Home, AR KPFM(FM)** 105.5 mhz—Returned app. of Mountain Home Radio Station Inc. (BPH-920206IF) for CP to change ERP: 33.4 kw H&V; ant.: 180 m. TL: 4 km NE of Three Brothers Church, State Route 5, Three Brothers, Baxter County, AR; change class: C2 (per docket #90-598). Action Feb. 26.

■ **Ocilla, GA WSIZ-FM** 98.5 mhz—Granted app. of Osceola Communications Inc. (BMPH-910813IL) for mod. of CP (BPH-870930MG) to change ERP: 4.3 kw (H&V), ant.: 110 m.; TL: .14 km E of Hwy 129, 2.2 km S of Ben Hill; Irwin County Line. Near Ocilla, Irwin County, GA. Requests section 73.215 processing. Action Feb. 26.

■ **Waynesboro, GA WAGW(FM)** 107.1 mhz—Granted app. of Clifford Jones (BPH-911107ID) for mod. of CP (BPH-890427MI as mod.) to change ERP: 25 kw H&V; class C3, and add directional antenna (per docket #90-536). Action Feb. 26.

■ **Newton, IL WIKK(FM)** 103.5 mhz—Granted app. of S. Kent Lankford (BMPH-911031IF) for mod. of CP (BPH-880727MI as mod.) to change ERP: 25 kw (H&V); TL: 2.2 km from Rose Hill, IL, at bearing of 95.7 degrees, change to class B1 (per MM docket 91-123). Action Feb. 28.

■ **Ellettsville, IN WZYG(FM)** 105.1 mhz—Granted app. of Katieco Inc. (BMPH-910123ID) for mod. of CP (BPH-880725MH) to change ERP: 6 kw H&V. Action Feb. 25.

■ **Keokuk, IA KOKX-FM** 95.3 mhz—Forfeited CP (BPH-880505NU) of W. Russell Withers, Jr. for CP to change ERP: 50 kw H&V; change freq.: 96.3, change class: C2; change ant.: 150 m.; change TL: SW quarter of SE quarter of section 9, township 65 north, range 5 west; Jackson Township; Lee County, IA. Action Feb. 26.

■ **Golden Valley, MN KQRS(FM)** 92.5 mhz—Forfeited and cancelled apps. of KQRS Inc. (BPH-8501 and BMPH-15099). Action Feb. 27.

■ **Minneapolis KLXK(FM)** 93.7 mhz—Forfeited and cancelled app. of Entertainment Communications

Inc. (BPH-10187). Action Feb. 27.

■ **Minneapolis KSJN(FM)** 99.5 mhz—Forfeited and cancelled app. of Minnesota Public Radio (BPH-9511). Action Feb. 27.

■ **Richfield, MN KDWB(FM)** 101.3 mhz—Forfeited and cancelled apps. of Midcontinent Radio (BPH-9153 and BMPH-1475). Action Feb. 27.

■ **St. Paul, MN KEEY-FM** 102.1 mhz—Forfeited and cancelled apps. of Malrite Communications (BPH-9094 and BMPH-14547). Action Feb. 27.

■ **Cleveland, MS WMJW(FM)** 106.9 mhz—Granted app. of Carol B. Ingram (BPH-911030IE) for CP to change ERP: 25 kw (H&V); ant.: 100 m.; TL: located 18.8 km, NNW of Cleveland, MS, on MS Hwy 32; change freq. from 106.9 to 107.5; change to class C3 (per MM docket #89-415; change community of license from Cleveland to Rosedale, MS. Action Feb. 27.

■ **Bonne Terre, MO KDBB(FM)** 104.3 mhz—Granted app. of Zindy Broadcasting Inc. (BMPH-911107IL) for mod. of CP (BPH-901105IA) to change ERP: .785 kw H&V, ant.: 192 m., TL: 3 miles NE of Bismarck, MO, on existing tower near top of Simms Mountain. Action Feb. 24.

■ **Broken Arrow, OK KCMA(FM)** 92.1 mhz—Forfeited and cancelled CP (BPH-70707IA) of KCMA Inc. for CP to change ERP: 2.25 kw (H&V); ant.: 114 m. (H&V); TL: 6650 E 61st Street, Tulsa. Action Feb. 26.

■ **Nowata, OK KRIG(FM)** 94.3 mhz—Granted app. of KGBH Radio Group (BPH-910917IE) for CP to change ERP: 3.5 kw (H&V), ant.: 132 m.; TL: 7 miles W AND 2 miles N of Nowata. Action Feb. 26.

■ **Giddings, TX New FM** 1600 khz—Granted app. of Radio Lee County (BP-900405CA) for CP: ERP: .50 kw-.25 kw-DA-2; hrs of oper: unltid; TL 6.7 km ESE of Lee County Courthouse, .62 km south of US Hwy 290, Giddings, TX; SL-RC to be determined; Giddings, TX: 30 09 56 - 96 52 16. Action Feb. 25.

■ **Mineral Wells, TX KYXS-FM** 95.9 mhz—Dismissed app. of Jerry Snyder and Associates Inc. (BMLH-900409KI) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action Feb. 28.

■ **Broadway, VA WLTK(FM)** 95.5 mhz—Cancelled app. (BMPH-880520IC) for Massanutten Broadcasting Co. Inc. for mod. of CP (BPH-860505MI) to change ERP: .33 kw (H&V); ant.: 305 m.; TL: Little North Mountain, 1.2 km, 305 degrees from Zion Hill Church, northwest of Singers Glen, Rockingham County, VA. Action Feb. 26.

ACTIONS

■ **Oroville, CA** Denied Golden Eagle Communications Inc. and Golden Feather Broadcasting Corp. reconsideration of an earlier action affirming staff action returning as unacceptable for filing Golden Eagle's application to assign CP of KCEO-TV to Golden Feather. (By MO&O [FCC 92-41] adopted January 30 by Commission.)

■ **Bowling Green and Elizabethtown, both Kentucky, and Ferdinand, IN** Ordered Daily News Broadcasting Company, licensee of WDNS(FM) channel 252A, Bowling Green, KY, to show cause why its license should not be modified; to specify operation on channel 227A in lieu of channel 252A; response due April 27. (MM Docket 90-535, by OSC [DA 92-235] adopted February 25 by Assistant Chief, Allocations Branch.)

■ **Hardinsburg, KY** Denied Robert M. Mason reconsideration of R&O allotting channel 282A. (MM docket #89-516, by MO&O [DA 92-231] adopted February 24 by Chief, Policy and Rules Division.)

■ **Virgie, KY** Granted application of Kenneth Osborne for new FM on channel 298A; denied competing application of Hobart C. Johnson. (MM docket #91-197, by ID [FCC 92D-18] issued February 25 by ALJ Arthur I. Steinberg.)

■ **North Myrtle Beach, SC** Affirmed decision to renew licenses of Ogden Broadcasting of South Carolina Inc., licensee of stations WGSN(AM)-

WNMB-FM for short-term, and imposition of forfeiture of \$10,000 for violation of EEO rules. (By Commission February 27, by MO&O [FCC-92-83] Report MM-581.)

■ **Charlottesville, VA** Denied Lindsay Television Inc. reconsideration of final Commission decision which denied both Lindsay's application and competing application of Achernar Broadcasting Company for new TV station on channel 64 at Charlottesville. (MM docket #86-440, by MO&O [FCC 92-81] adopted February 26 by Commission.)

■ **Castle Rock, WA** Set filing window for April 27-May 12 in case involving amendment of FM table for Castle Rock. (MM docket #91-27, by Order [DA 92-233] adopted by the Assistant Chief, Allocations Branch.)

CALL LETTERS

Applications

Existing AM

WGUV(AM) WMAX Grand Valley State University; Kentwood, MI

Existing FM's

KBRD(FM) KQEM Monte Corp.; Seaside, OR
WRVV(FM) WHP-FM Pennsylvania Broadcasting Assoc. III; Harrisburg, PA

Grants

New FM's

WDAI(FM) Carocom Media; Pawleys Island, SC
WIVH(FM) Gospel Media Institute Inc.; Christiansted, VI
WZJU(FM) Steamboat Radio Partners; Wauseon, OH
WZJV(FM) Applachian Broadcasting Co.; Glencoe, AL
WZJW(FM) Voice of Calvary Ministries; Norris City, IL
WZJX(FM) Miami Valley Commun. Inc.; Englewood, OH
KAGM(FM) Lenora Alexander; Strasburg, CO
KCLM(FM) Charlotte McNaughton; Newport, OR

New TV

KMTX-TV XMTR Inc.; Roseburg, OR

Existing AM's

KBID(AM) KBAD Southpaw Communications Inc.; Bakersfield, CA
KBSU(AM) KUCL Idaho St. Bd. Ed. (Boise St. Univ.); Boise, ID
KCPX(AM) KUTR Price Broadcasting Company; Salt Lake City
KGLW(AM) KATY ROCGLO Communications; San Luis Obispo, CA
KHNR(AM) KORL Coral Communications Corp.; Honolulu
KSSM(AM) KTUN Cutler Productions Inc.; Santa Barbara, CA
KWHI(AM) KTTX Tom S. Whitehead Inc.; Brenham, TX
KYYG(AM) KYNG Caiegon Broadcasting Inc.; Coos Bay, OR
WEZI(AM) WODZ Keymarket Communications; Memphis
WIQB(AM) WNRS Mediabase Research Corp.; Saline, MI
WJIG(AM) WDFZ NRS Enterprises Inc.; Tullahoma, TN
WPXY(AM) WKQG KISS Ltd.; Rochester, NY
WTHB(AM) WFXA Davis Broadcasting Inc.; Augusta, GA

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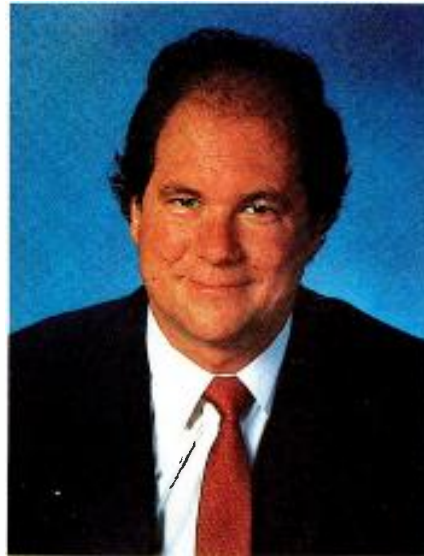
With perhaps the most tumultuous years in the network broadcasting business ahead, Perry Simon, executive vice president, prime time programs at NBC Entertainment, says one sure way to fall behind in the marketplace is to allow yourself to be dictated to by the forces of change rather than meet changes with a clear-cut plan.

"The continued fragmentation of the marketplace has made it a greater challenge than ever before for the networks to program shows to attract an audience. It's gotten so much more competitive. But on the flip side, it makes the programers have to take more risks, and challenges us to put on more shows that make people talk and take notice. In 1980, it was easier to be safe and more reactive. In 1992, the networks have to take risks."

Simon credits his choice of careers to two influences, "one real and the other whimsical." The real influence was that of his older brothers: Jeff Simon is a producer and director for ABC's *Good Morning America*, and David is a former president of NATPE. "The influence I call whimsical is that my grandfather opened one of the first theater chains in Australia, so I like to think I have celluloid in my blood," he says.

In between graduating from Stanford and beginning work on his MBA from the Harvard Business School, Simon spent a summer as a management trainee at Harte-Hanks-owned KENS-TV San Antonio. Working in all areas at the station, Perry says programing was clearly his favorite. "After that, there was no doubt about what I wanted to do."

Immediately after Harvard, Simon joined NBC as a programing associate in the comedy department with Warren Littlefield as his first boss. "The bulk of my career was spent under the aegis of Brandon Tartikoff. When I first came here, Fred Silverman was in charge of NBC, and since that time I've seen Grant Tinker take over and I've been fortunate to see the growth of NBC, not only from a ratings standpoint but in the public's awareness of



the network and its programing."

Indeed, just as dramatic as the ascension of NBC in the mid-1980's are

the efforts being undertaken by the entertainment department and Simon to keep NBC competitive in a time of transition. In the early to mid-'80s, many of the network's scheduling decisions were met with skepticism, including the scheduling of *The Cosby Show*. Today NBC is weeding out many of the shows that fueled the network's growth, while weaving in new series they hope will be the foundation for the future.

"There's no question, with the enormous success that we enjoyed during the '80s we were inevitably going to reach a point where certain programs we had become very attached to emotionally and creatively were going to have to hit the end of their runs. The timing of that is always a tricky proposition. In the case of *Cosby*, I think Bill [Cosby] and everyone felt it was time. In the case of

Matlock and *In the Heat of the Night*, those shows had taken on a demographic profile that made it too difficult for us to continue based on the cost of that show and based on the demographic audience our advertisers are trying to reach. So we took a chance to bank on the future."

Simon is excited about "where we stand with the new generation of shows that are still climbing." In that group he includes *Seinfeld*, *Law & Order*, *Quantum Leap*, *Blossom* and *Fresh Prince of Bel Air*.

On a broader canvas, Simon points to new approaches to the business he considers essential for a network in 1992. He expects to see more alliances among broadcast outlets, with closer relationships between affiliates and network divisions in terms of programing interactions.

On an external level, "we're broadening our net every day with people we talk to and deal with. We're talking to independents and cable companies." He notes NBC has held conversations with several cable programers for co-development projects similar to the deal between ABC and Nickelodeon in which *Hi Honey, I'm Home* aired on both the network and the cable channel.

"We've also been challenging a lot of scheduling assumptions. The way we just ran 'Back to the Future III' and 'Kindergarten Cop' twice in one week wound up a win for the network, for the affiliates and the advertisers. That was something [double running] that a few years ago people would have thought was heresy.

"It's all new. The bottom line is, it's very exciting to look at the challenges and to say: 'Here's an opportunity to break new ground.'"

Executive VP, prime time programs, NBC Entertainment, Burbank; b. March 5, 1955, San Francisco, Calif.; BA, Stanford University, 1977; MBA, Harvard Business School, 1980; management trainee, KENS-TV, San Antonio, Tex., 1977; programing associate, NBC Entertainment, 1980-81; manager, comedy development, 1981-82; director, comedy development, 1982-84; VP, creative affairs, NBC Productions, 1984-85; VP, comedy development, 1985-86; VP, drama programs, 1986-88; senior VP, series programs, 1988-90; current position since 1990; m. Susan Kaplan, Jan. 3, 1982; children: Julia, 4, Ian, 2.

Fates & Fortunes

MEDIA

Adam Ware, director, affiliate relations, West-Central region, Fox Broadcasting Co., Los Angeles, named VP, affiliate relations, West-Central region.



Ware



Goodwill

John C. Goodwill, formerly with CBS Radio, joins Independence Broadcasting Corporation, owners of nine radio stations, Norwalk, Conn., as president and CEO.

Cathy Gamble, director of administration, KMOX(AM) St. Louis, named acting general manager, replacing the late **Robert Hyland** ("Fates & Fortunes," March 9).

J.D. Freeman, general manager, KMLE(FM) Chandler, Ariz. (Phoenix), and **Mike Crusham**, general manager, WWSW-AM-FM Pittsburgh, appointed corporate VP's by parent company Shamrock Broadcasting Inc., Burbank, Calif.

David Zaslav, VP, business affairs and general counsel, CNBC, New York, adds duties as VP, business development, NBC Cable.

Wayne Barnett, VP and general manager, WTMJ-TV Milwaukee, named VP of development, WTMJ Inc.

Mark Hubbard, senior VP, radio, Osborn Communications Corp., New York, named executive VP, broadcasting.

Paul E. Rose, executive VP, Maxwell/Macmillan's Information Services Group, joins Landmark Communications Inc., Norfolk, Va., as VP.

Joe Macione Jr., station manager, WCYB-TV Bristol, Va., named executive VP and general manager.

Tristan Richards, sales manager, WKTS(AM) Sheboygan, Wis., named general manager and general sales manager. **Fred Nagle**, news director, WKTS, named operations manager.

Edward W. Santee, general manager, KHUM(FM) Ottawa, Kan. (Topeka), joins KJLA(AM) Kansas City, Mo., as VP and general manager.

SALES AND MARKETING

Christopher Larcade, production assistant, *A Current Affair*, joins WPGH-TV Philadelphia as account executive.

Mike Kincaid, VP, sales, Prime Ticket Network, Los Angeles, named senior VP, sales.

Marissa Rudman, from MMT Sales Inc., and **David Rose**, from ESPN Inc., join WGN-TV Chicago as account executives.

Jeff Chardell, sales manager, WMAG(AM) Chicago, rejoins WBBM(AM) there as general sales manager, succeeding **Robert Houghton**, who resigned.

Marc Rayfield, sales manager, WIP(AM) Philadelphia, joins KYW(AM) there in same capacity.

Bill Storms, local sales manager, KHQ-TV Spokane, Wash., named general sales manager. **Larry McDaniel**, executive producer, production department, KHQ-TV, named promotion manager.

Kelley Coates, intern, DDB Needham, McLean, Va., named account coordinator.

Carrie Kaufler, sales assistant, Katz Communications, Los Angeles, joins WKLX(FM) Rochester, N.Y., as account executive.

Cindy Hansen, director of sales and marketing, Airport-Hilton, El Paso, joins KTSM-TV there as account executive.

Pat Kelly, account executive,

KAZY (FM) Denver, joins KYMS(FM) Santa Ana, Calif., as director of retail marketing.

Stephen F. Rollison, corporate VP, TV news services, News-Press & Gazette Co., broadcast division, joins BAF Communications Corp., Tucson, Ariz., as regional sales manager.

Andy Reeves, general sales manager, WEMT(TV) Greenville, Tenn., joins WNOX(FM) Jefferson City, Mo. (Knoxville), as general sales manager.

Angela Betasso, recent graduate, Seltel's training program, named account executive, Seltel, Dallas.

Jan Ahearn, from Citation Insurance, joins KXBX-AM-FM Lakeport, Calif., as account executive.

Greg Scirrotto, local sales manager, WKSZ(FM) Media, Pa., named general sales manager.

Appointments at TeleRep, New York: **Tom Cassaro** and **Randy Culpepper**, from Seltel, named account executives, tigers team, and **Brendan Kelly**, from Petry, named account executive, wildcats team.

Milton C. Clipper, from Design Concept advertising agency, joins WHMM(TV) Washington as director of marketing, development and creative services.

PROGRAMING

Alan Boyd, former director of broadcasting and network programs, TVS Television, London, joins Grundy Worldwide there as senior VP, Light Entertainment.



Fox

Baxter ("Fates & Fortunes," Jan.

David M. Fox, founder and CEO, David Fox and Associates Inc., joins Majestic Entertainment Inc., New York, as president, succeeding the late **Walter E.**

20). **Scott A. Hancock**, VP and director of international sales, Majestic Entertainment, New York, named managing director, international.

Elizabeth A. Allen, from Rudin, Appel & Rosenfeld law firm, Los Angeles, joins Multimedia Entertainment, New York, as VP, business affairs and general counsel.

Cindy Moser, director of human resources, Viacom Broadcast Group, New York, named VP, human resources.

Karen Bonsignore, senior assignment editor, CNN, Los Angeles, named executive producer and managing editor, *Showbiz Today*, CNN.

Alyce Myatt, executive producer, new show projects, Children's Television Workshop, New York, joins Public Broadcasting Service, Alexandria, Va., as director of children's programming.

Cynthia Hudson Fernandez, from Univision Network, joins Telemundo Group Inc., Hialeah, Fla., as general manager, programming and promotions. **J. Manuel Corvo**, VP and general manager, WSCV(TV) Fort Lauderdale, Fla. (Miami), joins parent company Telemundo Group Inc., New York, as VP, programming, production and promotion.

Mark N. Dorf, from WXTR-FM Waldorf, Md. (Washington), joins Baruch Entertainment, Washington, as VP.

Teresa Elizabeth Koenig, producer, National Geographic Television, named supervising producer, National Geographic Specials, Studio City, Calif. **Kathryn Pasternak**, associate producer, National Geographic Television, Studio City, Calif., named manager, specials development.

Peter Fearson, producer, *A Current Affair Extra* and news director, *A Current Affair*, rejoins *Inside Edition*, New York, as special projects producer.

Sean Phillips, from WTHT(FM) Lewiston, Me., joins WZOK(FM) Rockford, Ill., as program director and air personality.

Zeb Norris, air personality and interim production director, KRQR(FM) San Francisco, named music director.

Bob Linden, former program di-

rector, KIFM(FM) San Diego, Calif., joins WJZE(FM) Washington in same capacity.

Jim Palmer, formerly with ABC, ESPN and WDCA-TV Washington, rejoins Home Team Sports, Bethesda, Md., as play-by-play announcer.

Jim Finnerty, anchor, *Weekend Travel Update*, News Travel Network, San Francisco, named managing producer.

NEWS AND PUBLIC AFFAIRS

Lou Dobbs, VP, managing director, CNN Business News, New York, named senior VP, CNN.



Alter



McGinnis

Appointments at CBS News, New York: **Allen Alter**, deputy foreign editor and senior foreign producer, named foreign editor, succeeding **Al Ortiz** ("Fates & Fortunes," Feb. 24); **Marcy McGinnis**, executive producer, CBS Newsnet, named deputy bureau chief, London, and director, CBS Newsnet, and **Ellen Fleisher**, reporter, WNBC-TV New York, named producer, *Street Stories*.

Appointments at NBC News, New York: **Beth O'Connell**, supervising producer, *Today*, named senior producer; **Bret Marcus**, news director, WNBC-TV New York, named senior producer, program development; **Mike Clancy**, executive producer, and **David Page**, senior producer, *A Closer Look with Faith Daniels*, add duties as co-producers, *Saturday Today* and *Sunday Today*.

Lynne Malmed, art director, WABC-TV New York, joins WNBC-TV there in same capacity.

Gerald Smith, from WDTR(FM) Detroit, joins WTVS(TV) there as director of community development.

David Duitch, from WKYC-TV Cleveland, joins KDFW-TV Dallas as executive producer, special projects.

Kevin McCarty, from KCRA-TV Sacramento, Calif., joins WMAQ-TV Chicago as general assignment reporter.

Loic Gosselin, North American manager, international relations, Visnews, New York, named senior manager, international relations, Rio de Janeiro. **Laura Brandt**, news editor, Visnews, New York, succeeds Gosselin.

Appointments at KOMO(TV) Seattle: **Rob George**, from KGTV(TV) San Diego, named 6:30 p.m. director; **Willie McGrady**, floor director and electronic graphics operator, KOMO, named weekend director, and **Jacques Natz**, VP, news, WHDH-TV Boston, joins KOMO-TV Seattle as news director. **Suzi Hedrick**, formerly with KIRO-TV Seattle, joins KOMO-TV there as public affairs producer.

Walker Campbell, assistant news director, KSLA-TV Shreveport, La., named news director.

Ronda Rohde, from KNDU(TV) Richland, Wash. (Kennewick), joins KULR-TV Billings, Mont., as noon anchor.

Rob Elmore, from WSMV(TV) Nashville, joins WHEC-TV Rochester, N.Y., as assistant news director.

Jim King, from WBNG-TVinghamton, N.Y., joins WHEC-TV as reporter.

Beverly K. Kirk, from WBKO(TV) Bowling Green, Ohio, joins WLEX-TV Lexington, Ky., as weekend news anchor.

Chris Huston, news director, KIVI(TV) Nampa, Idaho (Boise), adds duties as weathercaster.

Dennis M. Kelly, from KARN(AM) Little Rock, Ark., joins KXL(AM) Portland, Ore., as operations manager and news director.

Jeff Flood, producer, KCOY-TV Santa Maria, Calif., joins KEYT-TV Santa Barbara, Calif., as executive producer.

Anne Dorfman, legal affairs writer, *San Francisco Daily Journal*, joins KPBS-FM San Diego, Calif., as reporter and producer.

Steve Getty, sports anchor, CNN Headline News and CNN International, joins WXIA-TV Atlanta as sports producer. **Sue Yanello**, reporter, WTLV(TV) Jacksonville, Fla., joins WXIA-TV as general assignment reporter.

TECHNOLOGY

Richard L. Jensen, from Oak Communications, San Diego, Calif., joins Hughes Communications, Los Angeles, as director of DBS information systems for DirecTV.

Russell Bittner, director of sales, The Kenwood Group, joins Keystone Communications, New York, as director of sales, Northeast region.

Dan M. Merrill, regional technical support manager, Seagate Technology, joins Kaye Instruments Inc., Bedford, Mass., as field service engineering manager. **Marc A. Vandenburg**, from Ergo Sciences, joins Kaye Instruments as applications engineer.

Chris Mulroy, master control operator, WOIO(TV) Shaker Heights, Ohio (Cleveland), named master control supervisor.

Hamid Heidary, director of engineering, C-COR Electronics Inc., State College, Pa., named VP, engineering.

Michael Starling, senior engineer, National Public Radio, Washington, named director of technical operations.

Randy Starnes, colorist, Videocraft, Boston, joins Digital Magic, Santa Monica, Calif., in same capacity.

Ronald W. Butler, VP, sales, Pioneer Communications of America Inc., joins Panasonic Broadcast & Television Systems Group, Secaucus, N.J., as Western region zone manager.

Frederick A. Schaefer, formerly with IBM, joins Varian Associates Inc., Palo Alto, Calif., as marketing manager, microwave tube products.

Appointments at Quantel, Darien, Conn.: **Brenda Sexton**, freelance artist/designer, Los Angeles, named

demonstration artist; **Richard Alexander**, from Sony Broadcast, named Northeast district sales manager, New York, and **Martin Holmes**, field service engineer, Quantel, Newbury, England, named New York regional manager.

David H. Tomlin, deputy director of communications, The Associated Press, New York, named director of new technology marketing department.

Dale Wolters, chief engineer, WZZM-TV Grand Rapids, Mich., retires after 30 years with station.

PROMOTION AND PR

Grace Kim, senior promotion project coordinator, *Chicago Tribune*, joins CBS Radio Networks, New York, as manager, marketing and creative services. **Michael G. Tive**, marketing consultant, MGT/Creative, joins CBS Radio Representatives, New York, as director of advertising and promotion.

Carrie Stein, VP of development, Cosgrove/Meurer Productions, Burbank, Calif., named senior VP, creative affairs.

Mark Magistrelli, former promotion producer and writer, WSTR-TV Cincinnati, joins WLWT(TV) there as topical news producer. **Marilyn L. Stephens**, programing coordinator, WLWT(TV), named traffic manager.

Laura Fox, from Toyota Motor Sales and Nissan Motor Corp., joins Williams Television Time Inc., Santa Monica, Calif., as director of marketing and public relations.

Appointments at WSTR-TV Cincinnati: **Jennifer Bucheit**, executive assistant, and **Jim Hazlett**, programing assistant, named promotion writers and producers. **Monica Hampton**, receptionist, succeeds Hazlett as programing assistant.

ALLIED FIELDS

Al Rossiter Jr., executive VP, United Press International, Washington, resigned to become assistant VP, Duke University, Durham, N.C., and director of university's news service. **Steve Geimann**, bureau chief, UPI, Washington, succeeds Rossiter.

Rene Anselmo, Alpha Lyacom/Pan American Satellite, Greenwich, Conn., **Stanley S. Hubbard**, Hubbard Broadcasting Inc., Minneapolis, **Sidney Metzger**, formerly with Comsat, Washington, and **Dr. Tad-hiro Sekimoto**, NEC Corp., Tokyo, honored by Society of Satellite Professionals International, Washington, and named to its Hall of Fame.

Douglas S. Wiley, formerly with office of Congressman Thomas J. Blyley Jr., and son of Richard E. Wiley of Wiley, Rein and Fielding law firm, Washington, joins Telecommunications Industry Association there as director of government relations.

Dennis Swanson, president, ABC Sports, Daytime and Children's Programming, elected chairman of Foundation for Minority Interests in Media.

Steven D. Brill, president and editor-in-chief, American Lawyer Media (operator of Court TV), New York, presented with Criminal Justice award for outstanding contribution in field of public information by New York State Bar Association criminal justice section.

Mary K. Ruskin, VP, Post Newsweek Cable, Phoenix, elected president of Arizona Cable Television Association.

Pat Scanlon, sports director, New Jersey Network, Trenton, N.J., named Sportscaster of the Year by National Sportscasters and Sportswriters Association.

DEATHS

John (Ted) Lyman, 61, manager of announcing, ABC-TV, New York, died of cancer March 2 there. Lyman was 35-year veteran of ABC, serving both radio and TV networks and New York stations. He is survived by his wife, Peggy Anne.

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Monday Memo

“Bought intelligently, radio can perform any marketing function.”

One of the hallowed truths we always hear about selling radio time is that radio should not be bought or sold on the basis of cost per point. That idea has always seemed like a “hollow” truth to me.

Radio people would like to relegate cost-per-point buying to the place they feel it really belongs—somewhere over in television.

My selling friends—and I still have a few—love to tell buyers that our medium’s currency is strictly “reach and frequency.” And that “qualitative” information is somehow the unique coinage they must deal with in radio.

In fact, the best buying decision is that which makes hard comparisons and draws on every bit of available information. Not only is there nothing wrong with “cost-per-point” evaluations, I don’t know a better way to buy.

In the mid-1960’s I was part of the team at Group W Radio that pioneered the original “reach and frequency” concepts. As part of that work we introduced “qualitative” into the buying and selling process. Yet even with these new tools for selling radio, cost, and specifically cost per thousand (the reciprocal of CPP), remained important in the buying decision. Let me explain.

Even if a buy were being calculated purely on “reach and frequency” estimates, we’d still have a need for “cost per point.” Let’s say, for example, that the buyer desires a 50 reach and 6 frequency; he or she would have to buy 300 rating points. And let’s assume the buy would require four stations, and, to make the buy easier, we buy 75 points on each station (or any combination totaling 300).

The question for the buyer then becomes: “How much should I pay for the audience on each of the four stations?” This happens to be what we call “cost per point.”

Just like the lira in Italy, the franc in France or the pound in England, cost per point is our currency. And of the radio sellers I ask: What’s wrong with it?

Buyers must ask the question of the seller: “How much audience and how much does it cost?” How else can they do their job? We ask that question for just about every product we buy—“What do I get, and how much will it cost me?” That’s exactly what we call cost per point in radio and what we’d somehow prefer not to deal with.

But hold on, you say. Where does qualitative come into the mix? Well, if we express the audience in terms of product usage rather than audience demography, we then have cost-per-point beer drinkers or department store shoppers or frequent fliers instead of age-sex profiles.

And if the goal is to reach 50% of the beer drinkers or shoppers or frequent fliers six times and that happens to require four stations, the situation is no different than that described above. Only this time the valuation is based on product consumption rather than pure demographics.

This is exactly what our radio station does when we use television to advertise our product, “all news, all the time.” We target certain TV programing along with the demo to reach the users of our product. We calculate the reach and frequency we’d like to achieve and buy rating points that will achieve that goal as inexpensively as possible, based on the cost per point.

So who determines the “correct” cost-per-point pricing? It’s a partly factual, partly perceptual calculation based on historical trends in the marketplace—and on the seller’s ability to communicate the unique value of his or her station.

In television (before zapping, at least) Simmons studies showed different attentive levels by daypart and programing. Cost-per-point levels varied accordingly. Other variables were also

taken into account, but cost and audience were logically established as the key buying criteria.

Valuing all the different varieties of airtime is less than an exact science. It used to be, for example, that independent television stations were presumed to have less value or worth than a network-affiliated station. To be bought, the independent had to deliver a lower cost per point.

In radio, the commercial environment usually sets the value and worth of a station—thus the different point values in play, or cost per point. An easy-listening station may turn up at one extreme, an all-news station at the other, with the clear indication that the buyer buys the ideal that *all cost per points are not created equal*.

It thus becomes the sales rep’s responsibility to demonstrate the value and worth of his (or her) audience—or commercial environment—which will then determine the cost per point of a particular station.

That seems like a pretty good system to me. In fact, I can’t see anything wrong with it. I’m only afraid that radio may be guilty of undervaluing radio as an advertising medium—and underpricing it accordingly. But that’s a different issue than giving buyers a way to shop intelligently.

If we’re as good as we say we are in radio, we shouldn’t be reluctant to give advertisers the kind of cost information they use to evaluate or judge television. Let’s tell our story confidently and completely. ■



*A commentary by Roy Shapiro
VP-GM, KYW(AM) Philadelphia*

In Brief

C.T. "Terry" Robinson has resigned as co-chairman and CEO (with Nick Verbitsky) and director of Unistar Communications Group, New York, effective immediately. Robinson, who will remain a shareholder in the company, said he resigned his position to pursue other interests and investments in the broadcasting industry. Robinson's resignation was widely anticipated following Unistar's announcement last month that it plans to consolidate its western operations by relocating the format division—formerly Transstar—from Colorado Springs to new facilities in Valencia, Calif., a Los Angeles suburb.

Negotiations between the big-three networks and their affiliates over network/cable crossownership took a turn for the worse last week as the NAB TV board voted unanimously to oppose any modification of the rules. Comments on the issue are due at the commission March 23. One of the major debates is said to be over a local market cap on cable ownership. One observer said the crucial factor in the NAB vote is that it essentially takes the NAB out of play on the issue. The association said its comments on the matter should reflect the fact that there are differing points of view on

crossownership and that adequate safeguards must be adopted. Talks between affiliates and networks may take on an even greater urgency with the news that Capital Cities/ABC Inc. is said to have looked at investment opportunities in cable systems.

Capital Cities/ABC said last week it would no longer accept advertising from basic, advertiser-supported cable networks, including those in which it has an ownership interest, such as ESPN, Lifetime and Arts & Entertainment. "It does not benefit ABC to promote competing programming services," said an ABC spokeswoman. Changes are part of tightened advertising guidelines.

Group W Television's five stations signed with Nielsen last week. The group deal, which involves meters in some markets and diaries in others, will begin in November 1992.

House Copyright Subcommittee members Carlos Moorhead (R-Calif.) and Rick Boucher (D-Va.) have introduced a bill to allow wireless cable operators to continue carrying local broadcast signals by paying into the cable

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 1. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.5/224/97
2. Jeopardy!	12.8/216/97
3. Oprah Winfrey Show	12.6/225/98
4. Star Trek	12.2/238/98
5. Entertainment Tonight	8.8/188/96
6. Married... With Children	8.6/175/96
7. Current Affair	8.5/174/94
7. TV Net Movie 1	8.5/164/96
9. Worldvision 1	8.4/141/93
10. Wheel Of Fortune-wknd	8.0/193/86
11. Cosby Show	7.9/207/97
12. MGM Premiere Network IV	7.7/156/93
13. Donahue	7.3/226/99
14. Inside Edition	6.9/131/89
15. WKRP in Cincinnati	6.5/237/99

compulsory license. The wireless systems do not qualify as cable systems because they are not wired systems, the U.S. Copyright Office ruled last summer in recommending that wireless cable no longer be eligible for the compulsory license. The language of the new Compulsory License Clarification Act, Boucher said, "is very broad and would encompass any other form of technology, which means telephone companies when they finally get to offer the service, too."

Showtime this summer will launch its long-awaited, low-priced premium cable movie channel, according to a company spokesman.

NBC has decided not to renew its contract with the Arts & Entertainment Network for reruns of the Letterman show. Letterman had complained that the network failed to consult him on the deal.

The bidding process for WOI-TV Des Moines has been reopened, with questions raised about possible improper bidding in the initial process. The Iowa Board of Regents told the ABC affiliate's li-

FOX TO CREATE BASIC CABLE SERVICE

Fox Inc. shifted its cable efforts to the front burner late Friday by announcing a new Twentieth Television division, Fox Basic Cable, designed to develop and implement satellite-delivered program services for the cable TV industry.

Heading the new unit will be Lawrence A. Jones, who most recently served as president of FNM Films, the made-for-TV movie company that produces films for Fox Broadcasting Co.'s *Fox Night at the Movies*. Prior to joining FNM, he spent two years as senior vice president of business affairs for Twentieth Television and held comparable positions at CBS and NBC.

Jones said the division hopes to eventually launch one, or possibly two, basic cable networks as soon as possible. No immediate replacement for Jones has been named at FNM. ■

censee, Iowa State University, to draw up guidelines for "reviewing new or revised proposals." The six initial bidders were Broadcast Communications, Federal Broadcasting Co., Benedek Broadcasting, Grant Communications, Citadel Communications and the Iowa Television Group (ITG). *The Des Moines Register* reported that Citadel and ITG, which had made the highest offers, traded charges that each had obtained inside information before submitting its final bid.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is among the congressmen who have acknowledged writing overdrafts on accounts at the House bank. A crush of public opinion led the House to unanimously pass a resolution approving the release of the names of 296 members who wrote overdrafts during a 39-month period before Oct. 31. The names and the number of bad checks written will be released during the week of March 23. According to an Associated Press list, Energy and Commerce Committee members who have already admitted to writing overdrafts include Dingell, John Bryant (D-Tex.), Jack Fields (R-Tex.), Clyde Holloway (R-La.), Peter Kostmeyer (D-Pa.), Gerry Sikorski (D-Minn.), Jim Slattery (D-Kan.) and Gerry Studds (D-Mass.).

Sales of MCA TV's fall 1993 off-network sitcom, *Coach*, have been recorded in 78 markets, including 45 of the top 50. The final top 10 market closed was WSBK-TV Boston.

ABC will turn Stephen King's epic novel "The Stand" into a multi-part miniseries set to air during the 1992-93 season. King will write the screenplay and serve as executive producer along with Richard Ru-

FRANKEL CRITICIZES PPV PROGRAMING

Warner Bros. marketing vice president Eric Frankel sharply criticized top pay-per-view distributors Viewer's Choice and Request Television last week for stifling the growth of PPV with too much lackluster programming. The strongly worded criticism, delivered at a panel sponsored by the Cable Television Administration and Marketing Society, New York chapter, on Thursday at Warner headquarters in New York, came as an apparent surprise to fellow panelists from Viewer's Choice and Request. "Go to your pay-per-view network and ask: 'Why are you filling up the channels with unpopular programming?'" Frankel told the audience of local cable operators. "We think you should get on the phone and demand a movie-of-the-week schedule." Frankel called for PPV distributors to adopt the same type of "continuous hits" schedule currently used by several operators that program their own PPV channels. Offering a limited number of big box office hits is more consumer-friendly than providing a wide variety of hits and misses, he said.

"Why are we filling up a lot of the channels with small, unknown movies?" asked Frankel. He similarly criticized the proliferation of small PPV events. "You can't accept everything that's given to you." An indignant Bob Bedell, senior vice president of Viewer's Choice, retorted that "continuous hits" PPV programming has not been proven successful. "We don't know why the continuous-hits format hasn't worked," he said. Some standalone operators have "shot themselves in the foot" with the format, he added.

Bedell offered his own solutions for building PPV audiences, including 99-cent features designed to attract first-time PPV viewers. He said Viewer's Choice is currently working with the Hollywood studios to develop a 99-cent features promotion for the fall. -RS

binstein, president, Laurel Entertainment. The miniseries will be produced by Laurel in association with Greengrass Productions Inc. Worldvision Enterprises will distribute the project internationally.

Billy, the half-hour comedy starring Billy Connolly, moves to the Saturday 8:30-9 p.m. time period effective March 21. *Who's the Boss*, currently in that time slot, moves to the 8-8:30 slot. Losing out is *Capitol Critters*, on hiatus.

According to a **Capital Cities/ABC** executive, the company has recently been considering an investment in **Continental Cablevision**, the Boston-based MSO serving 2.5 million

subscribers. The executive added that it was only one of many investments the company routinely considers.

Richard J. Connelly, vice president, public relations, ABC Television Network, New York, announced last week he is retiring from the company on April 3. Connelly is a 26-year veteran of ABC, joining as manager of news/public relations in 1965. He had earlier stints at Westinghouse Broadcasting and NBC News.

Renaissance Communications refiled with the Securities and Exchange Commission to offer stock in the privately held group owner. Expected proceeds of roughly \$34 million—assuming an offering price of \$15 a share—would be used to repurchase \$22 million in preferred stock, mostly owned by controlling shareholder Warburg Pincus, and to reduce \$13.4 million of bank debt.

WGCV(AM)-WPLZ-FM Petersburg (Richmond), Va., was sold to Sinclair Telecable for \$1.4 million. The station, owned by Paco Jon Broadcasting, has been under receivership since November.

NBC STARTS IN-STORE AD NETWORK

FBC has agreed to contribute its name, programming and marketing expertise to an in-store advertising network. Former FNN president Mike Wheeler is a consultant to NBC on the matter and said last week that the "NBC On-Site Media" network will consist of 15-second video-only segments of advertising and NBC- and CNBC-produced programming. Local advertising will also run and might be sold, said Wheeler, by NBC television network affiliates. NBC will establish a new subsidiary that will form a partnership with Fleming Companies, the nation's largest grocery wholesaler serving 4,800 stores in 36 states. Two other parties involved in the network are Silent Radio and Site-Based Media. -CF

Editorials

LET IT BE

We think Ed Markey and John Dingell should get into the radio business. Preferably, the AM radio business. And then start learning from the inside out what it's like to make a living with LMA's. And to deal with overpopulation of the spectrum. And a lousy advertising market. And cutthroat competition. Then we'd like to see if they'd come back to Washington and try to stop the good-faith effort the FCC took last week to give radio a little relief.

The way we see it, Markey and Dingell are living on another planet—one peopled by the High Dudgeons and the Righteousnesses. It's a lofty place, as high as Capitol Hill, and a great eminence from which to hurl their bolts at the FCC, the expert and supposedly independent agency that toils away in the gully. Having only their preconceptions to work with, they issue such press releases as Markey's, declaring: "The commission has set a course intended to drive some broadcasters out of business or into bankruptcy...the commission has prescribed euthanasia to cure the common cold."

What in fact has happened is that Chairman Alfred Sikes has crafted—honorably, patiently and against the tide—a new multiple ownership and duopoly policy saying that one owner could operate 30 AM and 30 FM stations nationally, up from the 12-12 limit now in effect. The likelihood of great numbers of licensees reaching that level is minuscule, of course (only five groups now have over 20 stations total, and two of those are minority owned). Indeed, having a national cap is almost irrelevant; the only reason it's there is to avoid a political backlash.

Ironically, the FCC softened its multiple ownership approach and got the backlash anyway. We hope it's pro forma, and that once the headlines subside the politicians will go back to their overdrafts and let the FCC's action become the law of the land. As readers of this magazine are aware, many in radio don't think this is the ultimate solution anyway, and that somehow and at some time the FCC must address the basic issue of station overpopulation. Radio has long since passed the point when diversity could be the trump card every time the cards are dealt.

COLOR THEM MISGUIDED

The Director's Guild of America sent Martin Scorsese to Washington two weeks ago to lobby for H.R. 3051 at a House Copyright Subcommittee meeting

on the bill, the Film Disclosure Act, which would require that broadcasters, cable operators and videocassette distributors affix a warning to "materially altered" versions of a film. The label would list the objections of the film's writers and directors to those alterations, which include colorizing (to make the movies more marketable to the reigning color-coded sensibilities) and pan-and-scan and time compression editing techniques (to make big-screen magic fit in a TV-sized box).

If films were art unalloyed by commercial realities, writers and directors could do as they wish. But they are not. Movies are a collaborative effort of artist and businessman to the dual end of making a dollar as well as an artistic statement. Movies are a rather malleable product, altered throughout their lives by writers, actors, directors, producers, studio bosses, TV station editors and others. Scenes are cut for budgetary as well as artistic reasons and endings changed to make them more commercially appealing.

Perhaps the actors should be given a label too, to register their complaints about how a scene was directed or scripted. Will the writers be given some space on the label to complain about the director's cutting of key lines? Beyond the impracticality of such labeling, there is the First Amendment issue, which was addressed by Mike Synar (D-Okla.) at the subcommittee meeting: "Can anyone guarantee me that this label would be the end of labels? What about those groups that desire other types of labels such as [indecent warning labels] often suggested by Senator [Jesse] Helms." He is right. It is a film can of worms that should not be opened.

If the DGA members want to negotiate their movie contracts with labeling as an element, they are free to do so, but it is not the government's place to penalize distributors in service of the DGA agenda.



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