

Broadcasting

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- WHITE HOUSE PANS CABLE BILL AT WIRELESS CABLE / 22
- NBC REVEALS THEATRICAL LINEUP / 21
- HIGH HOPES FOR FALL SCATTER MARKET / 32

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A CANNERS PUBLICATION

RADIO EXTRA

Vol. 122 No. 32

RADIO RULE ROLLBACK EXPECTED THIS WEEK

By Harry A. Jessell and Joe Flint

Under threat of a pre-emptive legislative strike by Congress, the FCC is expected this Wednesday to roll back the liberal and controversial radio ownership limits it adopted last spring.

Anticipating the change, the FCC last week stayed the rules, which would have allowed a single company to own 30 AM's and 30 FM's nationally and up to six stations in the largest markets. They were to have gone into effect today (Aug. 3).

Still unsettled is how far the rollback will go. But a majority of three commissioners (Ervin Duggan, James Quello and Andrew Barrett) had apparently lined up behind a two-step plan that would set the national limits at 18/18 now and bump them up to 20/20 in 1995. Also, the plan would allow non-controlling interests in three additional AM's and FM's owned by "small businesses" or minorities.

The plan would limit local ownership to three stations (with no more than two in the same service) in small markets (those with up to 15 stations) and to two AM's and FM's in large markets (those with 15 or more stations).

The plan creates a rebuttable "presumption" that the common ownership of two or more stations is not in the public interest if the combined audience share of the stations exceeds 25%. The presumption could be used to challenge station purchases, which are subject to FCC approval.

FCC Chairman Alfred Sikes is pushing a plan to permit a group to grow to 25/25, but it would be obliged when it hit the 20/20 level to implement an "incubator" program to help small businesses acquire stations.

Sikes's local plan is the same as the majority's, except that ownership in large markets would be subject to a 25% audience-share cap.

With Commissioner Sherrie Marshall still not married to either plan

and the apparent willingness of Sikes and some members of the majority to continue talking, the proposal that emerges Wednesday could be a compromise. "This is a long way from being done," said an FCC official.

Since the new limits were adopted in March, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and other key congressional members have been pressuring the FCC to trim them back.

The pressure mounted early last week with Dingell threatening to preempt the entire FCC drive to loosen the ownership limits with legislation freezing radio limits at their pre-March levels: 12-12 nationally and one AM and one FM per market. According to one source, the measure would have also covered the 12-station TV limit, which is the subject of a separate rulemaking upon which Sikes hopes to act late this year or early next.

The pressure was enough to force Sikes to back off a proposal floated two weeks ago that would have gradually raised the limits from 18/18 to 30/30 over several years.

The majority plan is the "most fool-proof" method to appease Congress, said one commissioner. ■

SIXTH ANNUAL INTERFACE JOINS CABLE, BROADCASTERS

Three major speakers, a debate between opposing industry leaders and five panels representing the Fifth Estate's top talent will highlight the sixth annual Broadcasting/Cable Interface, sponsored by BROADCASTING magazine and the Federal Communications Bar Association on Oct. 21 in Washington's Omni Shoreham Hotel. The event will be moderated by Richard E. Wiley of Wiley, Rein and Fielding (and a former chairman of the FCC) and Don West, editor of BROADCASTING.

Viacom's Chief Executive Officer, Frank Biondi, will keynote the conference, while FCC Chairman Alfred C. Sikes will be the luncheon speaker. Greg Chapados, administrator of the National Telecommunications and Information Administration, will deliver closing remarks.

Among the day's panelists will be congressional staff members David Leach of the House Energy and Commerce Committee and Antoinette Cook and Gina Keeney of the Senate Commerce Committee. □ The industry leaders panel (broadcasting, cable, network, telephone and programming) will be represented by Jim Dowdle of Tribune, Brian Roberts of Comcast, Jay Kriegel of CBS, Horace Wilkins of Southwestern Bell and Leslie Moonves of Lorimar TV. □ An economic forecast panel will feature Douglas McCorkindale of Gannett, John Tinker of Furman Selz, Steve Rattner of Lazard Freres and John Reidy of Smith Barney.

Chairman Sikes's luncheon address will be followed by a



Biondi Sikes Chapados Fritts Mooney

panel of the four other commissioners: Andrew Barrett, Ervin Duggan, Sherrie Marshall and Jim Quello. Then will follow a debate between the leaders of the broadcasting and cable industries—Eddie Fritts, president of the National Association of Broadcasters, and James P. Mooney, president of the National Cable Television Association.

The day's last panel will match four media delivery futurists—the NAB's John Abel (over-the-air TV), NCTA's Wendell Bailey (cable), Irwin Dorros of Bellcore (telcos) and Stan Hubbard of Hubbard Broadcasting (DBS).

That evening, BROADCASTING will present its second annual Hall of Fame Awards ceremony, a black-tie event featuring presentations to 20 inductees. Registration fees for the Interface conference begin at \$375; tickets for the Hall of Fame dinner at \$425; discounts and combination rates are available. For information contact Pat Vance, BROADCASTING's director of corporate relations, at 202-659-2340.

-JR

BROADCASTERS GET FAVORABLE CABLE BILL APPOINTMENTS

By Randy Sukow

The 11 House Energy and Commerce Committee members named as conferees on the cable reregulation bill (S. 12/H.R. 4850) bode well for broadcasters hoping to have retransmission consent included in the final bill sent to the President this fall.

The announcement of the House conferees Friday afternoon (July 30), to be followed rapidly by the announcement of the Senate conferees either late Friday or early this week, means the conference can soon commence and leaves open the chance that a conference agreement could be ratified by both Houses before the Congress recesses next week for the Republican convention.

Among the conferees are Dennis Eckart (D-Ohio) and Jack Fields (R-Tex.), the co-authors of the House retransmission consent bill introduced in 1991 (H.R. 3380), two H.R. 3380 co-sponsors Energy and Commerce Committee ranking member Norman Lent (R-N.Y.) and Ralph Hall (D-Tex.)—and several others who have backed retransmission consent in committee and floor debates.

Other Democratic conferees include: Energy and Commerce Committee Chairman John Dingell (Mich.); Telecommunications Subcommittee Chairman Edward Markey (Mass.); Billy Tauzin (La.); Thomas Manton (N.Y.), and Claude Harris (Ala.).

Other Republicans named: ranking Subcommittee member Matthew Rinaldo (N.J.) and Michael Bilirakis (Fla.). Don Ritter (Pa.) was named as an alternate for Fields, who may be unavailable for the conference this week.

At the same time, no members of the House Judiciary Committee were named to the conference. House Speaker Thomas Foley (D-Wash.), however, reserved the right to name Judiciary conferees before the start of the conference. ■

This Week

OLYMPIC GOOD NEWS AND BAD / 3

Bucking a 20-year trend, prime time viewing of the Olympics has increased over four years ago. The Triplecast, however, has not fared well.

PRE-EMPTION THREAT / 6

Irked over CBS's proposed compensation cut, some affiliates are reportedly talking to syndicators about programming to pre-empt weak spots in the network schedule.

THE \$30 MILLION HALF-MINUTE / 16

King World has picked up an additional 30 seconds of barter from *Jeopardy!* and *Wheel of Fortune*, a move worth an estimated \$30 million a year.

NBC AT THE MOVIES / 21

NBC released a partial list of theatricals it has acquired for pre-cable airings, including "King Ralph" and "My Blue Heaven."

WIRELESS AND HAPPY / 22

The program access provision in the House cable reregulation bill brought cheer to operators attending the wireless cable convention, but they're concerned about the impact of compro-



King World ekes another 30 seconds of barter out of *Wheel of Fortune* and *Jeopardy!* (p. 16).

mise and White House opposition on the final bill.

4850 PLOYS / 24

Observers on both sides of the issue are marveling at the House's lopsided passage last week of the cable rereg bill. Some say Republican support for tough regulatory amendments now may be a design to make a veto sustainable later.

UNISTAR TREK / 29

Pulled down with the rest of network radio by the recession, Unistar is looking at price increases for its satellite-delivered

formats as well as expansion abroad.

CO-OP COVERAGE / 31

Even in a time of lean budgets, affiliates and independents are expanding their news coverage through reliance on news cooperatives.

HIGH HOPES FOR FALL SCATTER / 32

A pickup in buying in the days after the Olympics may portend a strong fall scatter market, media buyers believe. Having held in the upfront in the hopes of getting better prices later, the networks as a group bring a large amount of unsold inventory to the table.

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Clinton tells C-SPAN's Brian Lamb he is no fan of 'heavy-handed regulation.'

CLINTON TALKS REGULATION

In C-SPAN interview, candidate says he would require stations to provide time to candidates

By Harry A. Jessell

Describing himself as no "big fan of government bureaucracy," Bill Clinton told a C-SPAN audience last week he would appoint chairmen to the FCC and other independent regulatory agencies who "appreciate...what works best is not so much the heavy-handed regulation, but incentives which create the right kinds of markets to do the right kinds of things you want."

But the Democratic presidential nominee also made clear he is no big fan of wholesale deregulation. He criticized the deregulation of the savings and loan and airline industries and suggested the breakup of AT&T worked because of firm state regulation of the local telcos.

Aside from giving voters a hint of his regulatory philosophy, Clinton, in a wide-ranging interview with C-SPAN Chairman Brian Lamb, said he would require broadcast stations to provide time for candidates and would not increase spending for public television. He also said regulation of advertising content may sometimes be necessary.

Deregulation of the savings and loan industry was a "disaster," he said, adding it is a "classic example of what we don't want to do." Clinton has "mixed feelings" about airline deregulation. More people are flying because of market-driven prices, he said, but deregulation has cost jobs,

reduced service to smaller cities and towns and may have made airline travel less safe.

The breakup of AT&T has been generally beneficial—long-distance rates came down as competition increased—because state regulation of local service "was maintained," Clinton said. "I think we kept some regulation and kept some balance in it."

Talking about campaign reform, Clinton would "require open airwaves. Television and radio stations with federal licenses should provide some time for either one-on-one interviews or honest debates so that TV can become an instrument of education, not just a weapon of assassination," he said.

Clinton said he supports public television, but not to the extent of turning over more federal dollars to it. "I don't know that we have to spend more money on it now," he said. "We have a pretty vital network of public television."

The Federal Trade Commission should be "reluctant" to regulate advertising content, Clinton said. "[T]he presumption should be against interfering with advertising content...just on free-speech grounds unless there is something in the advertising which is clearly misleading or damaging to the public health and welfare." In such cases, he said, "the presumption against intervening can be overcome. You just have to take it on a case-by-case basis." ■

CBS AFFILIATES HINT AT PRE-EMPTIONS

Syndicators pitch programs for morning, late fringe

By Mike Freeman

Seizing upon the discontent among CBS affiliates, one syndicator is said to be talking with affiliates about producing a national morning news show to pre-empt the third-ranked *CBS This Morning*. Talk of pre-emption strikes in that daypart may be only part of a larger threat of affiliate defections in late fringe and prime time, a move designed to recoup revenue lost to CBS's proposed \$20 million compensation cut.

This latest round of saber-rattling follows a proposal made at an affiliates meeting two weeks ago in Chicago (BROADCASTING, July 27), in which station group executives discussed holding a meeting in Los Angeles—separate from CBS's annual affiliates convention—where the major studios and independent producers could pitch their wares. However, some syndicators are already at the door.

Jeff Rosser, president of Times Mirror Broadcasting's KDFW-TV Dallas, says one syndicator, whom he declined to identify, has approached him about the possibility of producing a morning news program that would leave stations a five- to 10-minute window for local news inserts: "It would be like an 'Evening PM Magazine Goes CNN' morning program with news windows for stations."

Other station and syndication sources speculated CNN or Conus Communications may be the only suppliers with newsgathering capabilities in place to mount such a venture.

One senior Hollywood syndication executive said there is an "obvious move afoot" by affiliates to produce their own local news: "They're saying they're getting sick of being beaten up by morning news operations on the independents." With independents WNYW(TV) New York, KTLA(TV) Los Angeles and WSVN-TV Miami equaling or surpassing the network morning news fare in their markets, the source said,

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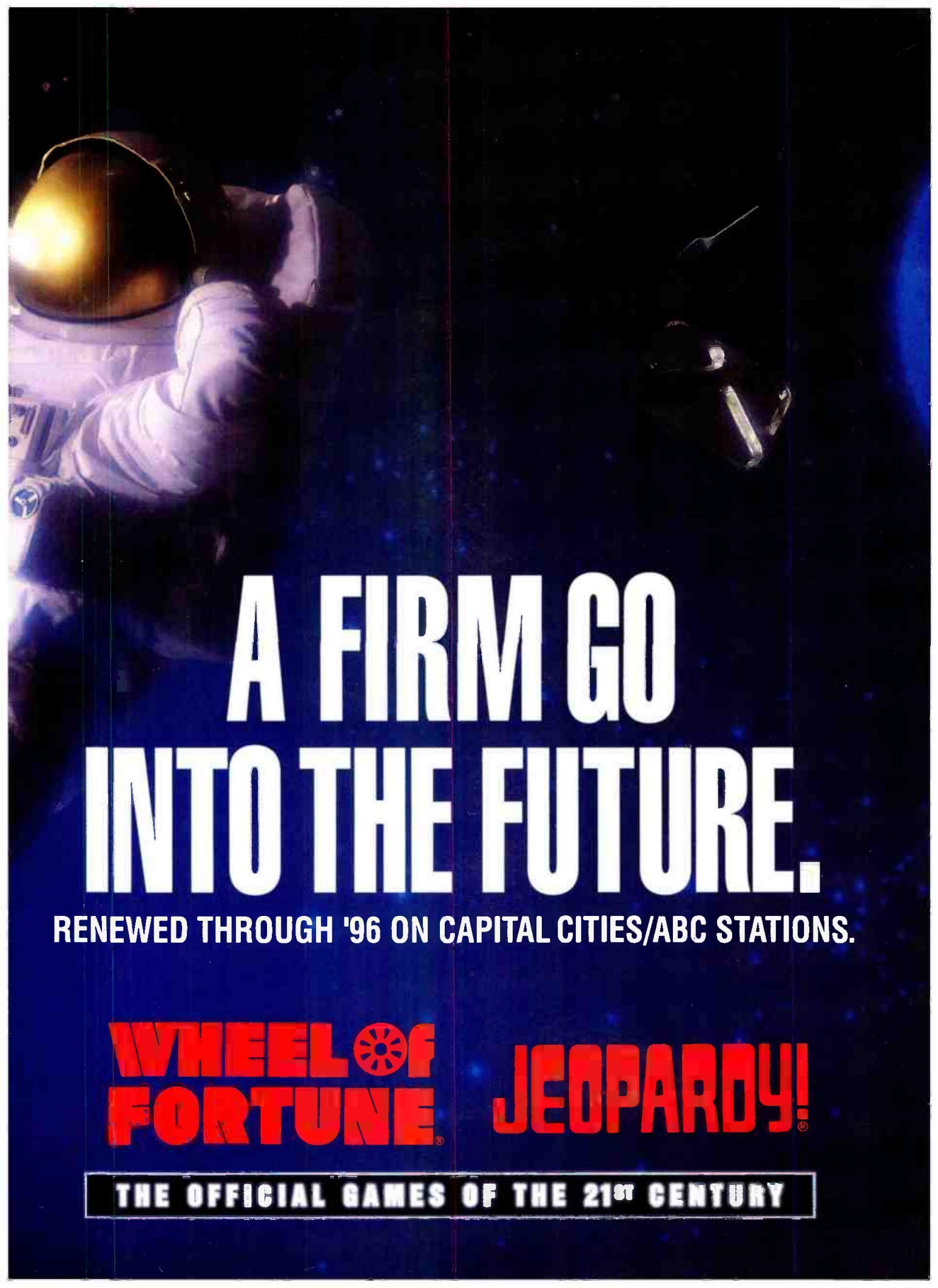


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rumors exist that Gillett Broadcasting, with 10 affiliates, will launch locally produced morning news programming on several stations. Gillett officials were unavailable for comment.

In late fringe, CBS affiliates have talked about pre-empting *Crimetime After Primetime*. KDFW's Rosser and another CBS affiliate said they received a pitch last week on romance strip *Bedroom Buddies*, which Warner Bros. Domestic Television Distribution

will be distributing for a six-week test starting Aug. 10 (see "In Brief").

The pre-emption of prime time for syndicated movie packages is also a possibility. Twentieth Television President Greg Meidel said Fox Inc. syndication division is pitching affiliates on its *Century 16* package, which includes such \$100 million-plus grossing theatricals as "Home Alone" and "Die Hard 2." Meidel is testing the waters with a split-licensing plan that

would have affiliates sharing the cash back-end with independents in return for separate affiliate windows on a quarterly or less-frequent basis.

"Our gripe with CBS is they think they have a first-run pipeline where they assume we'll clear anything down the line," said Alan Bell, president of Freedom Newspapers' broadcast group. "It really doesn't motivate affiliates to carry programs if we are getting beaten up by the network." ■

CAMPAIGNS' CAMPAIGNS TAKE NEW SHAPE

Bush organization buying cable, spot TV; Clinton eyes long-form segments

By Sharon D. Moshavi

Presidential campaign advertising is taking on a new form this year. Not only is it starting in mid-summer instead of fall, it is emphasizing regional buys and a wide range of commercial lengths. President Bush's campaign has already made its first purchases—on spot TV and CNN—and while there's no sign yet of an imminent ad run for the Bill Clinton campaign, the organization is planning to run a half-hour ad probably around Labor Day.

The Bush campaign, for the moment, has decided to forgo network TV, opting instead for CNN's prime time news and a wide range of spot TV for a two-week flight starting today (Aug. 3). The ads are aimed largely at midwestern and southern states, including Texas, Florida, North Carolina, Ohio, Indiana, Illinois, Michigan and Wisconsin, as well as Connecticut and Pennsylvania. The campaign has \$7 million left over from the primaries to use or lose by the time the Republican National Convention begins Aug. 17.

On average, Bush is buying between three and five affiliates and independents per market, says Rickie Ellis, who handles political advertising for Seltel Inc. The campaign is putting its 30- and 60-second ads on local news, prime time and access.

Bush is largely reaching out to what most perceive to be his core audience, focusing on a combination of older-skewing and law-and-order-type shows, such as Fox's *America's Most Wanted* and *Cops*, as well as news. On NBC affiliates, the Bush campaign has bought *Matlock*, *Dateline* and the

The videotape profile of Clinton, 'The Man from Hope,' shown at the Democratic convention, will be lengthened to a half hour for a cable infomercial, to run around Labor Day. At right: the opening and closing shot, showing the train station in Hope, Ark. Below, a frame of Clinton from the video.



Olympics; on ABC, *Primetime Live* and *20/20*, and on CBS, *Top Cops*, *Rescue 911*, *Murder, She Wrote*, *60 Minutes* and *48 Hours*. The campaign also bought a good chunk of CBS's Monday night (*Northern Exposure*, *Major Dad*, *Evening Shade*), but notably omitted *Murphy Brown*. In prime access, buys include *Golden Girls*, *Cosby* and *Night Court*. Not all shows were bought in every market.

If the Bush ads attack Clinton, many believe Clinton will fight back quickly. "In all his governor's races, Clinton came back. He comes roaring out when he is attacked," says Ray Strother, a political consultant who had rejected an offer to work on the Perot campaign.

At the moment, the Clinton camp is eyeing long-form paid programming. "The Man from Hope," the 13-minute Clinton biography produced by Linda Bloodworth-Thomason (*Designing Women*) is going to be extended and run as a half-hour cable infomercial. Thomason says she expects to complete it in the next two weeks and to make it more issue-oriented. There are no immediate plans for her to produce any additional videos, but she says, "We've always talked about doing infomercials in the campaign. The longer forum is a good way for people to get to know him. The more they see him, the better they like him."

The five-minute ad could also gain popularity this season. Stations have had extensive inquiries about them from both the Clinton and Bush camps, according to Seltel's Ellis, although none have been purchased. The FCC has been deluged with calls from stations asking if they have to accept five-minute political ads; the FCC says yes.

Left out of the equation so far is

network television. Although no one thinks the networks will be ignored, cable and spot are expected to play a greater role. Candidates "are not trying to reach gross-ratings points, but an audience who is likely to vote. Cable and spot television become a tremendous factor in trying to reach out to that audience," says Democratic political consultant David Garth. "You'll see a higher percentage of media buys going to cable, spot and places like CNN than you did four years ago."

How negative the campaign gets could also affect how much of a cable and spot strategy the candidates use. Many predict the campaign will go extremely negative, and "historically it's true that buys that have been negative have been regional. Positive messages are aired nationally," says Kathleen Jamieson, dean of the Annenberg School for Communication.

How much effect political advertising has in an environment where ex-

tensive free media is available is unclear. In a year when issues predominate, advertising has less of an effect, says Larry Sabato, professor of political science, University of Virginia.

"Free press overwhelms anything you can pay for," says consultant Strother. "But you don't see very many innovations in presidential campaigns, so they'll continue to spend [on advertising]. But if people sat down quietly, they would cut back on advertising spending." Others disagree. Advertising can do what free media cannot: control the message, according to William Barrett, director of client services, SFM Media, which was a contender for a position as media buyer for the Bush campaign.

It remains to be seen whether the extensive press coverage the candidates have been getting—from the morning news shows to MTV to *Dona-hue*—will continue. Ted Savaglio, executive producer of *CBS This Morn-*

ing, which has scheduled Clinton and Al Gore for a two-hour show next week, thinks the extensive coverage has just started. "I don't think people will get tired of it. And while Bush and Clinton don't necessarily draw big numbers [as did Perot], it still makes good TV."

Good Morning America executive producer Jack Reilly sees otherwise, especially now that Perot is out of the race. "Frankly, there is a limit to the public's interest in this. The Perot factor was more of an aberration than a reality. The reality is most of these appearances do very little for ratings, so it isn't a great thing for us."

Providing the candidates with equal time also presents a problem, with Clinton more disposed than Bush to visit a variety of alternative forums. *Good Morning America* featured Clinton in a two-hour appearance, and Reilly says the show would not have him back until Bush, or perhaps Quayle, appeared as well. ■

HDTV TESTING, ATRC FACE NEW SETBACK

Advisory Committee may allow consortium to fix tuner and repeat some tests

By Peter Lambert

Richard Wiley has another tough decision to make on high-definition television testing. On July 29, the last day of its scheduled eight-week slot at the Advanced Television Test Center (ATTC), the Advanced Television Research Consortium (Philips Laboratories, Sarnoff Research, Thomson Consumer Electronics and NBC) asked the Advisory Committee on Advanced Television Service chaired by Wiley to consider repeating some tests.

"It could be a Zenith-like situation...a possible need to redo some tests because of a filter problem in one of the [consortium's] tuners," Wiley said last Friday. Earlier this year, his committee granted Zenith Electronics/AT&T time to replace a flawed chip and retest its system.

To grant a similar extension, the Advisory Committee must again be convinced the problem is in implementation rather than design—a decision it may make by early this week.

Two months ago the consortium was denied an extension of time to enter testing (BROADCASTING, May

25). Sarnoff president James Carnes said an inappropriate filter accepted too much bandwidth, including adjacent channel signals. A backup filter is ready, he said, and re-testing would take two weeks or less.

Meanwhile, the Massachusetts Institute of Technology and General Instrument Corp.'s VideoCipher Division say their second all-digital HDTV system is ready to enter the sixth and final test slot.

Last winter, GI/MIT's DigiCipher ran the ATTC gauntlet, the raw results of which may be ready for publication this week. At the same time, GI and MIT conducted a series of internal "shootouts" between their approaches to what has become Channel Compatible DigiCipher (CCD).

Jae Lim, director of MIT's Advanced Television Research Program, and Robert Rast, vice president of HDTV development for GI's VideoCipher Division, say Channel Compatible DigiCipher embodies an improved compression system (based now on vector, rather than Huffman, coding); a higher transmission data rate (CCD's picture occupies 18.9 megabits per second, up from Digi-

Cipher's 17.5 mbps); improved motion compensation (with half-pixel accuracy); intensified chrominance resolution and ability to conceal uncorrected transmission errors.

CCD differs from DigiCipher most critically in that it is designed to deliver 787.5 lines, 59.94 cycles per second, progressively scanned; DigiCipher to deliver 1,050 lines, 59.94 cycles per second, interlaced. AT&T/Zenith (partner with GI/MIT in an HDTV royalty-sharing agreement finalized last month) has the only other progressive scan system.

Lim and Rast say the approach avoids interline flicker and other image artifacts and promises easier integration with computer technologies. "It is also easier to process and edit a progressive image," says Rast.

Ultimately, however, because TV production is now interlace, and because progressive production equipment and receivers will cost "some-what more," Rast predicts the industry will begin with interlace HDTV and "in maybe 10 or 20 years" become progressive. For now, "it can only be a good thing that the industry has both formats to compare." ■

OLYMPICS

Continued from page 3

night coverage was live, while the Barcelona late-night feed is taped.

The coverage was also well received by the nation's press. And while much of the pre-press publicity for the Triplecast had an "NBC's Folly" character to it, critics were impressed with the program content.

Meanwhile, NBC and Cablevision, joint partners in the Triplecast project, took the cable industry by surprise when they announced late last Wednesday they were cutting the price of the per-day option by one-third, to \$19.95, and offering a two-day weekend package for \$29.95. The partners also said cable subscribers would receive the opportunity to watch an edited form of Triplecast coverage (fed over CNBC) free on Thursday and Friday nights (July 30-31), an attempt to boost per-day sales of the pay-per-view channels throughout the rest of the games.

The action threw cable operators into a last-minute panic as they scrambled to revise billing and promotion procedures and set up the free preview, a sort of barker channel split screen, where viewers could see the action on the three PPV channels without the accompanying audio.

An NBC spokeswoman "guesstimated" that toward the end of last week, 250,000 subscribers had signed for a Triplecast package, far below the two million for which officials were hoping. Cable operators last week reported buy rates of about 1%, far below the initially projected 10%.

Most cable operators had urged NBC to offer a free preview of the Triplecast the first night so potential subscribers could see what they would get for their money. Operators also said NBC had priced the package too high in the first place, and were concerned early subscribers would complain about the new discounts. But NBC balked, indicating strong pressure from both national advertisers and affiliates who feared such a preview would cut into their audiences. Advertisers and affiliates confirmed those concerns last week. ■

**For More Late-Breaking
News, See "In Brief,"
Pages 56 and 57**

DESALES STREET



Everywhere we've touched down in recent weeks there's been one compelling subject of conversation: where is the business going, and what will it look like when it gets there? That's been particularly true on the broadcasting side, and on the side of those whose destiny is so importantly allied with broadcasting. Cable seems less self-doubting; its biggest concern is Capitol Hill, and how government will trim its sails.

(Radio also is counted among the self-assured, for different reasons. No matter what TV's resolution, it's no threat to radio's wireless reach to moving targets.)

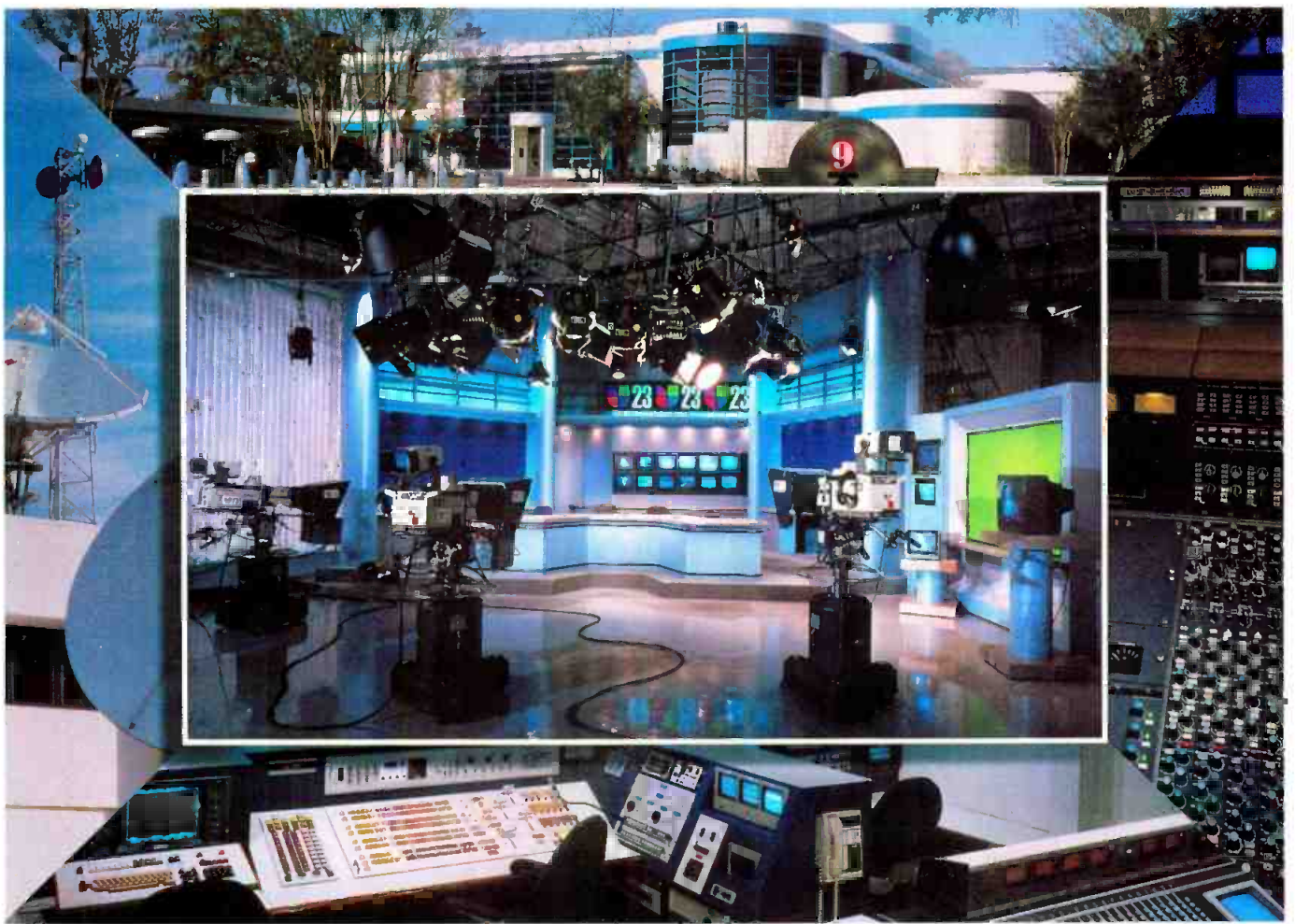
So "DeSales Street" has decided to end the sturm and drang (our own, as well; we can worry with the best of them). Rather than waiting for time to tell what the future will bring, herewith tomorrow's headlines today.

- **The worst is over for over-the-air TV.** There will be no further erosion of broadcast equities. In other words, if you've been waiting for the market to bottom out before adding to your TV portfolio, wait no longer. As for radio, stay tuned.
- **Network shares will rebound and profits will increase,** as all four turn up the competitive heat on cable and get their fiscal houses in order. **Program compensation will be a thing of the past** (but not this year).
- **The big benefit of digital compression will be the ability to broadcast multiple channels and interactive services, not HDTV.** The new marvel will turn out to be a bigger boon for over-the-air TV than for cable, which already has more channels than it knows what to do with (the possibilities of pay per view excepted.) That depends, of course, on broadcasters waking up to the digital revolution and getting out of the single-channel (and single-business) mindset.
- **The cable bill will pass** with both must carry/retransmission consent and program access. President Bush, fighting for his political life, won't veto. But cable will continue to prosper under the new rules.
- **Wireless cable will profit** from the combination of compression (making its channel capacity competitive with cable) and program access (giving it the key to cable's programing vault).
- **DBS will do better than most people** (other than Stan Hubbard) think. It will drive pay per view.
- **Paramount and Chris Craft will start the fifth network,** soaking up the rest of the independents and putting an end to INTV.
- **The court will return fin-syn to the FCC, where it will be repealed** (along with the off-network programing provision of the prime time access rule).
- **President Clinton will name Ervin Duggan** chairman of the FCC, after Tim Wirth opts to stay with TCI.

So, having put an end to everyone's uncertainty and anxiety, we're anxious to commit to the future—which has got to be rosier than the recent past. By this time next year, the turnaround will be history.

Quote of the Week: "Until one is committed there is hesitancy, the chance to draw back, ineffectiveness...I have learned a deep respect for one of Goethe's couplets: 'Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it.' "

Tim West



For television broadcasters, timing is imperative #1. Austin should be imperative #2.

Time is money is more than a cliché for network and local television broadcasters.

A lost second is an era, a lost minute an eternity for an industry whose primary commodity is time.

Your facilities, therefore, must be designed and engineered for operational efficiency as well as technical performance.

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BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

APPOINTMENT POLITICS

Capitol Hill sources say House Speaker Thomas Foley (D-Wash.) was prepared to appoint three Judiciary Committee members to the House-Senate conference on cable reregulation (see page 5), but Judiciary Chairman Jack Brooks (D-Tex.), who had pushed all last week for a larger delegation from his committee, attempted to delay conference appointments by not submitting any Judiciary names. In the end, Foley went ahead with the appointments—11 members, all from the Energy and Commerce Committee—and gave Brooks the option to submit three names before the conference starts this week.

Brooks supports a plan to gradually eliminate the cable compulsory license, as an alternative to retransmission consent, which is supported by nearly all of the Energy and Commerce conferees.

NEW YORK

HIGH ON DIGITAL

It may be his network is more intimately involved in digital HDTV, or that his is the only network distributed via a two-way Ku-band satellite system, but NBC Operations and Technical Services President Michael Sherlock sounds more ready to digitize distribution to affiliates than do other broadcast executives. "I could see some compression happening in 1993, definitely before HDTV," he says, adding, "there's a quick payback" on using digital compression to squeeze four or more channels into the transponder space currently occupied by one. NBC pays for eight full-time transponders.

OLYMPIC CLUTTER

According to one advertising agency that has been monitoring NBC's Olympics coverage, prime time "clutter" (non-programming time) is

TAKING A READ ON 'CRISTINA'

The seven stations participating in an 11-week summer test of *Cristina*, a joint venture of Columbia Pictures Television Distribution and the CBS Television Stations group, are, according to several key executives, anticipating word within the next week on the status of the talk show strip going into next season. Allen Shaklan, vice president and general manager of CBS O&O WCIX-TV Miami, where the show is produced, would only say he has not received word from CPTD officials on its status. One senior-level source, whose station also carries the show, said that the last of the original trial episodes was produced last week and Columbia executives will "have to notify" stations so they can decide if they'll exercise their September option to pick up the series for next season. A spokesman for Columbia, which has been making aggressive efforts to re-enter first-run syndication, declined comment. Since the debut of *Cristina* on June 22, the show has averaged a 2.7 rating/10 share (NSI, June 22-July 30), and a partial July sweeps 2.6/9 average (NSI, July 9-July 30), in seven metered test markets. From week one's 2.9/11 to last week's 3.3/11 average, the hour-long talk show has exhibited a 14% ratings growth.

averaging a record 17 minutes per hour. That includes network commercials and promotions, as well as local breaks. But the network, at least in the early going, is airing only nine minutes of network commercials per hour in prime, which is a half-minute under its stated commercial load for the games. "They're just not there yet in terms of sellout," an agency executive said. As for the clutter, the exec said, "We didn't expect them to be running seven-minute local pods." NBC made no promises about what the total clutter load would be.

WISCONSIN

ACQUISITIVE EYE

Although it has yet to be determined whether Clear Channel Communications will manage Tak Communications' 3 FM's and five TV's, which are currently in Chapter 11 proceedings (BROADCASTING, July 20), that has not stopped industry observers from speculating on whether Clear Channel might buy any of the properties. Some group owners watching the situation anticipate that Clear Channel is trying to acquire Tak's Wisconsin station group of WQOW-TV Eau Claire; WKOW-TV Mad-

ison; WXPW-TV La Crosse, and WAOW-TV Wausau. Clear Channel declines comment on the situation, but the group has said it will look at acquiring affiliates and has made offers on properties in the past.

ATLANTA

BOOK REPORT

CNN and its executive vice president, Ed Turner, come under fire in a soon-to-be-released biography of Hill & Knowlton Chairman Bob Gray. In "The Power House," Susan Trento writes that Turner tried to make changes on a less-than-flattering piece on Gray being done by CNN's Special Assignment Unit. The piece was on CNN itself and a 1985 incident in which the network was charged with running as news stories videos made by Gray for clients. Though the piece ran with criticism of CNN intact, Trento implies that the unit subsequently was dismantled because the piece strained relations with headquarters. A CNN spokesperson said the videos in question were believed to have been done by an independent contractor and any contention in the book that that piece caused the unit to be dismantled is "nonsense."

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Monday Memo

“Our free-market system [is] the ultimate testing ground for new technologies.”

Time and time again, the marketplace has proven to be the most powerful and effective force for establishing technology standards in broadcasting and other high-tech industries. Nowhere is this more evident than in the United States.

Standards have been set in Europe to help guarantee a market for a particular product, thus taking the risk out of manufacturing.

In the U.S., however, our free-market system has proved to be the ultimate testing ground for new technologies. As a result, de facto standards are often established by the marketplace long before standard-setting bodies can convene.

Microsoft's MS-DOS operating system and the VHS consumer video recorder have become de facto standards, though no standards body tested or selected them. And IBM's System Network Architecture (SNA) has become the de facto protocol standard for synchronous data communications—even though CCITT selected X.25 as the official standard.

In the broadcast radio industry, the development of digital audio compression technology has demonstrated the power of the marketplace well.

Almost immediately after some of the world's leading companies introduced different digital audio compression techniques in 1990, several organizations announced their intention to establish standards.

By mid-1991, though, three of the world's largest radio networks had already converted their satellite audio transmissions to Scientific-Atlanta's Spectrum Efficient Digital Audio Technology (SEDAT) as the compression technique for satellite-delivered digital audio. Digital audio compression offers broadcasters the ability to increase quality and increase satellite transponder efficiency—thus deriving more revenue-producing channels

from the same amount of bandwidth.

Digital audio compression provides a point of reference for the inherent difficulties standards bodies face.

What standards bodies have tried to do is assemble anywhere from 40 to 100 audio professionals in a room to determine which product features should be tested, which testing methods should be used and what the winning criteria should be. Establishment of the measurement criteria alone—

data rate performance, error correction, subjective scoring—has been known to require six months or more.

More and more standard-setting organizations are realizing that audio compression defies standards testing and that only the marketplace is capable of evaluating the various alternatives. Some standards bodies have even thrown in the towel after

determining that true evaluation is possible only when the marketplace subjects a technology to its own brand of rigorous testing.

With digital audio compression, as with many other computer-based technologies, the real benefit of standards lies not in the selection of particular techniques, but in the ability to proliferate the technology to other applications and to establish interfaces.

Naturally, the marketplace will benefit by integrating SEDAT into the digital audio broadcast applications, such as digital storage. The marketplace will also benefit by integrating SEDAT into emerging standards for digital video compression and high-definition television.

Standards-bearers have the responsibility to publish interface specifications so others may build digital cart machines, workstations, studio transmitter links and other compatible equipment. Broadcasters can then be assured that all those pieces can communicate among one another. ■



BY KENT MALINOWSKI, SCIENTIFIC-ATLANTA BROADCAST RADIO & DATA SYSTEMS

Television

KING TAGS 30 TO 'WHEEL,' 'JEOPARDY'

Move could bring in \$30 million-plus in additional national barter revenue

By Mike Freeman

King World Productions, which concluded major two-year extensions last week for its top-rated *Wheel of Fortune* and *Jeopardy!* game strips with Capital Cities/ABC's six O&O's and at least four other network affiliates, has so far appeared successful in using its leverage to extract an additional 30 seconds of national barter time daily for each program in some markets. The move could bring in over \$30 million additional revenue annually for the 1994-95 and 1995-96 seasons.

A senior King World official claims the New York-based syndication giant will be able to tag an additional 30-second national commercial spot to the existing one minute of national barter in each program—on top of the cash license base. If such terms are negotiated with incumbent client stations, which represent at least 70% U.S. coverage, a New York station rep source estimates KWP will be able to count on another \$36 million in gross barter ad revenues for both game shows. *Wheel* is currently estimated to gross over \$140 million and *Jeopardy!* \$120 million in cash and advertising revenues annually.

Several station executives, on and off the record, expressed concern over commercial clutter they say is likely to meet negative audience, and possibly advertiser, reaction. King World officials have apparently informed stations that Merv Griffin Enterprises, producers of *Wheel* and *Jeopardy!*, will speed up and cut some of the production credits to shorten each program's running time by 30 seconds.

The "tightening up" of other production elements would allow *Wheel* and *Jeopardy!* one and a half minutes



King ups dollar value on 'Wheel'

of national ad time daily, starting in the 1994-95 season. Combined with the stations' allotment of five and a half minutes of local spot and 30 seconds of promotional fee spots King World sells within the shows, the proposed one and a half minutes of national commercial time would add up to a total of seven and a half minutes of commercial content for each half-hour episode.

Charles Bradley, program director of ABC O&O WPVI-TV Philadelphia confirmed that the station signed the licensing extensions for both game shows with the added 30-second commercial units, but he noted that the station "voiced the opinion that more commercialization is not better." Bradley prefaced further remarks on advertising clutter by noting that the broadcast networks commonly take six minutes of national commercial and promotional time, leaving the stations

one minute of local spot time per half-hour.

KGO-TV, the ABC O&O in San Francisco, on the other hand, has not yet agreed to the additional 30-second commercial unit, although it has reached a deal on the extensions, according to KGO Program Director John Moczulski, who said each ABC O&O negotiates individually. "[The additional 30-second commercial unit] is something that we [KGO and King World] agreed can be discussed at a later time," Moczulski said. "When you're talking about the top-rated programs in syndication, it really is a minor point in terms of the kind of revenue those shows bring into our station."

KWP President and CEO Michael King explains that the additional barter ad revenue will allow the syndicator to invest more money in adding new production elements and promotional material for both game shows. "The broadcasters know how much we believe in constantly promoting and supporting our product, and that they'll be getting even more of that in the future," with the barter ad increase, King says.

King, who had no comment on the barter projections, was similarly mum about negotiations on the cash licensing terms, but station sources estimated KWP will achieve lower than expected 3%-5% cash increases through the 1994-96 period, most likely keeping pace with the current level of inflation. Several station sources suggested that KWP correctly sensed incumbents would "swallow" the additional commercial time (which doesn't come out of their inventory) because economically pinched markets would likely hold the line against steeper cash license increases. ■

RYSHER: ON THE GROW IN THE SLOW-GO '90'S

Former Warner executive Keith Samples is making a run for first-run

By Mike Freeman

The go-go '80s left several major studios burdened with higher debt loads, forcing some into bankruptcy or ever-larger corporate mergers. Syndication sales veteran Keith Samples is trying to prove that a startup distributor, like his Rysher Entertainment, can survive in the slow-go '90s.

But even with three series projects successfully sold for first-run debut next month, Rysher is experiencing its share of growing pains, most recently in the failed merger talks with Kushner-Locke Co. (BROADCASTING, July 27).

Since founding Rysher 15 months ago (after resigning from Warner Bros. Domestic Television Distribution as the studio's vice president of off-network sales), Samples signed a deal with NBC Productions to handle the domestic off-network distribution of *Saved by the Bell*, which has made



Adrian Paul (l) and Alexandra Vandernoot co-star in 'Highlander.'

its mark as the highest-rated kidteenskewing off-network sitcom debuting this season.

Using that as a springboard, Samples embarked on an ambitious first-

run expansion effort; entering a foreign co-venture partnership for the production of *The Highlander*, a fall 1992 series spinoff originating from the popular box office theatricals of

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Broadcasting's Ratings Week Jul 20-26

	ABC	CBS	NBC	FOX
MONDAY	8.3/15	10.7/20	9.5/17	NO PROGRAMING
8:00	32. FBI: Untold Str 9.3/19	42. Evening Shade 8.5/17	32. Fresh Prince 9.3/19	
8:30	27. Amer Detective 9.5/18	27. Major Dad 9.5/18	36. Blossom 9.0/17	
9:00	41. FBI: Untold Str 8.7/15	5. Murphy Brown 12.5/22		
9:30	47. Eastwood & Co. 7.8/14	29. Grapevine 9.4/16	23. NBC Monday Night Movies—The Marla Hanson Story 9.7/17	
10:00	53. Human Target 7.2/13	11. Northern Exposure 12.0/22		
10:30				
TUESDAY	11.7/21	9.6/17	8.4/15	NO PROGRAMING
8:00	8. Full House 12.1/24	21. Rescue: 911 9.9/19	60. In the Heat of the Night 6.9/13	
8:30	3. Home Improvmt 14.2/26		36. In the Heat of the Night 9.0/15	
9:00	2. Roseanne 15.0/26	29. Circus of the Stars 9.4/16	29. Dateline NBC 9.4/17	
9:30				
10:00	25. Homefront 9.6/17			
10:30				
WEDNESDAY	7.0/13	9.0/16	9.3/17	10.3/18
8:00	68. Wonder Years 6.4/12	70. Howie 6.3/12	8. Unsolved Mysteries 12.1/22	16. Beverly Hills 90210 10.4/19
8:30	70. Growing Pains 6.3/11	78. Ultimate Revenge 5.5/10	25. Seinfeld 9.6/17	18. Melrose Place 10.1/17
9:00	61. Doogie Howser 6.8/12	22. Raven 9.8/17	53. Dear John 7.2/12	
9:30	57. Who's the Boss? 7.1/12	14. 48 Hours 11.2/21	51. Quantum Leap 7.5/14	
10:00	47. ABC News Special 7.8/14			
10:30				
THURSDAY	9.3/17	9.8/17	8.7/16	8.0/14
8:00		32. Top Cops 9.3/17	47. A Diffrent World 7.8/15	36. Simpsons 9.0/17
8:30	45. The Young Riders 8.2/15	18. Street Stories 10.1/17	35. Cosby 9.1/17	70. Parker Lewis 6.3/12
9:00		20. Bodies of Evidence 10.0/18	8. Cheers 12.1/21	43. Beverly Hills 90210 8.3/14
9:30			13. Wings 11.4/19	
10:00	12. Primetime Live 11.5/21		73. L.A. Law 6.0/11	
10:30				
FRIDAY	9.1/19	7.6/16	6.0/13	5.3/11
8:00	39. Family Matters 8.9/20	57. Haunted Lives 7.1/16	65. Matlock 6.5/14	81. America's Most Wanted 5.0/11
8:30	40. Step By Step 8.8/19			78. Di: Prisoner in Buckingham Palace 5.5/11
9:00	43. Dinosaurs 8.3/18	46. 60 Minutes: The Entertainers 7.9/16	77. Summer Olympics Preview 5.7/12	
9:30	53. Perfect Strangers 7.2/15			
10:00	15. 20/20 10.8/22			
10:30				
SATURDAY	5.2/11	6.7/14	14.4/29	6.0/12
8:00	83. MacGyver 4.2/9	61. CBS Saturday Movie—Gunsmoke: To the Last Man 6.8/14	4. Summer Olympics Opening Ceremonies 13.8/29	65. Cops 6.5/14
8:30				53. Cops 2 7.2/15
9:00	82. Human Target 4.9/10	68. Jake and the Fatman 6.4/13		73. Code 3 6.0/12
9:30				83. Vinnie & Bobby 4.2/8
10:00	64. The Commish 6.6/13			
10:30				
SUNDAY	8.0/14	11.9/21	18.7/33	5.8/10
7:00	87. Life Goes On 2.8/5	7. 60 Minutes 12.4/25		86. Bill & Ted 3.8/8
7:30				83. True Colors 4.2/8
8:00	63. Am Fun Hme Vid 6.7/12	17. Murder, She Wrote 10.3/18	1. Summer Olympics 18.1/33	57. In Living Color 7.1/13
8:30	52. Am Fun People 7.4/13			73. Rachel Gunn, R.N. 6.0/10
9:00		5. CBS Sunday Movie—Conspiracy of Silence, Pt. 1 12.5/21		50. Married w/Childn 7.7/13
9:30	23. ABC Sunday Night Movie—Outrageous Fortune 9.7/16			65. Herman's Head 6.5/11
10:00				76. Down the Shore 5.8/10
10:30				80. Stand by Your Man 5.2/9
WEEK'S AVGS	8.4/16	9.4/18	11.0/20	6.8/13
SSN. TO DATE	11.3/19	12.6/21	11.6/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

the same name; signing a deal with KNBC-TV Los Angeles to distribute the weekly reality series *Prime Suspect* (formerly known locally as *Murder One*), and joining Bob Banner Productions in co-producing and distributing *Uptown Comedy Club*, a weekly ensemble comedy showcase.

Along with his three salespeople, Samples still hits the road most of the year to sell series product. Samples wants to let stations know he is a "small" independent, employing just 11 people. The emphasis on maintaining a low overhead was evident when BROADCASTING interviewed Samples in his office last week: his 12-year-old son, Ryan, was answering the phones.

Last May, Samples was courted by Kushner-Locke Co. to merge with the network production house as part of an initial public stock offering, which would have infused both companies with additional funds. However, when the 45-day letter of intent expired it became apparent the parties had reached an impasse over who would serve on the board of the new publicly held company and on the division of authority between Samples and co-chairmen Donald Kushner and Peter Locke (BROADCASTING, July 27).

"The further we got into the aspect of losing some control of the company [Rysher] to the shareholders, the more it looked like one-plus-one didn't equal two, in this case," Samples concluded. "I am not up on the [stock] market altogether, but it has become apparent to me that the climate is not very good for initial public offerings at this time. We are well financed and feel really comfortable with the position we're in for the future."

To illustrate his point, Rysher revealed that he financed the founding of Rysher (along with the help of Richard Nalling, his chief financial officer) through a revolving credit plan with General Electric's financing division, in addition to other "self-financing" of what he claims is \$20 million worth of production for the three first-run series premiering next season. That self-financing, he says, is coming from receivable accounts on the national barter inventory pre-sold to major advertisers on *The Highlander* as well as *Uptown Comedy Club* and *Prime Suspect*.

"We are well financed, but we have been conservative in terms of how we structured deals [like the co-production partnership on *Highlander*] and

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

What's the second prize?

For the first week of the July sweeps, Tribune Entertainment began a "watch & win" contest offering the chance to win a trip to Los Angeles to see *The Dennis Miller Show* tape an episode at KTLA(TV). The only problem is that Tribune formally halted production on the show two weeks ago. "I guess they'll send the [grand prize] winner to Los Angeles, but we just don't know where he or she is going to go after they get there," said a bemused Jim Byrne, program director at WFXT(TV) Boston, which carries *Miller*.

Byrne said that Tribune "spent big money" in his market in preparation for the July sweeps promotion, whereby the syndicator shared the co-op costs for print advertisements in *The Boston Globe* and radio campaigns locally. Tribune Entertainment President Don Hacker said the company will

honor the contest rules and send a winner to Los Angeles to "see some other show" in place of *Miller*.

Parting shot

On her last day as general manager of Fox-owned flagship WNYW(TV) New York (Friday, July 24), Carolyn Wall fired general sales manager Rudy Taylor. New York ad sales sources were shocked by the news, as was Taylor, who is well respected by peers and who was perceived as doing a creditable job at the station. "At least you'd expect the new person to make the call, not the outgoing one," said one observer. Reached last week, Taylor, other than acknowledging he was "stunned" by what happened, referred all questions to his attorney, Ira Goldstein. "I'm tied legally into not saying anything," he said. Asked for comment, Wall said: "I'm not going to talk about that. It wouldn't be a produc-

tive discussion." Hilary Hendler, the station's new general manager, said she had no input into the decision. Also departing during the last week of Wall's tenure was Donald Epstein, the station's director of finance.

Name change

Formally making its debut on Wall Street last week, RHI Entertainment's initial public offering apparently had officials with majority owner New Line Cinema Corp. (53%) thinking its New Line Television division should change its name to be more closely associated with RHI Chairman Robert Halmi Sr. According to a company source, New Line's syndication division will be changed to RHITS, an acronym for Robert Halmi Industries Television Syndication. "With a name like that, now the pressure will really be on us to develop hit first-run programming," joked the source.

maintaining lower than standard operating costs," Samples said.

"In this business, you can be very big or very small; you can't really be in the middle." In terms of projected net revenues, Samples would only say after-tax earnings are expected to be "several million dollars" this year.

Rysher's most high-profile series, *The Highlander*, which is an equity partnership between Rysher and RTL Plus of France and Silvio Berlusconi's Reitalia, has been sold domestically in 115 markets (93% of the U.S.) for its Sept. 28 debut. Samples said the fall premiere date will hopefully give his

series a chance to gain strong early audience sampling, since Paramount's *Star Trek: Deep Space Nine* and *The Untouchables* spinoffs as well as Warner Bros.' two-hour Prime Time Network drama block won't bow until January 1993.

Geared for weekend clearance in prime access or prime time, *The Highlander*, said Samples, has a 9 p.m. commitment from WWOR-TV New York for Thursdays or Sundays, and 7 p.m. from WPWR(TV) Chicago on weekends. Rysher is offering the series domestically on even seven-minute national and local barter splits. ■

WTSP-TV GM APOLOGIZES FOR 'BAD NEWS' MEMO

Says internal memo from news director was 'misconstrued'

By Steve McClellan

Steve Mauldin, VP and general manager, ABC affiliate WTSP-TV Tampa-St. Petersburg, made an on-air apology Friday evening (July 24) after the leak of an internal memo from the station's news director that advised the sports staff to play up bad news for the U.S. Olympic team.

In the memo, news director Mike Cavender reasoned that the more "disappointments" the station could report, "the more people may not be inclined to watch as much prime time coverage on [NBC affiliate WFLA-TV]." The memo left the station open to charges that it was prepared to dis-

tort its news coverage to impact WFLA-TV's prime time Olympic ratings.

But reached last week, Cavender insisted "it was never my intention to convey that. It never occurred to me to consider that we not report the wins and triumphs as well. I was just trying to make sure the story was balanced." Cavender acknowledged that the memo contained "an unfortunate choice of words." "He made a mistake in his choice of words, and I let him know that in no uncertain terms," Mauldin said of his news director's memo, parts of which were published in the *St. Petersburg Times*.

"If someone is expected to win a medal and doesn't...or if someone is

expected to go gold and ends up with bronze I want it played in the sports-cast," Cavender said in his memo. "This is a critical ratings period for us and I remind you all to pay close attention to this."

Mauldin, who editorializes regularly on the air, used his time July 24 to apologize to viewers who may have "misconstrued" press reports about the memo to conclude WTSP would be biased in its reporting.

Mauldin also said he apologized to WFLA-TV officials: "As soon as I found out about [the memo], I met with the newsroom staff and told them that there was no way in the world we would bias anything we do, including the sports."

Cavender returned early from a trip out of town when the news broke. Memo aside, Mauldin said he still had confidence in his news director and was not taking punitive action. "He made a mistake," Mauldin said, "and he realizes it." ■

DISNEY NAMES NEW SYNDICATION SALES CHIEF

Janice Marinelli-Mazza joins number of women in top posts at studio

By Mike Freeman

In another in a series of moves that have put women in senior management positions at Disney, Janice Marinelli-Mazza has been named senior vice president, sales, for its Buena Vista Television syndication division. She replaces Mort Marcus who, according to BVT President Bob Jacquemin, has left to pursue independent syndication ventures.

Most recently serving as vice president, Western regional sales manager,

Marinelli-Mazza, who began her sales career at Buena Vista in 1985 as an account executive on the West Coast, joins four other women who have reached the senior management ranks in The Walt Disney Co. network and syndication divisions: Carole Black, senior VP of marketing, Walt Disney Television and BVT; Amy Sacks, senior VP of programing, BVT; Laurie Younger, senior VP, network development, Walt Disney Television, and Helene Hahn, executive VP, legal affairs, The Walt Disney Co.

"The fact is that I did not, even for a moment, consider anybody else outside of the company for this position," Jacquemin says. "Janice has worked up the ranks in this company by demonstrating outstanding sales and management skills, and has proven that she is ready to oversee all of our sales activities. Having a strong background in programing and research also really helped Janice to apply that experience in selling series product."

Prior to her seven-year tenure at BVT, Marinelli-Mazza worked in program research, first as associate director of programing for New York rep firm Katz Television and later as assistant director of research (off-network syndication) for Lorimar Television's syndication division (now known as Warner Bros. Domestic Television Distribution).

To further boost the sales staff, Jacquemin also announced the promotion of three regional executive directors to added VP, regional manager sales posts: John Bryan as VP, Southeast regional manager; Jim Packer, VP, Eastern regional manager, and John Rouse, VP, Midwest regional manager. ■

MACGYVER TO LIVE AGAIN

MacGyver, the seven-year series that recently ended its run on ABC, will be resurrected in the form of made-for-television movies. The development comes as a result of a deal signed last week by *MacGyver* star Richard Dean Anderson and his newly formed Gekko Film Corp. with Paramount Network Television, which produced the original series.

The agreement between Paramount and Gekko, which Anderson formed with producer Michael Greenburg, calls for the actor to develop, produce and star in television movies and series. No network has yet signed to carry the movies based on the series.

The deal is the latest in a series of deals that Paramount has signed with actors and producers (BROADCASTING, July 13). The Gekko deal is said to be similar in context to the agreement signed between Paramount and Fred Dryer, star of *Hunter*, who will reprise his role in a series of movies and develop other forms of programing for the studio. ■

NETWORKS GO TO THE MOVIES

NBC's roster of '92-'93 theatrical features includes 'Opportunity Knocks,' 'King Ralph' and 'Mobsters'; some likely to be 'double-pumped'

By Steve Coe

NBC has set its slate of 1992-93 season theatricals with a total of seven movies so far, all of which will bypass cable. NBC's list: "King Ralph," "The Hard Way," "Lionheart," "Opportunity Knocks," "Pure Luck," "Mobsters" and "My Blue Heaven."

The above movies are part of the multiple movie packages that the network announced it had acquired last month during the Television Critics Association press tour (BROADCASTING, June 20).

It is expected the network will use at least a couple of the titles in the same fashion it used "Kindergarten Cop," which aired last season when the network double-pumped the movie by airing it twice in the same week. Warren Littlefield, president, NBC Entertainment, has said in the past that

the strategy was a success and one the network will employ again. Thus far, CBS has the longest list of theatricals scheduled for the upcoming season—14. Set to air in the first half of the season are "Another 48 Hours," "The Hunt for Red October," "Indiana Jones and the Last Crusade," "Lethal Weapon II," "Parenthood," "Presumed Innocent," "Steel Magnolias" and "War of the Roses." Titles that will be scheduled from January to May are "Black Rain," "Days of Thunder," "Die Hard 2," "Flatliners," "Ghost" and "Glory."

ABC is playing closer to the vest than the other networks by releasing only six of its upcoming theatricals: "Total Recall," "Pretty Woman," "National Lampoon's Christmas Vacation," "Dick Tracy," "Driving Miss Daisy" and "An Innocent Man."

With Fox's in-house production of

made-fors expected to pick up this season after its initial goal almost two years ago of an original movie a month proved more difficult than originally expected, the network has scheduled seven titles thus far to air on Monday night. "Gleaming the Cube," "The Secret of the N.I.M.H.," "Miller's Crossing," "License to Kill," "The Abyss," "The Fabulous Baker Boys" and "The Trade" are at least some of the theatricals Fox will rely on to fill in the gaps between the scheduling of made-fors.

Fox's in-house FNM Films currently has three made-fors set to air on *Fox Night at the Movies*.

Bonnie and Clyde: The True Story airs on Monday, Aug. 17, from 8-9. *Boys Will Be Girls*, starring Corey Haim, and *The Tower*, starring Gregory Harrison, have not yet been scheduled. ■

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WIRELESS WIRED OVER PROGRAM ACCESS

WCA attendees buoyed by Tauzin amendment to House rereg bill; eye next step warily

By Joe Flint

The mood at the fifth annual Wireless Cable Association International (WCA) convention last week in Orlando, Fla., was upbeat, thanks to Representative Billy Tauzin's (D-La.) strong program-access amendment to the House cable bill (BROADCASTING, July 27).

That amendment, which would prohibit cable programmers affiliated with cable system operators from refusing to deal with non-cable competitors such as wireless cable and direct broadcast satellite, met with universal praise among attendees. They know, however, that a battle still looms with the White House, which is opposed to the cable bill in general and has particular problems with the programming access amendment.

Todd Buchholz, Bush's associate director of the Economic Policy Council, told the convention: "The bottom line is we don't like either the House or the Senate bill." He said the President's senior advisers will suggest a veto.

As for program access, Buchholz said the administration is not a "big fan" of access if that means "non-cable people being able to choose which programs they like after all the investments have been made and after all the returns are in and they simply free-ride on the backs of the winners. If that is what it means, we're against it."

Buchholz added that if "program access means that under the current system we are not enforcing antitrust laws accurately, and current contractual agreements unreasonably hinder competition, then we have something to talk about." But, he said, "to be honest, I would not want this group to



Wireless Cable President Robert Schmidt: "Cable will try to crush us."

think that the administration's recent remarks on program access show that we have converted to a new religion."

Buchholz said there would be a lot more to talk about if "we were to discuss a free-standing bill on program access and unreasonable restraints of trade that did not have with it the ugly baggage of rate regulation." Another problem with the bill, Buchholz said, is that it is "not aimed at encouraging new competition—there is no telco entry provision."

In the question-and-answer session that followed, WCA President Robert Schmidt asked Buchholz to comment on a letter Schmidt had just received from Democratic vice presidential candidate Senator Al Gore (D-Tenn.) praising the access amendment. Buchholz replied: "It's a nice letter."

Buchholz said the best way to get Bush to understand WCA's point of view on program access would be if programmers "admit in public that their

arms were twisted to not sell certain programming to you."

'Right overcame might'

During his opening address to attendees, Schmidt called the Tauzin amendment an "incredible" victory. "Right," Schmidt said, "overcame might." He told the convention that the Tauzin amendment passed despite the cable industry's use of "25 of the highest-priced lobbyists."

However, Schmidt knows that if Tauzin's program-access amendment makes it into the final bill and survives a threatened veto, the wireless industry will feel the wrath of cable. "Cable will try to crush us," he said, adding that he "welcomes the competition because it means we're here."

Tauzin aide Dan Tate told attendees that "programmers can no longer tell you that 'you are not a wire in the ground, so get lost.'"

Despite the jubilation, some wireless operators worried that a watered-down version of the reregulation package could end up, if not actually harming the industry, doing little to help it. Since the bulk of the bill is designed to curb rates, there is a concern that without strong access provisions in the final bill wireless could be hurt by cable companies forced to lower their rates and thus compete in the wireless arena. Without strong access, "it might be better to let the bill die," said one attendee.

Off the record, many wireless operators downplayed the access victory. While they consider the issue important, most say the bulk of access problems have come from Turner Broadcasting's TNT and regional sports networks such as Prime Ticket.

Although other cable programmers may be willing to sell to unwired oper-

ators, that does not make it easy. One operator said he spent 18 months negotiating with ESP, and believes deals would be even tougher to come by without the threat of access.

Sorting out the application mess

Program access aside, the industry also faces challenges of gaining acceptance from the financial community and of getting help from the FCC to clean up the application process. There is a backlog of some 30,000 applications at the commission, and a freeze has been in effect since April.

The commission has issued proposals to move the processing of wireless cable applications to the FCC's Private Radio Bureau in Pennsylvania, which it feels is best equipped to handle the application overload. Before the freeze, applications were coming in at the rate of 1,000 per month.

FCC Commissioner Ervin Duggan addressed the convention and stressed the need for the commission to clean up the lottery process through which wireless cable licenses (and others) are issued. The FCC, he said, "needs to discourage quasi-criminal exploitation of the lottery process." (Earlier this year a consumer alert was issued regarding fraud and wireless cable applications.) Duggan said he has endorsed the idea of auctioning spectrum.

Commissioner James Quello added that he "deplores, as most of you do, the tremendous disservice to wireless cable operators and to potential consumers inflicted by unscrupulous application mills." Quello said he is concerned about people who seek out school systems willing to file for ITFS frequencies, request site protection that interferes with potential wireless systems and then have the wireless operator buy them out. Said Quello: "I am following this development very closely and have alerted the Mass Media Bureau of my concern."

Quello also said the FCC's video dialtone decision "with all of its positive future potential did not eliminate the need for the current cable legislation, which is addressing present problems." Said Quello: "Dialtone did not address such essential current issues as cable rates, retransmission consent, must carry, program access or major sports siphoning." FCC action, he added, cannot "negate the prerogatives of Congress, especially the restrictions of the 1984 Cable Act, which Congress itself must revise."

The investing point of view

On the investment side, the prospect of a cable bill can only help wireless. Tom Moffett of investment bank Amsterdam Pacific said a new bill would "provide wireless with a useful framework to develop.

Besides the pending legislation, Moffett said that Wall Street is looking at a traditional cable industry whose boom days may be behind them, is facing legislation and has many companies with heavy debt loads. "Many institutional investors feel large growth is done and [cable] needs new areas of growth," Moffett said. Pluses for wireless, he said, are a reasonable entry price for investment and a predictable operating cash flow. Moffett anticipated public offerings for wireless cable down the road. Still, as Bruce Dickinson of Daniels & Associates said: "Wireless must have more than 24 channels." The industry is looking at compression, and one operator has applied for an experimental license to test it.

Another problem for wireless operators, according to George Ring, head of Cross Country Entertainment, which has a system serving 31,000 subscribers, is dealing with lenders

who already lend to the cable industry and may be reluctant to lend to a competitor. "Cable operators tell them wireless won't work," Ring said. Still, Ring said his company is closing a \$30 million loan from a bank.

One key area for wireless to make its mark might be abroad, especially in Eastern Europe. Wireless, according to Schmidt, is currently in 36 countries worldwide, and growth potential there may be better than in the U.S.

Legal hangups in starting a competing wireless service could also make investors wary. A sign in their favor may be recent court decisions handed down against cable operators over whether operators have wiring rights (through franchise agreements) in private property such as apartment complexes.

This year's convention was the association's largest to date. About 1,200 attended, up 400 from last year. A handful of programmers attended, including the USA Network, Discovery Channel, Arts & Entertainment and the Playboy Channel. Apparently unconcerned about upsetting their cable customers, one network executive said: "We would be remiss not to be here."

HEAD ENDINGS

USA MOVIES ON TOP

Five USA Network World Premiere Movies showed the highest prime time viewing audience of any cable TV movies (both theatrical and made-for-TV) telecast so far in 1992, according to A.C. Nielsen data supplied by the network. Among the highest rated were USA's *Are You Lonesome Tonight* with a 5.9 rating and *Sweet Poison* with a 5.4. Turner Broadcasting rounded out the top 10 with four WTBS Atlanta Superstation features and the company's highest-rated title, the made-for-TNT *Christmas in Connecticut*, which scored a 4.8.

MONEY MAKER

Cable Positive, the industrywide cable organization dedicated to heightening AIDS awareness and raising funds for AIDS-related research and treatment, formally launched its West Coast activities

with a fundraiser screening at Columbia Pictures on Thursday, raising \$10,000. The kick-off fundraiser in New York on June 24 also raised \$10,000.

FLIX FACTS

Showtime Networks' Flix, the 24-hour movie channel designed to add value to premium services, plans to sign up more than 200,000 subscribers by year's end. The service, which launches on Aug. 1, is expected to be available in 1 million homes within five months.

GAMES FROM A MALL

Lifetime on Oct. 5 at 1:30 p.m. ET/PT will debut its third original half-hour game show, *Born Lucky*, hosted by Bob Goen. The show will give shopping mall visitors a chance to compete in a series of timed contests.

Washington

H.R. 4850: HOW DID IT COME ABOUT?

Hill assesses lopsided anti-cable vote; Tauzin given credit for sweeping support of program access provision; Senate battle and veto still feared

By Randy Sukow

Many had predicted the House of Representatives would pass a cable reregulation bill. But a week after passage of H.R. 4850 (BROADCASTING, July 27), most on both sides of the issue were still trying to fully comprehend the wide margin of victory for the bill and the harsh anti-cable message to be read into the votes on the proposed amendments.

The results of four key roll call votes during the July 23 House debate suggest a tough regulatory bill will eventually be drafted by House-Senate conferees and diminish the hopes for the promised veto.

■ House Telecommunications Subcommittee member Billy Tauzin's (D-La.) amendment to add program access language, similar to the provision passed in the Senate bill (S. 12) and opposed by the administration, passed, 338-68.

■ Subcommittee member Thomas Manton's (D-N.Y.) substitute to the Tauzin amendment, a more modest program access provision affecting fewer cable programmers and benefiting only C-band satellite TV providers, was defeated, 162-247.

■ Ranking Minority Energy and Commerce Committee member Norman Lent's (R-N.Y.) administration-endorsed alternative to H.R. 4850, which included Manton-like program access and rate regulation similar to that of the less regulatory 1990 cable bill passed by the House, was defeated, 144-266.

■ The final vote—340-73.

The greatest surprise was over the outcome of the Tauzin-Manton debate. How was the Manton substitute, supported by so many powerful Dem-

ocrats—Energy and Commerce Committee Chairman John Dingell (Mich.), Majority Leader Dick Gephardt (Mo.), Majority Whip David Bonior (Mich.), Democratic Caucus Chairman Steny Hoyer (Md.), Democratic Congressional Campaign Committee Chairman Vic Fazio (Calif.)—defeated with overwhelming support instead shifting to Tauzin?

Even Tauzin's allies were stunned by the results. "Every one of Tauzin's allies was telling him: 'Don't go with this vote,'" an aide to one of Tauzin's congressional allies said. Passage of the Manton proposal, introduced as a substitute to Tauzin's amendment, would have halted a vote on the Tauzin amendment and resulted in final passage of a significantly weaker H.R. 4850.

A partial explanation for the final House outcome may be the divergent strategies the White House and the cable industry took in the days before the debate. Cable's strategy "has always been to delay and then divide," one House aide said. "Maybe they tried to divide too much this time."

The National Cable Television Association and other cable lobbyists reportedly put all of their efforts into passing the Manton substitute. The industry was said to have won the endorsements from Dingell and other prominent Democrats by accepting H.R. 4850's rate provisions with the Manton program access.

The White House, meanwhile, put most of its muscle behind the Lent amendment, which featured a watered-down rate-regulation provision along with Manton-like program access. Indeed, some Hill staffers suggested the White House did not want to see the Manton amendment passed,

fearing that it would "improve" the bill to such an extent that hopes of sustaining a veto would be dashed.

Giving credence to the theory is the fact that 50 Republican congressmen voted for the Tauzin amendment but not for the Manton substitute. "There is no question about it," an aide to a Manton substitute supporter said. "It was a deliberate strategy by the administration. They knew [Manton] was close to winnable, but they did not want to improve the bill."

Tauzin amendment supporters dismissed the veto strategy theory. "I think that's wishful thinking. If what you're trying to do is make it easy for the President to veto this bill, you'd vote for Tauzin and against final passage. I don't see much of that in the vote that I've looked at," a subcommittee staffer said. (Twenty-three Republicans voting for the Tauzin amendment either voted against final passage or did not record a final vote.)

"The truth is very simple in this case. The good guys won," another Tauzin ally said. "People had a gut reaction that people back home don't like their cable people."

Tauzin amendment supporters tend to give most of the credit for their victory to Billy Tauzin. Most House members outside the Energy and Commerce Committee, they say, were not well informed on the details of program access or cable reregulation when Tauzin took to the floor.

"Billy, for one of the few times in my life, made a floor statement that made a difference," the subcommittee staffer said.

A Tauzin aide also gave credit to several associations, including the National Rural Telecommunications Cooperative, the Wireless Cable Associa-

tion and the Consumer Federation of America, with contacting congressmen and educating them on the details of the issue, especially congressmen from rural districts who gave the Tauzin amendment almost unanimous support.

Efforts by Manton and his allies to explain their bill were widely criticized. "Members really weren't educated on the issue once you got out of the committee. I have to wonder, why not?" a Lent staffer said. "They never saw the differences between the two bills. They only saw that Tauzin had this pro-competitive bill and Manton's didn't go far enough. For some reason they never got the other message."

Pro-cable bill forces are not yet claiming complete victory. A number of things could still derail their efforts before the end of the 102nd Congress during the first week in October.

Most still expect the President to deliver on his promised veto. But whether he will depends on many unknown factors, including what Bush's standing in the polls is in mid-September, when the bill is likely to come to a vote, and how much of a political backlash—if any—is likely to affect his re-election campaign.

If the bill arrives on the President's desk in late September, a quiet "pocket veto" might not register on the political Richter scale at all.

Should the President veto the bill, determining whether Congress will sustain or override is an equally perplexing calculation. It, too, depends largely on the political climate. "It's like trying to predict what the weather is going to be next month," says NCTA President Jim Mooney, who is working to get votes to sustain.

Cable bill backers hope a conference bill can be settled before the August recess, scheduled for Aug. 13-Sept. 8. But no one will predict how long the House-Senate conference will take.

Once the bill is out of conference, the last likely delay would be in the Senate, where the complex floor debate rules could hold up action for perhaps a day or two. "The ability of a small group of senators to screw that place up is legendary, and if they want to protect the administration by screwing it up, I presume they will do whatever they can," a House staffer said.

If anything can be done, it will be done, pledged NCTA's Mooney. "We're in this to the finish; we'll fight it up to the last inch." ■



NTIA's Greg Chapados: "This is where I've always wanted to be."

BUSH'S RIGHT-HAND TELECOMMUNICATIONS MAN

That's NTIA's Greg Chapados; priorities include competitive bidding, MFJ legislation and cable bill

By Randy Sukow

Polls or no polls, Greg Chapados is certain George Bush will win in November and is happy to be the President's newest adviser on telecommunications policy.

"This is where I've always wanted to be. I've always wanted to work full time on telecommunications," says Chapados, who spent much of his time on telecommunications as a staffer for Senate Communications Subcommittee Member Ted Stevens (R-Alaska).

Regardless of the timing of his June appointment as Assistant Secretary of Commerce for Communications and Information and administrator of the National Telecommunications and Information Administration, there is plenty to do this year and time in which to do it, Chapados told BROADCASTING.

"We have a policy impact virtually every day. Since I arrived here [in early July] we have continued to work very hard on issues we have pending before Congress, which includes spec-

trum competitive bidding. I also am helping to present the administration's case on the MFJ legislation pending in the House and the cable bill," he says. "Things move forward, despite this being an election year."

At the core of Chapados's efforts are the traditional deregulatory, free-market philosophies that have characterized the Reagan-Bush era.

The Bush administration has been widely criticized for not actively proposing and following through on domestic policy issues. "Telecommunications is not an area where I'm prepared to accept the position that somehow the administration has not been proactive," Chapados says. He points to administration efforts to promote construction of broadband communications such as fiber optic networks and to streamline FCC spectrum assignment procedures by replacing the highly criticized lottery system with competitive bidding.

The perception of a passive administrative telecommunications agenda could be due, in part, to the enormous

amount of attention spent on the cable reregulation bills (H.R. 4850/S. 12) over the past two years. "It's frustrating, frankly. Issues like cable take vast amounts of resources, and it really limits the ability to deal with other issues. The same people [on Capitol Hill] who have to work with competitive bidding also have to work with cable issues," he says.

The smashing 340-73 House vote on the cable bill with its strict rate regulation and program access provisions went against the administration position, which was to favor a less-regulatory plan sponsored by House Energy and Commerce ranking minority member Norman Lent (R-N.Y.). The House rejected Lent's amendment by a 122-vote margin (BROADCASTING, July 27).

Chapados says both he and his boss, Commerce Secretary Barbara Franklin, continue to strongly support a veto of the cable bill, in spite of the House vote and the 73-18 Senate vote for S. 12 last January. He would not predict whether the President would veto the bill, but predicted a veto could be sustained. "The fact of the matter is that if H.R. 4850 and S. 12 were absolute consensus bills, I don't think you would have seen the votes that you saw on their alternative bills in both houses," he says.

He also says the general Washington wisdom that a veto will hurt the President politically at the grassroots is "highly debatable. You've got much broader issues in the national campaign that are really going to get people's attention."

From a policy perspective, now is the wrong time to impose reregulation on the cable industry, Chapados argues, because of the significant (and costly to develop) new technologies cable could soon be delivering. "The last [National Cable Television Association] convention was largely focused on the potential interaction between cable and personal communications services [PCS]," he says. "I think if the cable industry deploys this infrastructure they'll probably find ways to add value to the system by providing other services. Cable systems are already doing that to some extent."

True competition in the local telephone exchanges is another of the administration's prime goals, he says. PCS, which could be implemented by cable TV systems and other compa-

nies not affiliated with the regional Bell operating companies, is one of the most visible ways technology could be used to introduce competition, he says. The administration's support for removal of the prohibition on telephone company ownership of

"We have a policy impact virtually every day."

Greg Chapados

cable systems extends to support for cable company ownership of local telephone service. The fiber optic networks both industries are currently installing will increase competition for both, he says.

Chapados notes that the Clinton campaign and other Democrats have begun talking about the need for a national broadband infrastructure (see story below). "They may be beating

on that drum, but they are the second party to be beating on it," Chapados says, referring to NTIA's 1991 report, "Telecommunications in the Age of Information," which details the agency's current proposals and recommendations for such a network.

There are "basic philosophical differences" between the administration's and the Democrats' futuristic fiber plans, he says. Democrats want the effort to be directed by government with government-set deadlines, similar to the system used by the Japanese, Chapados charges.

The Japanese "magical image has been tarnished," he continues. They have made mistakes in recent years, including a government-mandated program to move ahead with an expensive analog high-definition satellite delivery system that is now widely considered obsolete. "It may be superseded by a digital standard that is being developed by an industry-driven process here in the United States." ■

OUTLINING TELCO'S TV ROLE

Progressive Policy Institute, as part of suggested communications strategy, says phone companies should construct broadband fiber network with utilities

By Randy Sukow

The Progressive Policy Institute (PPI), a think tank associated with the Democratic Leadership Conference, unveiled what it calls a "market-based industrial strategy" last week to encourage telcos to build broadband, fiber optic networks without granting the regional Bell operating companies (RBOC's) the right to own and transmit video programming.

The PPI report, "Shortcut to the Information Superhighway," instead proposes that telcos enter joint ventures with public utility companies to build the fiber network. With fiber technology, utilities could then market flexible billing systems, with a rate scale for peak-time and off-peak use of electricity.

The system would promote new technology, provide for more efficient use of electricity and lower air pollution from power plants, said report authors Steven Rivkin, a PPI visiting fellow, and Jeremy Rosner, PPI's vice president for domestic policy.

Rivkin and Rosner criticized both the political parties for having no clear plan for building a national fiber optic infrastructure, which they estimated would cost \$400 billion to construct. "I think the Republican approach has been to trust the market to the potential detriment of the public, while the Democratic approach has been to protect the public sometimes to the detriment of the market," Rosner said during a briefing last Tuesday (July 28).

Rivkin and Rosner advised against telco-cable TV crossownership, which the RBOC's currently claim is a needed incentive to justify investment in a nationwide fiber network. "There are plenty of companies—cable, broadcasting and newspapers—who see themselves going down the drain" with full telco entry into cable, Rivkin said. In order to protect those industries, Congress and the FCC would need "constant regulatory zeal" to guard against RBOC cross-subsidies of their local telephone business and their cable systems, he said.

Telco-cable ownership of both cable

systems and cable programming is currently prohibited by a clause of the 1984 Cable Act. The FCC, in its "video dialtone" decision last month, recommended repeal of the ban (BROADCASTING, July 20). A congressional proposal to lift the ban (H.R. 2546/S. 1200) was co-authored by Tennessee Senator and Democratic vice presidential candidate Al Gore.

PPI said it had not yet shared its proposals with the Clinton-Gore camp but would send the report to both campaigns and all members of Congress. Rivkin said he was confident Gore could be convinced to support the PPI plan because it embraces two of the

goals of S. 1200—rapid deployment of a broadband network and protection against anticompetitive behavior by the RBOC's.

A spokesman from Gore's Senate office could not be reached.

No changes in federal law would be needed for telcos and utilities to implement the PPI plan, the report concludes, but some legislation to "provide clear direction and guidance for state regulators to draw telephone and energy companies together" is advised.

Rosner and Rivkin conceded that drawing those industries together will be a difficult task. The two industries

have different goals, are often at odds over conflicting local issues and currently show no interest in entering joint ventures, even though there are no legal or technical barriers. Changes in "attitudinal and cultural factors" will be key to completing the plan, the report says.

Because both local telephone and utility rates are regulated by state and local authorities, government would be able to insure that consumers are not unduly burdened by construction of the network, Rivkin said. Telcos and utilities would be encouraged to finance the investment through banks and other lending institutions. ■

DEFINING CABLE'S ROLE IN THE CLASSROOM

Senate Communications Subcommittee hearing focuses on how nation's students can be helped through 'distance learning' via satellite and fiber networks

By John Gallagher

Cable and broadcast executives and educators gathered with policymakers at a Senate Communications Subcommittee hearing last week to explore ways of using telecommunications for education in classrooms and homes—what's come to be called "distant learning."

Assistant Secretary of Education Diane Ravitch said the American educational system lags far behind technological advances and has become "one of the few institutions that remains almost untouched by the technological age."

Distant learning gives students in all geographical areas an "equal playing field" on which to learn. It can compensate for knowledge local teachers may lack, she said.

Senator Conrad Burns (R-Mont.) said the technology and resources to make distant learning a reality are already available in the private sector. It's up to the Department of Education to coordinate it, he said.

Ravitch agreed her department could do the job, but not without proper funding. "Congress has a tendency to create programs and scatter them all over the federal government...You don't focus things in one place," she said.

Burns pledged to work with the Department and Subcommittee Chairman Daniel Inouye (D-Hawaii) on legisla-

tion that would help the department fill the role of coordinator.

Representatives of the telephone and cable TV industries touted their educational wares at the hearing as well. David J. Morgan, network design director at the San Marcos (Texas) Telephone Co., explained that his TeleCommUNITY, a four-way partnership using a fiber optic network,

"Reregulation wants more service [but] prevents rate increases."

Jack Clifford, Colony Communications

has increased competency levels in reading and writing in schools and in the local work force.

Ravitch promoted the development and implementation of SMARTLINE, a computer-based network that is part of a \$15 million research project allowing school administrators to pass along to other schools curricula and programs that have proven successful.

Inouye praised cable companies for making available to schools at no charge commercial-free services such as Cable in the Classroom.

But Jack C. Clifford, chairman of cable MSO Colony Communications Inc., testifying on behalf of the National Cable Television Association, said pending cable reregulation legis-

lation could put such services in jeopardy. "Reregulation in its current form is so contradictory in its components, that on one hand it wants more service, on the other hand it prevents rate increases...it asks for more contribution [without] providing the economic goodwill to do it."

Ron Schoenherr, deputy director of the South Carolina Educational Television Commission, pointed out that Telstar 401, which has already been funded by Congress and is scheduled to be operational by late 1993, will be "America's educational satellite," providing six transponders, each able to handle up to 20 channels. With this satellite, he said, the hardware and technology, as far as public television is concerned, is in place; "what we need to look at is programming."

The South Carolina system received praise from both Democrats and Republicans at the hearing for the leadership it provides to the public broadcasting industry. This notwithstanding, Ravitch asserted that the approach to education must be bipartisan, with the welfare of children at stake.

Testifying on behalf of the grassroots was fourth grader Kayla Brosious from Missoula, Mont., whose teacher, John R. Kuglin, uses cable programs daily to teach. "In third grade I had good grades, but in fourth grade I got a lot better grades because of CNN Newsroom, I think." ■

Talk in Washington

about Secretary of State Jim Baker returning to the White House to manage things and reinvigorate Bush's election campaign is raising reappointment prospects for FCC Commissioner Sherrie Marshall. Baker is a supporter of Marshall's who has reportedly already endorsed her for another turn at the commission. Marshall was at the Reagan White House when Baker was chief of staff in the early 1980's, and she worked directly for him on policy when he moved over to Treasury in the mid-1980's. At Bush's side, Baker could easily put in the right word at the right time and soon have Marshall's name on its way to Capitol Hill for confirmation.

A group of Washington communications lawyers has forwarded a primer on telecommunications regulation to the State Department for distribution to Eastern European countries grappling with the problem of managing their media in the aftermath of communism. Not surprisingly, the 65-page paper for the most part presents the U.S. as the model for policymaking and regulation. FCC Commissioner Ervin Duggan was the catalyst for the report, acting as a liaison between State and the lawyers. Dick Zaragoza at Fisher Wayland chaired the group.

The lack of communications experience should in no way handicap Jim Rowe's ability to represent NBC in Washington, said NBC General Counsel Rick Cotton, who hired the Hill aide after an extensive search. Communications experience would have been a "plus," Cotton said, but Rowe more than met his other criteria—a person with good political contacts and with Hill and law firm experience. Rowe comes from the House Judiciary Subcommittee on Crime, and his knowledge of the Judiciary should serve the company well as it also handles copyright issues, Cotton said. "Copyright is going to become increasingly important to broadcasters," he said. Cotton said he did not know Rowe before the Walling and Jone executive search firm introduced him. But, he said, they soon discovered they had many friends and acquaintances in common.

Footnote: When Rowe joins NBC early next month, each of the big three networks will be represented by tried-and-true Democrats. Marty Franks and Mark MacCarthy—at CBS and Capcities/ABC, respectively—have solid Democratic credentials. Rowe is the son of the late James Rowe Jr., a New Dealer who served several Democratic presidents. His mother, Elizabeth, was also active in Democratic affairs throughout her life.

FCC Commissioner Jim Quello, reassessing the FCC's video dialtone ruling last month, says he would have gone along with the FCC's decision allowing telcos to acquire a 5% interest in programming and its recommendation to repeal the statutory crossownership rules if a majority would have backed his demand for discounted access to video dialtone networks for broadcast stations. "I wanted some assurance of access at favorable rates," says Quello, who has made preservation of a universal free TV service the bedrock of his regulatory thinking. "I wanted something concrete." (Commissioner Ervin Duggan also dissented from the majority on the programming ownership question.)

Washington Watch

Jim Quello, by the way, now has the distinction of being the oldest employe at the FCC. The 78-year-

old commissioner achieved the distinction through attrition—the retirement of Raymond Wilмотte, 12 years his senior. As a part-time engineering analyst in the FCC Office of Engineering and Technology, Wilмотte was wrapping up a remarkable career as a communications engineer stretching back to the 1920's (BROADCASTING, Jan. 13) During the 1970's, he headed the FCC's UHF Task Force, charged with achieving UHF-VHF parity. Of late, he has churned out studies on digital compression and low earth-orbiting satellites.



The wheels of justice are moving relatively swiftly on the Portals complaint against the General Services Administration for reneging on a promise to lease space at the Southwest Washington development for the FCC. Jane Mago, the lawyer following the action for the FCC, said the government will submit final briefs on its motion for summary judgment tomorrow (Aug. 4) with the U.S. Claims Court, and Judge Robert Hodges might call

the parties in for arguments before week's end. Once arguments are heard, she said, she would expect a ruling within two weeks.

The Senate approved a \$126 million FCC appropriation last Tuesday as part of the Commerce Department's spending bill. The legislation is a rare Senate-originated appropriations bill, passed before the House. "I feel strongly that we have to get on with the business of governing and get these appropriations bills finished," said Commerce Committee Chairman Ernest Hollings (D-S.C.). Work on the House bill, which was expected to pass by late last week, and the conference report could be completed before next week's recess for the Republican Convention. The Senate bill does not provide for funding through user fees on FCC licenses (which are favored by the House and the Bush administration) and includes a controversial provision to severely limit FCC authority to reallocate 2-ghz frequencies for new technologies, including personal communications services.

Mistrial. That's how former FCC Commissioner Stephen Sharp's two-day trial on charges of oral sodomy and aggravated sexual battery ended last week after the jury failed to reach a verdict. Blair Howard, Sharp's attorney, said a new trial in the Alexandria, Va., court is set for Nov. 13. Appearing as a character witness was MSTV President Margita White, former FCC commissioner.

Last week the FCC last week cleared the way for the handful of daytime AM operators serving communities of over 100,000 to upgrade to full power. Licensees located within a Class I station's primary service may now provide fulltime service to that community. For John Quinn, NAB board member and president/GM of WJDM(AM) Elizabeth, N.J., the FCC's action was a personal victory and ends many years lobbying. Qualified applications will be handled on an ad hoc basis and the FCC said applications will not be subject to competing or mutually exclusive applications.

—HAJ

Radio

UNIFIED UNISTAR LOOKS AHEAD, ABROAD

Verbitsky eyes rate increases, plus foreign-language versions of satellite music formats

By Peter Viles

Unistar Radio Networks, which knew nothing but growth and expansion during the 1980's, now finds itself mired in an industry-wide slump that has forced the network to search for new sources of revenue.

Nick Verbitsky, who emerged earlier this year as Unistar's sole chairman and chief executive officer, acknowledges that the slump in network revenues (down 12.8% in the first half of 1992) has been worrisome and has limited the company's options somewhat.

But he says both Unistar and the network radio business remain essentially sound, and that he hopes to grow the company through expansion to European markets.

"Our whole goal is to win and to prosper," Verbitsky said in an interview with BROADCASTING. "We're winning. And hopefully we'll be prospering again shortly."

Like many other networks and U.S. program suppliers, Verbitsky has high hopes for developing European markets. Specifically, he says he's interested in developing foreign-language versions of Unistar's satellite-delivered music formats.

"We're hoping to do something internationally with the formats in the next year and beyond," he says. "It may be the same formats, but they will be done in conjunction with local broadcasters in that country. So the jocks will be German or French or Italian or whatever."

But given the uncertain landscape of the radio business, Verbitsky says the timing isn't right for "anything speculative."

And other developments at Unistar



Nick Verbitsky: "I think the time has come ...where we can't afford to provide that service to these stations for \$500 a month."

point more to cost-cutting than expansion. Since it was formed in a 1989 merger between United Stations and Stargroup Communications, Unistar has consolidated its management considerably and has scaled back its operations in Colorado Springs, Colo.

Gone is C.T. "Terry" Robinson, who built Transtar Radio Networks into one of the two dominant suppliers of 24-hour, satellite-delivered music formats and shared duties with Verbitsky as co-chairman and co-chief executive officer of Unistar after the 1989 merger. In a parting both he and Verbitsky describe as "amicable," Robinson left Unistar in March to build his own group of radio stations.

Also gone are a handful of high-profile radio executives, including for-

mer Transtar President Gary Fries, now president of the Radio Advertising Bureau; Ron Ruth, who has joined Fries at the RAB; Jim Teeson, former senior vice president, who has started his own media services company, and Janice Burenga, formerly vice president, creative services.

And partly in response to the revenue slump, Verbitsky is seeking to increase prices that Unistar charges small-market stations for its satellite-delivered formats. Until recently, the formats were sold to hundreds of small-market stations for just \$500 per month. While Unistar continues to rely on advertising sales for the vast majority of its revenues, Verbitsky says he'd like to get at least \$2,000 per month from stations in unrated markets, and perhaps as much as \$8,000.

"I think our product is worth a hell of a lot more than \$500 a month," he says. "That's a whole radio station—soup to nuts—for \$6,000 a year. It's a little ridiculous. I'd like to see it be \$25,000 for starters. I think it should be \$100,000."

"I think the time has come—economics dictates this—where we can't afford to provide that service to these stations for \$500 a month," he says.

And if a small-market station doesn't want to pay more? Verbitsky says he'd be happy to see the station take its business to Satellite Music Network, Unistar's main competitor in the 24-hour format business.

With roughly 2,600 affiliates on four networks, including an estimated 1,200 linked to the eight satellite-delivered formats, Unistar is generally believed to be the third-largest network in terms of commercial inventory, trailing ABC Radio Networks (which owns SMN) and Westwood

One Radio Networks. While the company doesn't release revenue information, it said in 1989 that annual revenues were \$90 million. And there is little indication that Unistar has escaped the slump in network revenues.

"When business is down, it's a reality check," says Verbitsky. "You get really introspective. You ask yourself, 'Is this the way it's going to end?'"

But in a more upbeat assessment, he quickly adds: "We have identified what the problem is, and now we've got to make sure we're fixing it properly. I'd like to get back to the days of double-digit growth, but I think it's going to be a slow recovery. But I think it will return."

The problem, as Verbitsky sees it, is softness in the economy and hesitancy on the part of major advertisers. As part of a solution, he has been at the forefront of a Radio Advertising Bureau effort to forge an industrywide task force in which competing networks and rep firms will join together in pitching radio to major advertisers.

The slump in network revenues has

largely overshadowed Unistar's slow but sure emergence this year as a single, unified company out of the 1989 merger. Until just four months ago, the two companies retained aspects of their separate identities, and, in some ways, Unistar functioned as two companies, with two co-chairmen and co-chief executive officers and executive offices in New York and Colorado.

But with the departure of Robinson, Verbitsky has taken complete control, a development that surprised few people who watched the merger closely. A former salesman, Verbitsky is known in the radio industry as a shrewd, competitive businessman whose no-nonsense style can be intimidating.

"It was something that I think everybody knew all along would happen," one former Unistar executive said of Robinson's departure. "Anybody who knew Nick knew he wouldn't share power."

Verbitsky's style aside, he had the upper hand in the merger from the start. Verbitsky's United Stations, the company he started with rock 'n' roll

legend Dick Clark, had owned 20% of Robinson's Transtar Radio Network since 1987, when Unistar took over advertising sales for the 24-hour formats. After the merger, Verbitsky and Clark's United Stations owned roughly 75% of Unistar.

For his part, Verbitsky downplays the difficulties of merging the two companies and praises Robinson for building the satellite formats.

"Regardless of who the people are who are involved, a co-chairman situation almost never works," Verbitsky says. "For a short period of time, it's doable. But after you get by that initial period, it gets rather frustrating."

One of Verbitsky's biggest moves has been the opening of a new studio facility in Valencia, Calif., for productions of the 24 hour formats. Meanwhile, his management team at Unistar is essentially the same as his old team at United Stations. It includes his long-time friend William Hogan as president, with Ed Salamon as president, programming, and David London as president, sales. ■

RADIO REVENUES STILL EVEN WITH 1991 LEVELS

Local strong in June; national and network weak, but remain hopeful for strong fall

By Peter Viles

The radio industry showed few signs of recovery in June, as revenues continued to show no

growth from 1991's weak levels and national spot and network advertising continued to suffer.

The one bright spot in the Radio Advertising Bureau's monthly report

for June was local revenue, which makes up the bulk of all station revenue and is pacing 3% ahead of 1991. For June, local revenues exceeded 1991 levels by 6%.

But as has been the case all year, the slump in national advertising continues to hurt radio stations and networks. National spot revenues were down 10% in June and are down 9% year-to-date.

And network revenue, which had declined by 20% in both April and May, fell by another 12.9% in June. For year-to-date, network revenue is pacing 12.8%, or roughly \$27 million, behind 1991 levels.

The networks' year can still be somewhat salvaged, however. October is traditionally the network's biggest revenue month, and some network executives say they believe revenue will begin to rebound by September and October.

The report says that local revenues have grown in virtually every region of the country, with growth highest in the Southeast, Southwest and West. ■

RBDS FORMATS: NAB SAYS NO

Here's the one part of the proposed Radio Broadcast Data System (RBDS) standard the NAB is pointedly not endorsing. It's the list of program type codes that will enable listeners to scan by format on next-generation radios. The reason for NAB's non-endorsement: broadcasters simply can't agree on a universal list of formats.

- | | |
|------------------------|-------------------------------|
| 0 No Program Type Code | 13 Nostalgia (Standards) |
| 1 News | 14 Jazz |
| 2 Information | 15 Classical (Fine Arts) |
| 3 Sports | 16 R&B (Urban) |
| 4 Talk | 17 Soft R&B |
| 5 Rock | 18 Language (Ethnic) |
| 6 Classic Rock | 19 Religious Music (Gospel) |
| 7 Adult Hits | 20 Religious Talk (Teaching) |
| 8 Soft Rock | 21 Personality (Full Service) |
| 9 Top 40 | 22 Public (NPR) |
| 10 Country | 23-29 Spares |
| 11 Oldies (Gold) | 30 Emergency Test |
| 12 Soft (Easy) | 31 Emergency |

Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO

Stop the music: talk grows on FM

Stations take a middle ground with fewer phone calls, hotter topics, younger listeners

By Peter Viles

Radio programmers say that talk radio is slowly proliferating on the FM band, but with a twist: it's a younger, hipper brand of talk that appeals to a generation raised on rock.

In other words, the Larry King of the 1990's may be shock radio king Howard Stern.

"The only thing shocking to me about putting talk or news on FM is that it's even a topic of conversation," says format consultant Walter Sabo. "There is absolutely nothing inherent in the nature of talk that attracts people over 60," he says. "It comes down to what are you talking about and how are you packaging it? The number-one male 18-24 show in America is a talk show: Howard Stern."

While there are some all-talk stations on FM such as Philadelphia's



Howard Stern: the Larry King of the '90s?

WWDB, it's more common for stations to take a middle ground that blends talk and music. For example, Stern's home base, Infinity Broadcasting's WXRK(FM) New York, is a rock station most of the day.

In Trenton, N.J., Press Broadcasting's WKXW(FM) has fashioned an identity for itself as a talk/oldies hybrid that specializes in talk about New Jersey issues.

"They find the essential issues of the day in the state of New Jersey, then throw it out as a topic, take three or four phone calls, and then play a couple of songs," says Sabo. "The rhythm of it is as though they were a top 40 station that happens to take phone calls."

No major group has been as aggressive in putting non-music programming on FM stations as Infinity. In addition

Continues on Radio Extra 2

The gender gap in the sales staff

RAB study shows that most top billers are women, but GSM's are likely to be men

By Peter Viles

A recent Radio Advertising Bureau study shows that women outnumber men on the sales staffs of most radio stations, but that men are nearly three times as likely to be running a station's sales department.

The survey of more than 600 radio stations showed that, while women account for more than half of all radio salespeople, only 26% of stations surveyed said they had a woman running their sales departments.

For women, that's the bad news. The good news: women were the top billers at 56% of the stations surveyed

during the first six months of 1992.

RAB President Gary Fries pointed out that, "while female radio marketers do slightly outnumber their male counterparts, the number of stations citing women as their top billers is still disproportionately large, indicating that women are quite frequently winning the radio sales 'battle of the sexes.'"

Among other findings:

■ Women outnumber men on sales staffs at radio stations in virtually all market sizes. For example, in markets 1-10, the average staff has 4.0 women and 3.4 men; in markets 11-25, the average is 4.3 women and 3.7 men.

■ The average station sales staff

consists of six people, each with an average of six years' experience.

■ Women appear to have a better chance of advancement in large markets. Although women account for only 26% of all general sales managers, they accounted for 43% of GSM's in markets 1-10. And in markets 11-25, 74% of the stations responding reported that a woman heads their sales staff.

■ On average, general sales managers surveyed had 14.7 years' experience; in top 10 markets, the figure was 12.9 years. On average, female GSM's have less experience than their male counterparts: 16 years for men, 11.5 years for women. ■

TALK ON FM

Continued from Radio Extra 1

to Stern's morning show, Infinity has put sports play-by-play on FM with the Dallas Cowboys on KVIL(FM), and has constructed an all-day talk lineup on WJFK(FM) Washington, where Stern is followed by G. Gordon Liddy, who in turn is followed by *The Don* [Geronimo] & *Mike* [O'Meara] Show. At 7 p.m., after 13 hours of talk, the station starts playing music.

"Our feeling is that if 70% of the listening is done on FM, why won't any format work on FM, whether it's news or talk or sports?" asks Infinity President Mel Karmazin.

It was Karmazin who first put Stern on FM, ignoring critics who said Stern's high-octane monologues wouldn't play well on a music station. Did Karmazin listen to the critics? "Of course not," he says. "I paid a lot of money for him."

Now the critics have been silenced: Stern's is the most listened-to FM morning show in New York, and performs well in Los Angeles, Washington, Philadelphia and Baltimore, and is expected to spread soon to Chicago,

Cleveland and other markets. Stern, who is known for hyperbole, told his listeners last week that his show brings in \$10 million in revenue for WXRK alone.

Putting the Cowboys games on FM has offered a slightly different opportunity: a chance to experiment with sports play-by-play in stereo.

"Being on FM for sports has enhanced the programing and has made the sound so much better," Karmazin says. "It really is a state-of-the-art situation, and it does sound dramatically different."

Another talk/music hybrid on FM, US Radio Group's KKHU(FM) Houston, illustrates the risks of trying to introduce talk to the FM dial, however. The station switched from smooth jazz to talk/oldies in March, and appeared to lose many of its listeners. Despite a promotional campaign that included billboards, telemarketing and direct mail, the station's Arbitron ratings dropped from a 0.9 share in the winter book (total week, AQH, persons 12-plus) to a 0.4 share in the spring book.

"We knew going into it that it was going to be a slow build," says KKHU

General Manager Don Peterson. "We've got to introduce talk on FM."

Peterson says he's confident that the station's focus on local issues and its responsiveness to its listeners (the station's slogan is "You 106.9") will eventually appeal to a younger generation of talk listeners.

"There's a whole generation of folks who grew up on FM radio," he says. "During research you'll hear them saying, 'AM is where my parents listen.' AM is just a faraway thing to them."

While KKHU hasn't yet found its audience, those who do listen appear to be younger than traditional talk station audiences. Peterson says 81% of the callers to the station are 25-40. "We have very little on the older side of that," he says.

Ken Stevens, general manager of Infinity's WJFK(FM) Washington, says younger listeners tend to want a different brand of talk radio, whether it's on AM or FM.

"The younger demo clearly is looking for talk programing that addresses their interests," Stevens says. "And their interests—we've found—are a little different than those of their parents."

In general, he says, that means hotter topics, such as those explored by Stern, fewer calls from listeners, and more emphasis on humor and entertainment.

"They're looking for more entertainment out of it," he says. "But at the same time, those same listeners will listen to a talk show hosted by somebody they respect."

Does all of this present a threat to AM radio? "Any time an FM station takes listeners away from AM it's going to be a threat," says Rich Wood, director of the WOR Radio Network, which distributes talk programing.

"What the AM stations need to do is stop looking at everything as a threat and just go in and program the stations as if they really mean it, so they believe what they're doing."

He adds: "Anyone who doesn't admit there are going to be a lot of talk stations on FM within the next couple of years is crazy. I think it's going to happen."

As to the threat to AM, Sabo says: "There's nothing inherent about the AM band that makes it dead. If you put something on the air that people want to hear, it almost doesn't matter whether it's AM or FM." ■

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NO 'SKINS RADIO

Football season is just around the corner, and it brings a unique challenge for WTOP(AM) Washington. The station is trying to cover the Washington Redskins without using the word "Redskins," a nickname the station has deemed offensive. News and programing director Pat Anastasi says staffers will instead use other terms such as "the hogs," "the world champs," and "Super Bowl champions." He says it's possible, however, that the name will slip onto the air through an actuality or during Redskins' Coach Joe Gibbs's daily program on the station.

DOUBLE DUTY FOR SIEGEL

Robert Siegel, a host of National Public Radio's "All Things Considered," has been named interim host of NPR's "Talk of the Nation." He replaces John Hockenberry, who is leaving NPR to join ABC-TV later this month. Siegel will moderate the talk show live from Houston during the Republican National Convention.



NEW CHICAGO FORMAT

WKQX(FM) Chicago has radio programers buzzing with talk of its new format. The new sound? "Female-based rock adult contemporary." The slogan: "Chicago's New Rock Alternative." The new format is designed to appeal to women aged 25-44 who want to hear more alternative rock than they're getting from basic adult contemporary stations.

WFAN, MSG IN SPORTS DEAL

WFAN(AM) New York, Infinity's all-sports station, signed a deal last week that will expand its play-by-play inventory considerably. Beginning this fall, the station takes over advertising sales for all New York Knicks and Rangers broadcasts. Previously, WFAN carried the games, but the Madison Square Garden Network controlled advertising sales. WFAN also carries New York Mets games.

RADIO SUMMER

A new survey of advertising and media executives concludes that teens are the easiest target group to reach during the summer, and the best way to reach them is through radio. The survey, conducted by Sport Quotations and Data Inc., says radio is the most efficient medium for reaching teens and men during the summer. When the target group is women, television, radio and magazines are seen as equally efficient.

Arbitron flags itself in New York spring book

Ratings firm took part in black expo sponsored exclusively by top-rated WRKS

By Peter Viles

In an usual twist, Arbitron has flagged itself in the New York spring ratings book for taking part in a promotional event that was sponsored exclusively by the market's top-rated station.

The event was the New York Black Expo, a four-day promotional event that was sponsored exclusively by WRKS(FM) in early June. Arbitron took a booth at the expo as part of its campaign to increase its visibility and acceptance in minority communities.

Arbitron's participation in the event, which was held June 5-8 and drew an estimated 150,000 people, angered some New York stations and forced Arbitron to include a special notice in the New York spring book.

In the notice, Arbitron said it had "no prior knowledge" that other stations were shut out of the expo. Further, Arbitron said it "regrets having

participated in an event which was not open to all stations in the market, and will take steps to insure that future outreach activities do not include station-exclusive events."

The special notice made no mention of possible ratings distortion, and Arbitron spokesman Thom Mocarsky said it is impossible to determine if any such distortion took place.

Arbitron's participation consisted of a booth where Arbitron staffers distributed shopping bags bearing the company's logo and flyers explaining its research methods.

Arbitron said it took part in the event as part of an outreach program intended to increase participation by blacks and Hispanics in its research.

WRKS, an urban contemporary station, increased its market-leading share from 5.5 in the winter book to 5.6 in the spring book (total week, average quarter hour, persons 12-plus). Its main competitor, WBLS(FM),

dropped from third to fifth, with its share falling from 4.9 to 4.3.

"We don't have any confidence in these results," said David Lampel, president and general manager, Inner City Broadcasting Corp., which owns WBLS and WLIB(AM).

But Charles Warfield, WRKS vice president and general manager, said he believes "there was absolutely no possibility of ratings distortion." Referring to Lampel's complaints, he added: "It's nonsense. I think they're going to have to find another explanation for their trend from winter to spring."

Jay Guyther, Arbitron vice president, radio sales and marketing, said the company has often relied on radio stations as sources of ideas for outreach events. But in light of the problem in New York, he said, Arbitron is reconsidering the issue and may ultimately adopt a national policy for black and Hispanic outreach. ■

Technology

STATIONS PUT COOPERATION IN NEWS CO-OPS

Owners of satellite newsgathering vehicles are pooling resources, finding more economical ways to get far-reaching stories

By Peter Lambert

Necessity remains the mother of invention. To wit, say directors and members of affiliate and independent television news cooperatives, even with the leanest budgets in memory, stations operating mobile satellite uplinks across the nation are maximizing resources and cooperating with one another to deliver more with less in their coverage of national and international news.

Free custom coverage from the cooperatives and agreements among stations to "borrow" people and technology are replacing what had been more fiercely independent—and almost certainly less efficient—ways of gathering stories outside their markets.

The days of regularly sending a satellite truck across country for national stories "I think are gone," says Ken Highberger, director of operations for NBC's News Channel in Charlotte, N.C. "In the salad days, you threw equipment, people and money at it. Now, with more corporate accountability, it's still very viable to run a truck, but the projects that get done are cost effective."

"The trucks are being used differently," agrees Michael Hurt, director of Capital Cities/ABC's affiliate news cooperative, ABSAT. The networks are counting increasingly on affiliates to satellite them video of local stories with national import, he says. And the affiliates are counting increasingly on one another and on network-provided coordination and other services. "They and we," says Hurt, "are learning to take better and better advantage of the system."

Last month's Democratic National Convention may accurately reflect that

learning, as well as a new budgetary realism involving satellite backhauls.

In the past six years, NBC affiliates have put about 60 trucks on the road, ABC and CBS around 50 each. At first, at a time when network news divisions scaled back their own election coverage, the stations flexed newfound technological independence, sending their vehicles, producers, editors and reporters along the campaign trail and to the national conventions.

So swiftly did the technology proliferate, says Lee Meredith, news director of WTVD(TV) Durham, N.C., "I think the novelty of using satellite has worn off, and—I say this with some trepidation—gotten a bit like using the phone." But along with increased truck operator skill, he says, "everybody's gotten better. It's very competitive in each market, and all the co-ops compete. I think it brings more out of everyone. We think we give and get great cooperation from ABSAT."

On the surface, coverage appears

INTERACTIVITY IN VEGAS

NAB and the Interactive Multimedia Association formed a partnership to add a multimedia agenda to NAB '93 at the Las Vegas Convention Center and Hilton Center next April. An executive committee chaired by IMA Managing Director Philip Dodds will seat professionals from both industries.

Under the title "Multimedia World: Merging Video, Audio and Computers," sessions will focus on production and distribution of CD-ROM, CD-I and other interactive media. —PML

leaner. The 1992 presidential campaign trail has been dogged by fewer trucks—and by fewer station crews—than four years ago. In 1988, says ABC's Hurt, "we may have had 40 stations sending reporters to the convention; this time, maybe 20, and the stations sent fewer people. No one seems to have the money to follow the candidates the whole campaign."

But sometimes less is more. Taking advantage of co-op services at the Democratic convention, stations executed a mix of strategies. Some sent full crews and secured their own uplinks and satellite time. Others sent crews and used cooperative transmission facilities. Others sent only reporters, and others downlinked regular News Channel feeds, customizing them for their own news shows.

ABC, CBS, NBC and Conus Satellite News Cooperative provided convention standups with network reporters free to affiliates through each convention afternoon and evening. Conus handled 418 convention transmissions including 211 live, custom reports featuring Conus Washington reporters. They all expect about the same demand for custom coverage at this month's Republican Convention.

The stations still put their viewers on-site to open evening newscasts. And despite more affiliate pooling on national stories, business remains strong for Ku-band satellites. Harry Mahon, director of sales for GTE Spacenet, says the cooperatives booked about 800 occasional hours, an increase over several years ago.

Even given a "lift in the economy," says Hurt, "we've all learned some efficiencies, and I'd expect some of these changes to carry over." ■

Business

HOPES HINGE ON POST-OLYMPIC BUYING

Sales during next few weeks may signal whether fall scatter market will be an active one

By Sharon D. Moshavi

No one expects the recession to disappear anytime soon, but there is some hope that the national TV advertising gloom will start to dissipate with the fall scatter market.

The picture will become clearer after the last Olympic medal is handed out. Given the early signs, many are expecting an active fall scatter market that could exceed upfront cost-per-thousand pricing. The next few weeks will be key to gauging the rest of the year: If they are active, some say, that bodes well, but "if the Olympics end and it is quiet for the next four weeks, we're still in a media recession for quite a while," says media buyer Paul Schulman, president, the Paul Schulman Co.

If fall scatter pricing is up, that will be the first time in four or five years

that it is not softer than upfront, says Doug Seay, senior vice president, director of broadcast, Hal Riney & Partners. This will also be the first time the networks as a group come to the fall scatter market with such a large amount of unsold inventory, the result of their having held it back hoping for better pricing as well as a dearth of upfront buyers. This new landscape raises the importance of fall scatter.

Fourth-quarter dollars are badly needed, given the so-far-anemic third quarter. Much of the problem has been that budgets were simply siphoned off to Olympic buys. Media buyers do not have much optimism that third-quarter money for the rest of August and even September will reappear. But September scatter could get active if the networks manage to get a few hits among their new shows.

The comments being made regarding fourth quarter are already more

encouraging than they were last year, says analyst Alan Gottesman of Paine Webber. "Now clients are saying to their media buyers, 'If you had two million more in fourth quarter, what would you do with it?' That's a 180-degree switch from last year when they were saying, 'Don't get too comfortable, because I may be taking two million out of fourth quarter,'" he says.

Even media buyers on the conservative side are not predicting fourth-quarter scatter pricing below upfront levels. "Scatter will be at the same level as upfront," predicts Werner Michel, senior vice president, broadcasting, Bozell. It is notable that media buyers, who obviously are happiest when advertising costs drop, are openly predicting either flatness or growth in activity and pricing for the scatter market.

If the market does pick up, it may have more to do with non-economic events than with overall economic indicators. Those continue to be bleak—July saw consumer confidence levels drop 16%, according to the Conference Board index. But a variety of factors could combine to make the scatter market active and thus drive up prices.

For starters, the two presidential candidates have about \$100 million to spend, most of which will come between Labor Day and Election Day. "Because of the politicals, the networks are rightly feeling more bullish that things will tighten up," says Betsy Frank, senior vice president, Saatchi & Saatchi. However, the extent to which the candidates buy network TV is still an unknown. The Bush campaign, for instance, is putting its pre-convention advertising on CNN and spot television instead of network.

But encouraging signs in even just

LANDIN MEDIA TURNS TO REP

Landin Media Sales has signed an exclusive advertising representation deal with WDJT-TV Milwaukee, making it the 11th station the rep has signed in the last 90 days.

Having focused until now on its barter sales division, which has about 120 station clients, Landin is turning its attention to its rep business. The three-year-old company has acquired most of its 23 clients in the last nine or ten months, according to Jim Schaffer, vice president, sales.

Landin's clients are mostly small independents, primarily in ADI's 35-90. The clients it has acquired have either previously been repped by smaller firms or had no national representation at all. The niche the company is trying to fill, says Schaffer, is to rep stations "that aren't big enough for the Seltels or the TeleReps to financially take on because of the overhead involved."

The company has achieved its goal, set at the beginning of the year, to attract 20 to 25 clients. No new goal has been set, but ultimately the company wants to stay small so that it can keep overhead low and continue to attract small independents. "We don't want 100 stations, that's for sure," says Schaffer.

—SDM

June 30, 1992

C. Itoh & Co., Ltd. and Toshiba Corporation

together with certain subsidiaries of

Time Warner Inc.

have formed

Time Warner Entertainment Company, L.P.

and

Time Warner Entertainment Japan Inc.

*The undersigned acted as financial advisor to
C. Itoh & Co., Ltd. and Toshiba Corporation
in this transaction.*

Lehman Brothers

one area of the economy, such as housing starts, could mean that advertising budgets that were absent from upfront and held in check for fourth quarter may start to appear. If enough advertisers start trickling into the market, a wave could bring in the rest. "The mentality is that the safest way to operate is to do like everyone else is doing," says Hal Riney's Seay.

The actions of just one advertiser, even General Motors, the biggest advertiser to sit out the upfront and wait for scatter, is not enough to get the market moving, buyers say. "GM won't start the flood, since everyone expects them to come in," says one source close to the automaker. But General Motors—and its buyer, Leo Burnett, which is holding off on upfront so far for its other clients as well—can help bring inventory back to its normal level, helping the networks up pricing if demand takes hold. General Motors itself will not pay the higher price, according to the source, saying the automaker will be in a position to get pricing at no higher than upfront levels.

Whatever happens, there is no question that the 1992 fall scatter market will be better than it was in 1991, says Arthur Gruen of Wilkofsky and Gruen.

"That was really dismal."

As for national cable advertising, there is little movement in the upfront market. It is expected to pick up in the next couple of weeks, says Aaron Cohen, senior vice president, director of broadcast programming, NW Ayer. Buyers are simply following the same slow pattern they followed in the network upfront this year. "Everybody is learning that the business can get done at a slow pace, without panic," says Cohen.

And aside from advertisers' reticence to spend, which is affecting all media, the slow trickle to buy cable is also indicative of its growth, says Seay. "There are so many cable options, and there are so many things you can live without. Whether you buy a TNT or Lifetime or USA movie doesn't really matter."

Although there are enough advertisers interested to create a cable upfront, Seay rejects any attempts to compare it to network upfront. "You can lose your job if you miss buying *Monday Night Football*. But if you miss something on cable, it's not going to make or break you."

NIelsen ADDS ANOTHER MARKET TO THE METER

Nielsen Media Research announced it would begin metered ratings service to 29th market in February 1993. In Orlando-Daytona Beach-Melbourne, Fla., WPCX-TV, CBS affiliate; WOFL-TV, Fox affiliate and WKCF-TV, independent, have signed up as clients. Nielsen recently announced it would begin providing metered service this November to San Diego, Baltimore and Kansas City.

LOOKING AT THE BOTTOM LINE

June TV station revenue was up 1.2% over same month in 1991, according to monthly "flash report" compiled for Television Bureau of Advertising. TVB said survey of 187 affiliates showed revenue was up 2%, while 37 independent TV stations reported collective decline of 1.8%. Overall, revenue gains were almost identical for local sales, up 1.2%, and national spot revenue, up 1.3%. Year-to-date revenue change for stations is plus 4.0% for affiliates, negative 0.5% for independents and plus 3.2% overall.

□

Granite Broadcasting said second-quarter operating cash flow jumped 19.6%, to \$4.1 million, on 12.8% revenue increase, to \$9.8 million. Don Cornwell, chief executive officer of group owner said, "During the quarter, local and national non-political advertising increased by 15.2% and 7.6%, respectively, enhanced by a gain of more than 60% in automotive advertising, which was especially strong at KNTV-TV San Jose, Calif., and WPTA(TV) Fort Wayne, Ind."

Changing Hands

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

KPPL(FM) Colusa, Calif. □ Sold by Park Lane Colusa Partners Ltd. to The Park Lane Group for \$2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is also licensee of KVOY(AM)-KTOI(FM) Tehachapi, Calif. KPPL has mainstream AC format on 107.5 mhz with 28 kw and antenna 600 feet above average terrain.

KDIA(AM) Oakland, Calif. □ Sold by RAGH Inc. to Willie L. Brown Jr. for \$1.6 million. Seller is subsidiary of Ragan Henry Broadcast Group, headed by Ragan Henry, who has interests in 8 AM's, 15 FM's and one TV, including KJUL(FM) North Las Vegas, which is also being sold (see "For the Record," page 47). Buyer has no oth-

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$2,698,500 □ 9

FM's □ \$1,253,060 □ 7

AM-FM's □ \$5,896,868 □ 5

TV's □ \$0 □ 0

Total □ \$9,848,428 □ 21

1992 to Date:

AM's □ \$134,994,163 □ 134

FM's □ \$148,302,409 □ 142

AM-FM's □ \$195,858,346 □ 96

TV's □ \$1,184,301,620 □ 39

Total □ \$1,663,456,538 □ 411

For 1991 total see Jan. 27, 1992 BROADCASTING.

er broadcast interests. KDIA is full-timer with urban contemporary format

CITADEL ADDS EIGHT

Price Broadcasting Co. closed on the sale of eight radio stations to Citadel Communications Corp. for \$12.5 million ("Changing Hands," Sept. 9, 1991). Citadel will add KGA(AM)-KDRK-FM Spokane, Wash., KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM) Reno and KHEZ(FM) Boise, Idaho, to its other eight stations. Price still keeps KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, S.C.

on 1310 khz and 5 kw.

KBOM(FM) Los Alamos, N.M. □ Sold by KBOM Ltd. to Tesuque Radio Inc. for \$560,000. **Seller** is headed by general partner Lance Armer, and has no other broadcast interests. **Buyer** is headed by John Herklotz, and has no other broadcast interests. KBOM has oldies format on 106.7 mhz with 15.5 kw and antenna 1,947 feet above average terrain.

KATK-AM-FM Carlsbad, N.M. □ Sold by Frank A. Nymeyer to Radio Carlsbad Inc. for \$520,868, highest bidder at auction. Previous application filed for sale of station can be dismissed. **Seller** has no other broadcast interests. **Buyer** is headed by Robert S. Swayze, and has no other broadcast interests. KATK(AM) has Spanish format on 740 khz with 1 kw day and 500 w night. KATK-FM has country format on 92.1 mhz with 3 kw and antenna 190 feet above average terrain.

KASA(AM) Phoenix, Ariz. □ Sold by KASA Inc. to KASA Radio Hogar Inc. for \$475,000. **Seller** is headed by George A. Wilson, who has interests in two AM's. **Buyer** is headed by Moises Herrera, and has no other broadcast interests. KASA has religious format on 1540 khz with 10 kw day.

KHUB(AM)-KFMT(FM) Fremont, Neb. □ Sold by KHUB Inc. to Robert Clauss and Joseph Nugent for \$400,000. **Seller** is headed by Raymond Shaheen and George Allen, selling their interest in licensee; they have no other broadcast interests. **Buyers** have no other broadcast interests. KHUB has MOR format on 1340 khz with 500 w day and 1 kw night. KFMT has MOR format on 105.5 mhz with

1.2 kw and ant. 450 feet above average terrain.

KLXX(AM)-KBYZ(FM) Bismarck-Mandan, N.D. □ Sold by Capital City Communications Inc. to Missouri River Broadcasting Inc. for \$395,000. **Seller** is headed by James Lakoduk, and has no other broadcast interests. **Buyer** is headed by James D. Ingstad, and has interests in six AM's and seven FM's. KLXX has oldies format on 1270 khz with 1 kw day and 250 w night. KBYZ has AC format on 96.5 mhz with 100 kw and antenna 1,000 feet above average terrain.

KAAR(FM) Medical Lake, Wash. □ Sold by Sunbrook Communications II Ltd. to The Word in Music Inc. for \$300,000 plus construction permit for KTSK(FM) Spokane, Wash. **Seller** is headed by Larry Roberts, and is also selling KCSJ(AM) Pueblo, Colo. (see "Changing Hands," July 27). **Buyer** is headed by Mark Pluimer, and is licensee of KSLT(FM) Spearfish, S.D.; KLTE(FM) Kirksville, Mo., and permittee of KBIQ(FM) Fountain, Colo. KAAR has oldies format on 95.3 mhz with 1.3 kw and antenna 495 feet above average terrain.

KYKA(FM) Naches (Yakima), Wash. □ Sold by Mathias Broadcasting Inc. to Donald A. Schrack for \$290,000. **Seller** is headed by John Mathias, and has no other broadcast interests. **Buyer** has no other broadcast interests. KYKA has oldies format on 96.9 mhz with 5.8 kw and antenna 3.28 feet below average terrain. *Broker: Broadcast Media Associates.*

WROI(FM) Rochester, Ind. □ Sold by Manitou Broadcasting Corporation to Bair Communications Inc. for \$250,000. **Seller** is headed by James W. Zimmerman, and has no other broadcast interests. **Buyer** is headed by Thomas J. Bair, and has no other broadcast interests. WROI has AC format on 92.1 mhz with 4.3 kw and antenna 240 feet above average terrain. *Broker: Roehling Broadcast Services Ltd.*

KARV(AM) Russellville, Ark. □ Sold by KARV Inc. to KERM Inc. for \$250,000. **Seller** is headed by Imogene S. Horne, and has no other broadcast interests. **Buyer** is headed by Kermit Womack, and is licensee of KURM(AM) Rogers, Ark. KARV has AC, oldies format on 610 khz with 1 kw day and 500 w night.

CLOSED!

KEZL (FM), Fowler-Fresno, California from Bilmar Communications, Inc., Bill Donohoe and Ed Atsinger, Principals to Americom II, Tom Quinn, Principal for \$1,000,000 on terms.

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A DIFFERENT KIND OF WASHINGTON SUMMIT

Two weeks before Election Day, thirty-one industry and government leaders will have their say about the future of the telecommunications industry.

They will gather at the Omni Shoreham Hotel for INTERFACE VI, a joint presentation by Broadcasting Magazine and the Federal Communications Bar Association (FCBA).

In addition, several hundred others, deeply concerned about mass media regulation and policy, and the financial and economic well-being of the broadcasting and cable industries, will be on hand to listen to, analyze and question the speakers and panelists on the issues explored during this critical, one-day seminar.

We invite you to join us at this important event.

INTERFACE VI: A Blueprint for the Future

Broadcasting/Cable
INTERFACE VI: A Blueprint for the Future
October 21, 1992
Omni Shoreham Hotel, Washington, D.C.

- 8:00-8:45 a.m. Informal breakfast
- 8:45-8:50 a.m. *Welcome:* FCBA President Bob Beizer, Sidley & Austin
- 8:50-9:00 a.m. *Introduction and Overview:* Don West and David Persson, *Broadcasting*, and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
- 9:00-9:30 a.m. *Keynote Speaker:* Frank Biondi, Viacom
- 9:30-10:15 a.m. *Congressional Staff Panel:*
- David Leach, House Committee on Energy and Commerce
 - Antoinette Cook, Senate Committee on Commerce, Science and Transportation
 - Gina Keeney, Senate Committee on Commerce, Science and Transportation
- 10:15-10:30 a.m. Break
- 10:30-11:30 a.m. *Industry Leaders Panel*
- Jim Dowdle, Tribune Company
 - Brian Roberts, Comcast
 - Jay Kriegel, CBS
 - Horace Wilkins, Southwestern Bell
 - Leslie Moonves, Lorimar Television
- 11:30-12:30 p.m. *Industry Economic Forecast Panel*
- Douglas McCorkindale, Gannett
 - John Tinker, Furman Selz
 - Steve Rattner, Lazard Freres
 - John Reidy, Smith Barney
- 12:30-2:00 p.m. *Luncheon Speaker:* Alfred Sikes, FCC Chairman
- 2:00-3:00 p.m. *FCC Commissioners Panel*
- Andrew Barrett
 - Ervin Duggan
 - Sherrie Marshall
 - Jim Quello
- 3:00-3:30 p.m. *Debate:*
- Eddie Fritts, NAB vs
 - Jim Mooney, NCTA
- 3:30-3:45 p.m. Break
- 3:45-4:45 p.m. *Media Delivery Futurists Panel*
- John Abel, NAB
 - Wendell Bailey, NCTA
 - Irwin Dorros, Bellcore
 - Stan Hubbard, Hubbard Broadcasting
- 4:45-5:00 p.m. *Closing Speaker:* Greg Chapados, Administrator of NTIA, Department of Commerce
- 7:00 p.m. Hall of Fame Awards Dinner

*Speakers, panelists and times are subject to change.

A night to remember, too!

Interface VI is just the beginning of a very special day. Immediately following the seminar, Broadcasting Magazine will present its Second Annual Hall of Fame Awards Dinner at the Omni Shoreham Hotel. Proceeds to benefit the International Radio and Television Foundation.

This year, 20 new inductees will be honored by their colleagues. It's a glorious, memorable evening you will not want to miss.

INTERFACE VI AND HALL OF FAME AWARDS

Special discounts are available to those individuals attending both the seminar and the Awards Dinner. Please fill out the coupon below containing the various price options.

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

Please check one:

FCBA Member Interface VI Only \$325 Individual Hall of Fame Only \$425
 (\$300 is tax deductible)

Individual Interface VI Only \$375 Individual Both Events \$725
 (\$300 is tax deductible)

Table rates for Hall of Fame Awards:

A Tier \$7000 B Tier \$5500
 (\$5750 is tax deductible) (\$4250 is tax deductible)

C Tier \$4000
 (\$2750 is tax deductible)

Feel free to copy this coupon for each individual registrant.

For seminar only, please make check payable to: Interface VI.
 For Hall of Fame only, please make check payable to:
 BROADCASTING 1992 Hall of Fame.

For both events, please make check payable to:
 Interface VI/1992 Hall of Fame.

Send coupon and check to: Ms. Joan Miller
 Broadcasting Magazine, 475 Park Avenue South
 New York, NY 10016

For more information, call (212) 340-9866

Broadcasting

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Radio sales manager: Somewhere in the U.S. there's a sales person with great ability, who has moderate experience, and is looking for the big break. You know you are good and should be manager of your staff. You know you will make it into management someday, but you have not made it yet. Welcome home. We are an upper midwest, medium market, small group. We need someone who can sell and maintain a sales staff, talk smart with agencies and work well with clients (big and small). We have an AM/FM combo. You will be responsible for all of it. These are good saleable stations. This is a unique situation. You think you could have fun here — while doing a serious job for us. Great opportunity for future advancement. Write stating financial needs. Heavy-weights also considered. EOE. Reply to Box M-47.

Station managers, salespeople: Work hard and play hard in five of America's richest and most beautiful resort markets. We own seven stations in Aspen, Vail, Breckenridge, Steamboat Springs, and Gunnison. Our operation is on the cutting edge of technology. Yes, you can make good money in these small markets. Rush resume to Paul Moore, Rocky Mountain Radio, PO Box 5559, Avon, CO 81620 or fax to 303-949-0266. No phone calls, please. EOE.

Vice president/sales: We own an important AM and a very good FM in a major market. We do the largest share of both local and national. We have four sales managers and 16 sales people. Our competition is not so much other radio stations as it is the monopoly newspaper and television stations. We are looking for someone who is comfortable making six-figure proposals at the CEO level to local advertisers. And who will direct our managers and sales people in a comprehensive campaign to increase our business 50% in the next two years. Our executives know about this ad. Please write in confidence Box N-1. EOE.

AM/FM combo in a big ten college town seeks an experienced GM to join a rising star. #1 18+, 18-34 & 25-54. Must carry list and have both track record and demonstrated ability to train & motivate sales staff. Outstanding performance rewarded with great incentives. Also seeking experienced A.E.s for staff here and elsewhere in PA, WV, Ohio area group. Resume, references, salary history to GM, Box 888, State College, PA 16801. EOE.

National/regional sales manager: Energetic, highly motivated sales professional with customer focus to be responsible for national and regional sales revenue. Must have strong communications, sales and marketing skills. Minimum of five years broadcast sales experience with minimum of two years sales management and/or national rep experience preferred. Forward resume and references to: General Sales Manager, WINK-AM/FM, PO Box 331, Fort Myers, FL 33902. EOE.

General manager: North America's highest rated AOR, WYMG, Springfield, Illinois. Fabulous facility with an outstanding staff in this state capital. Proper candidate should have high people skills, be organized, disciplined and a great motivator. Rush resume to Ed Christian, President/CEO, Saga Communications, 73 Kercheval, Grosse Pointe Farms, MI 48236. EOE.

Future expansions have created a need for general sales manager/general manager candidates with a successful track record. Call Ray Quinn, President, Opus Media Group, 512-490-8360. EOE.

HELP WANTED SALES

Radio sales position. Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). Radio/sales experience required — full-time travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

Experienced salespeople needed for Florida small market station near Tampa. Must like and understand small market radio. Immediate openings. Big commissions to closers. Call 813-782-1418. EOE.

WSBT-AM/Sunny 101.5 FM has two openings for broadcast sales representatives. Must be self-motivated, good communication/people skills. Broadcast sales experience preferred. Send resume to Radio Station Manager, WSBT Radio, 300 W. Jefferson Blvd., South Bend, IN 46601. No phone calls please. EOE.

Experienced account representative with management potential to work in Northwest Florida at Urban radio station. Salary negotiable. Reply to Box N-2. EOE.

Looking for an exciting career opportunity? WLPO/WAJK has a full time opening for a bright, aggressive salesperson. You'll work from an established account list selling the radio time on the leading station in the market. Previous sales experience helpful but not required. We will train. Send resume to: Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE M/F.

HELP WANTED ANNOUNCERS

NJ station needs DJ/anncr: 1-2 yrs. exp. in A/C, Urban or F/Serv. Learn in a great market. C/R to Consultant: J. R. Russ Prog. & Research, Box 16956, Phila., PA 19142. EOE, M/F, NE preferred.

WSBT-AM radio 960 has an opening for part-time announcer/board operator. Experience is necessary. Must be flexible for swing shifts, including overnights, weekends and last minute fill-in. Approximately 10-20 hours per week. No phone calls accepted. Send tape/resume to: Radio Station Manager, WSBT Radio, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

HELP WANTED TECHNICAL

Broadcast engineer for AM/FM, computer knowledge and FCC documentation for high-tech radio stations on tropical islands of Guam and Saipan. 011-671-789-1018. EOE.

Hall Communications has an opening in New Bedford, MA for hands-on chief engineer with minimum 3 years experience in AM, FM, remotes, RPU's Automation, PC literate. Must get along with people and have General Class license or SBE certification. Resume and salary needs to: Edd Monksie, Hall Communications, 24 South Queen Street, Lancaster, PA 17603. No calls. Hall Communications is an EOE. Women and minorities are encouraged to apply.

Regional engineer: Metro Traffic Control is looking for a regional director of technical services to handle all engineering needs and oversight for our West Coast facilities. Job based out of Los Angeles and reports to the Corp. D.o.E. Send resumes to: David Foster, National Operations, Metro Traffic Control, 2700 Post Oak Blvd., Houston, TX 77056. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Outstanding off-air production & on-air talents wanted for five of America's richest and most beautiful resort markets. Cutting edge technology at these AOR stations in Aspen, Vail, Breckenridge, Steamboat Springs and Gunnison. Rush resume to Tony Mauro, Rocky Mountain Radio, PO Box 5559, Avon, CO 81620 or fax to 303-949-0266. No phone calls please. EOE.

SITUATIONS WANTED MANAGEMENT

Bill James — your next GM! 15+ years radio management. Can do all! Sales/programming/management. Cost efficient. Great track record. 804-232-5197.

Profitable GM/GSM: If 59% of us (per NAB) lost money last year, my 25% profit on \$million net sales is exceptional. "Recession" track best in history. New owners think I'm too profit-oriented. Disagree? I'll put you in the black. Degree, 10 years GM/GSM. Reply Box M-29.

Strong administrator. Solid leader. No hot shot. Computer literate. Good planner. Detailed budgets & projections. Over 20 years as general manager including group. Presently VP-GM combo operation. Top 60 market. Prefer Southeast but will consider all. Reply to Box M-46.

Employed GM seeks relocation to Illinois, Iowa, Wisconsin, Michigan, Missouri or Indiana. 5 years GM; formerly sales manager, AE, OM and PD. I am a bottom line, community oriented, take charge leader. Will respond to every inquiry. Need a team player or someone to build a winning team? Send your business card to Box N-3.

Are you distressed? Overcome with anguish that your facilities are not meeting expectations? Then pick up your phone and talk with me. I am a very successful broadcaster with 34 years experience in all areas of sales, programming, engineering, production, promotion and motivation. I can get the job done! I am a very healthy 57 years young and ready to answer "the call". My record says you win if you pick up your phone and call now! 1-919-292-8964 Tom Armshaw— Greensboro, NC.

Veteran, versatile broadcaster with solid sales, sales management experience seeks medium/metro GM of SM position. 305-424-2194.

I have 10 incredibly successful years of sales management. I am also reputed to be the best radio salesperson in Canada! I personally sold over 2 million dollars of local retail accounts (average spot rate of 17 dollars) in less than 6 years in a town of less than 28,000 pop. I am seeking an upper management position somewhere in winter warm U.S. I will seriously entertain offers only from well established companies. Equity consideration is very important. Call Ontario, Canada 519-753-9545.

SITUATIONS WANTED NEWS

I'm no news bunny — years of experience at NBC (when it was NBC), AP, UPI, WGCI and other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

Sports reporter/producer on 50,000 watt radio station in New York. Looking for full-time position in any market. Will relocate. Call Tom at 908-665-0982.

College grad seeking starter position in news. 2 years experience in production. Intern & founded college station. Fax 203-222-8750 & I'll send resume.

MISCELLANEOUS

Wanted: Half hour rates for investment and other shows. Fax station information, including times and rates. 813-367-7424 ET.

Programing assistance for music scheduling software. Selector and other systems. La Palma Broadcasting 714-533-5633. Reasonable rates for small stations.

TELEVISION

HELP WANTED MANAGEMENT

Director of TV operations for major market East Coast sports facility. Must have strong people, operations, production, technical, planning and budgeting skills. Salary \$50-60,000 based on experience. Reply to Box N-4. EOE M/F.

Local sales manager: Successful small market indy seeks experienced management professional. Requires a teacher with creative selling skills and a hands-on approach. Apply in confidence to Box N-5. EOE.

HELP WANTED SALES

National sales manager: One of the nation's most dominant network affiliates (Top 100) is seeking a national sales manager/assistant sales manager. Candidate must possess strong television sales record. Prior sales management experience preferred but not required. EEO. Send resume to Box M-24.

Account executive: To sell at station designated rates the products of WTVH to any assigned list of advertisers and their agencies, develop new accounts and ensure proper scheduling, billing and service. High school graduate. College degree preferable, but not mandatory. Minimum of three years broadcast sales experience. Send resume to Peg McDermott, Local Sales Manager, WTVH, 980 James Street, Syracuse, NY 13203. EOE.

WVIT has an opening for an account executive, with TV sales experience, heavy emphasis on agency and new business development. Resumes to: Tom O'Brien, Local Sales Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

HELP WANTED PUBLIC RELATIONS

New York office of East Coast based multi media company seeks manager of media relations. Candidate should have 3-6 years experience in public relations in the entertainment industry. Knowledge of the cable and broadcast television industries. Please send resume to: Reply Box N-6. EOE.

HELP WANTED TECHNICAL

Maintenance engineer: With two years formal training and at least one year experience. FCC or SBE certified. EEO employer. Resume to Wendell Nelson, WMBB-TV, Box 1340, Panama City, FL 32402. EOE.

Assistant chief engineer: KETA-TV is seeking a professional with proven technical and leadership skills to supervise engineering staff. This hands-on position requires direct supervision in the installation and maintenance of studio and transmitter equipment. Will work with the director of engineering in planning and implementing station engineering projects. Send resume and references to Personnel, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113. EOE.

Taft Broadcasting/NASA Division is recruiting qualified applicants for the position of Assembly Technician II, to assist in support of video of video systems and services at NASA Johnson Space Center in Houston, Texas. Candidates should possess the following qualifications: Associate degree in Electronic Technology or equivalent. At least two (2) years experience in installation, calibration, and test of television systems, in a quality oriented broadcast or post production environment. Strong electronic systems and component level troubleshooting skills desired. Please send your resume and professional references to: Taft Broadcasting, 16441 Space Center Blvd., Bldg. A, Houston, TX 77058, Attn: Debbie Burks. No phone calls please. Principals only. We are an equal opportunity employer.

Technical operations engineer: Houston Public Television seeks a technical operations engineer to work in the on air and television production areas at KUHT. Qualifications should include the following: Associate or Bachelor's degree in Electronic Engineering or Communications. (Equivalent professional experience and education may substitute.) A General Class Radio Telephone certificate (highly desirable), or a Restricted license supplemented by additional training. Knowledge of current FCC rules and regulations. Certification by the Society of Broadcast Engineers (desirable). Three to five years minimum experience in a professional broadcast or production environment. This is a full time position with a good benefits package which will have a starting salary of \$24,994. Interested candidates should send a letter of application, including resume and three professional references, to: Ms. Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004, postmarked by August 15, 1992. Minorities and women are encouraged to apply. The University of Houston is an equal opportunity employer.

ENG/SNV supervisor: Hands on person who has a mix of maintenance and ENG operations background to supervise ENG/SNV crew. Supervisory experience necessary. Send resume to Chief Engineer, K'USA-TV, 500 Speer Blvd, Denver, CO 80203. An equal opportunity employer.

Chief engineer: Top 50 market station needs chief engineer to supervise and maintain a technical facility. Monitor facility, assess needs, make recommendations and prepare capital budgets/plans. Requires experience as chief engineer with expertise in all areas of engineering. Degree or equivalent experience. Reply to Box N-7. EOE.

Television maintenance engineer: Vacation relief. Capital Cities/ABC, Inc., a leader in the television/broadcasting industry, has a temporary opportunity for a maintenance engineer. The opening exists for the remainder of 1992 and potentially again in March 1993. Responsibilities include the maintenance of 1" AMPEX VTR's, D1 and D2 recorders, CMX editing systems and digital effects with special emphasis on digital techniques. We require 3-5 years technical maintenance experience and the ability to troubleshoot to component level. For immediate consideration, send your resume to: Capital Cities/ABC, Inc., Personnel Dept., 4151 Prospect Ave., Dept. ME-BM, Hollywood, CA 90027. Equal opportunity employer.

HELP WANTED NEWS

Think you're as good as Geraldo, Phil or Oprah? We want you for a live daily prime time television talk show in USA's 11th largest television market. Send tape/resume to Bill Klaus, TV 29, Box 2170, Akron, OH 44309. EEO.

Executive producer: KETV/Omaha needs strong EP to help us continue our drive for dominance. Only self-starters with major market producing or previous news management need apply. Non-returnable show tape, resume, and statement of news philosophy to Kirk Winkler, News Director, 2665 Douglas, Omaha, NE 68131. No calls. EOE.

WTLV is seeking a strong, creative producer to help lead an aggressive news team. Two to three years front line newscast producing experience is required. No beginners. Send a non-returnable tape with your resume and newscast philosophy to Vicki Montet, Acting News Director, WTLV-TV, PO Box TV-12, Jacksonville, FL 32231. No phone calls please. Gannett Broadcasting Company, Inc. Equal opportunity employer.

General assignment reporter: Three years minimum daily reporting experience with affiliate station. Computer literate. College degree preferred and valid driver's license. Send resume and 3/4" tape by August 14th to Personnel, WAVE-TV, 725 South Floyd Street, Louisville, KY 40203. EOE.

11pm producer: Three years minimum experience producing evening or late daily newscast. Newsroom computer and college degree preferred. Send resume by August 14th to Personnel, WAVE-TV, 725 South Floyd Street, Louisville, KY 40203. EOE.

Sports director: I need a good communicator who enjoys live, enjoys developing off-beat sport stories and is a team player. No beginners. Send resume and non-returnable tape to Lloyd Winnecke, News Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE - M/F.

We are looking for an aggressive reporter who isn't afraid to "get in someone's face" to get the story. Must have a minimum three years reporting experience. Join this competitive and fast growing market. If you like it hot, you'll like it here. Non-returnable tapes and resume's to: Richard Urey, News Director, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

Join one of the fastest growing markets in America. Medium market covering major market news. 11pm producer. Must be energetic with ideas and a strong writer. 2 years experience producing newscast. Non-returnable tape and resume to: Michele Gors/Executive Producer, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

Entry level reporter: . . . Send non-returnable tape and resume to: WOWL TV, 840 Cypress Mill Road, Florence, AL 35630. EOE.

Looking for main anchor to complement our 15 year female veteran. Applicant must have minimum 5 years experience as TV anchor. Strong reporting skills, strong personality and ability to work well with others. Interested applicants should send tape and resume to Mark Toney, KFOR-TV, Box 14068, Oklahoma City, OK 73113. No phone calls. EOE.

RoboReporter: Seeking intellectual, curious, journalistically-correct highly motivated self-starter who is willing to work incredibly long hours (weekends plus 2 days Mon-Fri) at ridiculously low pay. Must also have a sense of humor and be fun to have around. No rookies. Our motto: "Play championship newsball today!" Tape and resumes to: Tim G. Gardner, News Director, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. EOE/M-F. Closing date 8/21. Don't call us, we'll call you.

News reporter: WFSB-TV, Post Newsweek in Connecticut, seeks an aggressive and creative general assignment reporter. The person we seek must be able to out-think, out-hustle and out-report the competition. This reporter must be able to develop stories while working with assignment editors and producers. This reporter also must have top-notch writing skills as well as strong on-camera presence. This is an opportunity to join Connecticut's #1 news station. Send letter, resume and tape to Mark Efron, VP/News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Bureau chief: Number one station looking for individual to staff a one-person bureau. Must be able to report, shoot and edit. Ideal candidate loves to shoot, but is able to gather and report news. A minimum of one year experience required; no beginners. Send tape, resume and salary requirements to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. M/F/EOE. No calls please.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/writer/directors, associate producers and production/creative assistants needed. Hawthorne Communications, Inc., is a fast paced state-of-the-art ad agency with an in-house production facility producing infomercials and spots for Fortune 500 clients. This is an opportunity for growth with one of the country's leading infomercial producers located in a friendly midwestern community. Send resume, VHS reel to Allen Teague, Hawthorne Communications, PO Box 1366E, Fairfield, IA 52556. EOE.

Promotion producer/director: Seeking an enthusiastic, cutting-edge producer/director to oversee the production of on-air, sales and event promotions. Creative writing skills are essential. Applicants must have at least 2 years experience in television production or promotion or related field. Experience with television graphics and 3/4 inch editing a plus. Fox station experience also a plus. Send resume and/or tape to: Creative Services Director, Fox 23, KBST, 806 Enterprise, Cape Girardeau, MO 63701. EOE/MF. No phone calls please.

Graphic artist: WABC-TV seeks highly qualified full-time computer graphic artist. Experience with Quantel Paintbox, Digital FX, AVA and Harris Still Store is required. News graphics experience and ability to handle tight deadlines a must. Send resume and reel to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

KMPH Fox 26 and Pappas TeleProductions have an opening for an artist/designer for a Grass Valley Graphics Factory GF 50 suite. Formal design training or equivalent Paint Box and 3-D animation experience necessary. Dubner experience desirable. Send resume, demo tape, and salary requirements to: Personnel Department, KMPH Fox 26, 5111 E. McKinley, Fresno, CA 93727. No phone calls please. EOE/MF.

Retail development director: WRIC TV has an immediate opening for person with experience in the application and interpretation of Leigh Stowell data, ARB and NSI audience research and a clear understanding of the mechanics of client/station promotions. Send resume to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. No phone calls please. WRIC-TV is an equal opportunity employer; women and minorities encouraged to apply.

Writer/producer needed in top 15 affiliate. Will be responsible for series, image, and some daily topical promotion. You'll have access to the resources you've always wanted in a top notch department. 2 years promotion writing and producing a must. You must be quick, creative and willing to have fun. Rush tape and resume to: Ted Nekić, On-Air Promotion Manager, KARE TV, 8811 Olson Memorial Highway, Minneapolis, MN 55410. Equal opportunity employer.

WVIT, Connecticut's NBC station seeks a creative services director. Responsibilities include overseeing all station promotion, commercial production, and strategic placement of all non-commercial material for broadcast. Including production and placement of outside media, all station graphics, and publicity. Applicants must have at least 2 years experience as promotion manager or senior promotion producer at a broadcast station with news. Candidates should send resumes and tapes to Al Bova, VP/General Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

Associate producer/director: Science, outreach & specials. Produce and direct segments and documentaries about science, nature, and social issues, as well as special events for the Nebraska ETV Network. Bachelor's with major in broadcast journalism or related field plus one years experience in television production required. Equivalency considered. \$21,708 minimum. Apply with cover letter and resume by August 21 to Personnel Coordinator, University Television, PO Box 83111, Lincoln, NE 68501. The University of Nebraska-Lincoln is committed to a pluralistic campus community through affirmative action and equal opportunity and is responsive to the needs of dual career couples. Contact the Personnel Coordinator at above address or 402-472-3611 if you require reasonable accommodation in order to apply or interview for this position.

P,roduction/graphics: Immediate opening for creative, highly motivated team player to work with everyone from commercial clients to news staff. Must have strong design and composition abilities plus experience in most areas of live and tape studio/remote production. Experience with Chyron SuperScribe systems. Paint and animation software an advantage. This is not an entry level position. Women and minorities encouraged to apply. Send resume only to: Production Manager, WIXT-TV, PO Box 699, East Syracuse, NY 13057. EOE.

KMPH Fox 26, no. 1 Fox affiliate and no. 1 independent in the country, is seeking to fill the position of creative services director. The position requires a minimum of three years promotion experience and the ability to manage a senior staff of writers/producers. The position also requires interfacing with the marketing staff to provide value-added promotions, on-air contests and produce station-owned events in the community. If you are a creative leader, please send your resume, references and non-returnable promotional reel to: Lise Markham, KMPH Fox 26, 5111 E. McKinley Avenue, Fresno, CA 93727. Applications will be accepted through September 4, 1992. No phone calls please. An EOE-M/F/H.

Script supv (bilingual) — Manh: Compile & record TV scene details (action seq, phys layout, costumes, etc.). Relieve director of admin & clerical duties, such as script reading, action notes, record scene details such as position, facial expression & coiffure of cast, camera position, listen to dialogue & inform cast of script deviation, time length of scenes & advise as to rehearsals, directing personnel to sign-ons and sign-offs, equipment distribution, all in both Chinese (Mndrn) & English languages. 2 yrs exp in job offered or 2 yrs as broadcaster-programmer assistant req. 40 hrs/wk, \$49,228/yr. Send resume or ltr in duplicate to: BW #1922, Rm 501, One Main St., Bklyn, NY 11201. EOE.

Staff director for Miami CBS O&O: Need creative, team player with 3 to 5 years experience directing fast-paced, complex newscasts. Hands-on experience with Grass Valley 300 switcher, ADO, Chyron Infiniti and other state of the art equipment. Resume only to Director of Production Services, WCIX (TV), 8900 NW 18th Terrace, Miami, FL 33172. EOE.

Editor: Creative on-line editor able to shape on-air promotion and long-form programing, proficient at the operation of technical broadcast quality equipment with strong background in graphics. Visible position with growing network in Atlanta area. Experience in off-line of network quality programing for broadcast. **On-air promo producer:** Highly creative, experienced producer with strong verbal and graphics skills to help craft the on-air promotions look of growing network in Atlanta area. Experience in news or network entertainment on-air promotion and ability to direct talent. Send tape and resume to: The Travel Channel, Attn: Employment Office, PO Box 725229, Atlanta, GA 31139. No phone calls. EOE.

SITUATIONS WANTED NEWS

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

Major market meteorologist: Looking for a change of scenery. AMS/NWA seals, and 10+ years experience. Team player all the way! Reply to Box M-16.

Female sports videographer looking for a sports position with progressive station. Experience and NPPA awards. Relocation not a problem. Tammy 703-955-4807.

College grad seeking starter position in news. 2 yrs. experience in production. Intern & founded college station. Fax 203-222-8750 & I'll send resume.

TV news journalist off "Daddy Track" in Seattle, seeks new start in local newsroom. Seven years experience as writer/producer/reporter at award-winning KSL. Call Macias 206-743-1538.

Sports reporter/anchor: Host of two cable sports shows; radio news director two years; trained at WBRC in Birmingham. Hard-working, creative, poised, talented writer needs a shot. May '92 college graduate—don't let it scare you. Call Grant, 205-631-4871.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Revenue! Income! Legal tender! Keep it rolling in. Commercial producer seeks position in Chicago area. Call Chris 708-345-1262.

CABLE

HELP WANTED SALES

Account executive/advertising sales: National entertainment medium is expanding in the Chicago market. We are seeking a qualified, energetic self-starter to sell local and regional advertising. 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041, Attn: Stuart Hoffman.

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

We place TV & video engineers: America's leading nationwide service to employers & employees for a decade. Employer paid fees. Phone/resume: Mark Kornish 717-283-0895. Keystone International, Inc., 376 Stanley Drive, Kingston, PA 18704.

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

WANTED TO BUY EQUIPMENT

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

HELP WANTED MANAGEMENT

The South Dakota Department of Education and Cultural Affairs and Board of Directors for Educational Telecommunications, Vermillion, SD, is accepting applications for the position of executive director. The executive director will provide direction and leadership for noncommercial and educational television and radio broadcasting networks and stations, licensed to the SD Board of Directors for Educational Telecommunications. This includes operation of South Dakota's eight-station public television and ten-station public radio networks and three production centers. The position is responsible for compliance with federal regulations and state statutes, Board of Educational Telecommunications rules, strategic planning and preparing and administering a six-million dollar budget. Position serves on the secretary's executive council and is responsible for supervision of staff and programs. The position requires a bachelor's degree appropriate for the position and a minimum of five years demonstrated administrative and management experience in a broadcasting organization. Significant knowledge of telecommunications technology and applications, educational/public TV and radio programming, development and fund raising and the ability to effectively work with leaders in education, government and communities throughout the state. This position is exempt from the Career Service System. Minimum salary \$1,502.00 biweekly, negotiable depending on experience, plus state benefit package. Letter of application and state application or resume with references should be sent to: Executive Director Search Committee, c/o Dwight Vigness, DECA Personnel, 700 Governors Drive, Pierre, SD 57501-2291. Questions regarding the position should be directed to Dwight Vigness at 605-773-3716. Applications and all supportive documents must be received by August 28, 1992. An equal opportunity employer.

FOR SALE EQUIPMENT

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

AM/FM transmitters: BE/CCA/Continental/Harris/McMartin/RCA/TTC, 1-50KW, Transcom, 800-441-8454.

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

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Klystrons: Now leasing new & used! Most types available. Pauza Company 615-238-4200.

Transmitters: UHF, VHF, most bands. Pauza Company, 615-238-4200.

Communications site with 400 ft. guyed tower (standing), concrete blockhouse, land and 3" Helix. Sealed bids accepted for individual items or total package. Contact Dan Schroeder, KOSU-FM, OSU, Stillwater, OK 74078. 405-744-6352. Bid closes August 17, 1992.

FS-30 stereo generator, excellent condition, \$2,205.00. Call 806-372-5130.

MVDS Video Diagnostic System for Broadcast Electronics Transmitter, excellent condition \$3,230.00. Call 806-372-5130.

Autogram IC-10B factory refurbished and ready for operation, \$4,500.00. Call 806-372-5130.

Broadcast Electronics FM-2000DB transmitter, excellent condition. Call 806-372-5130.

Moseley 505 STL System, late model, certified for new rules, good condition. Call 806-372-5130.

TELEVISION

HELP WANTED TECHNICAL

Manager of Engineering

KDFW, Channel 4 in Dallas needs a Manager to assist our Director of Engineering & Operations. Responsibilities will include direct supervision of all studio operators and maintenance personnel, as well as being part of the team planning and implementing long range projects.

If you are currently in Engineering Management and are ready to move up, send a resume to:

James G. Withers
Director of Engineering/Operations
KDFW-TV, 400 N. Griffin St.,
Dallas, TX 75202
No calls, please. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS

SEGMENT PRODUCER

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We need a versatile pro with experience who can produce both Oprah-style "panels" and Regis and Kathie Lee type demonstrations of fashion, makeovers, etc.

The ideal candidate also knows how to produce field packages.

Predecessor moved to Oprah.

Please send letter and resume (no tapes yet, please) to:

Jackie Frey
KSTP-TV
Good Company
3415 University Ave.
Minneapolis, MN 55414 EOE

ART DIRECTOR

Creative manager with hands-on production skills to supervise team of graphic artists in busy, creative environment. Visualization and conceptualization to contribute to overall station image as well as news and promotion efforts. Will work with station management to develop and advance new approaches to traditional art department. College degree a plus. Women and minorities are encouraged to apply.

Send resume and reel to:

Emerson Coleman
Director of Broadcast Operations
WBAL-TV
3800 Hooper Avenue
Baltimore, MO 21211

WBAL-TV
BALTIMORE

HELP WANTED RESEARCH

Director of Research and Sales Development KTRK-TV

The #1 network affiliate in Houston seeks a Director of Research and Sales Development with a strong background in sales and programming research. The candidate must have at least 5 years experience in local market television research, i.e. Nielsen and Arbitron, preferably in a metered market, with technical knowledge of research methodology. This position also requires applied knowledge of various custom and qualitative research tools such as NSI Plus, A.I.D., MRI, Scarborough or similar services. Strong writing skills are mandatory and PC skills are highly desirable. The individual selected will work hands-on with sales and station management and interface with rep research and marketing services. For consideration, please send resume to: Jim Keeley, KTRK-TV, P.O. Box 13, Houston, TX 77001. Equal Opportunity Employer M/F/H/V.



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If you are a personality team player, have had it with liner cards and boring radio, then you're who we want. We have immediate openings for dedicated broadcasters who can do it all. We offer adventure, security, travel benefits, advancement opportunities. We expect professionalism, dedication, and desire to succeed. Females encouraged. T&R/Photo to: **Tony Taylor, Operations Manager, I.C.R.T., #8 Chung Yung 2nd, Rd., Taipei, Taiwan.**

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HELP WANTED PROGRAMING PROMOTION & OTHERS

PRODUCER/REPORTER

MATC has an opening for a self-starter to act as an "on-air" reporter in television productions; to create, develop, write and produce low to mid level television programs; and to direct multi and single camera projects. Related duties include the research and planning, budgeting, and implementation of new programs productions and the supervision of production staff assigned to the television production projects. The work is diversified, requiring following standard practices, operating alone, and working with other professionals in a work-team approach. Qualifications include a Bachelor's degree in Broadcast, Journalism, Radio and Television, or related field; plus two (2) years of progressively responsible occupational experience in television news, production, or direction; training and experience in the performing arts investigative reporting and/or documentary programs is desirable; or any equivalent combination or experience and training which provides the necessary knowledge skills and abilities.

To apply, please call (414) 225-1800 for an application form and complete job description. The deadline is Friday, August 21, 1992. Resumes and letters of applications will not be accepted in lieu of an official MATC application.

MATC

Milwaukee Area Technical College

MATC IS AN AFFIRMATIVE ACTION/ EQUAL OPPORTUNITY EMPLOYER

HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

DIRECTOR, TV PROMOTION & PUBLICITY

MATC has an opening for a creative person to plan and implement promotional public relations campaigns for programs, projects, special functions, and fund raising events; to coordinate the efforts of advertising agencies, media services and other resources and personnel; and to serve as liaison with media representatives, reporters, advertising agency personnel, community organizations, major station donors, volunteers, students, and members of the general public. The position requires the exercise of judgement, self-motivation, and ingenuity to effectively plan and execute a variety of promotional activities.

Qualifications include a Bachelor's degree in communications, public relations, or related field plus five (5) years of progressively responsible occupational experience to include coordinating advertising campaigns; or any equivalent combination of experience and training which provides the necessary knowledge skills and abilities.

To apply, please call (414) 225-1800 for an application form and complete job description. The deadline is Friday, August 21, 1992. Resumes and letters of applications will not be accepted in lieu of an official MATC application.

MATC

Milwaukee Area Technical College

MATC IS AN AFFIRMATIVE ACTION/ EQUAL OPPORTUNITY EMPLOYER

MISCELLANEOUS

Information requested on assets and income of Dennis R. Israel to satisfy judgment for \$313,969.37 in favor of the Estate of Marian Israel and Cobence Warner issued by the the Supreme Court of New York, Schenectady County on March 20, 1991 and Circuit Court of Dade, Florida on May 17, 1991 in case #91-20915 CA 01. Please contact Bill Ullman, 3120 Southeast Financial Center, 200 South Biscayne Boulevard, Miami, FL, 33131-2331, (305) 358-0284, (305) 374-3756 - fax.

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cover Southeastern Montana. Mint
Equipment. Great Opportunity.
\$325,000 cash.
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San Luis Obispo, CA 93401
Phone: (805) 541-1900
Fax: (805) 541-1906

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Arthur Holt
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Professionalism Since 1967
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NORTH CENTRAL INDIANA
Arbitron rated #1 stand alone 6KW FM with
giant signal covering 80,000+ in 1Mv/m
contour. Out of state group owner wishes to
sell. This station is a winner and is profitable.
\$425,000 with terms to qualified buyer. Prin-
cipals only please. Reply to Box M-44.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 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: \$130 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
call 1-800-323-4345.

Date Book

Highlighted listings indicate major meetings

AUGUST

Aug. 5—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jim Ryan, anchor, Good Day New York. Copacabana, New York. Information: (212) 768-7050.

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

Aug. 7—Deadline for network entries in the 14th annual National CableACE Awards competition sponsored by *National Academy of Cable Programming*. Information: Howard Marcantel, (202) 775-3611.

Aug. 9-11—*Arkansas Broadcasters Association* annual convention. Red Apple Inn, Heber Springs, Ark. Information: (501) 227-7564.

Aug. 11-14—*Idaho Cable Television Association* summer convention. Shore Lodge, McCall, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

Aug. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Paul Sagan, vice president, news and programming, Time Warner New York City News Channel. Copacabana, New York. Information: (212) 768-7050.

Aug. 13-16—*West Virginia Broadcasters Association* 46th annual convention. Greenbrier, White Sulphur Springs, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

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

Aug. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Sonny Fox, president, Sonny Fox Productions. Copacabana, New York. Information: (212) 768-7050.

Aug. 23-26—*Cable Television Administration and Marketing Society* annual national conference. San Francisco. Information: (301) 206-5393.

Aug. 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Richard Ramirez, senior vice president, Univision Station Group. Copacabana, New York. Information: (212) 768-7050.

Aug. 28—Deadline for producer entries in the 14th annual National CableACE Awards competition sponsored by *National Academy of Cable Programming*. Information: Howard Marcantel, (202) 775-3611.

Aug. 29—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards non-televised ceremony. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Aug. 30—*Academy of Television Arts and Sci-*

ences 44th annual prime time Emmy Awards, to be televised on Fox TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

SEPTEMBER

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 Convention Center, New Orleans. Information: (202) 429-5300.

Sept. 9-12—*National Association of Telecommunications Officers and Advisors* 12th annual conference. Omni Mandalay at Las Colinas, Irving, Tex. Information: Renee Winsky, (202) 626-3160.

Sept. 12-14—*National Association of Broadcasters* 100-plus exchange. New Orleans. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 13-16—Advertising Issues Forum, sponsored by *Association of National Advertisers*. Speakers include Brandon Tartikoff, chairman, Paramount Pictures Corp., and Burt Manning, chairman and CEO, J. Walter Thompson. Ritz-Carlton, San Francisco. Information: (202) 785-1525.

Sept. 15-17—*Great Lakes Cable Expo* regional trade show. Cleveland Convention Center. Information: Kimberly Maki, (517) 482-9350.

Sept. 17-18—42nd annual Broadcast Symposium, sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Hotel Washington, Washington, D.C. Information: (703) 591-0110.

Sept. 17-19—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island, Neb. Information: Richard Palmquist, (402) 333-3034.

Sept. 17-20—*Viewers for Quality Television* sixth annual convention. Beverly Garland Hotel, Los Angeles. Information: (703) 425-0075.

Sept. 22—*National Academy of Cable Programming* seventh annual fall forum luncheon, "Cable's Coverage of the Election." New York Hilton. Information: Jay Galvan, (202) 775-3611.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*, and Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes*. San Antonio, Tex. Information: (202) 659-6510.

Sept. 24-25—*National Association of Minorities in Cable* and *National Cable Television Association* sixth annual urban markets seminar. New York. Information: (202) 775-3669.

Sept. 26-27—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

OCTOBER-DECEMBER

Oct. 1-4—*Women in Communications* national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

Oct. 4-6—*Minnesota Cable Communications Association* annual meeting. St. Paul Hotel, St. Paul. Information: (612) 641-0268.

Oct. 6-8—*Mid-America Cable TV Association* 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

Oct. 7-10—*National Broadcast Association for Community Affairs* annual convention. Loews L'Enfant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

Oct. 8-10—*Minnesota Broadcasters Association and Society of Broadcast Engineers* conference. Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

Oct. 10-12—*Tennessee Association of Broadcasters* annual convention. Radisson Read House, Chattanooga. Information: (615) 399-3791.

Oct. 10-13—*Association of National Advertisers* annual meeting and business conference. Homestead, Hot Springs, Va.

Oct. 12-14—*Kentucky Cable TV Association* annual convention. Marriott Resort, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

Oct. 12-16—*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: Jan Sharkey, (609) 848-1000.

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

Oct. 16-17—*Missouri Broadcasters Association* fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

Oct. 19—*John Bayliss Broadcast Foundation* annual media roast. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 21—*BROADCASTING magazine* and *Federal Communications Bar Association* "Broadcasting Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel, Washington. Information: Joan Miller, in New York, (212) 340-9866, and Pat Vance, in Washington, (202) 659-2340.

Oct. 27-29—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Tropicana, Las Vegas. Information: (800) 225-8183.

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

Nov. 19-22—*Society of Professional Journalists* national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

Dec. 2-4—Western Cable Show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (510) 428-2225.

NOT CONVINCED

EDITOR: In your June 15 editorial, "Hard News," you wrote that access to the execution of a convicted killer in California should be granted to broadcasters. You also urged that broadcasters "apply their most serious and sensitive news judgment."

I would like to make two points: First, let's look at serious and sensi-

"Can we as viewers expect anything but a 40-second clip of the execution showing the actual reflex movements of the killer?"

Stanley Lichtenstein

tive news judgment. In the San Francisco area, and in other cities where I have watched news, "if it bleeds, it leads." Can we as viewers expect anything but a 40-second clip of the execution showing the actual reflex movements of the killer? I hardly expect a fair presentation of the execution and the facts that led up to that point.

Second, if a TV station were to air the execution, I want a dramatization of why the killer was sentenced to die. I want to see the deed that led to a jury's decision that this killer should die for his sins.

Anything else on the air is not showing serious and sensitive news judgment, and I have watched very little TV news to indicate that degree of content is possible.—*Stanley Lichtenstein, professor emeritus, Chabot College, Hayward, Calif.*

SINGLED OUT

EDITOR: Some time ago I read your June 8 editorial, "Act Two," supporting must carry for home shopping

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

stations. Thank you.

In this regard, this issue is still before the Congress with home shopping stations such as KCMY being media red-lined solely for program content, according to the current version of H.R. 4850.

KCMY put Home Shopping Network programming on the air as the sole means of getting on the air as no one—and I mean no one—like banks or leasing companies would lend us any money for a broadcasting venture without a source of repayment via an affiliation agreement.

The only source of regular income available was HSN, since ABC, CBS, NBC and Fox affiliations were long gone by our sign-on in 1990 after the CP grant in 1984.

What is particularly upsetting to me is to win an FCC license, granted

"No one would lend us money without an affiliation."

Carmen Briggs

on our minority preference for diversity of ownership in the media, being distorted into a specious argument that diversity means programming, not ownership.

This is, as I understand it, to insure "political programming correctness." Thus, to enforce such a blatantly unconstitutional discriminatory

policy, certain classes of broadcasters are to be treated "different." Media red-lined, to be more precise.

Well, we want to be treated like everyone else as to our choice of programming. No one else is to be red-lined. Why single us out? Is this the American Way? It sure reduces the American Dream to zero status, if so.—*Carmen Ponce Nicasio Briggs, president, KCMY(TV) Sacramento, Calif.*

GOOD MEMORIES

EDITOR: It was with deep sadness that I read of the passing of Rick Sklar, former program director of WABC(AM) New York (BROADCASTING, June 29). While living north of Hartford, Conn., during the rest of the year, I spent my summers during the 1960's and '70s on the Connecticut shoreline in Niantic, and the radio was always tuned to Music-radio 77, WABC. With the talents of Harry Harrison, Ron Lundy, Dan Ingram, Cousin Bruce, Chuck Leonard and Jay Reynolds, that great jingle package and the tight on-air production, you never got tired of the top 40 format. Practically every record was one you wanted to hear, with never a bad apple in the bunch. No other top 40 station that I listened to elsewhere could compare to WABC.

Rick Sklar pioneered a station sound and style that we may never hear again. And for those who listened to WABC, his book, "Rocking America: How the All Hit Radio Stations Took Over," is must reading.

God rest your soul, Rick Sklar, with sincere thanks for some great radio memories.—*Philip J. Zocco, engineering, WTNH(TV) New Haven, Conn.*

ERRATA

Hubbard Broadcasting's USSB purchased five transponders on Hughes Communications' first direct broadcast satellite, not leased them as reported in July 27 story.

For the Record

As compiled by BROADCASTING from July 20 through July 24 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KASA(AM) Phoenix, AZ** (BAL920713EF; 1540 khz; 10 kw-D)—Seeks assignment of license from KASA Inc. to KASA Radio Hogar Inc. for \$475,000. Seller is headed by George A. Wilson, who has interests in two AM's. Buyer is headed by Moises Herrera, and has no other broadcast interests. Filed July 13.

■ **KBBA(AM) Benton, AR** (BAL920713ED; 690 khz; 5 kw-D, 50 w-N)—Seeks assignment of license from KBBA Radio to Bernard Bottenberg for \$7,500. Seller is headed by Richard L. Cox, trustee, and has no other broadcast interests. Buyer has no other broadcast interests. Filed July 13.

■ **KARV(AM) Russellville, AR** (BAL920710EA; 610 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from KARV Inc. to KERM Inc. \$250,000. Seller is headed by Imogene S. Horne, and has no other broadcast interests. Buyer is headed by Kermit Womack, and is licensee of KURM(AM) Rogers, AR. Filed July 10.

■ **KVOY(AM)-KTPI(FM) Tehachapi, CA** (AM: BTC920709HI; 1340 khz; 1 kw-U; FM: BTCH920709HJ; 103.1 mhz; 3 kw; ant. 580 ft.)—Seeks transfer of control from The Park Lane Group to Andrew W. Pickholtz for \$2.5 million (see KPPL(FM) Colusa, CA, above). Filed July 9.

■ **KRTM(FM) Temecula, CA** (BTCED920717HM; 88.9 mhz; 18 w; ant. -39 ft.)—Seeks transfer of control of Penfold Communications Inc.; transfer reflects appointment of board of directors. Licensee is headed by Mark Evans, and has no other broadcast interests. Filed July 17.

■ **WKYR-AM-FM Burkesville, KY** (AM: BTC920713HA; 1570 khz; 1 kw-D; FM: BTCH920713GZ; 107.9 mhz; 6 kw; ant. 315 ft.)—Seeks transfer of control from WKYR Inc. to Ray Mullinix for \$26,000. Seller is headed by Silas A.

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

Norris, and has no other broadcast interests. Buyer has no other broadcast interests. Filed July 13.

■ **KPPL(FM) Colusa, CA** (BALH920709GX; 107.5 mhz; 28 kw; ant. 600 ft.)—Seeks assignment of license from Park Lane Colusa Partners Ltd. to The Park Lane Group for \$2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is licensee of KVOY(AM)-KTPI Tehachapi, CA (see below). Filed July 9.

■ **KDIA(AM) Oakland, CA** (BAL920709EA; 1310 khz; 5 kw-U)—Seeks assignment of license from RAGH Inc. to Willie L. Brown Jr. for \$1.6 million. Seller is subsidiary of Ragan Henry Broadcast Group, headed by Ragan Henry, who has interests in 8 AM's, 15 FM's and 1 TV, including KJUL(FM) North Las Vegas, which is also being sold (see below). Buyer has no other broadcast interests. Filed July 9.

■ **WZEP(AM) Defunlak Springs, FL** (BAL920710ED; 1460 khz; 5 kw-D, 186 w-N)—Seeks assignment of license from Ashley N. Davis Jr. to Holmes Valley Broadcasting Inc. for assumption of contracts and releases of obligations. Seller also has interests in three AM's, transfer of which are pending, and one LPTV. Buyer is headed by

Scott M. McAda, and has no other broadcast interests. Filed July 10.

■ **WRSG(AM) Panama City, FL** (BA-PED920714HG; 89.9 mhz; 100 kw; ant. 105 ft.)—Seeks assignment of CP from Panama City Christian Schools to Joy Public Broadcasting Corp. for \$11,000. Seller is headed by A. C. Smith, and has no other broadcast interests. Buyer is headed by Lowell Bush, and is licensee of four FM's. Filed July 14.

■ **WDGR(AM) Dahlonega, GA** (BAL920713EE; 1210 khz; 10 kw-D)—Seeks assignment of license from Andrews Broadcasting Co. to Gold City Broadcasting Inc. for \$120,000. Seller is headed by Jones P. Andrews, and has no other broadcast interests. Buyer is headed by Phillip W. Castleberry, and has no other broadcast interests. Filed July 13.

■ **KIFI-TV Idaho Falls, ID** (BTCCT920717KE; ch. 8; 316 kw-V; 63.1 kw-A; ant. 1,520 ft.)—Seeks transfer of control of The Post Co.; application is filed to reflect changes of trust holders. Licensee is headed by Jerry M. Brady, and has no other broadcast interests. Filed July 17.

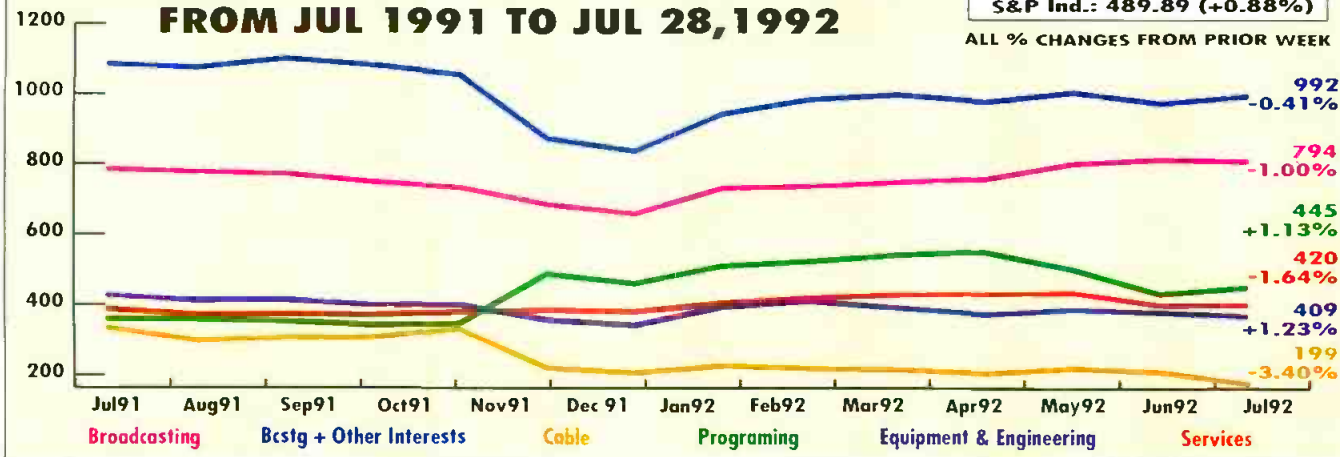
■ **WROI(FM) Rochester, IN** (BALH920716HR; 92.1 mhz; 4.3 kw; ant. 240 ft.)—Seeks assignment of license from Manitou Broadcasting Corporation to Bair Communications Inc. for \$250,000. Seller is headed by James W. Zimmerman, and has no other broadcast interests. Buyer is headed by Thomas J. Bair, and has no other broadcast interests. Filed July 16.

■ **WRHG(FM) Natchez, MS** (BAPH920720HQ; 97.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Cloud Nine Inc. to James C. Williams for \$36,000. Seller is headed by Peter Rinaldi, who also has interests in KAIN(AM) Vidalia, LA. Buyer has no other broadcast interests. Filed July 20.

■ **KBFL(FM) Buffalo, MO** (BALH920716HN; 99.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from School District Number 1 of Dallas County Missouri to Charles C. Burton for \$65,060. Seller is headed by Tom Damell, and has no other broadcast interests. Buyer has no other broadcast interests. Filed July 16.

■ **KHUB(AM)-KFMT(FM) Fremont, NE** (AM: BTC920713EA; 1340 khz; 500 w-D, 1 kw-N; FM: BTCH920713EB; 105.5 mhz; 1.2 kw; ant. 450 ft.)—Seeks transfer of control from KHUB Inc. to Robert Clauss and Joseph Nugent for \$400,000. Seller is

STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1991 TO JUL 28, 1992



headed by Raymond Shaheen and George Allen, selling their interest in licensee; they have no other broadcast interests. Buyers have no other broadcast interests. Filed July 13.

■ **KJUL(FM) North Las Vegas, NV** (BALH920710HF; 104.3 mhz; 100 kw; ant. 1,181 ft.)—Seeks assignment of license from Carrigan Communications Inc., debtor-in-possession, to Clary Broadcasting Group Inc. for \$50,000. Seller is headed by Debra D. Carrigan. Ragan Henry is 49% stockholder in licensee; he also has interests in 8 AM's, 15 FM's and 1 TV, including KDIA(AM) Oakland, CA, which is also being sold (see above). He also has 15% interest in assignee. Buyer is headed by Patrick C. Clary, and has no other broadcast interests. Filed July 10.

■ **KATK-AM-FM Carlsbad, NM** (AM: BAL920720EA; 740 khz; 1 kw-D, 500 w-N; FM: BALH920720EB; 92.1 mhz; 3 kw; ant. 190 ft.)—Seeks assignment of license from Frank A. Nymeyer to Radio Carlsbad Inc. for \$520,868, sold to highest bidder at auction. Previous application filed for sale of station can be dismissed. Seller has no other broadcast interests. Buyer is headed by Robert S. Swayze, and has no other broadcast interests. Filed July 20.

■ **KBOM(FM) Los Alamos, NM** (BALH920703GW; 106.7 mhz; 15.5 kw; ant. 1,947 ft.)—Seeks assignment of license from KBOM Ltd. to Tesuque Radio Inc. for \$560,000. Seller is headed by general partner Lance Armer, and has no other broadcast interests. Buyer is headed by John Herklotz, and has no other broadcast interests. Filed July 3.

■ **WMBL(AM) Morehead City, NC** (BAL920720EC; 740 khz; 1 kw-D, 14 w-N)—Seeks assignment of license from Eastern Carolina Broadcasting Co. Inc. to WMBL Inc. for \$25,000. Seller is headed by L. Gene Gray, and is also licensee of WRHT(FM) Morehead City, NC. Buyer is headed by Randall A. Hanson, and has no other broadcast interests. Filed July 20.

■ **WVUD-FM Kettering (Dayton), OH**

(BALH920709GY; 99.9 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from University of Dayton to Liggett Broadcast Inc. for \$3.35 million ("Changing Hands," July 13). Seller is headed by Bernard J. Ploeger, and has no other broadcast interests. Buyer is headed by Robert G. Liggett Jr. and James A. Jensen, and is licensee of one AM and six FM's. Filed July 9.

■ **WTZX(AM) Sparta, TN** (BAL920720ED; 860 khz; 1 kw-D, 9.9 w-N)—Seeks assignment of license from WTZX Radio to Robert W. Gallaher for \$140,000. Seller is headed by Charles D. Howard, and has no other broadcast interests. Buyer is general manager of WLIV(AM)-WCSD(FM) Livingston, TN. Filed July 20.

■ **KIXZ(AM)-KMML(FM) Amarillo, TX** (AM: BAL920708EE; 940 khz; 5 kw-D, 1 kw-N; FM: BALH920708EF; 98.7 mhz; 100 kw ant. 480 ft.)—Seeks assignment of license from MST Communications Inc. to Catalyst Radio Ltd. for assumption of note in principal balance of \$2.45 million. Seller is headed by Sally A. Haines, and has no other broadcast interests. Buyer is headed by Daryl Hays, and has no other broadcast interests. Filed July 8.

■ **KRBG(FM) Canadian, TX** (BALH920630GU; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Megahype Broadcasting Partnership to Carolina Communications for \$2,000. Seller is headed by Mark Jones, who also has interests in permittee of KSSB(FM) Calapatria, CA. Buyer is headed by general partners John W. Pittman and William J. Pennington III. Pittman has interests in WFMO(AM)-WSTS(FM) Fairmont, NC. Pennington has interests in two FM's. Filed June 30.

■ **KJBC(AM) Midland, TX** (BAL920720EE; 1150 khz; 1 kw-D)—Seeks assignment of license from Margarit L. McBeath to Donald R. Kennedy for \$70,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed July 20.

■ **KEYF-AM-FM Dishman-Cheney (Spokane), WA** (AM: BAL920710EB; 1050 khz; 5 kw-D, 335 w-

N; FM: BALH920710EC; 101.1 mhz; 100 kw; ant. 1,965 ft.)—Seeks assignment of license from Unicom Broadcasting Inc. to KEYF Corp. for \$1.825 million ("Changing Hands," July 13). Seller is headed by Andrew Molasky, and is licensee of two FM's. Buyer is headed by C.T. Robinson, who has interests in KVOP(AM)-KSPZ(FM) Colorado Springs and is acquiring KTCR(AM)-KOTY-FM Tri-Cities, WA. Filed July 10.

■ **KYKA(FM) Naches, WA** (BTCH920709HB; 96.9 mhz; 5.8 kw; ant. -3.28 ft.)—Seeks transfer of control of Mathias Broadcasting Inc. to Donald A. Schrack for \$290,000. Seller is headed by John Mathias, and has no other broadcast interests. Buyer has no other broadcast interests. Filed July 9.

Actions

■ **WKSJ-AM-FM Prichard (Mobile), AL** (AM: BAL920513GL; 1270 khz; 5 kw-D, 103 w-N; FM: BALH920513GM; 94.9 mhz; 100 kw ant. 410 ft.)—Granted assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for \$8.125 million. Sale includes WCAW(AM)-WVAF(FM) Charleston, WV, and WRKA(FM) St. Matthews (Louisville), KY (see below). Seller is headed by Kenneth S. Johnson. Buyer is headed by Morton I. Hamburg, and is backed by general partner WESHAM Broadcasting Co. (1%) and limited partners WESHAM Corp. (48.51%) and Excelsior Communications (50.49%). Partner William E. Simon has interests in parent of licensee of WJAR(TV) Providence, RI, and WCMH(TV) Columbus, OH. Action July 16.

■ **KMEL(FM) San Francisco** (BALH920522HU; 106.1 mhz; 69 kw; ant. 1,290 ft.)—Granted assignment of license from San Francisco Century Broadcasting Ltd. to Evergreen Media Corporation of San Francisco for \$44 million ("Changing Hands," May 25). Seller is subsidiary of Century Broadcasting Corp., headed by George A. Collias, and is licensee of WPNT(FM) Chicago and KYBG-AM-FM Denver. Buyer is headed by Scott K. Ginsburg, and also owns WAPE(FM) Jacksonville and WVCG(AM) Miami, both Florida; WLUP-AM-FM Chicago; KODZ(FM) Dallas and KKBT(FM) Los Angeles. It recently purchased 40% interest in both WTOP(AM)-WASH(FM) Washington and KASP(AM)-WKBQ(FM) St. Louis. Action May 22.

■ **WKVQ(AM) Eatonton, GA** (BAL920522EC; 1520 khz; 1 kw-D)—Granted assignment of license from Eatonton Broadcasting to Southeastern Broadcasting Inc. for \$125,000. Seller is headed by general partners George B. Peters Jr. and Lee P. Morgan, and has no other broadcast interests. Buyer is headed by Dennis P. Helmreich, and has no other broadcast interests. Action July 14.

■ **KVUQ(FM) Olathe, KS** (BAPH920515HC; 92.3 mhz)—Granted assignment of CP from Marian S. Harbart to Bott Broadcasting Co. for \$537,500. Buyer is headed by Richard P. Bott, and is licensee of three AM's. Bott also has interests in licensee of KSIV(AM) Clayton, MO. Action July 1.

■ **WRKA(FM) St. Matthews (Louisville), KY** (BALH920513GP; 103.1 mhz; 3 kw; ant. 135 ft.)—Granted assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for \$8.125 million (see WKSJ-AM-FM Mobile, AL, above). Action July 16.

■ **KTTN-AM-FM Trenton, MO** (AM: BTC920529EC; 1600 khz; 500 w-D; FM: BTCH920529ED; 92.1 mhz; 1.75 kw; ant. 370 ft.)—Granted transfer of control of Luehrs Broadcasting Co. Inc. to John A. Ausberger, et al., for \$47,600. Seller is headed by Marvin E. Luehrs and Everett G. Wenrick. Luehrs also has interests in KMMO-AM-FM Marshall, MO. Buyer has no other broadcast interests. Action July 8.

■ **WTOW(AM) Washington, NC** (BAL920518ED; 1320 khz; 500 kw-D)—Granted assignment of license from WTOW-AM to Washington Radio Inc. for \$75,000. Seller is headed by Johnny C. Bryant, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Sr., who is 100% shareholder of voting stock of licensee of WRCS(AM)-WQDK(FM) Ahsokie, NC. He also owns 66.66% of WFAI(FM) Fayetteville, NC. Action

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July 16.

■ **KSDN-AM-FM Aberdeen, SD** (AM: BTC920520HQ; 930 khz; 5 kw-D, 1 kw-N; FM: BTCH920520HR; 94.1 mhz; 100 kw; ant. 440 ft.)—Granted transfer of control of licensee Green Bay Broadcasting Co. for \$523,050 ("Changing Hands," June 8). Transfer includes WDUZ(AM)-WQLH(FM) Green Bay, WI (see below). Action July 14.

■ **WCMT-AM-FM Martin, TN** (AM: BTC920519EA; 1410 khz; 1 kw-D, 58 w-N; FM: BTCH920519EB; 101.7 mhz; 6 kw; ant. 328 ft.)—Granted transfer of control of Thunderbolt Broadcasting Co. for \$475,000. Seller is Harold T. Brundige, selling his 54.9% to buyer Paul Tinkle, et al. Principals has no other broadcast interests. Action July 13.

■ **KLVI(AM)-KYKR-FM Beaumont, TX** (AM: BTC920325EB; 560 khz; 5 kw-U; FM: BTCH920325EC; 93.3 mhz; 100 kw; ant. 480 ft.)—Granted transfer of control of licensee Gulfstar Broadcasting pending consummation of purchase of station, granted last year ("For the Record," Dec. 2, 1991). Transferor R. Steven Hicks is transferring 80% of his 100% interest to his brother Thomas O. Hicks. R. Steven Hicks is 100% voting owner of Capstar Inc., 98% parent of licensees of WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Gray Court, SC, and WSIX-FM Nashville. Capstar is part of merger of new company CF Media, headed by Robert F.X. Sillerman (see "For the Record," April 6, under KKCW(FM) Beaverton, OR). R. Steven and Thomas Hicks have interests in licensee of WTAW(AM)-KTSR(FM) College Station and KVET(AM) Austin, both Texas. Action July 15.

■ **KHQ-TV Spokane, WA** (BTCCT920601LP; ch. 6; 87.1 kw-V; 17.4 kw-A; ant. 2,150 ft.)—Granted transfer of control of licensee KHQ Inc. for no cash consideration in estate transfer from William H. Cowles III (deceased, James P. Cowles as trustee) to James P. Cowles and William S. Cowles. Licensee is wholly-owned subsidiary of Cowles Publishing Co. James P. Cowles is director of certain trusts having minor interest in Tribune Co., Chicago, IL, whose subsidiaries are licensees of two AM's, two FM's and six TV's. Action July 15.

■ **WCAW(AM)-WVAF(FM) Charleston, WV** (BAL920513GN; 680 khz; 50 kw-D, 250 w-N; FM: BALH920513GO; 99.9 mhz; 50 kw; ant. 490 ft.)—Granted assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for \$8.125 million (see WKSJ-AM-FM Prichard [Mobile], AL, above). Action July 16.

■ **WDUZ(AM)-WQLH(FM) Green Bay, WI** (AM: BTC920520HO; 1400 khz; 1 kw-U; FM: BTCH920520HP; 98.5 mhz; 100 kw; ant. 1,254 ft.)—Granted transfer of control of licensee Green Bay Broadcasting Co. for \$523,050 ("Changing Hands," June 8). Transfer includes KSDN-AM-FM Aberdeen, SD (see above). President William C. Laird, who currently holds 100 shares of noncumulative voting preferred stock of licensee, will become controlling stockholder of company. Laird also has interests in licensee of WDUX-AM-FM Waupaca, WI. Action July 14.

■ **WYZM(FM) Waunakee, WI** (BAPH920514HB; 105.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Dale A. Ganske to general partners

Janice and Ronald Fedler for \$246,500. Seller has no other broadcast interests. Buyers own 90% of stock of licensee of WMMM(FM) Verona, WI. Action July 9.

NEW STATIONS

Applications

■ **Glenwood Springs, CO** (BPED920710MA)—Valley Christian Radio Inc. seeks 91.9 mhz; .22 kw; ant. 788 m. Address: 207 Basalt Center Circle, Suite 103, Basalt, CO 81621. Applicant has no other broadcast interests. Filed July 10.

■ **Sumrall, MS** (BPH920707ME)—Larry R. Scott seeks 97.3 mhz; 3 kw; ant. 100 m. Address: 1605 Carlisle Drive East, Mobile, AL 36618. Applicant holds CP for WJSJ(FM) Belzoni, MS. Filed July 7.

■ **Lake George, NY** (BPH920708MB)—David Covey seeks 98.5 mhz; .37 kw; ant. 393 m. Address: P.O. Box 490, Glens Falls, NY 12801. Applicant has no other broadcast interests. Filed July 8.

■ **Bismarck, ND** (BPH920702MB)—James and Konnie Bartels seek 97.5 mhz; 100 kw; ant. 324 m. Address: Route 1, Box 186-C, New Ulm, MN 56073. Applicants have no other broadcast interests. Filed July 2.

■ **Galeton, PA** (BPH920713MA)—Robert M. Stevens seeks 100.7 mhz; 14.5 kw; ant. 131 m. Address: 1005 Treasure Lake, Dubois, PA 15801. Applicant owns licensee of WKYN(FM) St. Mary's, PA. Filed July 13.

■ **Coshoma, TX** (BPH920701MC)—Drew Ballard seeks 94.3 mhz; 3 kw; ant. 91 m. Address: 2801 Wasson Drive, Big Spring, TX 79720. Applicant owns 3 AM's and 2 FM's. Filed July 1.

■ **Kenbridge, VA** (BPED920716MA)—Seaview Communications Inc. seeks 90.9 mhz; 1 kw; ant. 62 m. Address: Rte. 1 Box 177, Kenbridge, VA 23944. Applicant is headed by John Hart, and has no other broadcast interests. Filed July 16.

■ **Ashland, WI** (BPH920716MB)—Gerald J. Hackman seeks 93.3 mhz; 100 kw; ant. 299 m. Address: 222 11th Street West, Ashland, WI 54806. Applicant has no other broadcast interests. Filed July 16.

Actions

■ **Grand Junction, CO** (BPH901220MA)—Granted app. of Blackridge Broadcasters Inc. for 104.3 mhz; 100 kw; ant. 395 ft. Address: 2712 Caribbean Dr., Grand Junction, CO 81506. Applicant is headed by Martiey Miller, and has no other broadcast interests. Action July 14.

■ **Carlsbad, NM** (BPH910904MB)—Granted app. Kolob Broadcasting Inc. for 106.1 mhz; 50 kw; ant. 150 m. Address: 1011 West Mermod, Carlsbad, NM 88220. Applicant is licensee of KCCC(AM) Carlsbad, NM. Action July 6.

■ **Westport, NY** (BPH910821MF)—Granted app. of Westport Broadcasting for 102.5 mhz; 6 kw; ant. -10 m. Address: P.O. Box 1085, Ridgefield, CT 06877. Applicant is headed by Dennis Jackson, who is 46.3% owner of licensee of WREF(AM) Ridgefield, CT. Action July 13.

■ **Essex, NY** (BPH891012MY)—Granted app. of SMK Enterprises Inc. for 101.3 mhz; .487 kw; ant. 245 m. Address: P.O. Box 967, Burlington, VT 05402. Applicant has no other broadcast interests. Action July 17.

■ **Essex, NY** (BPH891012NB)—Dismissed app. of R J Winter Inc. for 101.3 mhz; .52 kw; ant. 236 m. Address: 8 Main St., Essex Jct., VT 05452. Applicant is headed by Richard Winter, and has no other broadcast interests. Action July 17.

■ **Essex, NY** (BPH891012NF)—Dismissed app. of Paul S. Goldman for 101.3 mhz; 1.273 kw; ant. 218 m. Address: 32 Woodbine, Colchester, VT 05446. Applicant has interests in one AM and two FM's. Action July 17.

■ **Westport, NY** (BPH910822MG)—Dismissed app. of Mountainview Bcg Corp. for 102.5 mhz; .84

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	11,212	1,429	12,641
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	1,497	193	1,690
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	1,277	967	2,244
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

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 92.1 million.

1 Construction permit. 2 Instructional TV fixed service. 3 Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

kw; ant. 21 m. Address: RFD #1, Box 288, Center Sandwich, NH 03227. Applicant is headed by Douglas E. Mayer. Non-voting stockholder Derrick D. Cephas is 50% stockholder of permittee of WMNK(FM) Montawk, NY. Action July 13.

■ **Westerville, OH (BPH911230MD)**—Dismissed app. of Juanita M. & James L. Dean for 103.9 mhz; 4.3 kw; ant. 118 m. Address: 1133 Forest Rise Dr., Westerville, OH 43081. Applicant has no other broadcast interests. Action July 14.

■ **Westerville, OH (BPH911230ME)**—Dismissed app. of John C. Landy for 103.9 mhz; 2.57 kw; ant. 108.5 m. Address: 11611 Harborview Dr., Cleveland, OH 44102. Applicant has no other broadcast interests. Action July 14.

■ **Portage, WI (BPH910206MA)**—Granted app. of Magnum Communications Inc. for 95.9 mhz; 6 kw; ant. 100 m. Address: 13 Captain's Court #5, Madison, WI 53719. Applicant is headed by Lynn E. Magnum, and has no other broadcast interests. Action July 16.

■ **Portage, WI (BPH910206MG)**—Dismissed app. of WIBU Inc. for 95.9 mhz; 6 kw; ant. 100 m. Address: N2349 Wibu Rd., Poyette, WI 53955. Applicant is headed by David H. Bomstein, and is licensee of WIBU(AM) Poyette, WI. Action July 16.

FACILITIES CHANGES

Applications

■ **Decatur, AL WDRM(FM) 102.1 mhz**—June 19 application of Dixie Bc. Inc., debtor-in-possession, for CP to change ant.: 299 m.; and TL: southeast corner of Drake Mountain, Huntsville, AL.

■ **Mariposa, CA KHOV(FM) 103.9 mhz**—June 18 application of Fuller-Jeffrey Broadcasting Co. Inc. for CP to change main studio location.

■ **Valdosta, GA WGOV(AM) 950 khz**—June 1 application of W G O V Inc. for CP to make changes in antenna system.

■ **Boise, ID KIZN(FM) 92.3 mhz**—June 19 application of W.G. Boise Ltd. for CP to change ERP: 54.2 kw H&V, ant.: 779 m.

■ **Shreveport, LA KWLB(TV) ch. 45**—June 23 application of Word of Life Ministries Inc. for MP (BPCT-861029KY) to change ERP (vis): 1670 kw; ant.: 159 m.; TL: Rt. 173, 1.6 km NE from intersection of Routes 1 and 173, Blanchard, LA, Caddo Parish (32-38-17 - 93-52-45); antenna: Andrew ALP24L3-HSM-45M (DA)(BT).

■ **Las Vegas KENO(AM) 1460 khz**—June 18 application of Lotus Broadcasting Corp. for CP to increase daytime power to 30 kw; change TL to west of Highland Drive and .6 km south of Cheyenne near center of section 16, township 20 south of range 61 east, North Las Vegas, NV, and make changes in antenna system 36 12 44 - 115 09 43.

■ **Santa Fe, NM KSWV(AM) 810 khz**—June 19 application of La Voz Broadcasting Co. Inc. for CP to change TL within triangle formed by Arroyo de las Trampas, Buckman Rd. and existing road NW within Santa Fe, and make changes in antenna system 35 42 05 - 105 57 58.

■ **Greenwood, SC WMTY-FM 103.5 mhz**—June 18 application of United Community Enterprises Inc. for CP to make changes; ERP: 25 kw H&V and to change class: C3 (per docket #89-404).

Actions

■ **Seward, AK KHUA(FM) 88.1 mhz**—Forfeited and canceled app. of Puffin Public Broadcasting Inc. (BPED-880226MW) for CP for new FM educational; ERP: .049 kw (H), ant.: -452 m. (H) 60 06 12 - 149 26 12; call sign deleted; pet. for recon. filed June 19. Action June 12.

■ **Jonesboro, AR KASU(FM) 91.9 mhz**—Granted app. of Arkansas State University (BPED-920325IF) for CP to make changes ant.: 281 m., TL: 2.6 km ESE of Bond, Craighead Co., AR, specify directional antenna. Action June 23.

■ **Burbank, CA KRCK(AM) 1500 khz**—Granted app. of Royce International Broadcasting Co. (BMP-900405DB) for MP (BP20111) to make changes in antenna system. Action June 22.

■ **Fremont, CA KOHL(FM) 89.3 mhz**—Granted app. of Fremont-Newark Community Coll. Dist. (BPED-910205MC) for CP to make changes: ERP: .145 kw H&V, ant.: 124 m. TL: 670 m. bearing 50 degrees true from existing antenna site. Action June 18.

■ **Green Acres, CA KAXL(FM) 89.1 mhz**—Granted app. of Greenacres Educ. Broadcasting Found. (BMPED-920110MB) for MP (BPED-851104MB) to change ERP: 21.14 kw (H&V); ant.: 100 m.; TL: 10.7 km SE of Shafter, CA, at 157 degrees true, change to class B1. Action June 17.

■ **Soquel, CA KOQI(AM) 1200 khz**—Returned app. of Soquel Broadcasting Co. (BP-890818AC) for MP (BP830502AI) to increase power to 50 kw; change TL to: 1321 Old Stage Rd, Salinas, CA, and make changes in antenna system 36 39 38 - 121 32 29. Action June 22.

■ **Washington WUST(AM) 1120 khz**—Granted app. of District Group Comm. Inc., debtor-in-possession (BP-880901AF) for CP to increase power to 20 kw day (3 kw-CH). Action June 22.

■ **Fort Myers, FL WCRM(AM) 1350 khz**—Granted app. of Manna Christian Missions Inc. (BP-900405BS) for CP to increase day power to 5 kw. Action June 23.

■ **Bloomington, IN WTUI(FM) ch. 30**—Granted app. of Trustees of Indiana Univ. (BPET-920303KE) for CP to change ERP (vis): 832-0 kw; ant.: 216 m.; TL: 2897 South Sare Road, Bloomington; antenna: Andrew AGW17H4-HT01-30(BT) 39-08-3286-29-43. Action June 23.

■ **Campbellville, KY WCKQ(FM) 103.9 mhz**—Dismissed app. of Heartland Communications Inc. (BMLH-900719KA) for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375). Action June 18.

■ **Monroe, MI WHND(AM) 560 khz**—Dismissed app. of Greater Michigan Radio Inc. (BP-900312AE) for CP for experimental synchronous AM at Birmingham, MI (use WCSX(FM) tower) to operate simultaneously with primary WHND facility at Monroe, MI, on same frequency but with .015 kw-WHND and .039 kw-WCSX nighttime. Action June 24.

■ **Eden Prairie, MN KOUO(FM) 105.7 mhz**—Dismissed app. of Southwest Suburban Broadcasting Inc. (BMPH-920219IH) for mod. of CP (BPH-871203MH) to make changes, change ERP: 2.8 kw H&V, ant.: 69 m., TL: Opus Center Bldg, Washington Ave., .8 km N. of U.S. 212, 2 km N. of Eden Prairie. Action June 23.

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Fates Fortunes

TELEVISION

David Goodman, founder, president, Goodman Entertainment Group, New York, joins Saban Entertainment, Burbank, Calif., as senior VP, domestic television distribution.

Tony Dwyer, senior VP, general sales manager, ITC Domestic Television Distribution, Los Angeles, joins MTM Entertainment, Studio City, Calif., as VP, eastern sales manager, MTM Television Distribution.

JVC Entertainment there as president, COO.

Jonathan Hogan, media relations representative, West Coast, NBC, Burbank, Calif., joins CBS Entertainment, Los Angeles, as senior publicist.

Karen Cease, director, business affairs, Lorimar Television, Burbank, Calif., named VP, business affairs.

Appointments at NBC, Burbank, Calif.: **Bob Mazza**, founder, Mazza Marketing Group, Los Angeles, joins as press manager, corporate media relations, West Coast; **Flody**

George Castell, founder, principal, Apollo Partners, Ltd., New York, joins Wertheim Schroder and Company there as managing director.

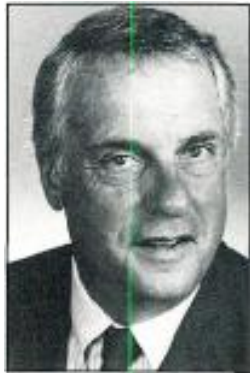
Joseph Diaz, associate, Hawkins, Delafield and Wood, New York, joins Children's Television Workshop there as attorney, legal, business affairs department.

Gretchen Lewotsky, director, production operations, Fox Studio Operations, Beverly Hills, named executive director, environmental operations.

Appointments at Blair Television,



David Goodman



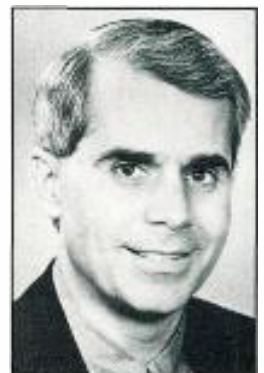
Ken Flower



Gary Ozanich



Elisa Rothstein



Barr Potter

Ken Flower, western division manager, Group W Productions, Los Angeles, joins GGP, Corte Madera, Calif., as VP, marketing.

Gary Ozanich, VP, Prudential Securities, New York, joins Columbia University, Institute for Tele-Information, graduate school of business, as associate director.

Marion Edwards, VP, worldwide distribution, Metro-Goldwyn-Mayer Communications, Culver City, Calif., joins Twentieth Television, Beverly Hills, Calif., as senior VP, international television.

Stanley Fertig, partner, Chevemy Associates, New York, joins Time Warner International there as VP.

Elisa Rothstein, director, development, Alliance Communications, Beverly Hills, Calif., named VP, creative affairs.

Barr Potter, executive VP, Time-Life Home Video, Los Angeles, joins

Suarez, VP, marketing, promotion, Miramax Films, New York, joins as director, movies and miniseries, West Coast.

Roni Selig, director, original programming, Lifetime Television, Astoria, N.Y., joins ABC's *Good Morning America* as line producer.

Larry Jacobson, VP, finance, Fox Inc., Beverly Hills, named senior VP, finance.

Appointments at Twentieth Television, Beverly Hills, Calif.: **Tannya Evans**, sales executive, Viacom Enterprises, Atlanta, joins as account executive, southwestern division; **Taylor Fuller**, account executive, WMC-TV Memphis, Tenn., joins as account executive, western division.

Carla Princi, senior publicist, Warner Bros. Television, Burbank, Calif., joins Fox Broadcasting Company, Beverly Hills, Calif., as executive director, publicity.

New York: **Susan Cuccinello**, director, marketing research, marketing division, and **Chester Elton**, national marketing manager, marketing division, both named VP.

Craig Broitman, sales manager, Katz Independent Television, Chicago, named national sales manager.

Appointments at WTTW-TV Chicago: **Sheri Luhman**, manager, barter marketing, named manager, Chicago publicity, promotion; **Joy Yamasaki**, director, public relations, department of economic development, mayor's office, Chicago, joins as community relations coordinator.

Appointments at KNBC-TV Burbank, Calif.: **Lauren Dansey**, senior writer/producer, Steve Sohmer, Inc., Burbank, joins as manager, advertising, promotion; **Craig Whitlock**, account executive, NBC Television Spot Sales, Burbank, joins as account manager.

Patrick North, general sales manager, KCTV-TV Kansas City, Mo., joins KPHO-TV Phoenix, Ariz., as VP, general manager.

Shawn Jordan, local sales manager, KOTV-TV Tulsa, Okla., named national sales manager.

Phillip Crihfield, local sales manager, WSMV-TV Nashville, joins WDSI-TV Chattanooga as account executive.

Officers elected at Broadcast Cable Financial Management Association: **Larry Marcus**, River City Broadcasting, St. Louis, president; **James Strawn**, Summit Communications, Atlanta, vice president; **William Murray**, Tribune Broadcasting, Chicago, secretary; **Frank De Francesco**, Noble Broadcasting Group, San Diego, treasurer.

Officers elected at Public Broad-

Dan Schuknecht, director, producer, WSMV-TV Flint, Mich., joins WEYI-TV Saginaw, Mich., as director.

Appointments at KVEA-TV Los Angeles: **Jon Yasuda**, VP, sales, KPLS(AM) Orange, Calif., joins as general sales manager; **Julio Lucero**, sales manager, local retail sales, KMEX-TV Los Angeles, joins as director, local retail sales.

Appointments at Blair Television, New York: **Charlie Holmes**, sales manager, Bears team, and **Liz Sexton**, sales manager, Bulls team, Chicago, named VP's.

CABLE

Mitchell Semel, VP, Public Broadcasting Service, Alexandria, Va., joins Comedy Central, New York, as senior VP, programing.

N.J., as marketing manager.

Su-Lin Cheng, publicist, Turner Broadcasting System, Washington, named manager, public relations, entertainment, news.

Peter Lasser, producer, Sports-South, Atlanta, joins Turner Network Television Sports there in same capacity.

Appointments at New York 1 News, New York: **Tom Farkas**, assignment editor, WCBS-TV New York, and **Phillip O'Brien**, producer, WNYW-TV New York, both join as executive producers.

Appointments at Group W Satellite Communications, New York: **Kathleen Hassett**, VP, associate media director, J. Walter Thompson there, joins as account executive; **Dina Kalish**, account executive, Action Media Group there joins in same ca-



Patrick North



Mitchell Semel



Steven Durham



Peter Ruben



James Faust

casting Service: **Ted Capener**, VP, university relations, University of Utah, re-elected board chairman; **Stephen Greyser**, professor, business administration, Harvard Business School, and **Paul Norton**, executive director, Wisconsin Educational Communications Board, elected vice chairman; **Nanette Dudar**, director of budget and finance, named assistant treasurer; **Jinny Goldstein**, director, adult learning service, named VP, education project development, and **Mark Richer**, director of engineering and computer services, named VP, engineering and computer services.

Saul Rosenthal, general sales manager, WLTW-TV Miami, joins WSC-TV Fort Lauderdale, Fla. (Miami), as local sales manager.

Polly Taylor, assistant promotion manager, KSMO, Kansas City, Mo., joins WDAF-TV there as promotion writer and producer.

Steven Durham, senior VP, marketing, Geneva Corporation, Irvine, Calif., joins Nostalgia Television, Los Angeles, as VP, marketing.

Peter Ruben, VP, marketing, Paragon Cable, Los Angeles, relocates to Paragon Cable, New York, in same capacity.

Linda Boland, VP, corporate affairs, Turner Broadcasting System, Atlanta, named VP, sales operations, Turner International there.

Bob Mitchell, director, marketing, Chock Full O' Nuts Coffee, New York, joins Nickelodeon/Nick at Nite, New York, as director, affiliate marketing.

John Sadler, director, sales, western region, Mind Extension University, Englewood, Colo., named senior director, national affiliate sales.

Brenda White, director, marketing, promotions, Tour-Toiseshell, New York, joins CNBC, Fort Lee,

capacity; **Robin Adrian** returns as sales manager, Los Angeles.

Bob Brooks, head of Brooks Communications Inc., Richmond, Va., joins Home Team Sports, Bethesda, Md., as sales manager.

Sandra Staggs, director, marketing, Tennessee Valley Cablevision, Brentwood, Tenn., joins Intermedia Partners there as regional director, marketing.

Tom McDonald, financial information systems manager, TeleCable, Norfolk, Va., named VP of corporate development.

Christopher Wegemer, regional marketing manager, Eternal Word Television Network, Birmingham, Ala., named national marketing director.

Appointments at Cox Cable, San Diego: **Jerry Donadio**, and **Tina Rifkin**, account executives, KXYX-FM San Diego, join in same capacity.

ADVERTISING

Appointments at Radio Advertising Bureau, New York: **Roann Evans**, VP, member service, named VP, co-op, vendor, event marketing; **Susan Orner**, member service consultant, named director, member service.

Mitch Riber, VP, DDB Needham, Chicago, named management representative.

RADIO

Dan Griffin, president, general manager, WHDH(AM) Boston, joins WCBS(AM) New York as VP, general manager.

John Murphy, national broadcast network buyer, Lintas, New York, joins Westwood One, Culver City, Calif., as account executive, eastern regional sales.

Lloyd Roach, station manager, WKSZ-FM Philadelphia, named VP, general manager.

Gregg Cockrell, producer, *The Tom Lyekis Show*, KFI(AM)-KOST-FM Los Angeles, joins CBS Radio Network as producer, *The Gil Gross Show*.

Jack Hogan, general manager, WEKZ-FM Knoxville, Tenn., named VP.

John Conrad, air personality, WCVU-FM Naples, Fla., named program director.

Susan Schmitz, general sales manager, WLIP(AM)-WJZQ-FM Norwalk, Conn., named national sales manager.

Robert Siegel, host, National Public Radio, *All Things Considered*, named interim host, *Talk of the Nation*. Siegel replaces **John Hockenberry**, who will join ABC in August.

Jerry Crowley, local sales manager, WCBS(AM) New York, joins WNCN-FM there in same capacity.

Appointments at Christal Radio, New York: **Mark Mayfield**, account executive, Atlanta; **Elizabeth Ryckman**, account executive, Chicago; **Tracy Barber**, account executive, Detroit; **Katy Brown Ermish**, account executive, Los Angeles;

Jennifer Haynes, account executive, **Wendy Stock**, account executive, New York, and **Julie Judge**, account executive, San Francisco, all named senior account executive.

John Dortch, account executive, WHBK-TV Rock Island, Ill., joins Eastman Radio, Chicago, in same capacity.

Burton Lambert, director, operations, Creative Marketing Alliance, Princeton Junction, N.J., named VP, operations, CFO.

Sara Matson, account executive, TeleRep, Chicago, named sales manager.

Bob Ardrey, northeast regional manager, Unistar Radio Network, Seattle, joins Radio Et Cetera, Newbury Park, Calif., in same capacity.

WASHINGTON

Kathleen Muller, director, meetings, special events, National Association of Broadcasters, Washington, named VP, meetings, special events.

Appointment of fellows at Annenberg Washington Program, Washington: **Georgie Anne Geyer**, journalist; **Janice Obuchowski**, former assistant secretary, National Telecommunications and Information Administration; **Alvin Snyder**, former communications official of the administrations of Presidents Ronald Reagan, Gerald Ford and Richard Nixon; **Stephen Bates**, author; **Peter David Blanck**, associate professor, law, University of Iowa College of Law.

TECHNOLOGY

Appointments at General Instrument Corp., San Diego: **Lester Hill**, president, Symbol Technologies, Orange County, Calif., joins as executive VP, COO, VideoCipher division; **Paul Moroney**, assistant VP, engineering systems, integrated testing, named VP, systems engineering, VideoCipher division.

James Faust, senior VP, international, strategic programs, VideoCipher division, General Instrument Corp., Chicago, named VP, international sales.

Appointments at Chyron Corp., Melville, N.Y.: **Peter Lance**, direc-

tor, named vice chairman; **Roi Agneta**, VP, named VP, corporate marketing.

Appointments at Jerrold Communications, Hatboro, Pa.: **Jim Bailey**, salesman, named executive account manager; **Dario Santana**, VP, Moore Diversified Products, Lexington, Ky., joins as wireless product manager.

DEATHS

W. Theodore Pierson, 83, retired chairman of partnership and chairman, executive committee, Pierson, Ball & Dowd, Washington, died July 26 from complications of Parkinson's disease at Manor Care Nursing Home, Potomac, Md. Born in Red Oak, Iowa, in 1909, he came to Washington during the Depression and worked his way through undergraduate and law school at George Washington University. In 1934 he joined the ranks of the then newly created FCC as a file clerk, eventually becoming chief of dockets, mail and files. He joined the law department of the FCC following graduation from law school. He entered private practice in 1939 in a partnership with Andy Haley, founder of Haley, Bader & Potts. Pierson founded his own law firm in 1940. He retired from active practice of law in 1986. Pierson, Ball & Dowd merged with Smith Shaw & McClay in 1989. Survivors include two sons and one daughter.

Patrick Henry Crafton, 74, retired VP, Lightfoot Broadcasting Co., Groton, Conn., died June 24 of cardiac failure at his home there. Fluent in French and German, he was hired by General Electric as lecturer and master of ceremonies for the company's exhibit at the 1939 New York World's Fair. He then joined WGRB-TV Schenectady, N.Y., as a director-producer. He continued with the station for two years following service during World War II where he attained the rank of major. In 1947, Crafton joined WEWS-TV Cleveland as program director and later as sales manager. He later held similar positions with KRON-TV San Francisco; WCPO-TV Cincinnati; WKGW-FM Utica, N.Y. Survivors include his wife, Kathleen, a son and two daughters.

Fifth Estater

JAMES DANIEL SULLIVAN

In 1988 Lowry Mays, president and chief executive officer, Clear Channel Communications, decided to expand the company beyond radio and into television. In that short time, Clear Channel Television has acquired six Fox affiliates (soon to be seven) and become one of the fastest-growing TV group owners in the industry.

In charge of that operation is Dan Sullivan, president and chief operating officer, Clear Channel Television. While Clear Channel's headquarters are in San Antonio, Sullivan operates out of Houston, which, as he says, "puts a distinction between Clear Channel Communications and Clear Channel Television." It also says something about the autonomy with which Sullivan operates within the company.

"Don't overlook the fact that he is in Houston and headquarters is in San Antonio," says Paine Webber analyst Alan Gottesman. "Clear Channel says it gets the best people, puts them in place, and leaves them alone. A lot of companies say that, but few [like Clear Channel] do it in practice."

Gottesman is also impressed with Clear Channel's recent buying. "Look at their record. When nobody was doing deals, they were doing deals. They waited until it was right."

That, says Sullivan, was part of the plan. Clear Channel's current purchasing strategy is to focus on stations in middle markets and on Fox affiliates. Clear Channel owns stations in Mobile, Ala.; Tucson; Jacksonville, Fla.; Tulsa; Wichita, a 49% interest in KLRT-TV Little Rock, and recently purchased the Chase Communications station in Memphis.

"What made the deals click," says Sullivan, "was that the future of TV was laid out for us in the radio business." Radio, Sullivan says, was 50% national sales and 50% local 10 to 15 years ago and is now 85% local and 15% national. "The same is true in TV. Local will become the biggest part of our business."

Clear Channel has also benefited from good timing. When the group



started buying stations from operators (such as Media Central) who did not have success, the Fox network was just starting out and program prices were still extremely high.

"Luck beats good every time," Sullivan says. But, he is quick to add, "we did not buy Fox affiliates by accident. We put our money on their wagon. Yes, program prices came down and we benefited. We also did our part to drive them down further. Just say no." Clear Channel, he explains, "never wants to be the highest rated. We want to be the most profitable, and the two don't always go hand-in-hand."

The strategy is working. Clear Channel reported its most successful second quarter in history with after-tax cash flow increasing by 92% to \$1,967,000 from \$1,025,000 in first quarter 1991. Operating income before depreciation and amortization was up 24%. Clear Channel also lowered its operating expenses by 10% through cost-cutting measures such as joint sales agreements at their Houston and Tucson stations. The average staff

size at their TV stations is 40, which Sullivan says is 10% to 20% less than underprevious owners.

Sullivan describes himself as "very opinionated." Specifically, he says, he will not buy programing that has also been sold to a cable network. "I strongly believe in syndex and refuse to buy movies that I am not the exclusive licensee of. That does not make you popular with the syndicators, but they respect it."

Before coming to Clear Channel, Sullivan was at Southwest Multimedia Inc. and at Media Central Inc., the group owner of independent stations that went bankrupt in the late 1980's. For Sullivan, Media Central was a learning experience.

"You can learn a lot from people who do things wrong," recalls Sullivan. "They had some good stations in some good markets that under different ownership are prospering today. They did not have the equity to carry the debt service and did not have realistic expectations regarding what they could accomplish." Sullivan himself is cautious about projections. "We

have met every budget and we will over-deliver this year. We don't set ourselves up for failure."

Clear Channel may soon expand beyond Fox affiliates. The senior leaders of group owner Tak Communications (six network affiliates, three FM's) have asked the group owner to consider managing the properties, which are currently in Chapter 11. While Sullivan declines to comment on that situation, he does

say he can see the group acquiring network affiliates in the future. "The concerns of network compensation don't scare us—we never counted on it. The future growth for us is the ability to sell our customers' products. Networks are in software and we are in hardware."

President and COO, Clear Channel Television, Houston; b. July 24, 1951, Lewisburg, Tenn.; attended University of Tennessee, Knoxville, 1969-73; account executive, WTVK(TV) Knoxville, 1973-79; sales manager, 1979-82; general manager, WKCH(TV) Knoxville, 1982-84; director of station operations, Media Central Inc., Chattanooga, Tenn., 1984-86; executive vice president, chief operating officer, Southwest Multimedia Inc., Houston, 1986-88; current position since October 1988; children: Dana, 14; Kelly, 8.

In Brief

Barry Diller would receive securities with \$33.3 million principal value in exchange for giving up profit participation in Fox, according to a filing made by the studio's parent company, News Corp. Securities given to the former Fox chairman are 7.5% zero coupon notes due 2002, and are non-callable by News Corp. prior to March 31, 1995. At the end of July, Diller owned almost 900,000 shares of News Corp. stock.

Maximum Service Television has again asked the FCC to reconsider its rule giving TV stations two years to apply for HDTV licenses and three years to initiate HDTV service. In July 29 reply comments, MSTV included a Darby Associates study arguing that local ad insertion equipment, new tower and programming costs could double the estimated \$1.5 million transmitter costs, making for an "unfair and unrealistic" burden on small stations with revenues "a hundredfold" less than large stations. With "little or no HDTV viewing audience until the turn of the century or later," MSTV says, the FCC should delay setting deadlines until two or three years after setting a standard.

Pieter VanBennekom resigned as chief executive officer of UPI last week. Robert Kennedy, deputy chief executive, UPI parent Middle East Broadcasting Co., London, is heading up the search team for a new UPI chief executive.

Fox Broadcasting's *The Simpsons*, in the non-telecast segment of *The 44th Annual Prime Time Emmy Awards*, won six Emmys in the newly established outstanding voice-over performance category. Receiving honors were Dan Castellaneta (as the voice of Homer Simpson), Nancy Cartwright (Bart), Julie Kavner (Marge), Yeardley Smith

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	10.9/217/91
2. Oprah Winfrey Show	9.7/231/89
3. Jeopardy!	9.5/213/93
4. Star Trek	8.2/244/98
5. Married...With Children	7.4/176/96
6. Entertainment Tonight	6.5/189/96
7. Cosby Show	6.3/198/97
8. Current Affair	6.1/178/96
9. Wheel Of Fortune-wknd	5.7/187/80
10. Donahue	5.4/229/99
11. Inside Edition	5.3/199/88
12. Baywatch	5.0/158/90
13. Selly Jessy Raphael	4.9/215/98
14. Love Connection	4.7/193/94
14. WKRP In Cincinnati	4.7/237/98

(Lisa), Jackie Mason (Rabbi Krustofsky) and Marcia Wallace (Mrs. Krabappel).

Two teams of U.S. companies signed an agreement to share HDTV risks and royalties if any of their three designs is adopted in 1993 as the North American advanced TV transmission standard. General Instrument Corp./Massachusetts Institute of Technology (developers of two digital systems) and AT&T/

Zenith Electronics (developers of one digital system) also agreed to jointly enhance any of their HDTV systems selected by the FCC.

CNN business editor and anchor Lou Dobbs was reprimanded in a memo last week by CNN president Tom Johnson for participating in outside company management videos for which he received fees. Johnson ordered Dobbs to return the estimated \$15,000 in fees he received for the work. In a separate memo, Dobbs apologized to Johnson and the CNN staff.

Warner Bros. Domestic Television Distribution has obtained the syndication rights to *Bedroom Buddies*, a half-hour romance strip created by Howard Schultz and a joint venture partnership with the Chris-Craft/United TV station group. WBDTD President Dick Robertson says a six-week test on three Chris-Craft independents, as well as some other possible affiliates and indies in metered markets, is scheduled to start Aug. 10. If the test goes well, the strip will go into a full national launch by January

TV MARTI SURVIVES ON SECOND-VOTE REVERSAL

In an unusual twist of events, the House of Representatives voted to eliminate the full \$12.6 million in funding proposed for TV Marti last Thursday (July 30), but then reversed itself a few minutes later in a second vote. Bill Alexander (D-Ark.) introduced an amendment to the Commerce, Justice, State appropriations bill (H.R. 5678) to slash TV Marti, calling it "a cold war relic." The amendment passed 206-194 on the first vote. TV Marti supporters then marshaled their forces, called for a second vote and convinced enough members to change their minds to defeat the amendment, 181-215. H.R. 5678 then passed the full House, 242-153, a few minutes later. During debate on the Alexander amendment, Al Swift (D-Wash.) called the balloon-supported transmission system a "Rube Goldberg contraption...Sending television signals to Cuba that can be easily jammed does not give us another channel of communication to Cuba." TV Marti supporters argued that the jamming process is a huge expense for the Cuban government, an expense that will soon be too costly to continue. "This would be the wrong time to stop this program," said Dante Fascell (D-Fla.).

-RMS

FCC ASKED TO RULE FETUS IMAGES INDECENT

A Washington law firm has asked the FCC to issue a declaratory ruling that TV stations may reject political spots that include graphic depictions of aborted fetuses where, in the good-faith judgment of the licensee, there is a reasonable risk that children may be in the viewing audience. The firm, Kaye, Scholer, Fierman, Hays & Handler, included in its request a 1984 letter from then-FCC chairman Mark Fowler to Rep. Thomas Luken saying that the no-censorship prohibition in Section 315 of the Communications Act was "not intended to override the statutory prohibition against the broadcast of obscene or indecent materials that is etched in Section 1464 of the Criminal Code." Kaye, Scholer attorney Irving Gastfreund said the firm—which represents several TV stations—is not urging the commission to expand the indecency statute but to recognize that a judgment of a broadcaster be upheld as reasonable. Stations, he said, "face being prosecuted on one hand (for indecency) and administrative sanctions on the other hand." FCC general counsel Robert Pettit said the question on this petition is whether "an aborted fetus is considered indecent."

-JF

1993. Warner Bros. also distributes *Love Connection*, but Robertson stressed that there will be no overt attempt to clear *Buddies* along with it, since he says sales of the show will concentrate on the "best possible time period and station."

For the second time in two weeks, CBS Radio has replaced a major-market general manager with an executive from outside the company. First it was Dan Griffin replacing Chris Witting at WCBS(AM) in New York. And last week at KLTR(FM) in Houston, CBS picked John Hiatt to replace vice president and general manager Tom Haymond, who resigned. Hiatt had been president and owner of KMMX(FM)-KCHL(AM) San Antonio.

Los Angeles distributor ACI has restructured its international distribution unit, which will relocate to London, and named British broadcasting veteran Brian Harris executive vice president in charge of all international activity. Most recently, Harris was managing director of ITV franchise holder Yorkshire Television.

The FCC has dismissed a Comsat request for waiver on rules prohibiting users of its new mid-power TV satellite, Intelsat K, from delivering services to unlicensed television receive-only (TVRO) earth stations. RAI, Italy, and Telefonica, Spain, have leased Intelsat K capacity to provide TV services to home satellite subscribers in North and South America. The FCC is

considering repeal of general TVRO prohibitions in a separate rulemaking.

After some minor restructuring, **FMN Films**, the unit that produces made-for-TV movies for Fox Broadcasting, **will now operate under Fox Broadcasting** rather than as a stand-alone operation. As a result of the move, the unit is expected to be cut back by perhaps as much as 50%. It now employs 20-25 full-time staffers. However, some of the staff may remain as either free-

lancers or through independent production deals. Rick Beber, president, FMN Films, reports to Peter Chernin, president, Fox Entertainment.

Dana Carvey was quoted last week as saying NBC had asked him to contemplate ideas for a new late-night show, in the event that David Letterman opted to leave the network. But NBC Entertainment President Warren Littlefield insisted that swapping Dana for Dave was "not the plan. Our number-one goal and mission is to have David Letterman continue his late-night genius with NBC."

Pushing for upgrades from late night to early fringe, or double-runs in both dayparts, Twentieth Television has been touting *Studs*' 4.0 gross aggregate national rating in the latest Nielsen Syndication Service pocketpiece (NSS, July 13-19). Going into national distribution last January (after a slow-rollout on Fox O&O stations), the risqué romance strip turned in just over a 2 rating, but has close to doubled that number since and is one-tenth of a gross rating ahead of Paramount's daytime talk strip, *The Maury Povich Show* (3.9 rating), in the latest rankings.



About 175 television network and Hollywood studio executives had their consciousness raised on environmental concerns at a breakfast briefing hosted by the Environmental Media Association and the four network entertainment heads. EMA is a nonprofit organization founded in 1989 by leaders of the entertainment industry as a clearinghouse for environmental information. It works with writers, producers, directors and others to encourage the incorporation of environmental themes in entertainment productions. Among those present were (l-r): Andy Spahn, EMA president; Warren Littlefield, NBC Entertainment; Bob Iger, ABC Entertainment, and Jeff Sgansky, CBS Entertainment.

Editorials

AND THE EDDY GOES TO...

The Emmy nominations have been released (BROADCASTING, July 20) and once again, two shows we've been watching for were overlooked in the big-ticket categories. In the case of Fox's *The Simpsons*, the show was again locked into the animation category—including a handful of best voiceover awards—while still excluded from best comedy series (we liken it to nominating *All in the Family* "best taped show" rather than best comedy). Paramount's *Star Trek: The Next Generation* again failed to be nominated in any but the hairstyling, costume and sound editing-type categories (which is not to disparage those [a hefty seven nominations], but simply to say we think the show ought to have gotten at least one nod in an acting or best series category).

We must concede that the drama field was stronger this year, with new entries like ABC's *Homefront* and NBC's *I'll Fly Away*. Still, *Star Trek* is in its sixth year of quality shows without so much as a mention. Its shutout in the "major" categories has in the past suggested to us—and others—a subtle bias against syndication. If so, it is an unusual one, since syndicated fare has historically been knocked for lesser production values, yet it is *Star Trek's* production values that the Emmys have consistently recognized.

For whatever reasons, the errors of omission will not be corrected this go-round, at least not by the academy voters. Rather than continue to criticize from afar, however, we've decided to correct the omission here, with our first (but not last) Editorial Page (Eddy) awards for shows we think have been overlooked at the Emmys:

BROADCASTING's first Eddy goes to *The Simpsons*—simply one of the best written and produced shows on television.

The second to *Star Trek: TNG*, a well-written and -acted ensemble action/drama that stands up to network fare and then some.

Nominations for the similarly unhonored and unsung are always open.

THE WRONG MOVE

For one brief, shining moment last week, it looked as though the House of Representatives was going to show a flash of fiscal competence, made all the brighter by the grey matte of past performance. No such luck.

By a vote of 206 to 194 (close, but seemingly no Havana cigars), the House passed an appropriations bill amendment that would have cut the rope on TV Marti,

reducing its funding to zero and putting the \$12 million-plus earmarked for perpetuating the fiasco into something that is not the equivalent of—in the words of Michigan Democrat John Dingell—"side pockets on a cow." With that slim margin, the amendment would have had a tough time surviving conference with a Senate bill passed earlier in the week that included TV Marti funding, but at least it was a move in the right direction and a show of some economic sense.

It was not to be, however. In an unusual move, a second vote was called on the amendment. After some twisting of arms and calling in of markers, the decision was reversed and the funding restored. It was a textbook example—and a particularly ugly one—of the power of a special interest to throw its weight onto the scale, tipping it toward a fiscally irresponsible decision that flies in the face of a mountain of evidence that TV Marti is a colossal waste of time and energy that does more harm than good.

Not only has Congress kept the cow with side pockets, it continues to stuff those pockets with our money.

THE RIGHT MOVE

We were glad to see the Senate approve an FCC appropriation last week that did not include user fees. Even Democratic presidential candidate Bill Clinton, himself a supporter of some user fees, suggested in an interview with C-SPAN last week that user fees on the federal level are "wildly unpopular" with the public, particularly when they are diverted to deficit reduction (as the proposed FCC user fees would have been). We're not sure that is more than campaign rhetoric, but they ought to be unpopular. The pressure to pick deep pockets to balance the budget is strong, but that end still doesn't justify the means.



Drawn for BROADCASTING by Jack Schmidt

"It may have been the custom at the ancient games, but you're just going to have to sweat it out with the rest of us."

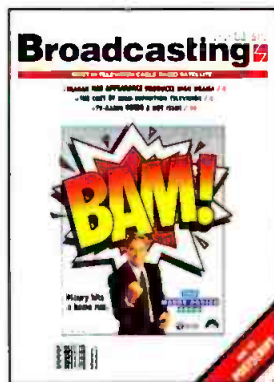
“I want my Broadcasting.”

Recently, the Summit Research Group asked TV General Managers: “If you could receive only one trade magazine each week, which one would you choose?”

By far, they chose *Broadcasting*.

Probably because *Broadcasting*, among all these books, is the only one that covers every aspect of the business.

Everything. Including television, radio, cable, satellites, technology, journalism, advertising and marketing, the FCC, the courts, Congress.



Everything a successful executive needs to know about the business.

It follows that an ad in *Broadcasting* carries with it a power that is unique among trade journals. The fact is, more TV and radio general managers read and rely on *Broadcasting* than any other magazine.

And advertisers recognize its value by continuing to place more advertising lineage in *Broadcasting* than in any of its competitors.

Broadcasting

Nothing even comes close.

Source: 1991 Summit Research Group Survey TV General Managers Purchasing Decisions and Publication Reading Habits.
1991 RMS Survey of TV and Radio General Managers.

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The Freedom Forum Media Studies Center at Columbia University proudly announces the appointment of its 1992-93 Residential Fellows...

SENIOR FELLOWS:

Les Brown

Founder, *Channels* magazine; editor and author, *Television: The Business Behind the Box* and *Les Brown's Encyclopedia of Television*.

Project: "Television: The Box That Changed Everything"

James Hoge

Former publisher, New York *Daily News*.
Project: "The Future of Metropolitan Dailies"

Donald L. Shaw

Kenan Professor of Journalism and Mass Communication, University of North Carolina at Chapel Hill; editor, *Journalism Quarterly*.
Project: "The Rise and Fall of American Mass Media"

The Rev. Dr. Donald W. Shriver, Jr.

President emeritus and William E. Dodge Professor of Applied Christianity, Union Theological Seminary (New York).
Project: "Religion and the Media"

FELLOWS:

Terry Anderson

Chief Middle East correspondent, Associated Press.
Project: "Media and Terrorism"

Jannette L. Dates

Associate dean, School of Communications, and associate professor, department of radio, television and film, Howard University.
Project: "Profiles of Leadership: African-Americans in the Communications Industry"

Bill Dedman

Pulitzer Prize-winning investigative reporter, formerly with the *Atlanta Journal-Constitution* and *The Washington Post*.
Project: "Power Reporting: A Complete Guide to Computer-Assisted Reporting"

Richard J. MacDonald

Director, Wasserstein Perella Securities (New York).
Project: "Entrepreneurship in the Media Industries"

Sandra E. Moriarty

Professor of journalism and mass communication, University of Colorado at Boulder.
Project: "Responsible Standards for Advertising Aesthetics and Popular Taste"

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Former media reporter, *The New York Times*.
Project: "The Sponsored Society: Blurring the Lines Between Sponsored Messages and Media Content"

RESEARCH FELLOWS:

Michael Hallinan

Assistant managing editor, *The Herald* (Everett, Wash.)
Project: "Reporting Art"

Tunji Lardner

U.S. correspondent, *West Africa* magazine (London), founding associate editor, *This Week* magazine (Nigeria).
Project: "Convergence: The Press, Democracy and Technology in Africa"

Suzanne Levy

Radio producer, British Broadcasting Corporation.
Project: "Comparative Broadcasting in Britain and the United States"

Xigen Li

Shanghai bureau chief, *Science and Technology Daily* (China).
Project: "Science Journalism and Its Role in Social Development"

Marius A. Lukosiunas

Assistant professor of journalism, Vilnius University (Lithuania); former television anchor, Lithuanian National Television.
Project: "Reshaping the Media: From the Glasnost Concept to the Free-Press Model"



**The Freedom Forum
Media Studies Center**

At Columbia University in the City of New York
(Formerly Gannett Center for Media Studies)

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