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Politics make PBS, NBC bedfellows: 'Roseanne' rolls in syndication

RADIO / 31

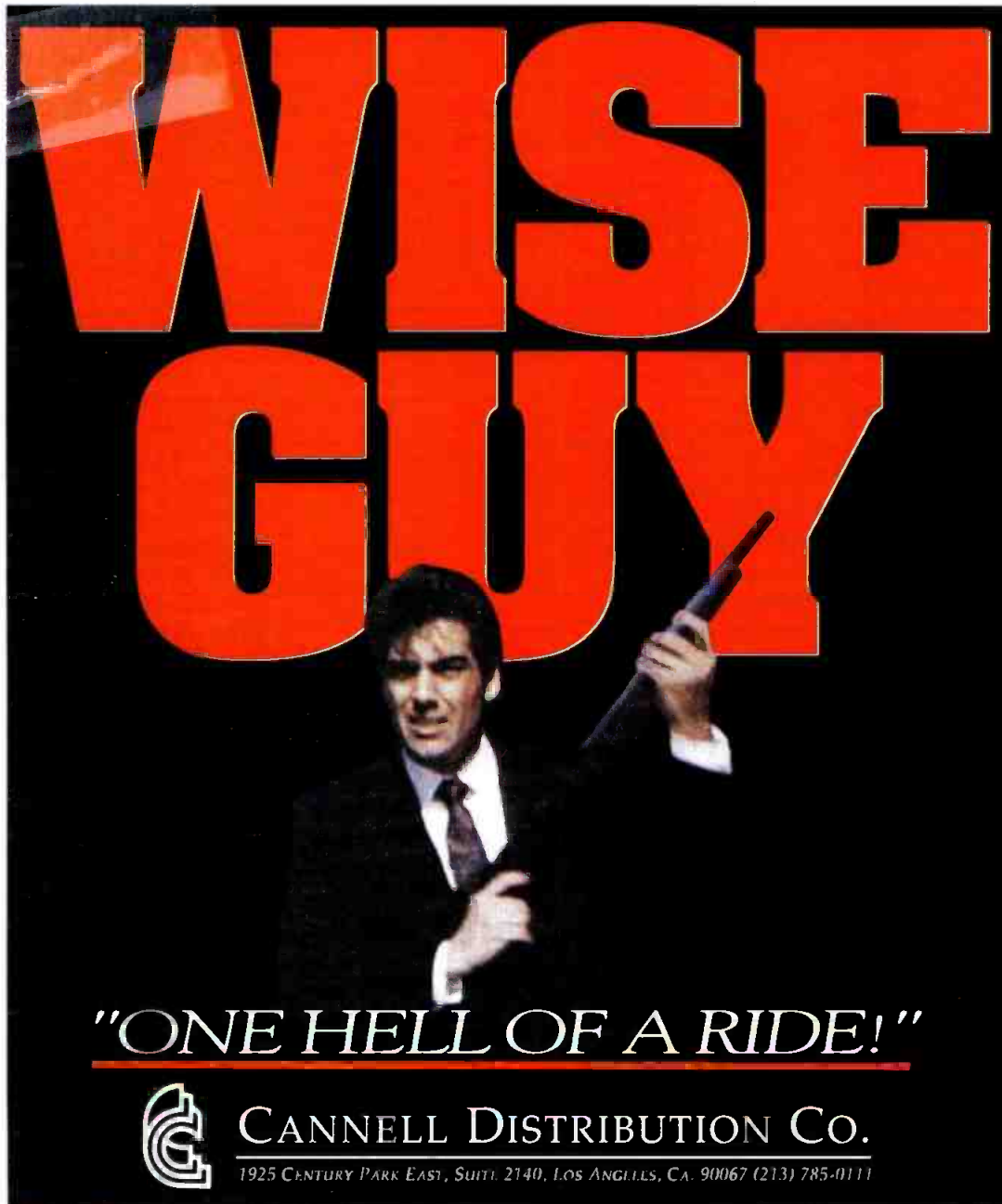
Radio's primary target, ages 25-54, may be too broad for advertisers

CABLE / 39

MTV to program three channels, beginning in '93


BUSINESS / 43

New tax legislation has both MSO's and broadcasters worried



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NBC's Littlefield sets sights on 7th season win
Telcos eye cable TV



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THIS WEEK

19 / NBC'S NO. 1 PLAN

Warren Littlefield, winding up his first year as president of NBC Entertainment, says "nothing should be sacred today," as he plans his strategy to keep NBC a ratings winner this season and next. Some ideas he shared with **BROADCASTING**: spread big-ticket items like mini-series over the whole year, rather than lumping them in sweeps months; make NBC a producer-friendly network in its working relationships with studios and the creative community, and beef up daytime with new soaps.



NBC's Warren Littlefield looks to seventh season win (page 19)

22 / TELCOS IN CABLE: WHEN, OR IF?

The anticipated stampede of telephone companies into the cable arena may be slow off the mark, according to financial experts and industry analysts. Handicapping likely telco moves in light of Judge Harold Greene's recent decision, observers say that, even with their deep pockets and good credit ratings, the telcos might consider cable a lackluster investment prospect. Said an Ameritech executive: "While cable operators are making money, they still have a lot of debt and aren't getting rich, exactly."

24 / FCC'S FINE HOW-DE-DO

The National Association of Broadcasters has condemned as excessive

the new fine schedule imposed by the FCC. The agency is implementing a 1989 law that allows it to increase its fines from \$2,000 per violation per day, up to \$20,000 maximum, to \$25,000 per violation per day up to a maximum of \$250,000. The NAB charges that the enforcement function of the fines appears to have been "relegated to a secondary role behind generating funds for the federal treasury."

25 / ADS 'R' OK

The FCC last week allowed a postponement in implementing the commercial-time-limit rule for children's programming until Jan. 1. The extension applies only to syndicated programs bought on a barter basis, but that exception was enough to satisfy

independent TV stations, which had asked for relief from the rule until after the Christmas buying season. Opponents charged that the FCC "has stolen TV time that belongs to the kids and donated it to the greedy Grinches of the television industry."

27 / PROGRAM PITCHES

BROADCASTING obtained list of shows pitched by Warner Bros. and MCA to consortium of independent stations. Late word last week ("Closed Circuit," page 6) was that group was negotiating with Warner.

27 / PBS, NBC TEAM FOR '92 CONVENTIONS

NBC Nightly News and *MacNeil-Lehrer NewsHour* will team up to provide PBS with three hours of coverage on each of the eight nights of total Democratic and Republican convention sessions.

28 / NEW PROJECTS FROM 'CIVIL WAR' PRODUCER

Civil War producer Ken Burns has at least three projects in development for PBS, including *Empire of the Air*, tied to an upcoming book on broadcasting pioneers; *Baseball*, a five-hour history of the sport, and *The Songs of the Civil War*, a two-hour follow-up to the first series.

29 / 'ROSEANNE' LOOKS LIKE A MILLION BUCKS

License fees from the first syndication cycle of "Roseanne," cleared so far for a fall 1992 debut in 50 markets covering 54% of the country, have reportedly topped \$1 million per episode and could reach as high as \$2 million. That figure could climb to \$2.5 million when the 2.5 minutes of national barter revenue are included.

31 / AGING BABY BOOMERS

The cost-per-point lure of the 25-54 audience segment—the "baby boom bubble"—is driven by a TV marketing mentality that doesn't necessarily apply to radio, says Warren Potash, president, Radio Advertising Bureau. The medium offers advertisers the opportunity to break down the wide-ranging group, which can include both

MTV announces plan to add two channels (page 39).





Billings for '92 syndication debut of "Roseanne" have reportedly topped \$1 million per episode, with 54% of U.S. sold (page 29).

25-year-olds and their parents, into marketable mini-targets. Furthermore, a soon-to-be-released study by the Interep Radio Store shows big differences in purchasing habits above and below age 35, the baby-boom median, and predicts a narrowing in advertiser focus to the 35-54 age group.

39 / MTV MOVES TO MULTIPLEXING

Seizing the opportunity of the coming cable-channel boom, and hoping to inspire operators to do the same, MTV Networks said it will expand to three channels in mid-1993. Preliminary plans call for retaining the core channel as is and programing the additions with yet-to-be-determined musical genres. Testing will begin in 1992 on Cablevision's Boston and Brookline, Mass., systems; Media General's Fairfax, Va., system, and on one Cox and one Continental system to be named later. HBO and Showtime begin their multiplexing tests with Telecable this week.

42 / OPERA COMES TO PAY PER VIEW

NBC and Cablevision

Systems hope to attract a new, although not very large, audience to PPV with the debut of opera telecasts Sept. 23. The two companies have signed a 10-year agreement with New York's Metropolitan Opera for three to four events a year and hope that the first, the *25th Anniversary Gala of the Met*, will pull at least a 0.25% buy rate (40,000 homes) at \$34.95. Promotion for the opening event, which brings tenors Luciano Pavarotti and Placido Domingo together on an American stage for the first time, begins this month.

43 / 'INTANGIBLE' CHANGE IN TAX LAW

A bill proposed last week by House Ways and Means Chairman Dan Rostenkowski would clarify the tax treatment of intangible assets, which are items like station licenses and cable franchises. The good news for broadcasters and cable operators is that many items that had previously been questioned by the IRS would now be codified. Among the bad news: the bill explicitly disqualifies a broadcaster's FCC license from amortization eligibility. Because it has the support

of the chairman and a preliminary nod from the White House, is revenue neutral and aims at tax simplification, the bill may be difficult to derail.

48 / COMPETITION FOR INTELSAT?

Satellite entrepreneur Rene Anselmo, chairman of Alpha Lyracom Space Communications, believes his company's \$300-million "understanding" with Hughes Communications brings it one step closer to challenging Intelsat's global communications monopoly. The deal for three HS 601 satellites, which would be ready for launching in early 1994 and "will have a footprint over every country in the world," according to Anselmo, is part of an investment that will total between \$500 million and \$650 million. "There's \$650 million sitting out there somewhere for me. It will come," Anselmo said.

50 / USER FEES FOR FCC REVIVED

Pro-fee and anti-fee

congressmen on the House Energy and Commerce Committee agreed on a revised schedule of user charges that would be assessed on FCC licensees. The agreement revives the chances that an FCC authorization supported substantially by user's fees (\$65 million of the \$133.5 million total) could pass the House. Communications lobbyists are focusing their opposition on the Senate, where few senators, except Commerce Committee Chairman Ernest Hollings (D-S.C.), who opposes the fees, have given an opinion.

54 / CABLE LEAKS

In the year since standards were passed, the FCC has shut down 11 cable systems for signal leakage. Cable operators use frequencies commonly employed by other spectrum users, like aircraft, and interference results when a break in the plant allows the signal to leak.

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CLOSED CIRCUIT

LOS ANGELES

Warner win?

The Television Consortium is now negotiating exclusively with Warner Brothers Domestic Television to develop slate of weeknight prime time programming. Consortium is group of independent stations (Renaissance, Chris-Craft, Pinelands and others) who have banded together to develop prime time block with major studios (BROADCASTING, July 15). Consortium met two weeks ago in Los Angeles with Warner and MCA executives who pitched respective slates of possible shows (see story, page 27). Both studio and consortium sources stressed that deal had not yet been made at deadline.

Viva Vicki

Happy with five-day run-through test of show at KPIX-TV San Francisco, Group W Productions has decided to produce pilot for *The Vicki Lawrence Show*, which would be available in fall 1992. Pilot will be produced last week of August. Proposed show is one of two new talk projects Group W is developing for 1992. Last week, company confirmed it has signed former *60 Minutes* correspondent Jane Wallace to produce talk show at company's

owned station in Philadelphia, KYW-TV, starting this fall. If show does well there, confirmed Group W Production president Derk Zimmerman, *Wallace* vehicle could be rolled out nationally as early as January 1992. Program is being produced by Jane Oakley, who also produced Wallace's talk show for Lifetime last year. Group W is launching Chuck Woolery-hosted talk show for fall 1991.

WASHINGTON

Lyric dispute

It looks as though WMMQ(FM) Charlotte, Mich., will narrowly escape indecency fine for its September 1989 broadcast of ribald song about pubic hair, which contains line: 'I've seen neat ones, thicker-than-a-sheep's ones...catch 'em in your throat ones.'

Convinced song met definition of indecency, FCC Commissioner Ervin Duggan had convinced majority of commissioners fine was warranted. But after general counsel circulated memo arguing action might cast FCC as overzealous in its indecency enforcement, support for action began to wither to point that fine is now viewed as unlikely. Duggan, however, continues to believe song is actionable. "It requires a kind of legalistic acrobatics to

argue the song is not actionable because it has no reference to sexual activity," he says. "When the song refers to pubic hair in the throat, I find it difficult to imagine the methodology by which the pubic hair would find its way into the throat except through something resembling sexual activity."

Family affair once again

Brothers Dan and Tom Gammon are now sole owners of Americom Radio Brokers, having completed repurchase of shares from Bill Steding, former Americom managing partner. Americom has reached settlement on claims filed by Steding, in October 1990, after Tom Gammon regained control of firm and removed Steding from board (BROADCASTING, Oct. 8, 1990). Heart of dispute, which resulted in all non-Gammon brokers leaving Americom to form Star Media, was Americom's compensation system. Shares, which Steding had earned as performance incentives in 1988 and 1989, were roughly equivalent to 15% ownership in company.

NEW YORK

Hold the presses

Word last week was that Discovery Channel was prepared to release statement saying it was not going to preempt some of its air time to provide channel carriage for NBC's 1992 pay-per-view Olympics. But day later, cable network decided to hold off on any announcement. Speculation is that at least one of MSO's on Discovery's board pulled back, indicating that matter hadn't been fully resolved. Discovery now plans to poll more MSO's before giving answer to NBC. Discovery's board is due to meet August 14.

Littler deal

Regional advertising efforts by the three networks may not be as big piece of advertising pie as reps and broadcasters thought. Blair Television report on first quarter of 1991 said networks increased regional advertising by 122%

DESIGNING WOMEN TOPS 100 MARKETS

Television stations around the country have responded quickly to Columbia Pictures Television's all-barter marketing plan for *Designing Women*, which debuts in syndication in fall 1992. In less than three months of selling the show, CPT has cleared it in 100 markets, covering over 75% of the country. CPT's syndication president, Barry Thurston, said last week he believed the company's two-year, all-barter marketing plan helped clear it quickly. "But you start with the fact that you think you have a good show," Thurston said, noting that the program is a consistent top-10 prime time contender on CBS. "That will always help, but then you have to figure out how to sell it in a difficult marketplace. The response has been overwhelmingly enthusiastic." Stations have found the deal attractive in part because they get the show without having to shell out any cash at a time when cash reserves are generally low. Tribune Entertainment will sell the three minutes of national barter time available in each episode. The show has been cleared in 40 of the top 50 markets and 9 of the top 10, the exception being Chicago. According to one station source there, CPT is "being adamant" about getting a 5 p.m. to 7 p.m. clearance. CPT has been unusually aggressive in seeking access and fringe time periods for the program because their sole source of revenue from it is directly linked to audience viewing levels.

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from 1.8% to 4%. Upon hearing this, many affiliates went to networks to complain. Tony Malara, president, affiliate relations, CBS, sent memo to affiliate board responding to reports of increase. "This nonsense has to stop," Malara told BROADCASTING, "there are a thousand reasons why spot is in trouble, and network regional advertising is nine hundred and ninety nine on the list." Regional advertising according to networks is still under 2%. Blair now acknowledges that number was probably off. "It was a high number," said one executive. "It really is not as big as we suspected."

New wrinkle

Rep firms won't be only ones watching to see if NBC closes down its spot sales division. NBC Spot Sales is one of four rep firms backing Donovan Data Systems Inc.'s (DDS) attempt to roll out its Advertising Document Delivery System (ADDS). Blair, Katz and MMT Sales Inc. are other firms backing electronic communications system designed to automate ad agency's avails request; create electronic contract/order; link automatically to reps station clearance system and automate schedule changes. Other firms have been opposed to service, and it remains to be seen what will happen to ADDS if nonsupportive rep firm picks up stations. ADDS spokesman said they are watching to see what happens, although they are not soliciting any other rep firms. DDS hopes to have ADDS up and running in three to four weeks.

High Noon

Acclaimed filmmakers Ken and Ric Burns, looking to follow up on their successful PBS series *The Civil War*, are busy researching the Wild West for upcoming public TV epic. But instead of collaborating on project, brothers are vying for attention of public TV with separate projects. Ken, who served as producer, director, co-writer and cinematographer on *The Civil War*, is working with New York-based Insignia Films and possibly Time-Life Video to develop project, titled *The West*. Ric, who was co-producer and co-writer on *The Civil War*, is looking to produce nine-hour series, *The Way West*, through *Harpers Magazine* and New York-based Compass Films, producer of weekly PBS series, *Bookmark*. Old West of 1800's has become attractive topic, with Turner Broadcasting, Fox Broadcasting and new ad hoc indepen-

dent TV network all said to be looking at projects of their own.

One, two punch

NBC Olympics Triplecast officials are toying with idea of tying PPV Olympics promotion to Nov. 8 PPV heavy-weight title fight between Evander Holyfield and Mike Tyson. NBC is planning to give away \$40 Olympics warmup suit to those subscribers who take full Gold PPV package for Christmas. NBC is thinking about providing those early PPV Olympics subscribers choice—either warmup suit or payment for Nov. 8 title bout, which is roughly same price. Bout is expected to be highest grossing PPV event in history, upwards of \$100 million. And NBC is already scheduled to begin PPV Olympics promotion with Breeder's Cup on Nov. 2, which would give it six days to cross-promote both events.

Word on wire

TVN, backyard dish service part owned by Paramount and MCA that launched in May, will soon evaluate whether it will expand into other distribution systems, namely cable. "Depending on what we see for the first period of the rollout, we'll assess the viability of moving to a wider market in about 100 to 120 days [from launch]," which puts that evaluation sometime in September, according to Kay Koplovitz, president of Paramount/MCA-owned USA Network and member of TVN board. Stuart Levin, TVN head, downplayed any move into cable, saying "Our efforts will be concentrated on the backyard dish market."

DENVER

No change

Tele-Communications Inc. said MFJ decision by Judge Harold Greene doesn't change strategic planning of company vis-a-vis telcos. TCI is planning joint test of video on demand with AT&T and US West, and has held moderate position on telco cable entry beyond service area. "Our planning hasn't changed, and is not likely to change dramatically," spokesman said.

In big picture, TCI said "we think that the job of building the technological infrastructure for the 21st century is enormously challenging and will require cooperative efforts of those in a number of industries." How technology evolves will dictate what role each

industry will play, TCI believes. TCI has partnered with telcos abroad, but in U.S. of late, its system purchases and balance sheet maneuverings reflect desire to do deals alone, without partners, making it unclear whether TCI would undertake joint venture with telcos domestically.

MINNEAPOLIS

Not interested

As CBS looks for possible buyer for Midwest Sports Channel, which it picked up in its purchase of Midwest Communication Inc.'s radio and TV station, don't look for NBC/Cablevision-owned SportsChannel to be likely contender. "It's not a hot property, or a great market," said NBC Cable President Tom Rogers, who said SC had taken "cursory look" at regional sports service, but "for now" has decided to pass. Tele-Communications Inc., which is already in market with Prime Network-Upper Midwest, is likely to be main potential buyer of Midwest SC, which reaches 500,000 cable subscribers.

GREAT BRITAIN

Eye on Parliament

A consortium of British cable interests, with United Artists Programming as managing partner, is planning fall launch for The Public Affairs Channel, modeled after C-SPAN cable network. Group hopes to debut channel with state opening of Parliament in November, then offer regular live coverage of House of Commons, taped segments of House of Lords, and up to three committee hearings per week. C-SPAN, which has offered House of Commons programming to American audiences since November 1989, has advised both British cable and Parliament on their initiatives, based on its American experience with televised government sessions.

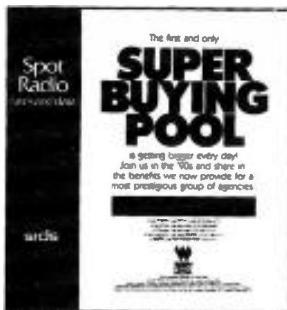
ATLANTA

No show

TBS Sports coverage of Southeastern Conference college football this fall will be without SEC studio show for first time in eight years of games on cable network. TBS will instead have various pre-game and half-time hosts on location in move expected to save about \$20,000 per week, or total \$250,000 over 12 telecasts.

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MONDAY MEMO

A European radio business commentary from Larry Green, international media consultant, New York

In the last two years, large quantities of newsprint and many sound bites were devoted to the commercialization of European television. This intense media attention continues to be justified for three reasons: the financial, political and cultural impact of television. However, one overlooked effect of commercialized European television is its impact on another, albeit less sexy, medium—European radio.

In both television and radio we are witnessing tremendous growth in the number of new stations being launched or privatized. There are two key factors driving this growth. First, in many countries there was substantial excess frequency capacity because broadcasting was limited historically to a handful of government-owned stations. Today local and state governments are awarding an increasing number of commercial radio licenses. Second, advertising until recently was very restrictive in key markets, which created pent-up demand on the part of advertisers. Today there is a general trend toward more liberalized advertising.

Given this healthy economic scenario, it is not surprising that both media are experiencing substantial growth in advertising spending. What is surprising, however, is that while total ad spending is growing, radio's market share relative to TV's share is rapidly declining. This is clearly evident in countries with a longer history of deregulated TV such as France, Italy and, to a lesser degree, the UK. Based on a major European strategy project recently concluded by my firm, we expect to see the radio/TV ad spending ratio continue to drop, especially in countries that deregulated television more recently.

Regulatory issues will continue to be a major force driving change in European radio. To date, radio regulation has not been as focused as TV regulation because the European Community seat in Brussels has yet to adopt radio broadcasting directives. Without this central focus, each country continues to pursue its own version of regulation, and this varies from restrictive (Germany) to moderate (UK) to laissez-faire (Italy). It is unlikely that these uncoordinated efforts at regulation will continue, particularly as satellite radio will stimulate the



growth of cross-border networks that threaten entrenched national networks. We believe the EC will, in the next two to five years, focus on radio regulation.

The increasing commercialization of European television raises many key strategic issues for European radio broadcasters, for example: (1) How will radio attract and retain advertisers when deregulated TV is striving to do the same and has the advantage of national reach? (2) How will radio stations distinguish themselves in an increasingly crowded marketplace?

A radical change in programing philosophy is the key to European radio's growth. In many countries the majority of radio stations program today as they did 50 years ago: a few hours of public affairs, followed by music, some news and a cultural chat show. In the past, government-owned stations had a monopoly in the marketplace, and political realities and a dose of elitism mandated this hodgepodge of programing. Today these same stations are facing more commercially oriented competitors, who are beginning to select niches as a means to attract advertisers and listeners.

To assist in this effort, we are seeing more American programing consultants offering their expertise and production companies selling their formats to European stations.

One form of European music radio likely to develop is rock 'n' roll played by domestic talent. In France, domestic music has a 20% share of FM station playlists, yet these same artists account

for 40% of the country's music sales.

Another niche being carved out and emulating similar stations in the U.S. is all-news radio. Three years ago Radio France created France Info, a 24-hour news radio station. With two million listeners, Radio France has the fifth largest audience and is growing faster than any other station in the country. To the best of our knowledge, all sports and talk radio don't exist yet but are probably around the corner in select European markets.

As European radio becomes more specialized and attracts more advertisers, we believe that station ownership will become more complex. As with television, you will see international consortiums develop that include a mix of American, European, Japanese and perhaps even Latin American investors. This trend is already under way in several countries.

Why the attraction to European radio if radio's share of ad spending is declining? By U.S. standards, Europe is severely

"We expect to see the radio/TV ad spending ratio continue to drop."

"under-radioed." In the U.S. there is one commercial station per 27,000 people. In the European Community there is one station per 46,000

people. In Eastern Europe there is one station per 40,000,000! For U.S. investors this is particularly appealing, as the American market has few good stations in major markets still available at reasonable prices. Furthermore, the prospect of growing European ad spending translates into accelerated payback periods for the investor.

However, foreign investors must temper their enthusiasm with the reality of minority ownership limitations in most markets.

Two years ago we forecast that savvy television programers and broadcasters would look beyond Europe and assess investment opportunities in Asia and Latin America. Today, AsiaSat and Pan-AmSat are beaming channels such as CNN, ESPN and MTV into these regions. Similarly, we believe that a few visionary media companies are now focusing on European radio but that in a few short years their attention and checkbooks will turn to radio opportunities in Asia and Latin America. ■

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

Aug. 6—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Minneapolis. Information: Elizabeth Miropol, (312) 565-2300.

Aug. 6-8—*Cable Television Administration and Marketing Society* service management master course. Denver. Information: (703) 549-4200.

■ **Aug. 7**—"Defining the Future," luncheon panel sponsored by *National Academy of Cable Programming and Cable Television Administration and Marketing Society*, Washington and Baltimore chapter. Participants: John Hendricks, chairman and chief executive officer, Discovery Communications, Inc.; Brian Lamb, chairman and chief executive officer, C-SPAN; Bob Johnson, president, Black Entertainment Television and Bill Aber, vice president and general manager, Home Team Sports. The Washington Court Hotel, Washington. Information: Kelly Walsh, (703) 358-2788.

Aug. 7—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. St. Louis. Information: Elizabeth Miropol, (312) 565-2300.

Aug. 7—*National Academy of Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Melvin B. Smith, vice president of programming, Tribune Entertainment Company, on "How to Get Your Show on TV." Copacabana, New York. Information: (212) 768-7050.

■ **Aug. 7**—"Society of Broadcast Engineers, chapter 15, ABC Radio network facility tour and talk on SEDAT. New York. Information: David Bialik, (212) 594-1380 or Chris Tobin, (516) 587-2186.

Aug. 7-9—*Iowa Cable Television Association* annual convention. The Inn, Lake Okoboji, Iowa. Information: Tom Graves, (515) 226-5522.

Aug. 8—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Kansas City. Information: Elizabeth Miropol, (312) 565-2300.

■ **Aug. 8-10**—*Michigan Association of Broadcast-*

ers annual convention. Sylvan Resort, Gaylord, Mich.

Aug. 9—*Federal Communications Bar Association, midwest chapter*, inaugural luncheon. Speaker: FCC Chairman Alfred Sikes. Palmer House Hotel, Chicago. Information: Ronald Gavillet, (312) 407-0552.

Aug. 10-12—*Georgia Association of Broadcasters* 57th annual convention. Callaway Gardens, Ga.

ALSO IN AUGUST

Aug. 11-13—*Arkansas Broadcasters Association* annual convention. Excelsior Hotel, Little Rock, Ark.

Aug. 11-16—*National Association of Broadcasters* development seminar for television executives. Northwestern University, Evanston, Ill. For information: (202) 429-5368.

Aug. 13—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*.

MAJOR MEETINGS

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 10-13—*National Association of Black Owned Broadcasters* fall convention. Washington. Information: (202) 463-8970.

Sept. 11-14—Radio '91 convention, sponsored by *National Association of Broadcasters*. Moscone Convention Center, San Francisco.

Sept. 24-29—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Sept. 25-28—*Radio-Television News Directors Association* international conference and exhibition. Denver.

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

Oct. 3-6—*Society of Broadcast Engineers* fifth annual national convention. Houston. Future convention: Oct. 14-17, 1992, San Jose, Calif., and Oct. 13-16, 1993, Richmond, Va. Information: 1-800-225-8183.

Oct. 10-14—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-29—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992, Metro Toronto Convention Center, Toronto.

Oct. 27-30—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

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

Convention Center, Anaheim, Calif.

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

Jan. 7-10, 1992—*Association of Independent Television Stations* annual convention. San Francisco.

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

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

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

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

Feb. 7-8, 1992—26th annual *Society of Motion Picture and Television Engineers* television conference. Westin St. Francis Hotel, San Francisco.

■ **Feb. 12-14, 1992**—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev.

Feb. 26-28, 1992—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

March 2-4, 1992—*Television Bureau of Advertising* 37th annual meeting. Las Vegas Hilton, Las Vegas. Information: (212) 486-1111.

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

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

quis, New York.

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

April 13-16, 1992—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas, April 19-22, 1993.

April 19-24, 1992—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

April 22-24, 1992—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla., and 1994, Town and Country Hotel, San Diego, Calif.

May 3-6, 1992—*National Cable Television Association* annual convention. Dallas. Future convention: June 6-9, 1993, San Francisco.

May 27-30, 1992—*American Women in Radio and Television* 41st annual convention. Phoenix.

June 10-13, 1992—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland.

June 14-17, 1992—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

June 23-26, 1992—*National Association of Broadcasters* board of directors meeting. Washington.

July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

**If you didn't read Broadcasting ⁷ Jul 29,
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Westport, Conn. Information: Spencer Grimes, (212) 258-8434.

Aug. 13—Chapter Idea Exchange Luncheons sponsored by *Women In Cable, Michigan* and *Northwest Ohio chapters*. Detroit, Grand Rapids and East Lansing, Mich. Information: Victoria Milner, (616) 247-0575.

Aug. 14—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Hackensack, N.J. Information: Spencer Grimes, (212) 258-8434.

Aug. 14—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Nelson Price, president and CEO, Vision Interfaith Satellite Network, on "A Different Kind of Television for a New Kind of Audience." Copacabana, New York. Information: (212) 768-7050.

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

Aug. 15—*Women In Cable, Greater Philadelphia chapter*, seminar "Total Quality." Stouffer's, Valley Forge, Pa. Information: Miriam Shigon, (215) 828-8316.

Aug. 15—*New York Women In Cable* annual programming picnic. HBO Media Center, New York. Information: Martha Martin, (212) 484-9988.

Aug. 15—Deadline for applications for focus news workshop for rural radio reporters and producers sponsored by the *Alaska Public Radio Network* and the *Corporation for Public Broadcasting*. Anchorage, Alaska. Information: Karen Cox, (907) 277-2776.

Aug. 15-17—*Colorado Broadcasters Association* 42nd annual convention. Breckenridge, Beaver Run, Colo.

Aug. 17—*The Museum of Broadcast Communications and Soap Opera Digest* present "An Afternoon with the Bells," featuring William J. Bell, Lee Phillip Bell and Lauralee Bell talking about the Bell-Phillip serials, *The Young and the Restless* and *The Bold and the Beautiful*. Chicago. Information: (312) 987-1500.

Aug. 20—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Rochester, N.Y. Information: Spencer Grimes, (212) 258-8434.

■ **Aug. 20**—Tax seminar for television and radio production professionals sponsored by *American Association of Advertising Agencies*. Information: Arnie Freeman, (212) 682-2500.

■ **Aug. 21**—*American Women in Radio and Television, Houston chapter* luncheon. Holiday Inn Crown Plaza. Houston. Information: Jane Powell or Stacy Barrett (713) 621-2680.

Aug. 21—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Pittsburgh. Information: Spencer Grimes, (212) 258-8434.

Aug. 21—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Post, founder and vice chairman, Channel America Television Network, on "New Opportunities in Broadcast Television...It's Not Just Cable." Copacabana, New York. Information: (212) 768-5050.

Aug. 22-25—*West Virginia Broadcasters Association* 46th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (304) 344-3798.

■ **Aug. 24**—*Academy of Television Arts and Sciences* 43rd Annual Primetime Emmy Awards creative awards banquet. Pasadena Exhibition Hall, Pasadena, Calif. Information: Murray

Weissman, (818) 763-2975.

■ **Aug. 25**—*Academy of Television Arts and Sciences* 43rd Annual Primetime Emmy Awards telecast on Fox Television. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman, (818) 763-2975.

Aug. 25-27—*Nebraska Broadcasters Association* annual convention. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 252-2454.

Aug. 25-30—"Leadership in Photojournalism," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

■ **Aug. 27**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. San Francisco. Information: Elizabeth Miropol, (312) 565-2300.

Aug. 27—The Community Service and Public Service Announcement Emmy Awards sponsored by *The National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

Aug. 27-29—13th annual Satellite Communications Users Conference. San Jose Convention Center, San Jose, Calif. Information: (303) 220-0600.

■ **Aug. 28**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. San Diego. Information: Elizabeth Miropol, (312) 565-2300.

Aug. 28—*The National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Stuart Kriesman and Chris Cluess, executive producers, *Night Court*, on "How Do You Freshen a Long Running Show Without Alienating Its Fans." Copacabana, New York. Information: (212) 768-7050.

■ **Aug. 29**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Networks*. Los Angeles. Information: Elizabeth Miropol, (312) 565-2300.

SEPTEMBER

Sept. 6-10—Beijing International Radio & TV Broadcasting Equipment Exhibition '91, organized by *China Central Television* and *Chinese Institute of Electronics*. China World Trade Center, Beijing. Information (in Hong Kong): 575-6333.

Sept. 7—Eighth annual BROADCASTING-Taishoff seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Theme: "Broadcasting Ethics and Excellence in the Year 2000—What Is Our Image?" Poynter Institute, Tampa, Fla. Information: Tom Powell, (317) 653-3333.

Sept. 8-13—"Media Criticism," seminar for broadcast and print media critics, ombudsmen, news directors and producers, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

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

■ **Sept. 10-11**—*The Washington Journalism Center* conference. Theme: "Reforming the Nation's Schools: Rhetoric, Reality and Re-

sources." The Watergate Hotel, Washington. Information: (202) 337-3603.

Sept. 10-13—*National Association of Black Owned Broadcasters* fall broadcast management conference. Washington. Information: (202) 463-8970.

Sept. 10-14—Eighth annual on-site program screening sponsored by *Central Education Network*. Red Lion Hotel, Salt Lake City. Information: Dinah Huff, (708) 390-8700.

■ **Sept. 11**—*The National Academy of Television Arts and Sciences* News and Documentary Emmy Awards. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

Sept. 11-13—*Association of National Advertisers, Inc.* corporate communications conference. Ritz-Carlton Buckhead, Atlanta, Ga. Information: (212) 697-5950.

Sept. 11-14—Radio '91, sponsored by *National Association of Broadcasters*. Programing keynote: recording executive Quincy Jones. Moscone Convention Center, San Francisco. Information: (202) 429-5420.

Sept. 12—*The Washington Journalism Center* and *The Freedom Forum* conference. Theme: "Higher Education in America: Diversity at What Cost, What Benefit?" Arlington, Va. Information: (202) 337-3603.

Sept. 12—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Chicago. Information: Elizabeth Miropol, (312) 565-2300.

Sept. 12—Ribbon-cutting ceremony for scheduled opening of new building for *The Museum of Television and Radio* (formerly known as *Museum of Broadcasting*). 25 West 52nd

Street, New York. Information: (212) 752-4690.

Sept. 12—Second entry deadline (for commercials produced during summer of 1991) for 34th annual New York Festivals, annual awards competition for television-cinema advertising and public service announcements. Information: (914) 238-4481.

Sept. 12-13—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Sept. 12-15—Focus news workshop for rural radio reporters and producers sponsored by *Alaska Public Radio Network* and the *Corporation for Public Broadcasting*. Anchorage, Alaska. Information: Karen Cox, (907) 277-2776.

■ **Sept. 13**—"What in the World Is Going On?" seminars on the expanding international television landscape and the burgeoning global marketplace. Sponsored by *Center for Communication* as part of "The Best of Banff" international television festival. Participants include: Burt Staniar, chairman and CEO, Westinghouse Broadcasting, Inc.; John Eger, president, Worldwide Media; Takashi Hoga, president Fujisankei Communications International, U.S.; Fred Cohen, president, King World International; Maria Komodikis, vice president, ABC Video Enterprises International and William Miller, president, Hearst Entertainment. General Electric Auditorium, New York. Information: (212) 836-3050.

■ **Sept. 13**—*Montana Broadcasters Association* radio and TV sales clinics. Colonial Inn, Helena, Mont.

Sept. 13—"Television 1992, Forecasting the Year Ahead," forecasting seminar sponsored by *Television Bureau of Advertising*. New York.

Information: (212) 486-1111.

Sept. 13—"Media Globalization: From Prophecy to Fact of Life," conference sponsored by *Penn State School of Communications*. Keynote speaker: Janice Obuchowski, U.S. Assistant Secretary of Commerce for Communications and Information. Participants include David Leach, House Energy and Commerce Staff; Terry Haines, FCC Chief of Staff, and former FCC Chairman Richard Wiley of Wiley, Rein and Fielding. National Press Club, Washington. Information: Dr. Richard Taylor, (814) 863-1482.

■ **Sept. 13-15**—*National Academy of Television Arts & Sciences* presidents meeting. Sheraton Seattle. Contact: Trudy Wilson, (212) 586-8424.

■ **Sept. 14-15**—"The Best of Banff," international television festival screenings. Two days of screenings of Banff International Rockie award winners of the past decade. Sponsored by *Center for Communication*. Macklowe Conference Center, New York. Information: (212) 836-3050.

Sept. 14-16—Showbiz Expo East, production industry exhibition for feature film, broadcast television, cable, advertising and corporate video. Meadowlands Convention Center. Secaucus, N.J. Information: (213) 668-1811.

■ **Sept. 15-17**—*National Public Radio* and *National Federation of Community Broadcasters* workshop on audience building strategies for public radio. Albuquerque, N.M. Information: Cathy Raines, (202) 822-2735.

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

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OPEN MIKE

NEGATIVE ON NEGATIVE OPTION

EDITOR: The recent "negative option" marketing strategy of Tele-Communications Inc. of Denver, parent company of TCI Cable of Florida, and Storer Communications is representative of the cable television industry's continued efforts to be above business ethics or common morality with respect to its association with its captive subscribers. TCI's addition of premium channel Encore to all subscribers and requiring its subscribers to cancel the service or pay for it is no different than a mail-order company sending merchandise to your home and expecting you to either return it or pay for it.

To further infuriate subscribers, a TCI

attorney was recently quoted as saying we should be grateful that TCI at least offers us the option instead of just adding the monthly charge to our basic cable bill and making us take the Encore channel. I'm quite certain that when it comes to being grateful, former TCI Senior Vice President John Sie is pleased with the deceptive negative option approach, as he is now chairman of Encore. Is it only coincidence that a former TCI executive heads Encore and that only TCI is ramming it down our throats?

The FCC continues to debate tighter reins on what has become a runaway, renegade broadcasting arm. In the meantime, cable subscribers are held hostage by an industry that has thus far demonstrated its contempt for its customers and critics.

Local authorities need to tighten up. They issue franchise rights in their area and should be held accountable when the cable industry refuses to police itself. A cable franchise is not a right but a privilege given a carrier by the community it serves. Pull the plug on TCI and allow a reputable carrier to service your community.—*J. Mark Wehner, South Daytona, Fla.*

MMDS AGENDA

EDITOR: The polemic by attorney Brent Weingardt against the FCC's new MMDS application processing rules published in your July 1 issue contains a serious mischaracterization of the FCC's Oct. 31, 1990, Report and Order in Docket No. 90-54 that must be corrected for your readers to gain an accurate understanding of the issue.

Mr. Weingardt (who never even petitioned the commission to reconsider the decision he attacks, much less reveal on whose behalf he is acting) proclaims the effect of the FCC's decision as "keeping the opportunity to file for these lotteries a secret from the American people." That's nice rhetoric, but simply untrue.

What Mr. Weingardt seems not to understand is that the commission has been accepting MMDS applications for years. Unlike the case with respect to the recent opening of the 220-222 MHz band for specialized mobile radio, the Oct. 31

Report and Order did not result in any new MMDS filing opportunities arising less than 30 days after publication of the new rules in the *Federal Register*. All the commission did in this Oct. 31 Report and Order was to reduce the cut-off period for MMDS applications from 60 days after public notice to the day of filing. In so doing, the commission was reacting to unfortunate situations where certain "application mills" monitored the public notices and, when a legitimate wireless cable operator identified a viable market by filing an application, filed numerous competing applications within the 60-day cut-off window to extort settlement payments.

Since the commission did not open up any new filing opportunities on less than 30 days' notice, Mr. Weingardt's argument falls of its own weight. It is well settled by the courts that the FCC's cut-off periods are purely procedural in nature. And it is equally well settled that Section 553(d) of the Administrative Procedure Act—on which Mr. Weingardt bases his entire argument—does not require the FCC to delay implementing procedural rules until 30 days after publication in the *Federal Register*. Thus, the new FCC's new MMDS processing rules comport with the APA.—*Paul J. Sinderbrand, counsel to The Wireless Cable Association, Washington.*

THE FUTURE IS LPTV

EDITOR: A world of "150-200 compressed channels" is exciting and somewhat mind-boggling, and it is interesting to read about the farsightedness of the "basic cable programmers" (BROADCASTING, May 27).

It is absolutely essential, however, that the operators who "won't tolerate many more services on basic" be required to carry locally programed LPTV stations. These are the ones that will provide the local, community oriented, informational, educational and entertainment services not now available to suburban and small-town America.

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er provide cable operators with the reason to prevent LPTV stations from doing business on a playing field. "Must carry" of locally programed LPTV stations is all that is needed. Then, let the marketplace decide.—Joseph J. Sullivan Jr., Joe Sullivan & Associates Inc., Southold, N.Y.

SAME PERSPECTIVE

EDITOR: While reading the June 10 BROADCASTING, I came across the "Monday Memo" on broadcast interns by Allison Gilbert. One word to describe it: invaluable.

I am currently an intern on *A Current Affair*, and have experienced some of the same situations that Ms. Gilbert describes in her article. While I have been lucky enough to have the opportunity to work practically "hand-in-hand" with some of the industry's top professionals here, there have been instances where I was unsure of how to approach a particular problem.

After reading the article, I moved around the station, showing it to various people and getting their reactions. One intern had already seen the article and

had ripped it out, hiding it in her purse to save. Ms. Gilbert has obviously mastered the "art of the intern" through her extensive experiences in the business. I only hope that after completing my internship at Fox Television in New York, I will have the same perceptive eyes that the author of this article has.

Three cheers to Ms. Gilbert for an outstanding, informative piece.—Jeremy J. Spiegel, intern, *A Current Affair*, New York.

STAFF EXPERIENCE

EDITOR: While I strongly favor regulation of cable, particularly rate regulation, serious consideration must be given to the capability of local franchising authorities to regulate and set rates in the public interest. No matter what the effective competition criteria are and no matter how few or many cable systems are regulated, meaningful regulation requires an expert, experienced staff whose recommendations can be analyzed and acted upon by knowledgeable decisionmakers. Regulation without such capability is meaningless.—Reuben Lozner, *Chevy Chase, Md.*



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Germond, Eleanor Clift, John McLaughlin, Fred Barnes,
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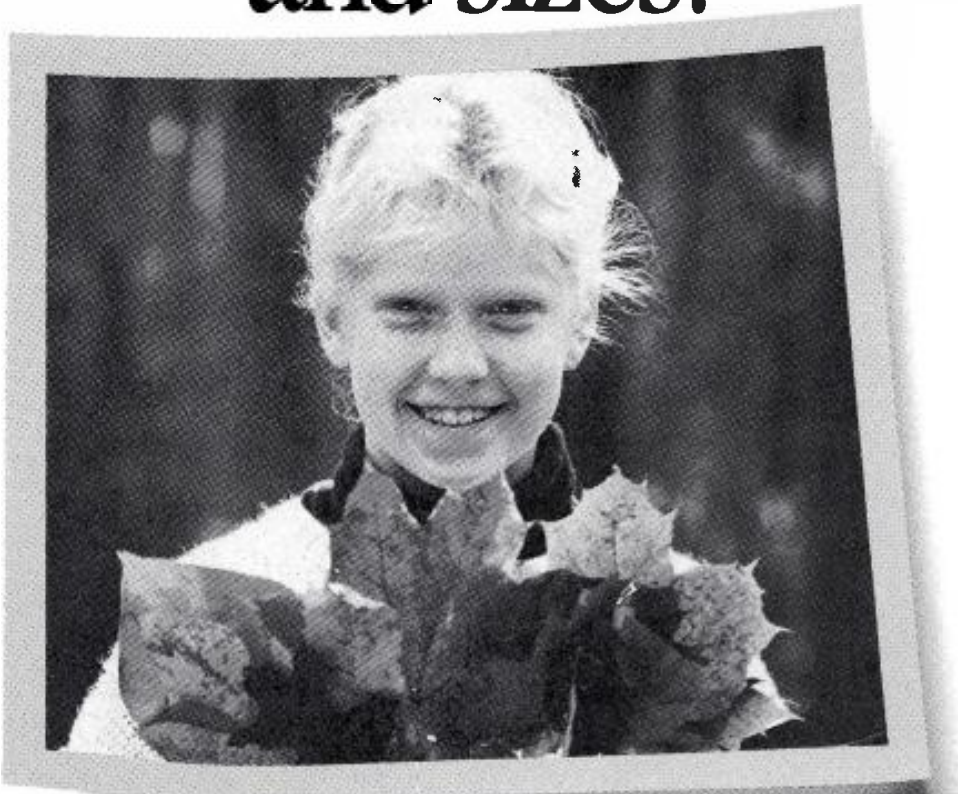


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TOP OF THE WEEK

LITTLEFIELD REVIEWS 'ARCHAIC' NETWORK PRACTICES

NBC Entertainment chief says it is time to re-examine all network's policies; new film package holds seeds of possible third movie night

Since the end of last season, when NBC completed its sixth straight prime time ratings win, most press accounts and conversations in Hollywood have focused on the other networks. Armed with an exclusive, pre-cable Universal film package, a plan to change the focus of NBC's sweeps strategy and an across-the-board re-examination of many of what he calls "archaic network practices," NBC Entertainment President Warren Littlefield spoke with BROADCASTING about his plans for turning the spotlight back on NBC.

Despite past NBC successes, much of the attention has been on CBS, considered to be the network with the most momentum heading into next season. Fox has been lauded for its efforts in the summer, and observers are quick to note ABC's growing strength in the comedy form. However, Littlefield, one year after taking over the entertainment position and just two months out from under the shadow of Brandon Tartikoff, is planning on a seventh season win.

Nearly a year and a half after CBS acquired a 10-title pre-cable package from Universal, with a reported price tag of \$50 million-\$60 million, NBC is completing a deal for a 16-title pre-cable package. Titles include "Back to the Future III," "Kindergarten Cop," "Bird on a Wire," "Problem Child," "Dark Man," "White Palace," "Coupe de Ville," "Opportunity Knocks" and "Tremors." It is expected that, as with the CBS package, NBC will be able to run each an average of two times. According to one source, Universal was seeking a per-title price similar to the one paid by CBS last year. Most reports put that figure in the \$4-



"Nothing should be sacred today. We should be asking ourselves: 'What's unique about our service? What are the things we want to keep and what are the things we need to change?'"
—NBC Entertainment President Warren Littlefield

million to \$6-million range. All of the films will be available to NBC when the season begins in September. The new package also beefs up its library with 16 highly promotable titles and enables the network to consider scheduling a third movie night if one of their series nights falters.

The unprecedented (for NBC) feature

FCC HIKES FINES

The commission last week raised its penalties for broadcast and cable violations. The story and a fine schedule begin on page 24.

film purchase is one example of Littlefield's mandate to question "all the practices we are involved in. Nothing should be sacred today. We should be asking ourselves: 'What's unique about our service? What are the things we want to keep, and what are the things we need to change?'"

One of the first things expected to change is the programming of the sweeps periods. Littlefield says it no longer makes sense to load up on big-ticket special programming during the three main ratings months, saying his network will spread out its mini-series and specials over the course of the year. "We're planning a number of mini-series not geared to sweeps," he said, noting that NBC will commit to between six and seven mini-series this season, with only three or four being used during sweeps months. "I think at some point what everyone is going to start looking at is: 'What is this sweeps thing?' Is this an accurate representation of what the networks do on a week-to-week basis? Or are we just going to say it's a 52-week

year and forget sweeps. If you've thought about everybody just spreading those big items out throughout the rest of the year, television would probably be better off, and the audience would too. It's really questioning what is this somewhat archaic thing we're all involved in. Is it necessary?"

Another area where Littlefield expects change is the working relationship with the studios and the creative community and in improving what he calls the work experience at NBC. "Absolutely," Littlefield answers when asked if there is too much interference at NBC in the creative process. "A lot of what is going on in the work and in our business envi-

ronment is quality of life. You've got to ask: 'What's the experience you're providing?' Are you essentially driving people away? Is it easier to do a movie for cable, or is it a terrific experience doing a movie for NBC? I know what I want it to be, so I've looked particularly closely at that as we ended the season and as we get ready to start again." Is making a movie at NBC a better experience than for a cable service? "Not today it isn't, but tomorrow it will be," he said, "and that's real important to me right now."

Change will not be restricted to NBC's prime time schedule. Littlefield has restructured the daytime hierarchy to address what he calls "a 10-year problem at NBC." Acknowledging that he hasn't had the time to oversee all of the network's daytime activities, Littlefield named John Miller to the newly created post of executive vice president, advertising and promotion children's and daytime programs, NBC Entertainment. In addition, he and Miller are in the process of hiring an executive whose sole responsibility will be to oversee the network's soap operas. Littlefield hinted that a shakeup in the daytime soap lineup is imminent.

"We need to be prepared with a new soap. Our soaps have been trending down, and our whole daytime schedule has been trending down for quite some time. We haven't been prepared to introduce a new show, and that's a mistake. It keeps the people already on the air honest. They've got to respect we can put something else together," Littlefield said.

Next month, NBC turns back an hour of its daytime schedule to its affiliates, and despite the difficulties that NBC faces in that daypart, Littlefield says there are no plans for additional time-period returns.

At the end of the 1989-90 broadcast season, industry pundits were predicting that ABC, with a mix of younger-skewing comedies and adult dramas, would unseat NBC in 1990-91 season. ABC's momentum last season was not borne out in the end, and once again NBC is faced with speculation that it is ripe for the taking. This year, the predictions concern CBS and, not surprisingly, come from Howard Stringer and Jeff Sagansky, president CBS Broadcast Group and president, CBS Entertainment.

"We are launching an investigation into their drinking water and trying to ascertain where they came up with this," said Littlefield to members of the press last week, responding to boasts by CBS executives that CBS would finish

the 1991-91 in first place and by sevenths of a rating point. "I think we will be number one next year, in homes, and I think we can show a demographic improvement as well," he said.

As for his status in the job after the 10-year reign by Tartikoff, the 39-year-old Littlefield said speculation about his being given a time limit to prove he can

maintain NBC's position is just that, speculation. "What I feel from them [General Electric] is support; that's what I've been given, support. Now, am I in a performance-driven job? Of course I am, but no one has said anything about a time frame. Besides, I do a better job of generating that pressure than anybody else." —SC

NBC MOVES TO BOOST DAYTIME PERFORMANCE

Personnel changes announced during critics' tour

In an overall effort to beef up the network's daytime schedule performance, John Miller, executive vice president, marketing, NBC-TV, has been named to the newly created position of executive vice president, advertising and promotion and daytime and children's programs, NBC Entertainment. The announcement was made last Monday during the NBC portion of the Television Critics Association press tour in Los Angeles. In addition, NBC announced it will roll out its fall schedule over a four-week period beginning Friday, Sept. 6, and concluding Thursday,

Oct. 10 (see box below).

One of Miller's first priorities will be to hire an executive to oversee development and production of NBC's West Coast soap operas.

Al Carosi, vice president, children's and family programs, hired last year, will report to Miller. Preston Beckman, vice president, audience research, will move to Los Angeles to assume the position of vice president, program planning and scheduling, NBC Entertainment. Beckman will report directly to Lee Currin, senior vice president, program planning and scheduling, who remains

NBC'S SPREAD-OUT PREMIERES

Friday, Sept. 6

8-8:30 *Real Life with Jane Pauley*
8:30-9 *Exposé*

Monday, Sept. 9

8-8:30 *The Fresh Prince of Bel Air*
8:30-9 *The Adventures of Mark and Brian****

Thursday, Sept. 12

8:30-9 *The Adventures of Mark and Brian****

Saturday, Sept. 14

9:30-10 *Nurses*

Sunday, Sept. 15

7-8 *The Adventures of Mark and Brian****
8-8:30 *Man of the People*
8:30-9 *Pacific Station*

Monday, Sept. 16

8:30-9 *Blossom*

Tuesday, Sept. 17

9-10 *In the Heat of the Night*
10-11 *Law & Order*

Wednesday, Sept. 18

8-9 *Unsolved Mysteries*
9-9:30 *Night Court*
9:30-10 *Seinfeld*
10-11 *Quantum Leap*

* Season premiere; ** premiere; *** preview.

Thursday, Sept. 19

8-8:30 *The Cosby Show*
8:30-9 *A Different World*
9-9:30 *Cheers*
9:30-10 *Wings*
10-10:30 *Flesh 'N Blood****
10:30-11 *Dear John****

Friday, Sept. 20

9-9:30 *Dear John***
9:30-10 *Flesh 'N Blood***

Saturday, Sept. 21

8-8:30 *The Golden Girls*
8:30-9 *The Torkelsons*
9-9:30 *Empty Nest*
10-11 *Sisters*

Sunday, Sept. 22

7-7:30 *The Adventures of Mark and Brian***
7:30-8 *Eerie, Indiana*

Thursday, Sept. 26

10-11 *Reasonable Doubts****

Friday, Sept. 27

10-11 *Reasonable Doubts***

Tuesday, Oct. 8

8-10 *I'll Fly Away***

Thursday, Oct. 10

10-11 *L.A. Law*

on the East Coast. Alan Cohen has been named senior vice president, marketing, NBC-TV, responsible for marketing all of NBC's entertainment, news and sports programs to advertisers and affiliates.

Warren Littlefield, president, NBC Entertainment, announced that the network will present a two-hour tribute to Michael Landon to start the season. Using clips from appearances on various shows and out-takes from series, the special will air a week before the planned two-hour *Us* pilot airs on CBS. Landon's production company and his son, Michael Landon Jr., will be involved in the production. Littlefield also announced he has given mid-season replacement status to three series: Norman Lear's new series *Love Child*, a half-hour comedy starring John Forsythe; *Nightmare Cafe* from Wes Craven and MGM/UA Television, and *Home Fires* from Bruce Paltrow and the Paltrow Group.

—SC



John Miller, Vince Manze and Alan Cohen, NBC heads of advertising/promotion and marketing, told the press about NBC's promotion plans for the new fall schedule.

TALK SHOWS THE TALK OF SYNDITEL

In the past, hyperbole-weary newspaper columnists have viewed Synditel as the anticlimax of the Television Critics Association's three-week-long press tour, but last Thursday's closing session in Los Angeles benefited from a stronger than anticipated turnout. The TV critics apparently seized upon the rare opportunity to personally grill soon-to-be-launched talk show host Maury Povich and news magazine host Maureen O'Boyle on the growing use of dramatic re-creations based on actual news events.

It was clearly evident that the critics took advantage of a scheduling change in which Synditel officials moved the syndication conference up a day after PBS decided to shorten its portion of the TCA tour by a day.

Kinder, gentler Povich

In recognizing that his image with viewers has been associated with "tabloid" television, former *Current Affair* host Povich joined co-executive producer Kari Sagin in detailing how the format for Paramount Domestic Television's fall 1991 talk show, *The Maury Povich Show*, will give viewers a chance to see him "in a different light." Povich said the hour talk show, which has been cleared on 130 stations (88% of the U.S.), will be split into separate half-hour segments, each featuring opening remote packages introducing the seg-

ment's subject.

"I have always done best as a storyteller," said Povich.

Sagin, who was a senior producer on *The Sally Jessy Raphael Show* prior to being lured to Paramount, stressed that the format will "differentiate" Povich from current syndicated talk show hosts Phil Donahue, Oprah Winfrey, Geraldo Rivera and Joan Rivers. "More often than not, single-subject talk shows will lose the interest of viewers," Sagin stated.

When asked if the so-called hit list some national advertisers had him on when he hosted Twentieth Television's *A Current Affair* has hurt ad sales for his new talk show, Povich replied that 100% of the national commercial inventory has been sold.

"We're not going to do dramatic re-creations," said Povich, in an oblique reference to their use on *A Current Affair*. "Frankly, I think that the use of re-creations has gotten out of hand recently."

O'Boyle, *A Current Affair*'s host following Povich's exit from the show earlier this season, replied that her program will continue to use dramatizations. She said one of the re-enactments produced this season, the rape charge against William Kennedy Smith, was based on depositions that the alleged rape victim gave to West Palm Beach, Fla., police after Smith's arrest.

"This was an opportunity to take [testimony] that was quoted in Associated Press and newspaper stories and best piece together events as ...[the alleged victim says they] unfolded," O'Boyle said. "If the newspapers have printed it, and it's a matter of public record, why should it preclude us from recounting events from her testimony?"

Investigative Geraldo

Al Primo, executive producer of Tribune Entertainment's *Now It Can Be Told*, emphasized that host Geraldo Rivera's image as a tabloid talk show host doesn't diminish the fact that Rivera came from an investigative reporting background, where both had originally teamed up on WABC-TV New York's *Eyewitness News* in the 1970's. Primo has also surrounded Rivera with six investigative correspondents, including his brother, Craig Rivera, who served previously as a correspondent with King World's *Inside Edition*.

While acknowledging some concern over advertiser hit lists, Primo said that more than 50% of *Now It Can Be Told*'s advertising inventory has been sold on the upfront market. In terms of clearances, which are said to be scattered evenly between early fringe and late fringe news adjacencies, Primo stressed that out of the show's 109 markets sold, 98 of those clearances are with network affiliates.

—MF

POST-GREENE: HANDICAPPING TELCO CABLE ENTRY

Whether the Baby Bells become cable operators, joint venturers or nonparticipants is still anyone's guess; financing does not appear to be a problem

Will the seven regional Bell operating companies (RBOC's) become giant MSO's now that Judge Harold Greene has given them the go-ahead to enter the "information services" arena? Observers were split on what the decision, which is stayed pending an appeals court review, will mean, and the RBOC's themselves are still studying the question and resolving disagreements within their own organizations.

Joseph Daleiden, director of corporate planning for Chicago-based RBOC Ameritech, said "We are not clear on the benefits of making such a move. There are many other areas and businesses open to us by last week's decision as well." Mixing the earnings-per-share telephone business and the cash-flow driven cable business would be a "challenge," said Tony Farry, a director of business development at Bell Atlantic. Russ Lindenlaub, director of corporate planning, Southwestern Bell, said, "We have looked and are keenly aware of uncertainties in the cable industries."

As they study, debate and perhaps posture to ward off any political backlash from the Greene decision, no one doubts that the RBOC's have the means to become major players in the cable business, should they choose. Any of the RBOC's would be capable of financing system acquisitions. County NatWest analyst George Dellinger said: "Each of them has deep pockets, double-A ratings and annual cash flow on the order of \$4 billion-\$6 billion. Nor do they need HLT [highly leveraged transaction] financing."

Perhaps the major decision affecting the future of an RBOC-MSO is whether the telephone companies have sufficient incentive to get involved in an essentially new business. At least one possible incentive might be to find growth areas that would boost future earnings. Marianne Bye, an RBOC securities analyst for Shearson Lehman Brothers, said that many of the RBOC's "...are reporting slight-to-down earnings....Although 1992 should provide a slight uptick, they need to identify growth areas."

Even at the reduced multiples for which cable systems are currently thought to sell, a telephone company might suffer "earnings dilution" from such an acquisition. Salomon Brother's

Fred Seegal, who represented BellSouth in its attempt to buy LIN Broadcasting, said the RBOC's have been "...historically sensitive to dilution, but a number have now addressed that issue with their cellular acquisitions, and longer term, I don't think it will be a problem." Disagreeing was Steve Rattner, a managing director at Lazard Freres, who said that cellular was more in line with the companies' existing business and one that they "added in pieces," a move they would find difficult to make with cable.

If not to find future revenue and earnings growth, many observers think the RBOC's might want to buy at least some cable systems as a way to keep tabs on developments in the industry. Ameritech's Daleiden said that the opportunities in owning experimental systems are better overseas, in a country such as the United Kingdom where rules now permit cable systems to provide a mix of cable and telephone services. In the United States, he noted, cable systems are prohibited from providing such a mix.

Perhaps the most active RBOC abroad has been US West, which has substantial minority interests in both the UK and Sweden, and majority ownership in Norway, Hungary and Malta through subsidiary United Cable International. Other active RBOC's abroad are Pacific Telesis and Southwestern Bell, both of whom have cable interests in the UK.

PacTel is also the only RBOC to have sought a waiver from Judge Greene from the video information service prohibition. It asked for the waiver so that it could exercise an option to purchase a 75% interest in Chicago-area cable systems serving 100,000 subscribers.

Some commenting last week said the fail-

ure of other RBOC's to apply for the waiver showed lack of interest in cable. But, argued County NatWest's Dellinger, "The other RHC's [regional holding companies] were happy to let PacTel test the envelope of the law."

The RBOC's will continue to have distinct personalities and different approaches, said Brian Deevy, president, Daniels & Associates. In addition to PacTel, Deevy also sees US West, BellSouth and Southwestern Bell in the more aggressive category, based on their international dealings.

Availability is another factor that will dictate the extent of cable acquisitions by the RBOC's.

Daniels's Deevy said there are few cable systems on the market, but he added that many operators in the business would sell if the timing and price were right, even perhaps to their traditional nemesis, the telephone companies.

In the mergers and acquisitions equation, pricing is another big issue, and



one that Smith Barney analyst Charles Scheike thinks will make it "highly unlikely" that the RBOC's will buy into cable, other than on a small scale: "I think they will continue to go overseas and get direct franchises, rather than pay goodwill on existing systems here."

Many of those commenting point out that few independent telephone companies, which were not bound by the video information services restrictions, involved themselves in cable. Communications Equity Associates, said Jay Dugan, senior vice president, had contacted 10-12 major independent telephone companies as recently as six months ago, and they weren't interested. But, said Robert Johnson, managing director of Donaldson Lufkin & Jenrette, the RBOC's have considerably more "staying power" than the independents and could withstand the capital requirements imposed by changing technology.

In fact, the means for RBOC participation in the cable industry need not involve direct acquisition. Dugan suggested that the Sky Entertainment deal in New Zealand, a joint venture between TCI, Time Warner, Ameritech and Bell Atlantic, may provide a model for how they will proceed in the U.S. Daleiden suggested that the RBOC's might be interested in providing switching technology to existing cable operators through leasing or joint ventures. -GF,MS

RBOC'S AN AD THREAT? NOT NOW, BUT JUST WAIT

Broadcasters may not have to worry about the seven regional Bell operating companies (RBOC's) cutting into their advertising revenue through entry into information services in the near future, but down the road it could be a possibility. That's the word from video industry observers, ad agency executives and even some of the RBOC's.

"In reality," said Robert Smith, executive director, Videotex Industry Association, "video capability will not happen tomorrow. It could be 10 or 20 years away."

Hal Logan, director, business development, Pacific Bell, agreed that in the short-term, the RBOC's are not going to be taking ad dollars away from broadcasters. "As a yellow pages publisher, the companies we do business with are small companies and not the television advertisers of today," Logan said. While Logan acknowledged that some yellow page advertisers are also television advertisers, he added that those advertisers want a presence in both the yellow pages and on television.

"The notion that a new information delivery vehicle would replace or whittle down advertising on television is valid," said Martin Nisenholtz, senior vice president, Ogilvy-Mather Direct. However, he added, "every time a new medium has come along, proponents of the past medium have cried the blues. Radio did not destroy newspapers, and television did not destroy radio."

Nisenholtz said the more fundamental changes to come out of the Greene decision will deal with marketing budgets of advertisers. "Most relevant changes could be a shift in priority from mass media to more targeted promotions and direct marketing efforts; this channel plays particularly well for those activities."

One thing that could be in television's favor, said David Simons, president, Digital Video Corp., is the reluctance for change in doing business at the agency level. Also, he added, "advertisers have a difficult time looking at any medium other than the traditional way: by the numbers. By that measure, it will be a long time before any electronic yellow pages will be effective, and [it will be] tough to convince advertisers to use them as a medium." Or, as Paine Webber analyst Al Gottesman put it, "Agencies never lead, they are led." -R

TELCO FIGHT MOVES TO HILL

RBOC's want Congress to kill MFJ with legislation, while telco foes want MFJ's restrictions, including that on information services, codified

In the wake of Judge Greene's information-services decision, both the regional Bell operating companies and their foes are looking to Congress to make the next move. The RBOC's hope Congress will enact legislation dismantling the modified final judgment (MFJ), the consent decree that has governed regulation of the RBOC's since the breakup of AT&T in 1984. RBOC opponents hope Congress will codify the information-services restriction and other MFJ provisions.

"It appears that Congress will be drawn directly into establishing the competition policy to rule this kind of unruly industry," said House Judiciary Committee Chairman Jack Brooks (D-Tex.), who chaired a hearing of the Economic and Commercial Law Subcommittee last Thursday (Aug. 1).

Edward E. Whitacre, chairman and chief executive officer, Southwestern Bell, representing all seven RBOC's at

the hearing, attacked those trying to codify the information-services restriction. "Having lost in the courts, our opponents want to restart the information-service debate in Congress and consume still more time and resources. They want to keep us bottled up in the halls of government rather than compete with us to bring new services to the American people," Whitacre said.

The RBOC's should not be allowed into information services until their "bottleneck monopoly" on local exchanges has been eliminated, the RBOC's foes said. "We are a long way from true competition in the local loop. Indeed, the RBOC's do everything in their power to undermine potential competition," said William G. McGowan, chairman and chief executive officer, MCI Communications Corp. "Congress should not fail to remember the history of anticompetitive abuses committed by the Bell System. Don't turn back the

clock on competition."

Cathleen Black, president, American Newspaper Publishers Association, gave the subcommittee an eight-page summary of alleged recent antitrust violations by all seven RBOC's. Newspapers are likely to be among the first industries affected by an RBOC entry into information services, such as video newspapers, video yellow pages and video classified ads.

Several companies, some of them larger than Southwest Bell, already compete in the information-services market and would not be affected by RBOC entry, Whitacre said. Stephanie Biddle, executive vice president of the Computer & Communications Industry Association, listed a number of other potential players, including cable systems (which currently pass about 85% of U.S. homes) and radio and TV stations, which can deliver data to 100% of the U.S. through either side bands or the TV vertical blanking interval. -RMS

COMMISSION SETS GREATLY INCREASED FINE SCHEDULE

Result of 1989 law authorizing boost in penalties is jump in maximum charge from \$2,000 a day to \$20,000; fines can be adjusted, however, on individual basis in mitigating circumstances

Broadcasters and cable operators beware.

The FCC last week served notice the fines it will be levying for violations ranging from "misrepresentation" to "failure to maintain records" will be much higher than ever before.

The base fine for broadcasting an indecent program is now \$12,500—more than six times as great as the \$2,000 the FCC has been hitting stations with since it stepped up its indecency enforcement four years ago.

The notice came in the form of a fine schedule, listing "base" fines for a host of violations and case-by-case criteria for adjusting them up or down.

The National Association of Broadcasters condemned the new FCC fines. "This move to what looks like a fee schedule is disturbing," said NAB Pres-

ident Eddie Fritts. "It appears the commission has relegated forfeiture as an enforcement mechanism to a secondary role behind generating funds for the federal treasury," he said.

With the release of the schedule, the FCC is implementing a 1989 law that greatly increased the fines the FCC may impose on broadcasters and cable operators to \$25,000 per violation or per day of a continuing violation up to \$250,000. Prior to 1989, the most the FCC could impose was \$2,000 per violation or per day of a continuing violation up to \$20,000.

Given the extra clout, the FCC says in a five-page policy statement, the schedule "will assist the commission in insuring that similarly situated violators are treated in a comparable manner and will provide guidance to the

public regarding the forfeitures that can be expected in connection with specific violations."

David Solomon, an attorney in the FCC's General Counsel's Office, said the schedule replaces the FCC's practice of assessing fines on a case-by-case basis. However, he said, the criteria for adjusting fines from 20% to 90% preserves an "element" of the case-by-case approach.

Here's the FCC's example of how the adjustment criteria work: The FCC determines a station intentionally violated FCC rules by using unauthorized equipment and, in so doing, causes substantial harm. In calculating the fine, the FCC starts with the base of \$10,000 for using unauthorized equipment. Because the violation was intentional, it increases the fine by \$7,000 (70% of \$10,000), to \$17,000, and because it causes substantial harm, it boosts it another \$4,000 (40% of \$10,000) to \$21,000.

However, having also found the station has a history of overall compliance, it reduces the fine by \$3,000 (30% of \$10,000) to \$18,000. "If the broadcaster made a specific showing that an \$18,000 forfeiture would cause substantial economic hardship, the forfeiture would be further reduced," the FCC statement says.

—MAJ

THE FCC'S NEW (AND GREATER) FORFEITURE SCHEDULE

Violation	Fine	Violation	Fine
Misrepresentation or lack of candor	\$20,000	Use of unauthorized equipment	\$10,000
Inadequate tower lighting and marking	\$20,000	Violations of children's TV rules	\$10,000
Construction or operation without authorization	\$20,000	Violation of main-studio rule	\$10,000
Unauthorized substantial transfer of control	\$20,000	Operation at unauthorized location	\$10,000
False distress broadcasts	\$20,000	Inadequate frequency coordination	\$10,000
Misuse of distress and safety frequencies	\$20,000	Failure to file information	\$7,500
Refusal to permit inspection	\$18,750	Failure to maintain public files	\$7,500
Malicious interference	\$17,500	Failure to properly identify sponsors	\$6,250
Failure to respond to FCC communications	\$17,500	Violations of rules governing lotteries	\$6,250
Exceeding authorized antenna height	\$15,000	Failure to maintain technical logs	\$5,000
Exceeding power limits	\$12,500	Failure to maintain time-brokerage files	\$5,000
Unauthorized emissions	\$12,500	Broadcasting telephone calls without permission	\$5,000
Using unauthorized frequency	\$12,500	Failure to make measurements and monitor	\$2,500
EBS equipment not installed or operational	\$12,500	Violations of enhanced underwriting requirements	\$2,500
Broadcast of indecent programming	\$12,500	Failure to identify station on air	\$2,500
Failure to comply with EEO obligations	\$12,500	Failure to maintain records	\$2,500
Violations of political broadcasting rules	\$12,500	Unauthorized pro forma transfer of control	\$2,500
Unauthorized discontinuance of service	\$10,000	Miscellaneous violations	\$1,250

The amounts in the right-hand columns are the "base" fines for the given violations. They are subject to adjustments up or down by between 20% and 90% based on specific criteria. The "upward" criteria (and adjustment range): 1) egregious misconduct (50%-90%); 2) ability to pay (50%-90%); 3) intentional violation (50%-90%); 4) substantial harm (40%-70%); 5) prior violation of same rule (40%-70%); 6) substantial economic gain (20%-50%), and 7) repeated or continuous violation (varies).

The "downward" criteria: 1) minor violation (50%-90%); 2) good faith or voluntary disclosure (30%-60%); 3) history of overall compliance (20%-50%), and 4) inability to pay (varies).

FCC DELAYS COMMERCIAL LIMITS FOR KIDS' BARTER

Commission gives extension from Oct. 1 deadline until Jan. 1, 1992

Independent television stations hailed the FCC's decision to postpone, until Jan. 1, implementation of commercial time limits for bartered syndicated children's programming, but the networks complained the delay put their affiliates at a competitive disadvantage for holiday season advertising dollars.

The extension, which does not apply to non-bartered programming, was part of an overall reconsideration of children's television rules adopted in April. The FCC clarified broadcasters' record-keeping responsibilities and the role of short-segment and public service announcements in satisfying educational and informational program requirements.

The delay means an extra minute per hour, on average, in inventory for each independent station, said Association of Independent Television Stations President James Hedlund, which will translate into an additional \$160,000 for each independent. An INTV survey said stations earn \$1.83 million in children's advertising revenue, of which \$979,050 (53.5%) comes in the fourth quarter. INTV said 84.1% of children's programming is on a barter basis.

Said Hedlund: "The commissioners understood the general rule had to go into effect Oct. 1. I think they got word from the Hill that an exception like this is not the end of the world. It was a reasonable solution."

Randall Smith, vice president and general manager of WPHL(TV) Philadelphia, said the extension "is responsive to both the needs of the children as addressed in the act and to the business needs of the stations."

Gail Brekke, general manager, KITT-TV Minneapolis, said, "If we don't need to use it, we won't. Any station that is responsible isn't going to stuff a program full of commercials." But, she said, an Oct. 1 implementation was a "potential" financial hardship. "You're talking significant revenue."

Duane G. Kell, general manager of WKBD(TV) Detroit, said the extension will "probably help us dramatically, [but] we don't know what kind of demand is out there."

Both Smith and Kell said the full impact of the rule will not be felt until the fourth quarter of 1992, since ad time in the first three quarters is usually below the limits anyway. Kell said two-thirds of fall's schedule is already filled, and "some of those deals are long term."

Not all independents place a great

deal of importance on the extension. John Suder, general manager of KWGN-TV Denver, said: "We were already getting our ducks in a row for Oct. 1. The kid's business hasn't unfolded yet. When we sit down and look at the [FCC's extension], we may act as if it did not happen."

The networks were not pleased with the limited nature of the extension. Late last Friday, CBS filed a petition to waive the rule's application date for network children's programming until Jan. 1 as well. CBS said: "Syndicated barter programs are in direct competition with network programs for advertiser dollars in

The extension "is responsive to both the needs of the children...and to the business needs of the stations."

Randall Smith, WPHL(TV) Philadelphia

both national and local markets. Governmentally imposed constraints on the amount of commercial inventory in network programming puts the programmer at a pricing disadvantage, since advertisers can now divert dollars from network programs to the 'windfall' inventory...which can and will be sold at a bargain price."

NBC's Richard Cutting, manager of corporate communications, said: "From the perspective of NBC and its affiliated local stations, we believe that all TV stations should be treated equally and be free to compete for advertising dollars during the fourth quarter of this year."

The National Association of Broadcasters was apparently caught off guard regarding the networks' objections. Jeff Baumann, NAB's legal counsel, said: "We were asked by our independent members to try to do something with barter. We did support the three-month extension. Today is the first time we've heard about the networks' concern."

Said INTV's Hedlund: "We would not have opposed efforts by the network affiliates if they had asked for relief. Obviously, our charge isn't to protect

their interests.... The reason the commission's response was only to barter is because that's all we asked for."

If the extension was a victory for independents, a portion of the rules clarified may be at the expense of home shopping channels. The FCC was willing to allow short-segment programming, including "vignettes" and public service announcements (when coupled with station involvement in the community) to satisfy the educational and informational programming requirements of the act. The FCC now says such programming "may contribute...but in and of itself may not fulfill it."

Andrew Schwartzman, Media Access Project director, said, "Just because home shopping stations run advertising all day doesn't give them the right to ignore" their obligations in kid's TV.

The limits now also apply, on a prorated basis, to programs under a half hour but longer than five minutes.

The NAB received some good news: its main concern, according to Baumann, was that the rules might require broadcasters to keep program logs and other time-consuming and costly records to document compliance. The rules now say a broadcaster or cable system operator may keep program logs or that it may, instead, keep lists of commercial minutes aired per hour (and any overages), or can certify that the station, network or syndicator formats children's programs within the rules.

"It appears the commission is willing to be flexible and to give broadcasters some alternatives," Baumann said.

Additionally, the commission said, noncommercial stations must comply with the rules as well but need only "keep records sufficient to show compliance with the act's programming provisions if challenged at renewal or in response to specific complaints."

The FCC also said "commercial matter must be separated from a related children's program by intervening and unrelated program material."

Although Peggy Charren, president of Action for Children's Television, said the reasons for the commercial limit extension were understandable, she still had harsh words for the FCC: "Instead of imposing the ad limits Congress mandated in time for the holidays, this White House-appointed FCC has stolen TV time that belongs to the kids and donated it to the greedy Grinches of the television industry." **-PJS**

FCC LIBERALIZES EQUAL-TIME EXEMPTION

Broadcasters may exclude candidates from minor parties from campaign programs featuring back-to-back interviews with GOP and Dems

Reversing an earlier decision, the FCC voted last week to exempt the broadcast of back-to-back interviews and speeches by "major party" candidates—Republicans and Democrats—from stations' statutory obligation to provide "equal time" to all legally qualified candidates for federal offices.

The FCC unanimously decided such programs fit within the news exemption of the so-called equal-time law.

The FCC said it hopes its decision will foster "innovative" programs featuring major party candidates by freeing stations from having to provide equal time to minor party candidates, if not major third-party ones.

"We are likely to encourage more coverage of the electoral process," said FCC Chairman Alfred Sikes.

"This is precisely the right thing to do," added Commissioner Ervin Dugan, suggesting it might help reverse the trend toward campaign coverage by sound bite.

Henry Geller, former FCC general counsel who represented King Broadcasting, the Seattle-based group broadcasters whose 1987 FCC petition led to last week's decision, said the ruling is a "marked contribution to informing the electorate." What programs it will spawn depends on the broadcasters, he said, "but the opportunity is there now.

David Bartlett, president of the Radio-Television News Directors Association, also lauded the action. "Radio and TV stations will have more latitude to exercise their First Amendment rights and journalist judgment and that's a very hopeful development."

To maintain the exemption, the FCC said broadcasters must provide time to third-party candidates if they can make a showing through polls or some other means that they are "major" candidates.

"This is no closed-shop arrangement," said Mass Media Bureau Chief Roy Stewart. "You just can't ignore a third candidate."

Ed Hummers, Washington attorney for King, said King would give bona fide third parties a chance to participate in programs. "We are not going to cut out legitimate candidates," he said. "What we are talking about are truly fringe candidates."

The decision stems from a King

Broadcasting petition to the FCC in 1987. In the filing, the Seattle-based group broadcaster asked for a news exemption for planned 1988 campaign coverage involving the Republican and Democratic candidates for President.

One program was to comprise back-to-back 30-minute presentations by each candidate. Another was to consist of back-to-back 45-minute interviews of

each candidate by journalists.

The FCC denied the request, saying neither met news exemption tests set by precedent or gleaned from the legislative history of the equal-time law.

But the U.S. Court of Appeals was not so sure. It sent the case back to the commission for a second look just before the 1988 presidential elections (BROADCASTING, Nov. 7, 1988). —MAJ

PIRACY JUDGMENT MUDDLES TCI'S DBS PLANS

The National Rural Telecommunications Cooperative has charged in a letter to the FCC that a \$3 million judgment for satellite signal piracy against a Dominican Republic cable company partly owned by Tele-Communications Inc. "raises serious questions" about TCI's fitness to be a DBS operator.

The charge is part of NRTC's ongoing campaign at the FCC to block the grant of the DBS permit to TCI's Tempo Satellite Co. A packager of programming services for the home satellite market, NRTC has been claiming that TCI-affiliated programming services have been overcharging it.

In the previously unreported "default" judgment, U.S. District Court Judge Alfred Lechner in Newark, N.J., found that Telecable Nacional of Santo Domingo received without authorization at least one of the three broadcast signals PrimeTime 24 distributes (WABC-TV New York).

The judge enjoined Telecable Nacional, which is 48% owned by TCI, from continuing to intercept the service and awarded PrimeTime 24 \$3.04 million in damages. A default judgment is entered when the defendant—in this case Telecable—fails to mount a defense.

Gardner Gillespie, a Washington attorney representing PrimeTime 24, said the company is now pursuing court action in Santo Domingo in an effort to collect damages. Gillespie said he believes a case "could be made that TCI is liable for the whole amount."

NEW CANNELL SHOW WILL APPEAR ON CBS AND USA

The gap between cable and broadcasting was narrowed last week. Starting in November CBS and USA Network will jointly show a new one-hour series, *Silk Stalkings* (working title), from Stephen J. Cannell Productions.

Silk Stalkings will be part of CBS's *Crimetime After Primetime* late night checkerboard programming. USA, co-owned by Paramount, will get an instant rerun of the show, and air it the following Sunday night. The series, which has been given a 13-episode order and has not yet been cast, features a male and female detective solving crimes of passion. "It's rather steamy," according to one person familiar with the show. If the relationship works out, USA and CBS could find more to collaborate on, said the source. Executives from USA, CBS and Cannell were unavailable for comment.

This is the second programming deal in as many months between a cable and a broadcast network. In June, Nick at Nite and ABC announced plans to share a Nick at Nite-produced sitcom, *Hi Honey, I'm Home*. ABC will air at least six episodes, with an option for more. It began airing the show in mid-July on Friday at 9:30 p.m., and in its first two outings the program has come in 13th and 14th in the ratings and won its time period. Nick at Nite gets an instant rerun of the show on Sunday nights, and is bringing in a 1.8 rating in its cable universe, double what the time period was doing before.

PROGRAMMING

OLD, NEW FACES GRACE PROGRAMS PITCHED TO INDIES

Aging sleuths, aliens and psychic detectives among shows offered by MCA, Warner to fill two-hour block

BROADCASTING has obtained a list of the programs being pitched by Warner Bros. and MCA to The Television Consortium of independent TV stations (BROADCASTING, July 15, et seq.). The studios have over a dozen offerings in a mix of genres that they are promoting to fill a Tuesday or Wednesday prime time two-hour block as early as spring 1992.

Michael Finkelstein, president and CEO of Renaissance Communications, one of the leading members of The Television Consortium, has increased the stakes by saying one studio would likely be the sole supplier of the block. —MF

MCA

Action-adventure series

Knight Rider is a remake of the 1982-86 NBC series (produced by network production arm, Universal Television). Original series star, David Hasselhoff, is committed to producing and starring in a revival of *Baywatch* next season for LBS Communications, so a new lead actor will be cast for the hour-long *Rider* if it is chosen.

It Takes A Thief is a continuation of the ABC series that aired in 1968-70 (from Universal Television). Word is that a special two-hour season premiere would set up a plot line with Robert Wagner (co-star of the original series with the late Fred Astaire) retiring as burglar-turned-secret agent to pass the torch to a younger, more agile thief.

Six Million Dollar Man, from Universal, is yet another reincarnation, this one of the popular 1974-78 ABC action series starring Lee Majors. It is rumored Majors may accept a recurring role in a new series.

They Came From Outer Space, an hour series from syndication arm MCA TV, was part of the *Hollywood Premiere Network*—a three-series wheel (which included *She Wolf of London* and *Shades of L.A.*)—that ran on WOR-TV New York and KCOP-TV Los Angeles with mixed results this past season.

Reality-based series

TCA (or *Terminal Control Area*), a weekly reality-based series, a la *Cops* (Fox) and *Rescue 911* (CBS), plans on focusing on the lives of air traffic controllers. It is said remote productions from control towers at many of the nation's busiest commercial and private airports would be featured.

Psychic Detectives, a docudrama in the style of *America's Most Wanted* (Fox), would feature psychics enlisted by the police

to help flush out clues, link fugitives to crimes and find missing persons.

Sitcoms

Weird Science is a spinoff from Universal Picture's theatrical release. The show features two teenagers whose chemistry experiment produces a beautiful woman.

Gamedies

Through The Key Hole is a half-hour game providing video "sneak peeks" at the private lives of celebrities, with contestants asked to identify the stars in the quickie clips. It was apparently pitched as *What's My Line?* meets *This Is Your Life*, with a comedic twist.

WARNER BROS.

Action-adventure series

Babylon 5 is an hour-long science fiction adventure set in the year 2257. To be produced by Rattlesnake Productions in association with Warner Bros.

Reality-based series

The Wild West is targeted as a mini-series or series of documentaries on America's migration west of the Mississippi River, in the style of Ken Burns's riveting PBS documentary, *The Civil War*.

Dream Adventures is an hour-long co-production between Warner Bros. and Wolper Productions featuring people living their wildest fantasies, such as climbing Everest, or diving with seals in the Arctic.

Hot Trials is looking to take advantage of the courtroom TV programming trend. Slated to be produced by Kushner-Locke Productions in association with Warner Bros., this reality-based half-hour is being pitched as a magazine formatted show about the nation's most sensational trials.

NBC TO PRODUCE CONVENTIONS WITH PBS

'Nightly News' will work with public network to produce up to three hours nightly of coverage

PBS and NBC News have joined together to co-produce, for PBS, coverage of the 1992 Democratic and Republican conventions. According to PBS executives, it marks the first such joint venture between public TV and a network news division. Under the agreement, personnel from the *NBC Nightly News* and PBS's *MacNeil/Lehrer NewsHour* will team up to provide PBS with three hours of convention coverage each of eight nights.

The anchors from both programs, Tom Brokaw and Robert MacNeil and Jim Lehrer, will serve as anchors for the joint coverage, although officials from both networks said details still need to be worked out. The announcement was made in Los Angeles last Wednesday, during the PBS portion of the Television Critics Association press tour.

Aside from the election coverage announcement, Bruce Christensen, PBS president, declared that despite reports to the contrary, "the financial situation of PBS is quite good." He said that on several levels, PBS is more financially sound than last year. "We're up 14% in membership dollars from last year, federal authorizations are up substantially from last year, and some state cuts have been restored." Although some individual stations may be experiencing some financial difficulties, "as a whole it's not as bleak as has been portrayed." He also pointed out that on a ratings basis, PBS has improved over last year, saying the average hourly rating this year is a 2.3, up from last year's 2.2. While acknowledging the increase was minimal, Christensen said, "it is significant because it's not a downward trend."

Under the agreement, NBC will pro-

mote the PBS broadcasts, although it will provide viewers with a separate broadcast from the PBS airings. NBC executives insisted the move is not designed to save money, nor should it be construed as the beginning of an overall plan to phase out its convention coverage. NBC had been planning to cut back its convention coverage compared to past efforts, and the main benefit of the PBS plan is to get more exposure for NBC through PBS.

For PBS, the benefits are obvious. Although the network has attended the conventions in the past, it has not had the resources to provide prime time coverage of the events. Next year, with the combined efforts of the two networks, PBS will have a solid presence. According to Christensen, the cost for the project will come to between \$500,000 and \$1 million.

The jointly produced news coverage will air July 13-16 at 8-11 p.m. on PBS for the Democratic convention. The collaboration will continue on Aug. 17-20 for the Republican gathering. NBC will begin airing convention coverage on those nights at 9:30 or 10 p.m., which

will be a separate telecast from what will be shown on PBS. Prior to the start of its convention coverage, NBC will air entertainment programming.

The eight nights of convention coverage are only part of the more than 30 hours of election coverage PBS plans for 1992. Jennifer Lawson, executive vice president, national programming and promotion services, announced several other projects designed to coincide with the network's election coverage. *State of Democracy*, a three-hour *Frontline* series, will be produced by WGBH Boston. WETA-TV Washington will produce a special from coverage of the National Issues Convention held at the University of Texas. In addition, *Frontline* will again air *The Choice*, which profiles the leading candidates. Lawson said \$3 million has been earmarked for the production of the three projects.

To oversee all of PBS's 1992 election coverage, Arnold Labaton, senior vice president and head of production, WNET(TV) New York, has been named executive director of the PBS Election '92 project. Labaton's responsibilities include coordinating coverage and work-

ing with producers and PBS staff on programming, promotion and outreach.

Lawson also announced that Mitchell Semel, president, television, UBU Productions, has joined PBS as vice president, programming. The former NBC executive joins the network on Sept. 3. In his new position, Semel will assist Lawson in making programming decisions based on programming funds and scheduling needs. The appointment gives PBS a veteran from the Hollywood creative community who spent six years with UBU and before that four years with NBC in a variety of capacities including director, current comedy programs.

In addition to the election-related programs, Lawson also announced that the PBS-Corporation for Public Broadcasting jointly controlled Program Challenge Fund has committed \$2.8 million for three new series: *Peak Performance: The Anatomy of Sport*, produced by WQED-TV Pittsburgh, is a series of six one-hour shows; *Asian Journeys*, four one-hour episodes, is produced by KCET(TV) Los Angeles, and *Death: The Trip of a Lifetime*, four hour segments from KCTS(TV) Seattle. -SC

KEN BURNS LOOKS AT BROADCASTING

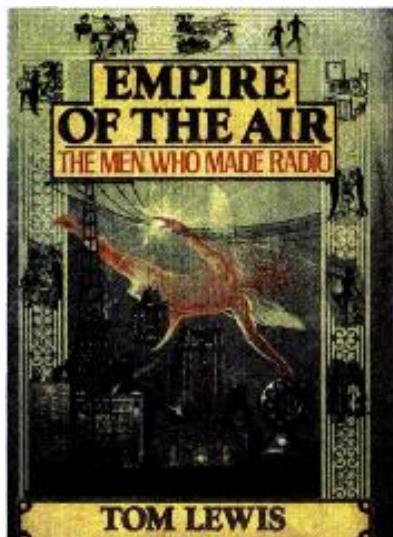
'Civil War' producer juggles PBS projects, including chronicling birth of a nation's broadcast medium

The Public Broadcasting Service hopes to recapture some of the success of *The Civil War* series with a number of new projects by filmmaker Ken Burns, including a project tied to an upcoming book on the pioneers of broadcasting, *Empire of the Air*.

Burns has at least three projects in various stages of development for PBS, which scored a huge hit with *The Civil War* last fall. Along with *Empire*, the filmmaker is at work on a five-hour history of America's favorite pastime, *Baseball*, and on Aug. 17 will debut a two-hour follow-up to his Civil War epic, *The Songs of the Civil War*.

General Motors, the sole corporate underwriter for the projects, is also talking with Burns about public TV possibilities for 1995 and beyond. Those future possibilities include a series on the Old West in collaboration with Time-Life as well as a series focusing on historical figures, according to GM's George Pruette, director of public affairs, advertising.

Burns, speaking from his New Hampshire-based production company, Florentine Films, said *Empire* will tell the "very dark Twentieth Century story" of



A new book on broadcasting pioneers is coming to PBS courtesy of Ken Burns

the founding fathers of broadcasting. The two-hour special, set to debut on PBS in late January 1992, will coincide with a radio drama based on the book on American Public Radio.

Empire of the Air, written by Burns's

sometime collaborator Tom Lewis and due from HarperCollins in October, traces the early history of broadcasting through the lives of pioneers Lee de Forest, Edwin Armstrong and David Sarnoff. The book traces both the triumphs of invention and the bitter rivalries that followed.

Providing great detail on the personal and professional lives of each of the three pioneers, *Empire* paints a picture of three men whose genius was encumbered by patent disputes and various corporate battles. NBC pioneer Sarnoff is painted as a philanderer whose aggressive business instincts led to years of patent litigation against Armstrong, a former colleague. Armstrong, whose inventions led to the creation of FM radio, grows tired and broke after years of defending his patents and eventually commits suicide. de Forest, whose invention of the Audion tube provided a foundation for the creation of broadcasting, spent years battling with corporations and Armstrong over patents and died in 1961 with a total \$1,250 in cash.

"Even during their lives, the empire they started had moved in very different directions than they had envisioned, and

in ways they could not control," writes Lewis. An epilogue in the book points to the fall of Sarnoff's dynasty at RCA and to the 1985 sale of the company to General Electric. "Lee de Forest and Howard Armstrong were early victims of those developments; David Sarnoff lasted decades longer, but was defeated in the end."

Burns said the PBS special will be similar in technique to his earlier films, including use of stills and newsreels as well as interviews with relatives of the pioneers and others. Narrating the project will be actor Jason Robards, who will also take part in the APR drama. The film will probably carry a budget of about \$600,000, said Burns.

In other projects, Burns is targeting *Baseball* for telecast in 1994. *Baseball*, described by Burns as a "Rosetta stone of the American experience," will be structured as nine segments, or "innings." As with *Empire* and *The Civil War*, a companion book will be released.

'ROSEANNE' TOPS MILLION PER EPISODE

Fall 1992 syndicated offering has cleared about 50 markets

Viacom has cleared the first syndication cycle of *Roseanne*, debuting in the fall of 1992, in about 50 markets covering just over half the country (54%). According to well-placed sources, the show has generated billings of more than \$1 million per episode in license fees from stations cleared so far.

The first cycle assumes a minimum of 122 episodes, but that figure would climb if the show is renewed on ABC (or another network) beyond year five. The show is going into its fourth season next fall.

Dennis Gillespie, president, Viacom Enterprises, declined to comment on the show's earnings or on specific market prices. But others said the program has already generated \$1 million per episode at about the halfway mark in clearing the show, and that it will likely end up with license fees totaling between \$1.4 million and \$2 million per episode.

Those estimates don't include the 2.5 minutes of weekly national barter revenue the program will take in over a minimum of four and a half years. The barter fees would probably bring *Roseanne's* total take to close to \$2.5 million



Co-stars Roseanne Barr and John Goodman flash million dollar-plus smiles

per episode, reportedly what Columbia Pictures Television garnered for *Who's the Boss*, the second-highest revenue-generating sitcom in syndication, behind Viacom's own *The Cosby Show*.

Viacom has yet to decide whether it will sell the barter time from *Roseanne* in house (through MTV Networks or possibly a new unit within Viacom Enterprises) or farm it out to an existing barter company. The company has entertained proposals from many of the major barter firms.

Cosby reportedly generated around \$4 million per episode for its first syndication cycle, a level no syndication program is expected to hit again.

As to *Roseanne* sales to date, Gillespie would only say the company is "on target" with its goals. "It's a healthy number," he added, especially with a marketplace that has "significantly changed" since the marketing of *Cosby* and *Boss* in the late 1980's. Gillespie was referring to the downturn in the advertising economy, as well as the ample supply of sitcoms.

Roseanne has been cleared in 15 of the top 20 markets, including New York (WNYW) and Los Angeles (KCOP-TV). At mid-week last week WPWR-TV Chicago was close to a deal.

Other *Roseanne* clearances include: WFXT-TV Boston; WOIO-TV Cleveland; KMBC-TV Kansas City, Mo.; WJZY-TV Charlotte, N.C.; WXIX-TV Cincinnati; KPLR-TV St. Louis; WTIC-TV Hartford, Conn.; KTXL-TV Sacramento, Calif.; WXIN-TV Indianapolis; KTSP-TV Minneapolis; WDZL-TV Miami; WTOG-TV Tampa, Fla.; WGBS-TV Philadelphia; KTVT-TV Dallas; KHTV-TV Houston; WTAE-TV Pittsburgh and WWTW-TV Milwaukee.

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RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM	
MONDAY 7/22	ABC 10.2/18		MACGYVER (55) [7.9/15] 7.5/15		ABC MONDAY NIGHT MOVIE—CHINA BEACH (20) [11.4/20] 11.0/19	11.4/19	11.6/20	11.6/21	
	CBS 11.8/21		EVENING (35) SHADE 9.6/19	MAJOR (9) DAD 12.2/23	MURPHY (4) BROWN 13.1/23	DESIGNING (7) WMN. 12.6/21	NORTH. EXPOSURE (14) [11.6/21] 11.9/21	11.4/21	
	NBC 8.6/16		FRESH (29) PRINCE 10.5/20	NBC MONDAY NIGHT MOVIE—MURDER OF MARY PHAGAN PT2 (50) [8.2/15] 6.7/12	7.5/13	8.4/14	9.1/16	9.1/17	
	FOX 4.6/8		FOX NIGHT AT THE MOVIES—ALIEN NATION (87) [4.6/8] 4.3/8		4.9/9	4.8/8	4.5/8		
TUESDAY 7/23	ABC 9.9/18		WHO'S THE (35) BOSS 9.6/19	DAVIS (34) RULES 9.7/18	ROSEANNE (2) 13.5/24	COACH (11) 12.0/21	THIRTYSOMETHING (58) [7.2/13] 7.3/13	7.1/14	
	CBS 8.7/16		RESCUE 911 (28) [10.6/20] 10.6/21	10.6/20	CBS TUESDAY NIGHT MOVIE—OUT OF AFRICA PT2 (56) [7.8/14] 7.5/13	7.3/13	8.2/15	8.1/15	
	NBC 10.7/20		MATLOCK (38) [9.4/18] 9.0/18	9.8/18	HEAT OF NIGHT (18) [11.5/20] 11.1/20	12.0/21	LAW AND ORDER (21) [11.3/21] 11.1/20	11.5/22	
WEDNESDAY 7/24	ABC 7.7/15		WONDER (48) YEARS 8.6/18	GROWING (49) PAINS 8.5/17	DOOGIE (37) M.D. 9.5/18	MAN IN (53) FAMILY 8.1/15	EQUAL JUSTICE (72) [5.8/11] 5.7/11	5.8/12	
	CBS 8.9/17		POLICE (50) SQUAD * 8.2/17	MORTON (69) HAYES* 6.1/12	JAKE AND FAT MAN (42) [9.1/17] 8.6/16	9.7/18	48 HOURS (29) [10.5/20] 10.6/20	10.4/21	
	NBC 9.8/19		UNSLVD. MYSTERIES (23) [11.1/22] 10.2/21	12.0/23	NIGHT (47) COURT 8.8/17	SEINFELD (45) 9.0/16	QUANTUM LEAP (39) [9.3/18] 9.0/17	9.7/19	
THURSDAY 7/25	ABC 6.5/12		P. JENNINGS: HARLEM (76) [5.5/11] 5.8/12	5.1/10	GABRIEL'S FIRE (82) [5.1/9] 5.2/10	5.0/9	PRIMETIME LIVE (45) [9.0/17] 8.4/16	9.6/19	
	CBS 8.0/15		TOP COPS (50) [8.2/16] 7.5/15	8.9/18	TRIALS OF ROSIE (61) [6.8/12] O'NEILL 6.3/12	7.2/13	S. KING: GOLDEN YRS (42) [9.1/17] 9.0/17	9.2/18	
	NBC 10.7/21		COSBY (26) 10.7/22	A DIFFNT. (18) WORLD 11.5/23	CHEERS (6) 12.7/24	WINGS (25) 10.9/19	L.A. LAW (39) [9.3/18] 9.0/17	9.7/19	
	FOX 9.8/19		SIMPSONS (42) 9.1/19	TRUE (60) COLORS 6.9/14	BEVERLY HILLS 90210 (14) [11.6/21] 11.1/21	12.1/21			
FRIDAY 7/26	ABC 12.4/26		FULL (13) HOUSE 11.8/26	FAMILY (7) MAT. 12.6/27	PERFECT (24) STRAN. 11.0/23	HI HON. I'M (14) HOME 11.6/24	20/20 (1) [13.7/29] 14.2/29	13.3/28	
	CBS 5.3/11		VERDICT (70) 6.0/13	WHO'S SIDE (84) YOU ON 5.0/11	CBS FRIDAY MOVIE—SPIES, LIES AND NAKED THIGHS (79) [5.2/11] 5.1/11	5.0/10	5.3/11	5.2/11	
	NBC 5.9/12		NBC MOVIE OF THE WEEK—OPPOSITES ATTRACT (67) [6.3/13] 5.7/12	5.8/12	6.8/14	7.0/14	MIDNIGHT CALLER (79) [5.2/11] 5.3/11	5.2/11	
	FOX 4.3/9		AMERICA'S MOST (71) [5.9/13] WANTED 5.7/12	6.2/13	ALIEN NATION (91) [2.6/5] 2.6/5	2.6/5			
SATURDAY 7/27	ABC 6.0/13		YOUNG RIDERS (79) [5.2/12] 4.9/12	5.5/13	ABC SATURDAY NIGHT MOVIE—PROUD MEN (65) [6.4/13] 5.4/12	5.7/12	6.8/14	7.6/16	
	CBS 5.5/12		CBS SATURDAY MOVIE—THE BIG EASY (77) [5.4/12] 4.9/12	4.8/11	5.7/12	6.2/13	BAGDAD (77) CAFE 5.4/11	BAGDAD (68) CAFE 6.2/13	
	NBC 9.3/21		AMEN (59) [7.1/17] 6.2/15	7.9/18	GOLDEN (10) GIRLS 12.1/26	EMPTY (3) NEST 13.3/27	DEAR (33) JOHN 9.9/21	LATER BOB (63) COSTAS 6.5/14	
	FOX 5.1/12		COPS (75) 5.6/14	COPS 2 (65) 6.4/15	TLY. HID. (82) VIDEO 5.1/11	BABES (89) 3.4/7			
SUNDAY 6/28	ABC 9.6/19	LIFE GOES ON (63) [6.5/15] 5.8/13	7.2/16	AMR. FUN (22) VIDEO 11.2/22	AMR. FUN (11) PLP. 12.0/23	ABC SUNDAY NIGHT MOVIE—ELVIS AND ME PT1 (32) [10.2/19] 9.1/17	10.0/18	10.8/19	11.0/20
	CBS 11.3/22	60 MINUTES (5) [13.0/29] 11.9/27	14.1/31	MURDER SHE WROTE (14) [11.6/23] 11.1/22	12.0/23	CBS SUNDAY NIGHT MOVIE—ANGEL OF DEATH (31) [10.3/19] 10.1/18	10.2/18	10.4/19	10.4/19
	NBC 5.9/12	JULIE (90) BRWN 2.8/6	LOOK- (92) WELL. 2.3/5	EXPOSE (88) 4.4/9	REAL LIFE (72) 5.8/11	NBC SUNDAY NIGHT MOVIE—CAST THE FIRST STONE (34) [8.0/15] 7.1/13	7.6/13	8.4/15	8.9/17
	FOX 7.0/14	FLY. HID. (85) VIDEO 4.9/11	P. LEWIS (85) 4.9/11	IN LIVING (57) COLOR 7.6/15	GET A LIFE (74) 5.7/11	MRD. WITH (26) CHILD. 10.7/20	AMW LADY (39) KILLER 9.3/17	SUNDAY COMICS (62) [6.6/12] 6.9/13	6.3/12
WEEKLY PRIME TIME AVERAGE			ABC 8.9/17	CBS 8.6/17	NBC 8.6/17	FOX 6.3/12	YELLOW - 1/2 HR WINNER		
SEASON PRIME TIME AVERAGE			ABC 11.5/20	CBS 11.5/20	NBC 11.8/20	FOX 6.2/11	*—PREMIERE		
NIGHTLY RATING / SHARE		(##)—RANKING	(##)—PROGRAM RATING / SHARE		HALF-HOUR RATING / SHARE		SOURCE: A.C. NIELSEN		

RADIO

PRIMARY 25-54 TARGET DEMOGRAPHIC WOBBLAS AS BABY BULGE AGES

'Commodity marketing' driven by outmoded television mentality; new study shows buying power of affluent baby boomers

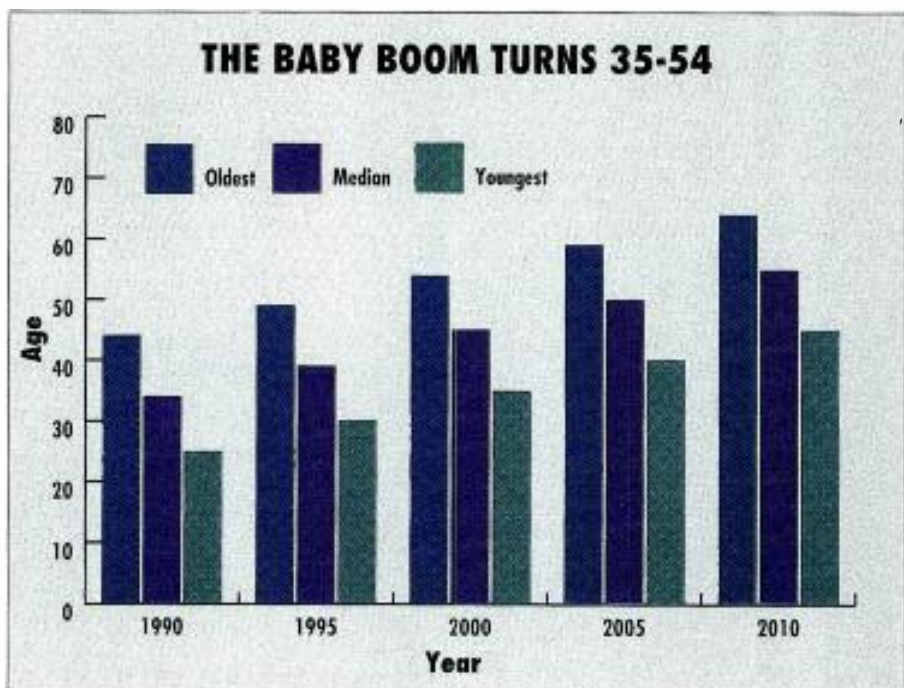
No question about it: radio's primary target is the broad demographic cell comprising persons 25-54. The 25-54 demo has been described as a family reunion, the baby boom bubble, the yuppie wave. Advertisers accustomed to buying television spots by cost per point live and die by this broad segment. Never mind the reach and frequency arguments inherent in radio. Pity the stations that appeal to the vast audience on both the low and high end of this cell. Woe is the station that doesn't have strong 25-54 numbers. In today's tight economic climate, 25-54 is where advertisers want to be.

Or is it?

The cost-per-point lure of the 25-54 audience is driven by a TV mentality that doesn't necessarily translate to radio, according to Warren Potash, president of the Radio Advertising Bureau in New York. "With little or no exception, every agency media department is guided by television, because that's where the profits are," he said. "Unfortunately, when it comes time to plug radio into a marketing plan, the agencies just argue. 'Well, if 25-54 worked in television, it can work in radio.' Well, it can, but not very well."

Potash argues that television is a commodity medium, and claims that the most marketable chunk of TV's commodity is the 25-54 segment. "In radio, 25-54 is a demographic, not a chunk," Potash said. "The intelligent, real world marketers today see the difference between commodity and target." Such advertisers as banks, automobile dealers and airlines might advertise to a broad audience on television, but radio affords them the opportunity to identify smaller segments and market a specific product or service.

"A bank has a number of products to sell, not just goodwill," Potash said. "Certificates of deposit should be marketed to the older end of 25-54, while auto loans are targeted to the younger



This year the youngest baby boomer is 27 years old, the oldest is 45, and the median age is 35. While this represents the younger edge of the 25-54 demographic, by the year 2000 the baby boom generation will be touching the outer limits of this segment.

According to the Interep Radio Store's "Indispensable and Powerful Adults 35-54" study, the influx of the baby boom bulge will cause the 35-54 age group to increase by 29%, jumping from 63 million to 81 million persons.

Source for chart data: 1991 MSA Profiles by Woods and Poole.

Source for median age: U.S. Census Bureau. Copyright, Interep Radio Store, 1991. Used by permission.

end. Trying to be all things to the 25-54 demo just isn't in the bank's best interest." Potash said that smart radio marketers and advertisers understand the difference in various products because the world is becoming more and more target-oriented and less and less commodity-oriented. "Nowhere does the 25-54 segment identify as a niche in a consumer group, and no product or service usage is the same across that entire demographic," said Potash.

Kirk Stirland, senior vice president, sales, at Unistar Radio Networks, said

that few advertisers buy the entire 25-54 demo, but instead fill in a 25-54 profile by buying "mini-targets" within that segment. "Advertisers know their goals better than radio does, and they have a good idea of what demos they need to buy—25-34, 25-49, 35-54—to meet those goals," he said.

Still, advertisers and agencies should remember that a 25-year-old's parents likely are lumped into the same 25-54 segment, and "their media consumption in most cases is vastly different," Stirland said. "If an advertiser says his tar-

get is 25-54, he'd better do some serious thinking as to what type of 25-54 he's looking for." In New York, one end of that demo might be listening to MOR-oriented WNEW(AM) while the other end is tuned to AOR-formatted WNEW(FM), he said. "With the center of the baby boom at 25-44 right now, an advertiser had better understand the difference between my dad and me."

This "baby boom bulge" is the focus of a new study being prepared for September 1991 release by the Interep Radio Store, which indicates that the lower end of the 25-54 demo segment serves as a bridge between young adults and persons 35-54 with a more defined lifestyle and greater discretionary income. "The 25-34 segment is defined by the younger half of the baby boomers," said Elaine Pappas, Interep senior vice president/research director. "The medium age of the baby boom this year is 35, and there's a tremendous amount of difference between a 25-34-, a 35-44- and a 45-54-year-old." Pappas predicted that, because of these differences, over the next few years most advertisers will narrow their focus to 35-54.

Pappas pointed out that agencies define high household income as \$75,000 or above, and very few 25-34-year-olds have \$75,000-plus income. "Many of them might have combined household incomes above \$50,000, and that may be why they got included in the 25-54 to begin with," she said. "There's nothing wrong with advertisers including them, except that the 35-54 are the people who really have the money to spend, and by the year 2000 they will represent 50% of the market share for a lot of different products."

The Interep study, titled "Indispensable and Powerful: Adults 35-54," profiles this growing audience segment and suggests that, as the baby boom ages, those that fall within its 20-year span

increasingly will drive the consumer marketplace—and greatly influence Madison Avenue. "The arrival of the baby boom generation most certainly has, and will continue to have, a profound effect on the 35-54 generation in the next decade," the study concludes. Adults 35-54 "have the largest percentage of consumer discretionary spendable income in the country, [which] amounts to \$138 billion."

"Commodity media is over...we're just waiting for the funeral director to show up....The world is changing, and as the world changes, mass media is going away."

**Warren Potash
Radio Advertising Bureau**

Demographic data also must take into account different lifestyles, Pappas continued. Over two-thirds of all 18-24-year-olds live at home because they can't afford to move out. They go to school, they work part time; there are a lot of reasons for them to be at home, Pappas said. The 25-34-year-olds are more likely to be first-year marrieds or singles renting apartments, either by themselves or with someone else. They have a different lifestyle entirely than the 35-44's—who are worried about quality time to spend with their children, they have the mortgage and car payment

and day care. Meanwhile, the 45-54's are really well-off, and they're planning for their retirement. "Lifestyle is what makes it all different, and compared with commercial television, cable and magazines, there's a lot of room for radio to grow—and benefit," she said.

Despite the cost-per-point arguments and the mini-targets within the 25-54 segment, however, many advertisers and agencies still focus on this demo "because it represents solid adulthood," according to Dennis McGuire, vice president/associate director, local broadcast, at N.W. Ayer, New York. "We're aware that the 25-30-year-old won't be listening to the same station as the 50-54-year-old, but in terms of marketing a broad-appeal product, advertisers want to make sure they check as much 'waste' as possible." For this reason, many clients feel that listeners under 25 are just kids, while those over 54 are just too old.

McGuire concurs with the findings of Interep's 35-54 study, acknowledging "a new school of thought that the primary demo should be shifted to 35-64, because of the growing age of the baby boomers and because older people have large discretionary incomes. Agencies and clients are looking at 35-64 as a very viable alternative to 25-54."

Cost per point remains a driving force in many radio buys, and McGuire admitted that radio's reach and frequency arguments have merit in some cases. But he is quick to point out that this can work to the detriment, as well as the benefit, of the younger stations because of commercial environment. "An airline that is trying to build on its reputation of great expertise and safety might not want to advertise on a station with screaming DJ's," he said. "So even though that station might have eight times the audience as a classical station, the classical station could get the buy because of the listening environment"—and twice the buying power.

Still, mass-appeal commodity marketing is disappearing—and will continue to disappear at a growing rate, RAB's Potash predicted. "Commodity media is over...we're just waiting for the funeral director to show up," he said. "The mass media is no longer available. The world is changing, and as the world changes, mass media is going away." Daily newspapers continue to go out of business, network TV is losing viewership and these changes will multiply geometrically, Potash said. "The changes that are coming will move faster, not slower. They were slower in the '80s, but they're becoming much faster in the '90s." —REB

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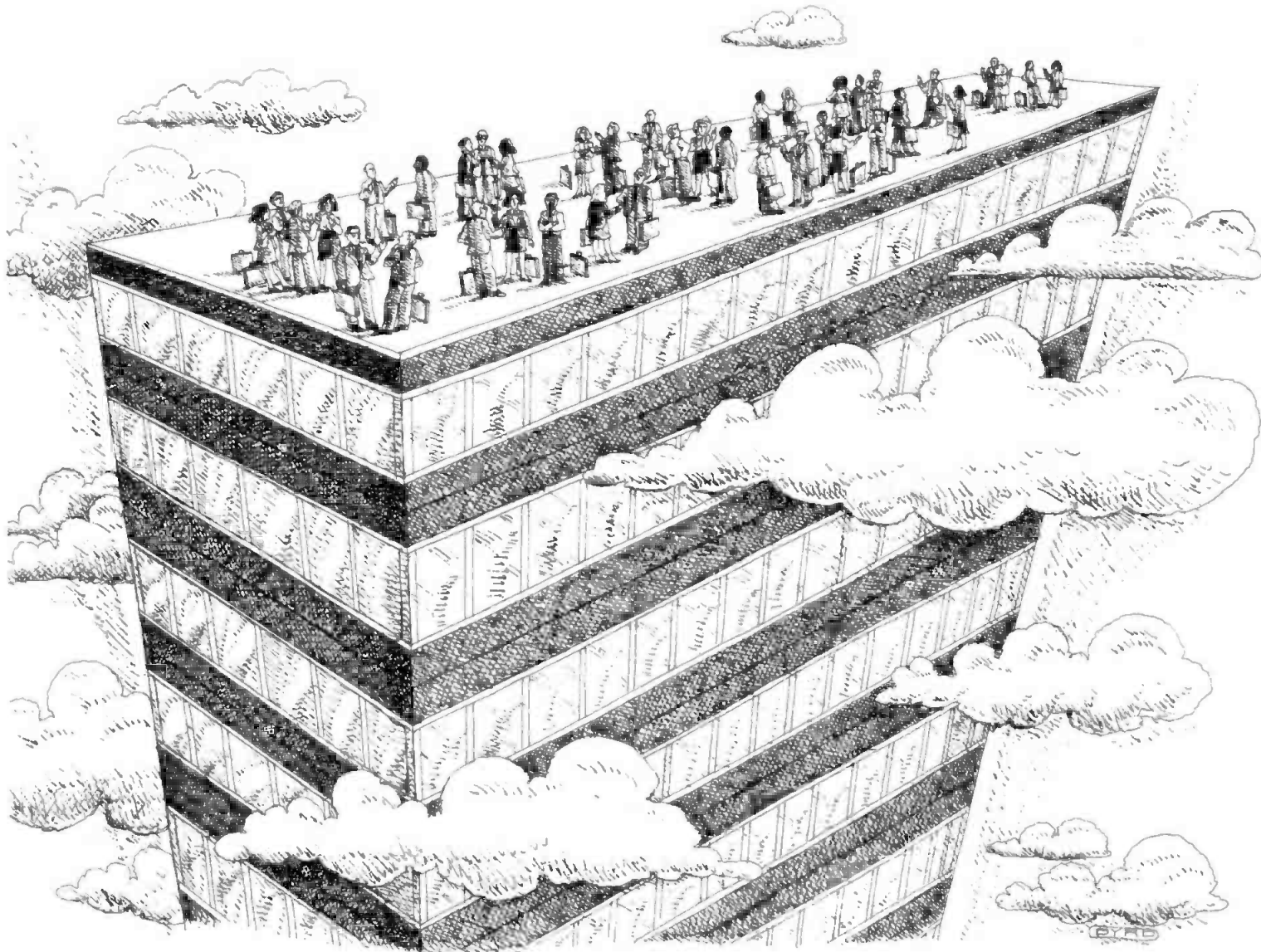
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CBS **RADIO**
REPRESENTATIVES

RADIO '91 TO OFFER NUTS-AND-BOLTS APPROACH TO SALES

Operators will discuss 'practical applications of techniques they have used successfully'

The National Association of Broadcaster's Radio 1991 Steering Committee will tailor the sales and marketing sessions with an emphasis on getting "back to basics," according to Bill Hogan, president, Unistar Radio Networks, and chair, marketing and sales subcommittee.

The idea, said Hogan, is to have radio operators discuss practical applications of techniques they have used successfully.

The planned sessions include:

- "Super Sales Promotions to Skyrocket Profits," a discussion of sales promotions that increase revenue without relying on ratings.

- "Bright Choices: Hiring and Managing Your Sales Staff," practical advice on building a successful sales staff. Session will give guidelines on spotting prospective sales candidates, motivating

and rewarding existing sales personnel and overachieving in difficult times.

- "Value-Added Selling," with experts in the field of value-added selling explaining how to overcome the cost-per-point mentality.

- "Revenue Without Ratings," marketing concepts and techniques that can maximize sales regardless of a station's ratings.

- "Maximize Your Sales with Sales Consultants," in which panelists will discuss ways consultants can help radio stations with sales and marketing problems in different size markets.

- "Cash In on Your Sports Connection" will emphasize the value of sports and explain how to sell sports programs' unique audiences.

- "Increase Your Vendor Dollars" will show how to attract advertising revenue away from print media.

- "Compensation Strategies" is a Ra-

dio Advertising Bureau session that will discuss the results of a just-completed study on compensation and reward in the radio industry. There will also be a discussion of the practical implications for structuring an effective system for sales staffs.

- "Targeting: The Winning Strategy for Stations and Advertisers" is another RAB session that will discuss radio's targetability and how it can work with niche marketing to benefit advertiser and station bottom lines.

- "Small-Market Sales Strategies," an RAB session that will feature small market general managers exchanging successful strategies and suggestions for increasing revenue in smaller towns.

- "Optimum Effective Scheduling in the Real World" will discuss two formulas for calculating the right frequency and timing to achieve a maximum effect from radio advertising. **-1C**

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 Credit Card # _____ Expires _____
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 Address _____
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RIDING GAIN

DIESEL MAKES TRAXX

Westwood One International and Diesel, a major international clothing manufacturer, have signed a one-year agreement for Diesel's sponsorship of the Italian version of Westwood's *American Dance Traxx*, which will begin airing in October. *Traxx* is a three-hour weekly countdown of the top U.S. dance hits plus artist interviews and other features. Diesel, which produces and distributes jeans and casual wear in 52 countries, is based in Molvena, Italy.

SUM NERVE

Atlanta-based consulting firm Burkhart/Douglas & Associates has announced a new twist in the programing consultation business: the company is paying Cap Cities/ABC to consult its owned-and-operated KLOS(FM) Los Angeles. B/D & A President Dwight Douglas says he has agreed to spot KLOS management some cash up front, and then pay an undisclosed sum for every 10th of a point the station increases in the ratings. KLOS earned a 4.5 in the spring 1991 Arbitron in persons 12-plus, Monday-Sunday 6:00 a.m. to midnight.

NEW PREZ FOR N.Y. RADIO ASSOCIATION

Scott Meier, vice president and general manager, WFAN(AM) New York, has been elected chairman, New York Market Radio Broadcasters Association (NYMRAD). Meier, most recently vice chairman, succeeds Peg Kelly, general manager of WNEW(AM), and his term becomes effective immediately. Gary Fisher, vice president and general manager, WHTZ(FM) New York, was elected vice chairman; WRKS-FM vice president and general manager Charles Warfield was elected secretary, and Chris Witting, vice president and general manager, WCBS(AM), was elected treasurer.

JACOR NUMBERS

Cincinnati-based Jacor Communications Inc. reported financial results for the second quarter and the first half of the year, ended June 30. Operating income

for the three months ended June 30 was \$2.621 million, an increase of 29% over the same period in 1990. Operating income of \$1.719 million for the six months ended June 30 was up 84% in comparison to the same period in 1990 (\$933,180). The 1990 second-quarter and year-to-date results included non-cash charges resulting from amortization of a non-compete agreement. The decrease in broadcast revenue and broadcast operating expenses for each period is a direct result of the sale of WMJI(FM) Cleveland, WYHY(FM) Lebanon, Tenn., and Eastman Radio.

SETTLEMENTS

The FCC granted Jerry J. Collins's applications for new AM's in Junction City and Troutdale, both Oregon, and Bjornstad Broadcasting Co.'s application for a new AM in Eugene, Ore., after approving settlement agreements between Collins, Bjornstad and J&K Broadcasters, which filed competing application for Eugene.

OVERTURNED

The FCC overturned a Review Board order, vacated an administrative law judge's order, and reinstated an applicant for a new FM in Huron, Ohio.

The ALJ originally granted the application of Luipold Broadcasting for the Huron FM over competing applications filed by Great Lakes Broadcasting Inc., Huron Communications Co., Thomas W. Roberts and NCB Enterprises Inc. But after Huron filed a petition to enlarge issues, the Review Board

found Luipold's assurances concerning transmitter site availability questionable and remanded the case back to the ALJ. The ALJ ruled against Luipold and dismissed its application.

After Luipold filed a petition for reconsideration of the Review Board decision, the commission overturned the Review Board's remand order, and said Huron's petition "was dilatory and failed to establish good cause for its failure to raise its argument in a timely fashion." The commission also found that an amendment Luipold filed concerning its transmitter site was done in good faith, and therefore vacated the ALJ's order dismissing Luipold's application.

RADIO RENEWALS CHALLENGED

The Pennsylvania NAACP has filed a petition to deny the license renewals of 12 Pennsylvania and one Delaware radio station for alleged violation of the FCC's equal employment opportunity rules. The stations are: WMYG(FM) Braddock, WESA-AM-FM Charleroi, WHJB(AM)-WSSZ(FM) Greentown, WHP-AM-FM Harrisburg, WJAS(AM)-WSHH(FM) Pittsburgh and WJPA(AM)-WYTK(FM) Washington, all Pennsylvania, and WGMD-FM Rehoboth Beach, Del. All but WHP-AM-FM and WGMD-FM are located in or near Pittsburgh, which the NAACP said was "surprising and unfortunate," since "Pittsburgh is one of but a handful of markets in which most broadcasters have historically operated well over workforce parity in minority employment."

FREE Health News Feed

from the Children's Health News Network, a free, weekly radio news service, concentrating on prenatal, pediatric and adolescent health and medical topics.

The radio newsfeed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.

For more information on this newsfeed, contact the

Children's Health News Network
at Children's National Medical Center,
(202) 939-4500.



INTERNATIONAL

WHO'S WHO: EUROPE'S TELEVISION LEADERS

Television in Europe today bears little resemblance to that of just a few yesterdays ago. From an almost entirely state-dominated, largely noncommercial and often less-than-exciting medium, Europe's small screen has emerged in the last decade or so as a growing complex of rapidly changing regulations, game plans and program offerings: freer from constraint, more privately controlled, more entrepreneurial and, in virtually every way, better. □ Many of those who have brought European television to that dynamic state are found on the pages that follow.

Fininvest's **Silvio Berlusconi** is first among first in his impact on European television. A billionaire with a vast European media empire, he broke ground on some of Italy's most innovative residential development projects before turning in the mid-1970's to building that nation's first alternative to the giant state-run RAI-TV. By the time he was finished, and despite a confounding maze of media law and anarchy, he had created from the ground up three networks that none could deny were RAI's worthy rivals. In the 1980's, he turned his sights on Europe at large, extending his interests into—and out of—French broadcasting, at La Cinq, and remains partnered with Germany's Kirch Group in broadcast channel Tele 5 there. More recently, in Spain, he has launched a new, and by all accounts rapidly rising, commercial network. As a program buyer, his extended shopping sprees did more than perhaps anything else to create the 1980's boom in Europe for Hol-

lywood exports. And as a program producer and co-producer, his company is in the region's top ranks. His reach extends in a big way as well to publishing, retail and advertising.

Hervé Bourges late last year inherited France's sinking public TV organizations, taking over the superpresidency of Antenne 2 and FR3 from a highly controversial predecessor. A 1.5-billion-French-franc government bailout will help, but the future of the two services in the face of France's expanding commercial TV competition is by no means assured. Bourges should know: he is former head of leading commercial channel TF1 and helped lead it to dominance prior to its privatization in 1987.

Francis Bouygues stands at the top of Television Francaise 1, after beating out European media giant Robert Maxwell in a battle for control earlier this year. Bouygues branched off from his giant construction empire to take the leading interest in TF1 when France's first TV channel was privatized in 1987. And so far, he and his deputies have held back competition from the rest of France's channels, including one run by Italy's Silvio Berlusconi and the one-time close second channel, Antenne 2.

Garcia Candau's agenda is clear: to maintain Spanish broadcaster RTVE's front-running status in the face of an explosion of new commercial competition. The first rivalry came from a series of new regional commercial channels, but more recently three new national ser-

vices have been launched to try to steal RTVE audience. Two of those are backed by European powerhouses Silvio Berlusconi of Italy and Canal Plus of France. But RTVE has its own two powerful national channels to bank on, along with a network of extensive production facilities.

Michael Checkland controls the rudder of Britain's steadiest ship—British Broadcasting Corp. The BBC counts as the only sure thing in a dramatically changing British TV scene—at least for now. But preparations have already begun for the Beeb's new charter in 1996. That new, potentially historic, charter could take the heavily public service-oriented broadcaster toward more profit-oriented aims. Director General Checkland, a 27-year veteran of the BBC, is well trained for that fiscal reality; he trained as an accountant.

When satellite television helped turn European broadcasting on its head in the 1980's, **Jean Dondelinger** was there to hold its feet in the air, pushing through European Community rules formalizing the new "Television Without Frontiers" doctrine. Dondelinger is about to do it again, preparing a new set of rules that will deregulate the long-monopolized satellite ground segment, freeing country-to-country links and losing new technologies like satellite newsgathering.

Britain's **Michael Green** may have a lot to handle, but he wants more. The Carlton Communications empire he has built since the mid-1960's includes U.S. lab



Silvio Berlusconi
Fininvest



Hervé Bourges
Antenne 2, FR3



Garcia Candau
RTVE



Michael Checkland
BBC



Jean Dondelinger
European Commission



Michael Green
Carlton



Pierre Meyrat
Astra



Rupert Murdoch
Sky TV



Nick Nicholas
Time Warner



Andre Rousselet
Canal Plus

giant Technicolor and such successful equipment makers as audio gear firm Solid State Logic and video systems groundbreakers Quantel and Abekas. Now Green is looking to extend his holdings in British broadcasting from a 20% stake in the Central Television franchise, with bids in for leading regionals Thames TV, Television South and TV-am.

Leo Kirch is low profile for someone who has created an enterprise as important as his Kirch Group (he hardly ever gives interviews and is rarely seen on the international media circuit). But his firm's prominence should not be underestimated. Kirch founded the company in 1956 and for years compiled an extraordinary program library, making him Germany's dominant program supplier today, with a library of 15,000 feature films and 509,000 hours of TV programs. His Kirch Group also has a powerful presence in program production and co-production, as well as broadcasting. Kirch owns a stake in Sat 1, and in Germany's new pay-TV channel Premiere, with Canal Plus and former rival firm Bertelsmann.

Enrico Manca sits atop one of the most unusual public broadcast enterprises in the world, Italy's RAI-TV, whose three national channels are carefully divided along political lines. Having recently re-established ratings dominance over Silvio Berlusconi's private networks, RAI remains a production and co-production powerhouse and now has fostered its own TV festival, the just-started Umbriafiction.

Pierre Meyrat is at the helm of the Astra satellite that has changed European television as much as any player on the European scene. Carrying popular trans-cultural services like MTV Europe, as well as the dominant English-language satellite programs of British Sky Broadcasting and a new group of German-language channels, Astra reaches into Europe's growing millions of satellite

and cable homes. Although a second satellite for the services has just been launched, a third is already in the works for later this decade and promises to deliver not just more channels, but high-definition television as well. Director General Meyrat comes well qualified to head this growing delivery company; he spent many years at Switzerland's largest cable network and later was director general of the Swiss-German Teleclub, Europe's first satellite-delivered pay-TV movie channel.

Rupert Murdoch is one of those whose part in European Television's transformation could not be overstated. First and foremost, he guided Sky TV in its early days in the last decade, when it played the all-important role of opening Europe's borders to a trans-country satellite television. Once Sky switched its aim to the UK, Murdoch turned it into a four-channel cable and satellite rival to Britain's dominant broadcasters and battled briefly with rival British Satellite Broadcasting before getting the best of a subsequent merger into British Sky Broadcasting (BSkyB). Now, in Britain's transformed media scene, Murdoch hopes an expanding satellite and cable universe will help BSkyB dominate UK alternative media for years to come.

Nick Nicholas, by virtue of his post as co-chief executive officer of the world's largest media company—Time Warner—finds even his tiniest steps into Europe make big footprints. Through arms like Warner Bros. International TV, the world's largest film and program library, and Home Box Office, the world's most successful pay channel, Nicholas has begun scoping out European pay TV, starting with Scandinavia. The company is also partnering with France's Canal Plus in the British broadcasting scene, with a stake in regional franchise Television South. Most recently, it has applied with a consortium of German companies led by Bertelsmann in a bid to operate an all-news TV channel in Germany.

Andre Rousselet's brainchild was Canal Plus, a French pay movie channel offering something extra when French broadcast TV was still in its pre-expansion days during the early 1980's. Canal Plus is now the second most successful pay channel in the world, after the U.S.'s Home Box Office, and its trend-setting success has irrevocably altered French TV and film (it is the biggest financer of films in that film-crazed country). Active elsewhere in Europe, Canal Plus has led major expansions into pay TV in Spain and Germany, and also has a presence in Belgium, Scandinavia and Britain.

George Russell, chairman of Britain's Independent Television Commission, is in the eye of Britain's TV storm. Heading the nation's commercial broadcasting regulatory body since January 1989, he is a media industry veteran with stints as chairman of Independent Television News and as deputy chairman of Channel Four Television. That front-line experience, and a reputation as one of the few who could shepherd Britain's commercial television through the times ahead, should serve him well. What is ahead for Russell is the auction of regional TV franchises between now and next October—while not a first for the nation, the first big step toward a new and highly competitive television market.

Yves Sabouret is vice chairman and chief executive officer of France's Hachette. Long a dominant player in French print and radio broadcasting, the media giant has now taken on television, with a 25% stake and the leadership role at the embattled French private channel, La Cinq. Following years of debilitating disputes between co-owners Silvio Berlusconi of Italy and French publisher Robert Hersant, Hachette is now firmly in control. As for the larger company, under the leadership of Sabouret, a longtime public official who entered media through radio in the mid-1970's, Hachette has seen four-fold revenue growth, international expansion and di-



George Russell
ITC



Yves Sabouret
Hachette



Albert Scharf
EBU



Gaston Thorn
CLT



Ted Turner
Turner Broadcasting

versification into film and broadcasting.

Albert Scharf, president of the European Broadcasting Union (as well as chief of Germany's Bavarian Broadcasting), has some very ambitious projects on his agenda; not the least among them is a Euronews service. His broader mandate is to protect and extend the interests of Europe's dominant broadcasters against and with the onslaughts of change.

Gaston Thorn may be the one-time prime minister of Luxembourg and a former high-ranking United Nations and European Community official, but he has found a company as large as a country in the Compagnie Luxembourgeoise

de Telediffusion. CLT, as it's more commonly known, began life as Europe's first private broadcaster in 1931 and today operates six television and nine radio channels in Luxembourg, France, Belgium, Germany, Great Britain and the Netherlands. Its television services include the top-ranked RTL Plus of Germany, along with that country's Tele 5, France's M6 and the Netherlands' RTL-4, among others. Production and distribution entities include France's renowned Hamster Productions and Pandora. The company also holds a stake in Astra satellite operator SES and options on two channels, should it plan to extend further its domain to include

satellite and/or French-language TV.

Ted Turner has turned European news upside down with his 24-hour live and global Cable News Network. Reaching into the region via satellite, cable and broadcast affiliations since the mid-1980's, CNN has redefined news coverage there, as in its home turf of the U.S., and spawned European imitators beginning, but likely not ending, with Rupert Murdoch's Sky News. And Turner, who for years has talked about entering European satellite entertainment programming, will, when he is ready, likely transform that arena as well.

-AAG

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CABLE



MTV ANNOUNCES ITS MOVE TO MULTIPLEXING

With '93 expansion, MTV says to systems: 'If you build it, we will come'

The MTV Networks formally announced last week that the company will begin programming three MTV channels starting in mid-1993, with testing to begin next year with at least four cable operators in five markets.

As MTV Networks Chairman Thomas Freston first told BROADCASTING ("Top of the Week," June 29), plans are to retain the core MTV channel essentially as is and add two new channels dedicated to as-yet-undecided musical genres. He also said that MTV Networks continue to explore the possibility of expanding their other services, VH-1 and Nickelodeon, into three channels as well. Said Ed Bennett, president of VH-1: "There are great opportunities for VH-1 to be in multiplexing in the future."

The MTV announcement marks a move ahead for multiplexing in the basic cable arena. Premium networks HBO and Showtime begin their multiplex test with Telecable this week (see chart, page 40). Others, such as USA Network, ESPN, Family Channel, C-SPAN and Discovery, have remained quieter and less formal about their plans than

has MTV but are considering making a move, as BROADCASTING reported earlier (May 27, 1991).

USA Network plans to test a new

*Networks such as
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a move.*

programming concept in several cable systems later this year. ESPN continues to toy with the possibility of creating a sports news channel and/or a niche

sports channel. Discovery talks of dividing itself into channels along the lines of its primary programming genres.

MTV will test genres beginning in the second or third quarter of 1992. Cablevision Systems will test the channels in Boston and Brookline, Mass.; Media General will test in Fairfax, Va.; and Cox Cable and Continental Cablevision will test triple-MTV but have not yet chosen systems. According to Marshall Cohen, MTV Networks' executive vice president, the three MTV channels may be available in only a portion of each of those systems. He added that MTV has received phone calls from other operators interested in testing the expanded service, and may take them up on their offers.

But even operators who have agreed to test the three services are not sure what to expect. Said Marc Lustgarten, vice chairman of Cablevision Systems: "I don't feel very strongly about it one way or the other. I don't understand it yet."

The license fee for one MTV versus three will stay virtually the same, although there may be a slight cost "for

those operators which have license agreements with our other services," said Cohen. MTV says it can expand to three channels with little incremental cost.

Nor will MTV have to spend money on additional transponders, even during the test. According to Freston, transponder compression will be available in 12 months, so MTV's simple transponder will accommodate all three channels.

According to Freston, advertising will be sold across all three channels and based on cumulative demographics, ratings and reach. The network will continue to target the 12-34-year-old audience, and its research says having three channels should increase ratings anywhere from 30% to 80%.

A variety of genres are likely to be tested on different cable systems to help MTV decide what musical formats to go with. "To speculate on what genres we'll end up using would be stupid," said Cohen, since "music changes very quickly."

Freston added that each of the two additional channels will likely be "a coalition of a couple of genres."

MTV is unsure how many cable sys-

CNBC ALSO THINKING THREE

CNBC has its own ideas for multiplexing, now that it reaches 43.8 million homes (thanks to its acquisition of FNN) and no longer has to struggle for carriage of just one channel. According to Tom Rogers, president, NBC Cable, CNBC could be divided into three channels (also the magic number for MTV and HBO).

One channel could be videotext, providing the stock ticker as well as additional business information, said Rogers. Another could continue to produce business news and a third could be offered on a subscription or pay-per-view basis, televising such events as stockholders meetings, he said.

But actually launching the three channels would be premature, said Rogers. "That kind of channel capacity, for non-movie channels, is three to five years out." He was vague, though, about whether CNBC would test such concepts anytime soon, despite the lack of widespread channel capacity now.

CNBC has had some discussions about its possible future plans with operators, largely because operators see business and financial news as a way to expand their penetration, according to Rogers. Operators are targeting commercial buildings in metropolitan areas for future growth because penetration in those areas is low, he said. And expanding CNBC's channels and the amount of business information it can deliver could help increase that penetration, said Rogers.

tems will be prepared by 1993 to pick up all three channels, since their ability to carry the services will depend on channel capacity and the progress of system rebuilds. Freston said he believes systems will be ready by 1995, at least, with an average of 80 to 120 channels

per system. Cohen said MTV announced the project now, timed with its 10th anniversary, to give operators an incentive to rebuild. By showing there is programming to fill new channels, MTV is saying to operators, according to Cohen, "if you build it, we will come." **-SDM**

HBO RELEASES MULTIPLEX SCHEDULE

SUNDAY, AUGUST 4

		PRIME TIME												
PREMIUM		Central-East						Central-East						
		C	5:00	5:30	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
		E	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30
HBO	1	(5:15) Lisa PG13 (Cheryl Ladd)				Die Hard 2 (CC) R (Bruce Willis)				Dream On (CC)		Spies Like Us (CC) PG (Dan Aykroyd)		
	2	We're No Angels (CC) PG13 (R. De Niro, Sean Penn)				Dirty Dancing (CC) PG13 (P. Swayze, J. Grey)				Die Hard 2 (CC) R (B. Willis, B. Bedelia)				
	3	Batman (CC) PG13 (Michael Keaton)				Police Academy 2 PG13				And Justice for All R (Al Pacino, J. Warden)		(10:35) Dream		
MAX	1	(4:00) Shrimp on the Barbie PG13 Return (Cheech Marin)		Stanley & Iris (CC) PG13 (Robert De Niro)				Silent Rage R (Chuck Norris)		(10:45) Back				
	2	(4:30) Empire of the Sun (CC) PG (John Malkovich)				Nat'l Lampoon's Christmas Vacation (CC) PG13				(8:45) Breaking In (CC) R (Burt Reynolds)		House of Usher R		
SHO	1	(4:35) Cry-Baby PG13		The Freshman (CC) PG (Matthew Broderick)		sex, lies, & videotape R (James Spader)				Shrimp on the Barbie				
	2	(4:35) Shrimp on / Barbie		Can't Buy Me Love (CC) PG13 (P. Dempsey)		(7:35) Cry-Baby PG13 (Johnny Depp)		The Freshman (CC) PG (Matthew Broderick)						
VC	1	Misery R (James Caan, L. Bacall)				Reversal of Fortune (CC) R (Ron Silver, Glenn Close)				Look Who's Talking Too (CC) PG13 (Kirstie Alley)				
	2	(4:00) Warlock (CC) R		Kandyland R (Sandahl Bergman)		Warlock (CC) R (Richard E. Grant)				Kandyland R				

TeleCable's premium channel multiplex test began last week (Thursday, Aug. 1). The above chart shows the Aug. 4 schedule. HBO has opted for an entirely new programming schedule for its three channels, so that at any given time, each channel will attract a different audience. Cinemax is starting out as a two-channel service, but is scheduled to become three in Novem-

ber. "We simply need to finish the physical plant necessary at our uplink," said a spokesman.

Showtime, which is multiplexing with two channels, is doing so by airing both its East and West Coast feeds, which requires no additional transponders. (HBO's/Cinemax's plan requires four additional transponders.)

CABLECASTINGS

BCCI CONNECTION

Allen Davis, project coordinator for Sterling Cable's overbuild of the ATC system in Savannah, Ga., said there has been no change in the company's plans, despite fraud charges brought against the Bank of Credit and Commerce International.

Ghaith Pharaon, a Saudi financier, is a former shareholder and client of BCCI and owns Interredec, parent company of Sterling Cable. Pharaon is one of nine individuals the U.S. district attorney is seeking to bar permanently from U.S. banking as part of the BCCI indictments.

Davis said Interredec was chartered in Delaware, has all U.S. board members and has positive cash flow. He said if Pharaon were forced to sell the company, it would continue its present operations uninterrupted.

Sterling hopes the city will act next month on its franchise application. Already the city has passed two ordinances to help Sterling. One deals with discriminatory pricing, the other, said Davis, will codify federal antitrust laws and make them cable specific. A source in Savannah speculated that it may be aimed at program access.

Savannah is not the first overbuild for an Interredec company. A company overbuild in Montgomery, Ala., is about 15% complete, said Davis. The company can build systems for \$500 per home, far cheaper than acquiring systems. Davis also said that coming in with a new system, new technology and good customer service gives it a leg up over incumbent operators.

ATC carries 25 basic channels for \$18.65, but is in the process of rebuilding the system and adding more channels. Sterling plans to build a 550 mhz system in densities of 30 homes per mile across the city. The 58-channel basic service will cost \$16.95, and there will be no charge for extra outlets.

The Savannah project will cost \$10 million, with local investors joining Interredec in the ownership of the company. Davis said the financing for the project is already in place.

NOT THEIR BUSINESS

ESPN is canceling its two-hour morning business block, *Nation's Business Today*, produced by the U.S. Chamber of Commerce, and will program sports in that segment beginning Sept. 30.

ESPN President Steve Bornstein praised the partnership with the chamber, but said, "we have decided to return to an all-sports format because our research has shown that ESPN viewers have come to expect sports news in the morning." ESPN runs a repeat of the previous night's *Sports Center* from 8:30 to 9 a.m. Sports news is one likely possibility for that block. NBT has appeared on ESPN since 1985.

AWARD TO ALTER

Robert Alter, president and chief executive officer of the Cabletelevision Advertising Bureau, won the Grand Tam award from the Cable Television Administration and Marketing



Discovery President Ruth Otte and Alter

Society. It is the first time CTAM's highest honor has been bestowed on the head of another cable trade association.

RAIDERS ON TAP

With the help of Prime Ticket, Prime Network regional sports cable affiliates received the July 27 pre-season NFL game between the San Francisco 49ers and the Los Angeles Raiders.

Prime Ticket worked out a deal with the Raiders to carry that game, a weekly Raiders highlights show, Raiders Playbook and two other exhibition games, versus the

Chicago Bears on Aug. 18 and the San Diego Chargers on Aug. 24.

Due to NFL home-city regulations, Prime Ticket carried the Raiders-49ers game a day later, on July 28, at 10:30 PST. Because of ABC's game between Detroit and Denver on July 27, those markets, along with Canton, Ohio, site of the Denver-Detroit game, were blacked out until Sunday. But Prime Network's other affiliates carried the game live. (The 49ers prevented any Bay Area systems from carrying the game, either live or tape-delayed.)

The move by Raiders owner Al Davis took the NFL by surprise, but top league officials were out of the country last week and were not expected to address the issue until their return this week. No word yet whether Prime Network is interested in picking up the other two Raider games.

MORE TWINS GAMES

Midwest SportsChannel is adding 11 more games of the Minnesota Twins to its package of basic and PPV games. In the inner market, MSC will complement its existing package of 30 basic and 34 home PPV games by adding 11 PPV games—eight new games and three games from the basic package. MSC is adding three new games to the basic package to replace the three that have become PPV. PPV games are priced at a \$5.95 minimum in the metro market.

In the outer markets, the 11 new games will be added to the existing basic package. That package runs between 64 and 90 games, depending on whether there is a Fox affiliate in a given market that is carrying 26 games.

Because the basic outer market package reaches 450,000 homes, and the inner market only 100,000, the addition of 11 games is more significant than the PPV portion, said Kevin Cattoor, general manager. Cattoor said MSC has the rights to carry 50 PPV games, but carried only 34 initially, because of hockey conflicts and to see how the Twins developed. Now that the team is in the race, and buy rates are 1% and growing, Cattoor decided to add more games.

PPV'S LATEST MATCHUP: PAVAROTTI AND DOMINGO

NBC and Cablevision sign 10-year deal with Metropolitan Opera

By bringing opera to pay per view, NBC and Cablevision Systems hope to attract an audience that has probably never heard of pay per view before.

As announced two weeks ago, and first reported by BROADCASTING ("Closed Circuit," May 20), NBC, Cablevision and New York's Metropolitan Opera have signed a 10-year agreement to provide three to four events a year for pay per view. The first, scheduled for Sept. 23 (which also brings in Polygram as a partner), is the *25th Anniversary Gala of the Met*, featuring acts from three separate operas ("Rigoletto," "Otello" and "Die Fledermaus"), and brings tenors Luciano Pavarotti and Placido Domingo together on an American stage for the first time. Panasonic is the sponsor.

While NBC and Cablevision expect to bring a new audience to PPV, they don't expect to bring a very large one, at least not initially. According to NBC Cable President Tom Rogers and Cablevision Vice Chairman Marc Lustgarten, they will be satisfied if the \$34.95 event brings in a 0.25% buy rate (that's 40,000 homes out of a possible 17.5 million). Ed Bleier, president of pay TV at Warner Bros. (which is distributing the event to Request Television) did not agree. "If it pulls in that low a buy rate, it's a disappointing commentary on our society."

No one is expecting to make a profit on the Sept. 23 event. Said Lustgarten: "We'll be happy and satisfied if we break even." NBC and Cablevision say they want the event to begin the momentum, and turn the entire 10-year contract, "over time, into a profit producer," said Lustgarten. The contract with the Met has been in effect for over a year, according to Susan Greene, NBC vice president, business development. "We were just waiting for the right event to come along," she said, noting that in the future, the Met may produce special programming for PPV.

While hoping to introduce more people to PPV that could in turn help NBC and Cablevision's planned 1992 three-channel PPV Olympics, there are no plans to cross promote, or to use the Met's mailing list of 1.5 million people for the Olympics Triplecast. NBC and Cablevision say they do have plans for other PPV events between now and the Olympics that will expand the PPV audi-



Pavarotti and Domingo headline the Met's Sept. 23 PPV gala opera.

ence further, but would not divulge specifics.

Promotion for the event begins this month, with NBC and Cablevision buying time on cable networks. NBC will not run any promotions on its network or its O&O's, according to Rogers. There will be some sort of promotional tie-in with NBC/Cablevision-owned Bravo, and possibly with A&E, of which NBC is part owner. The anniversary gala will be distributed internationally, but no details have yet been worked out, according to Jeff Rowland, vice president, Polygram Diversified Entertainment, which is handling the international market.

Nancy Anderson, director of PPV for Jones Intercable, said the company will not approach the marketing and promotion of this PPV event much differently than any other, although Jones may do some extra calling, depending on the demographic information NBC provides.

Anderson expects a less than 1% buy rate for the opera, but adds there is no history of PPV operas. "It's its own research," she said. The opera will appeal to an older demographic that may not have ever used PPV, which could widen the exposure of PPV. The price tag of \$35 compares favorably to seeing the event live, Anderson pointed out. And opera buffs who are not in major cities probably have fewer opportunities to attend operas than rock fans have to catch their favorite groups on tour.

As channel capacity expands with the introduction of fiber optics during the

10-year agreement with the Met, Cablevision's Lustgarten predicted those events will be seen on more than one channel. For example, "Why can't we have one channel with opera, and another with ongoing commentary," said Lustgarten. "The only reason we've been limited [to one channel] is because of technology. And that's changing."

PBS will continue its programming arrangement with the Met, which began in 1977.

More music on PPV

Another regular musical series is coming to pay per view, but it is likely to attract a rather different audience. Producers Robert Meyrowitz and Stephen P. Cherner have created a production company called Thursday Night Concerts, to offer regular pop music concerts every Thursday night at 8 p.m. ET. Each full-length concert will run for three consecutive Thursday nights, and a new concert will debut on the fourth Thursday.

The first show, which airs Oct. 24, is *Metal Madness 2*, featuring the heavy metal group Warrant, on tour with Trixter and Firehouse. The second concert is scheduled to be The Neville Brothers. The suggested retail price is \$19.95. "We expect a 0.5% buy rate [cumulative] for all three nights, but we'll break even with a 0.2% or 0.3% buy rate," said Thursday Night Concerts President Meyrowitz, who has produced PPV concerts by artists including New Kids on the Block, The Who and Teenage Mutant Ninja Turtles. —SDM

BUSINESS

ROSTENKOWSKI'S 'INTANGIBLES' TAX BILL

Legislation would group most assets into 14-year amortization schedule; exclusion of FCC license from eligibility would hurt major market TV and radio

A House bill that would clarify the tax treatment of "intangible" assets like station licenses and affiliation agreements received a mostly unfavorable reaction last week from owners, tax lawyers and industry association executives who believe the guidelines will have a mostly negative impact on the industry.

Observers noted that the bill, H.R. 3035, introduced by House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.), will be difficult to derail, however, because it has the chairman's support, is aimed at tax simplification, is said to be revenue neutral and has received a preliminary nod from the administration.

In a media business, tangible assets, such as equipment, make up a relatively small portion of the business's value compared with intangible assets such as franchise agreements or licenses. When the value of those intangible assets is written down subsequent to acquisition, the resulting "expense" helps reduce taxable income, thereby reducing a station owner's or cable system owner's tax bill.

Rostenkowski's legislation would group virtually all intangible assets together and make them amortizable over 14 years. Among those assets, according to language accompanying the bill, are "...the costs of acquiring customer lists, subscription lists, insurance expirations, patient or client files, credit information or lists of newspaper, magazine, radio or television advertisers." This much broader list of assets widens the number of amortizable categories to include some previously denied or challenged by the Internal Revenue Service. In addition, radio formats and employe contracts would presumably be among the categories given statutory certainty as to their tax qualification.

For many broadcasters the most important amortization eligibility granted by the legislation would be that accorded to network affiliation agreements. Existing law left uncertain whether affiliation agreements could qualify for amortiza-

tion, and an important case pitting Jefferson-Pilot Communications and the IRS on a past acquisition is still awaiting judgment in U.S. Tax Court. Under the bill, the current 25-year amortization of affiliation agreements would be reduced to 14 years, thereby enhancing their tax-reducing effect.

Two new intangibles that had not qualified for amortization—going-concern value and goodwill—would both be eligible under the Rostenkowski bill. However, neither item, according to those commenting last week, typically amounts to much of a deduction under current tax allocations for broadcasters or cable operators.

The leveling effect of H.R. 3035 is not all good news for broadcasters and cable operators. Many intangibles that were already eligible for amortization had shorter amortizable lives than 14 years. For instance, program contracts, which typically run for just several years and are often amortized on an accelerated basis, would now have to be amortized "straight line" over 14 years.

A more important problem with the legislation, according to Michael J. Hines, attorney for Dow, Lohnes & Albertson, is that it explicitly disqualifies a broadcaster's FCC license from amortization eligibility. Although the license

eligibility has been regularly contested by the IRS, some broadcasters were compromising with the service and were given judicial encouragement by a recent tax court decision involving cable franchises (BROADCASTING, Nov. 12, 1990).

The legislation would eliminate franchise eligibility by excluding from section 197 status government-bestowed franchises that are "indefinite in duration." Prior judicial decisions have almost always found broadcast licenses to be indefinite, or automatically renewable. Although the Rostenkowski bill does not specifically mention either FCC licenses or cable franchises, one factor to be used in determining eligibility compares the cost of acquiring the license with the cost of obtaining the license renewal. On that basis, it would appear that FCC licenses are not amortizable.

The same exclusion could hold true for cable franchises, although cable has historically had a better legal record asserting that its franchises are not infinitely renewable.

Rostenkowski's stated purpose for the legislation was to "...eliminate much of the controversy and reduce the need for

Continues on page 47

JUNE TV REVENUE: BAD, BUT BETTER

Television revenue in June compared unfavorably with a year ago, but the extent of its decline appeared to be less than in some recent months. Still, revenue totals seemed to fall between 5% and 7% for many station groups, with the greatest decline occurring in spot, rather than local, advertising. Gannett said television revenue was down 7%, "reflecting sharply lower national sales." Pulitzer broadcasting said June revenue fell 5.4%, and Multimedia results were off just slightly, even including results of WKYC-TV, which was acquired in December 1990. A much wider unofficial survey of TV stations found that June revenue was off 2.9%, with local up almost 1%, while spot was off 7%. Independents, according to the survey, showed a percentage revenue decline—less than half that shown by affiliates.

Two more station groups reported second-quarter results. Outlet Communications said net revenue for its two TV stations was off 16.6%. Viacom reported a 10% TV station revenue decline, to \$22.1 million, for the full quarter, causing the division's operating cash flow to fall 17%, to \$9.6 million.

PROGRAMING REVENUE SAVES THE DAY FOR SOME

Successes, especially in syndication, make up for poor performances in other segments by many entertainment companies

Televison programing revenue helped many entertainment companies—although not all—offset disappointments in other areas, according to recently released financial results. If any trend emerges from these num-

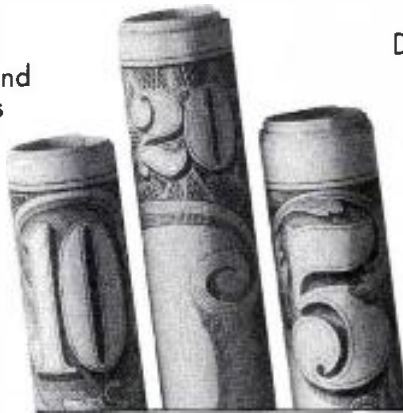
bers, it is that the syndication business—particularly in the international arena—may be a little better than the network programing business right now. On the network side, Orion has closed down its television operations in part because of

canceled network shows, and Paramount had a decline in television program operations. Meanwhile, companies such as King World, Time Warner, Viacom, Spelling Entertainment and Multimedia point to syndication as an area of growth.

King World reported record revenues of \$100.1 million for third-quarter 1991, compared to \$81.2 million for the same period in 1990. Income from operations

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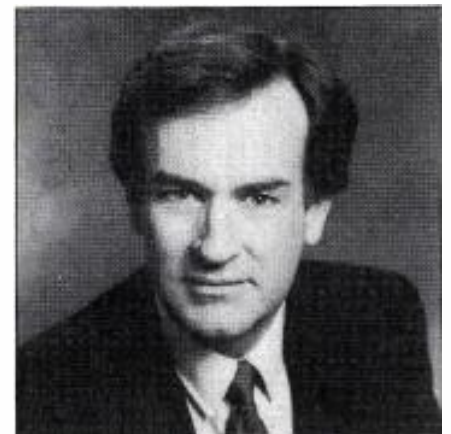
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King World's 'Inside Edition,' with host Bill O'Reilly, helped company to record third-quarter earnings.



'Andy Griffith Show' is, according to Viacom, 'as popular as ever.'

also rose in the third quarter from \$24.7 million to \$27.5 million. The 23% growth in revenue, according to King World, is a result of increases in cash license fees and advertising revenues from *Jeopardy* and *Inside Edition* because the syndicator produced more shows in the third quarter. License fees also increased for *The Oprah Winfrey Show* and *Instant Recall*.

Paramount Communications, which

Continues on page 47

CHANGING HANDS

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

WTVF(TV) Nashville □ Sold by H&C Communications Inc. to Landmark Television Inc. for \$46 million cash, including \$5 million, five-year noncompete covenant. **Seller** is headed by James Crowther and is licensee of KVOA-TV Tucson, Ariz.; WESH(TV) Daytona Beach, Fla.; KCCI-TV Des Moines, Iowa; KPRC-AM-TV Houston, and KSAT-TV San Antonio. **Buyer** is headed by Frank Batten and John O. Wynne and also owns WTAR(AM)-WLTY(FM) Norfolk, Va., and KLAS-TV Las Vegas. Landmark also owns The Weather Channel and publishes daily newspapers. WTVF is CBS affiliate on ch. 5 with 100 kw visual, 10 kw aural and antenna 1,394 feet above average terrain.

KRMX-FM San Diego □ Sold by Sandusky Radio of Southern California Inc. to San Diego Broadcasting Co. for \$10.1 million. Terms: \$5 million cash at closing, \$500,000 earnest money deposit and \$4.6 million note. Station was purchased in 1985 for approximately \$9.67 million. **Seller** is headed by Norman Rau and also owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), Ariz., and KLSY-FM Bellevue (Seattle-Tacoma), Wash., and is subsidiary of Sandusky Newspapers Inc., publisher of four mid-western newspapers. **Buyer** is headed by Tim Sullivan and is subsidiary of Anaheim Broadcasting Corp., which owns KHQT(FM) Los Altos and KCAL-FM Redlands, both California. KRMX-FM has adult contemporary format on 94.9 mhz with 21.8 kw and antenna 710 feet above average terrain. **Broker: Ray Stanfield & Associates.**

KVVA-AM-FM Phoenix-Apache Junction,

Ariz. □ Sold by Betacom Inc. to American Broadcasting Systems Inc. for \$6.9 million; seller will receive payment in form of buyer's stock. **Seller** is headed by F. Patrick Nugent, Deward J. Knight, Scott Burton and Robert Feinman and has no other broadcast interests. **Buyer** is headed by Ronald L. Shaffer and owns Steamboat Springs Broadcasting Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KVVA is fulltimer with Spanish format on 860 khz with 1 kw. KVVA-FM has Spanish format on 107.1 mhz with 2.5 kw and antenna 405 feet above average terrain.

KUPI-AM-FM Ammon-Idaho Falls, Idaho □ Sold by KUPI Broadcasting Inc. to Ray E. Groth Oil Co. Inc. for \$1.3 million cash. **Seller** is headed by George C. Hatch, and has interests in KALL(AM)-KLCY-FM and KUTV(TV), both Salt Lake City; KVEL(AM)-KUIN(FM) Vernal, Utah, and CP for KUSG(TV) St. George, Utah. **Buyer** is headed by Ray E. Groth and sons Michael, Terry, Ray and Richard, and has no other broadcast interests. KUPI has oldies format on 980 khz with 5 kw day and 1 kw night. KUPI-FM has country format on 99.1 mhz with 100 kw and antenna 1,513 feet above average terrain.

WGGA-AM-FM Gainesville-Cleveland, Ga. □ Sold by Gainesville Bank & Trust Co. to Allied Media of Georgia Inc. for \$1.15 million in interest-bearing note. Station was recently purchased out of receivership ("For the Record," May 27). **Seller** is headed by Richard A. Hunt Jr. Bennie Hewett, stockholder and director of Gainesville Bank and Trust, owns WHOD-AM-FM Jackson, Ala., and WHFE(AM) Lakeland and WLBA(AM) Gainesville, both Georgia, and 75% of WNGA(AM) Nashville, Ga. **Buyer** is headed by Jeffrey J. Brown, and is subsidiary of Allied Media Inc., which owns WIGO(AM) Atlanta and WEBB(AM) Baltimore. WGGA is fulltimer with adult contemporary format on 1240 khz with 1 kw. WGGA-FM has top-40 format on 101.9 mhz with 6 kw and antenna 410 feet above average terrain.

KLDZ(FM) Lincoln, Neb. □ Sold by Kempff Communications Co. to Radio Lincoln Inc. for \$1.1 million. **Seller** is headed by Ron Kempff and also owns WKKI(FM) Celina, Ohio. **Buyer** is headed by Sue Ellen Bereman and sold WPAD(AM)-WDDJ(FM) Paducah, Ky., last year ("Changing Hands," Dec. 24, 1990). KLDZ has oldies format on 95.1 mhz with 50 kw and antenna 287 feet above average terrain. **Broker: Media Services Group Inc.**

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$974,385 □ 10

FM's □ \$11,220,000 □ 3

AM-FM's □ \$10,142,000 □ 6

TV's □ \$46,000,000 □ 1

Total □ \$68,336,385 □ 20

Year to Date:

AM's □ \$55,013,920 □ 162

FM's □ \$129,717,755 □ 155

AM-FM's □ \$154,672,587 □ 115

TV's □ \$724,549,000 □ 51

Total □ \$1,063,953,262 □ 483

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

A minority stock interest in WSUV-FM, Ft. Myers Villas, Florida from Sunshine Broadcasting, Inc., Jerry Bellairs, Principal to Miracle Broadcasting, Inc., Ronald Gold, Principal.

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FOCUS ON FINANCE

Media stocks were mixed in week when broader market averages gained between 1% and 2%. Great American Communications (GACC) gained 1/4, to \$2, in week in which it agreed to purchase \$16.2 million of its 20.5% senior notes. GACC said notes would be exchanged for \$11.3 million principal amount of affiliated company's 9.5% notes and 3.2 million shares of GACC common stock. American Film Technologies fell 1/4, to 3/4, following week in which it estimated increased fourth-quarter loss for year, which ended June 30.

Company reportedly cited costs related to completing animation contract with Marvel Productions. Short interest reports for period ending July 15 showed 23% drop for Home Shopping Network, and 18% increase in short interest for Orion Pictures. Short interest also increased for Telemundo Group, to roughly 17 times average daily trading volume. Jacor Communications said last week it has been exempted for time being from NASDAQ's minimum capital and surplus requirements and will continue to be listed on quote system.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Jul 31	Closing Wed Jul 24		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BRC Comm.	53	7/8	53	3/4	1/8	00.23	-6	1,502	
N (CCB) Cap. Cities/ABC	455	470	1/4	-15	1/4	-03.30	18	7,636	
N (CBS) CBS Inc.	165	163		2		01.20	73	2,183	
A (CCU) Clear Channel	13	7/8	14	3/8	-	1/2	-03.50	1387	80
O (ICOR) Jacor Commun.	2	11/16	2	1/2	-	3/16	-07.50	-2	24
O (OSBN) Osborn Commun.	7	7				00.00	-9	48	
O (OCOMA) Outlet Comm.	5	3/4	6		-	1/4	-04.20	-8	37
N (PL) Pinelands	13	1/2	13	5/8	-	1/8	-01.00	-31	230
A (PR) Price Commun.		1/4	1/4			00.00		2	
O (SCRIP) Scripps Howard	43	42	1/2	1/2		01.10	19	444	
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	19	444	
O (TLMD) Telemundo	3	1/2	3	3/4	-	1/4	-06.70	-1	79
O (UTVI) United Television	28	3/4	30		-	1/4	-04.20	3	312

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30	1/4	30	3/8	-	1/8	-00.50	23	566
A (AK) Ackerly Comm.	2	3/4	2	3/4			00.00	-2	42
N (AFL) American Family	24	3/8	21		3	3/8	16.00	15	1,988
O (ACOMA) Assoc. Comm.	15	1/4	14		1	1/4	08.90	138	569
N (CCN) Chris-Craft	27	1/8	27	5/8	-	1/2	-01.80	10	692
O (DUCC) Durham Corp.	32	1/2	32		1/2		01.56	16	274
N (GCI) Gannett Co.	44	1/4	43	1/2	3/4		01.70	20	6,334
N (GE) General Electric	73	1/4	72	1/4	1		01.38	14	63,771
O (GACC) Great American	2	1/16	1	3/4	7/8		50.00		104
A (HTG) Heritage Media	3	3/8	3	1/2	-	1/8	-03.60	-4	153
N (JP) Jefferson-Pilot	43	7/8	45	3/8	-	1/2	-03.40	9	1,514
N (LEE) Lee Enterprises	26	26	3/8	-	3/8		01.50	13	599
N (LC) Liberty	40	1/4	30	3/8	9	7/8	32.51	13	316
O (LINB) LIN	67	3/4	63		4	3/4	07.50	-35	3,481
N (MHP) McGraw-Hill	56	57		-	1		-01.80	16	2,745
A (MEGA) Media General	22	22	5/8	-	5/8		02.80	22	569
N (MDP) Meredith Corp.	26	1/4	26	1/2	-	1/4	-01.00	14	441
O (MMEDC) Multimedia	28	3/4	29	1/2	-	3/4	02.60	20	995
A (NYTA) New York Times	22	1/4	22	7/8	-	3/8	-02.80	31	1,719
N (NWS) News Corp. Ltd.	12	1/2	12	7/8	-	3/8	-03.00	7	3,355
O (PARC) Park Commun.	14	3/4	15	1/2	-	3/4	-04.90	17	305
O (PLTZ) Pulitzer Pub.	25	23	3/4	1	1/4		05.26	24	261
O (SAGB) Sage Bsg.	1	3/4	1	3/4			00.00	-1	6
O (STAUF) Stauffer Comm.	117	117				00.00	39	117	
N (TMC) Times Mirror	30	1/2	30	5/8	-	1/8	-00.41	25	3,919
N (TRB) Tribune Co.	44	7/8	45	7/8	-	1	-02.18	31	2,879
A (TBSA) Turner Bestg. 'A'	14	13	7/8	1/4		01.81	-33	2,123	

	Closing Wed Jul 31	Closing Wed Jul 24		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	223	223	1/2	-	1/2	-01.65	17	2,648	
N (WX) Westinghouse	26	1/8	25	7/8		1/4	00.96	48	8,192

PROGRAMING

O (IATV) ACTV Inc.	2	3/8	2	1/8		1/4	11.76		2
O (AACI) All American TV	3/4	1	1/8	-	3/8		-33.33		1
N (CRC) Carolco Pictures	7	3/4	7	3/4			00.00	25	223
O (DCPI) dick clark prod.	5	3/4	5			3/4	15.00	19	47
N (DIS) Disney	120	3/4	121	3/8	-	5/8	-00.52	21	15,708
A (FE) Fries Entertain.		3/8	7/16	-	1/16		-14.28		1
A (QHHE) Heritage Ent.	11/16	11/16					00.00		1
N (HSN) Home Shop. Net.	5	7/8	5		7/8		17.50	-73	511
O (IBTV) IBS		1/2	1/2				00.00	6	1
N (KWP) King World	27	3/8	28	5/8	-	1/4	-04.37	11	1,036
O (KREN) Kings Road Ent.	1/4	5/16	-	1/16			-20.00	-1	1
N (MC) Matsushita	125	123	1/8	1	7/8		01.52	15	260,029
A (NNH) Nelson Holdings	3/4	7/8	-	1/8			-14.28		3
O (NNET) Nostalgia Net.	3/8	7/16	-	1/16			-14.28		2
N (OPC) Orion Pictures	3	1/4	3	5/8	-	3/8	-10.35	-1	73
N (PCI) Paramount Comm.	38	3/4	39	7/8	-		-02.30	30	4,559
N (PLA) Playboy Ent.	5	7/8	5	5/8		1/4	04.44	65	108
O (QNTXQ) Qintex Ent.	1/8	1/8					00.00	65	108
O (QVCN) QVC Network	13	3/8	13	5/8	-	1/4	-01.84	-22	235
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85
O (RPCA) Republic Pic. 'A'	8	1/4	8	1/2	-	1/4	-02.95	-41	35
A (SP) Spelling Ent.	4	3/4	4	7/8	-	1/8	-02.56	33	156
O (JUKE) Video Jukebox	4	3/4	5		-	1/4	-00.50	-31	50
O (WONE) Westwood One	2	2	1/8	-	1/8		-05.89	-1	29

CABLE

A (ATN) Acton Corp.	4	1/8	4	1/8			00.00		6	
O (ATCMA) ATC	40	3/4	39	3/4	1		02.51	34	4,444	
A (CVC) Cablevision Sys. 'A'	23	1/2	22	5/8		7/8	03.86	-2	527	
A (CTY) Century Comm.	7	3/4	8	1/4	-	1/2	-06.07	-8	572	
O (CMCSA) Comcast	14	1/8	14	1/4	-	1/8	-00.88	-9	1,633	
A (FAL) Falcon Cable	8	3/8	8	3/8			08.06	-4	53	
O (JOIN) Jones Intercable	8	3/8	8			3/8	04.68	-2	100	
N (KRI) Knight-Ridder	49	5/8	51	7/8	-	2	1/4	04.34	17	2,454
T (RCLA) Rogers 'A'	12	12					00.00	-9	389	
O (TCAT) TCA Cable TV	16	15	1/8	7/8			05.78	59	391	
O (TCOMA) TCI	14	3/4	13	1/2	1	1/4	09.25	-21	5,199	
N (TWX) Time Warner	84	3/4	85	3/8	-	5/8	-00.74	-6	4,873	
O (UAECA) United Art. 'A'	14	3/4	13	1/2	1	1/8	09.25	-12	2,070	
A (VIA) Viacom	29	1/8	29			1/8	00.43	-41	3,414	

TAX BILL

Continues from page 43

costly appraisals" by providing for more uniform amortization. But initial reaction to the bill suggested that controversy, at least, would continue, with broadcasters trying to shift allocations away from the non-amortizable FCC licenses and toward goodwill, network affiliation contracts and other Section 197 assets.

Media companies are not being treated equally, said Hines. Newspaper companies, for example, may fare better because the legislation appears to end disputes over whether their subscriber and advertiser lists are amortizable. That fact may encourage some publisher-group-owner companies to support the bill, despite the fact that most station acquisitions could be negatively affected.

Independent TV stations will lose their FCC license amortization and have their program contracts extended. Major market stations for whom the FCC license accounted for a substantial amount of purchase price allocation would also be hurt. Because network affiliation agreements would now be given amortization, affiliates would have some of their losses under the bill offset.

Cable operators, for whom tangible assets make up a higher proportion of the purchase price, would be less affected by the Rostenkowski bill. **-GF**

PROGRAMING REVENUE

Continues from page 44

reported a second-quarter loss for fiscal 1991 of \$55 million compared to earnings of \$21.2 million in the second quarter of 1990, took a \$35.4 million after-tax charge to earnings that was related to write-downs for both motion picture and television commitments. Paramount reported an operating decline in television program operations.

On the plus side, Paramount's entertainment division results were up, partly due to better numbers at the Paramount-MCA jointly owned USA Network.

Time Warner's operating division had second-quarter earnings of \$551 million on revenues of \$2.85 billion, compared to second-quarter 1990 earnings of \$536 million on revenues of \$2.6 billion. Worldwide syndication, the company said, contributed to the gain.

The Walt Disney Co. reported third-quarter revenues of \$1.5 billion, a 2% decline from the comparable prior-year period. Net income fell 31% to \$165 million compared to \$238 million. Television revenues for the quarter, the company said, included increased activity in pay television, first-run syndication and domestic and international animated syndication.

Viacom's Entertainment division posted second-quarter revenues of \$57.4

million compared to \$54.9 million second quarter 1990. Earnings for second quarter 1991 were \$17.6 million compared to \$16.4 million in 1990.

Viacom's Entertainment division said its "The Andy Griffith Show is as popular as ever, as evidenced by the run on newly developed merchandise from the show." "Aunt Bee's Mayberry Cookbook" is in its fourth printing; *The Andy Griffith Show* trading cards are on their third printing and the first printing of the 1992 Andy Griffith Show Calendar has sold out, the company reported.

Multimedia Inc.'s entertainment revenue for second-quarter 1991 gained 17.7% from \$21.6 million in second-quarter 1990 to \$25.5 million, although the division was hurt by expenses from the cancellation of *Big Break*.

Spelling Entertainment revenue for third-quarter 1991 was \$38.7 million compared to \$37.4 million for the same period of 1990. Operating income was about flat at \$5.3 million. In reviewing the current programming season, Aaron Spelling, chairman, said he was excited about Fox increasing its order for *Beverly Hills 90210* from 22 episodes to 30.

Spelling's distribution arm, Worldvision, according to Jules Haimovitz, Spelling's president and chief operating officer, successfully launched Worldvision 1, the company's new group of exclusively theatrical titles. **-JF**

	Closing Wed Jul 31	Closing Wed Jul 24	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	87	3/4	89	5/8	- 1	7/8	-02.10	15	19,271
N (ARV) Arvin Industries	23	5/8	24	1/4	-	5/8	-02.57	18	444
O (CCBL) C-Cor Electronics	6	1/8	6	1/4	-	1/8-00.98	612	27	
O (CTEX) C-Tec Corp.	15	1/8	15	3/8	-	1/4	-01.63	-19	249
N (CHY) Chyron		1/8		1/8			00.00		1
A (COH) Cohu	12	1/8	9	7/8	2	1/4	22.78	9	23
N (EK) Eastman Kodak	41		40		1		02.50	19	13,305
N (HRS) Harris Corp.	26		26				00.00	37	1,011
N (IV) Mark IV Indus.	13	1/8	13	1/8			00.00	7	187
O (MATT) Matthews Equip.	3	9/16	3	11/16	-	1/8	-03.38	178	21
O (MCDY) Microdyne	8	1/2	8	3/4	-	1/4	-02.86	-11	35
N (MOT) Motorola	65	1/8	63	1/2	1	5/8	02.55	17	8,581
A (PPI) Pico Products	1	1/8	1			1/8	12.50	-1	4
N (SFA) Sci-Atlanta	14	5/8	14	3/4		1/8	00.85	14	330
N (SNE) Sony Corp.	45	1/2	45			1/2	01.11	22	15,405
N (TEK) Tektronix	30		28	3/4	1	1/4	04.34	-27	875
N (VAR) Varian Assoc.	40	5/8	39	5/8	1		02.52	92	769
O (WGNR) Wegener	1	1/8	1	5/32	-	1/32	-02.71	-3	8
N (ZE) Zenith	6	5/8	6	5/8	-		00.00	-2	193

	Closing Wed Jul 31	Closing Wed Jul 24	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O (AFTI) Am. Film Tech.	3	3/4	3	3/4			00.00	-2	8
O (BSIM) Burnup & Sims	7	1/4	8	3/8	- 1	1/8	-13.43	-21	91
A (CLR) Color Systems	3	1/4	3	1/4			00.00	-4	37
N (CQ) Comsat	32	7/8	31	1/4	1	5/8	05.20	-36	620
N (CDA) Control Data	9	3/8	9	3/4	-	3/8	-03.85	78	400
N (DNB) Dun & Bradstreet	45	3/8	45			3/8	00.83	16	8,106
N (FCB) Foote Cone & B.	25	3/4	24	7/8	-	7/8	-03.51	12	282
O (GREY) Grey Adv.	135		148		-13		-08.79	12	152
O (IDBX) IDB Commun.	7	1/2	9		- 1	1/2	-16.67	68	47
N (IPG) Interpublic Group	45	7/8	44	1/2	1	3/8	03.08	19	1,697
N (OMC) Omnicom	30	1/4	29	7/8		3/8	01.25	15	848
O (RTRSY) Reuters	39	3/4	39	5/8		1/8	00.31	13	17,242
N (SAA) Saatchi & Saatchi	15/16		15/16				00.00	-1	1,455
O (TLMT) Telemation	1/4		1/4				00.00		1
O (TMCI) TM Century	7/32		7/32				00.00	-10	4
A (UNV) Unitel Video	8	1/8	8	1/8			00.00	10	12
O (WPPGY) WPP Group	3	3/4	3	3/4			00.00	1	162

Standard & Poor's Industrials 462.47 451.11 +11.36 +2.5%

SATELLITE

ANSELMO, LANDMAN TEAM UP TO TACKLE INTELSAT

Their new Alpha Lyracom signs deal for three Hughes birds to provide global satellite communications network

Greenwich, Conn.-based Alpha Lyracom Space Communications is one step closer to launching its ORBX satellite system, which it calls a free enterprise alternative to Intelsat's global communications monopoly. That's according to Alpha Lyracom Chairman Rene Anselmo.

Last Wednesday (July 31), Alpha Lyracom announced it has signed a \$300 million "memorandum of understanding" with Hughes Communications Inc. for three HS 601 satellites that will cover the Atlantic (39.5 degrees), Pacific (168 degrees) and Indian Ocean (72 degrees) regions. The three birds "will have a footprint over every country in the world," Anselmo said.

The total cost of the ORBX system is expected to be between \$500 million and \$650 million. Alpha Lyracom has no partners, although Hughes has a one-year option following the signing of a definitive agreement, expected Aug. 13, to become a 5% equity partner, said Fred Landman, Alpha Lyracom president.

Anselmo, who said his "wife co-signed a \$5 million deposit this morning," needs another \$60 million to secure ORBX 1. He is looking to line up investors who can bring know-how to the venture. Current Alpha Lyracom cash flow indicates \$60 million will be available over the next three years, but that is not enough for launch fees or insurance, Anselmo said.

He added: "I'm betting the company on the fact that we will be able to get help in financing this.... There's \$650 million sitting out there somewhere for me. It will come."

Construction will begin in about one year, and the satellites are expected to launch in the first quarter of 1994. Each has a life expectancy of 12-13 years. Alpha Lyracom already has space reserved on China's Great Wall Corp., although Landman said the satellites will fit on several launch vehicles. He is exploring possible launch deals with other companies, he said.

Hughes Communications President

and Chief Executive Officer Stephen Petrucci said the Alpha Lyracom agreement will bring to 25 the total number of its HS 601's on order. The first HS 601, bought by Aussat, is set to launch early next year.

Each satellite will have 24 C-band (36 MHz/20 watts) and 24 Ku-band (36 MHz/50 watts) transponders, and will be capable of on-command cross strapping

*"Any broadcaster
can use our system.
They won't have to
go to the
government and
ask for permission.
Just call us up and
say you want to
send a signal."*

Rene Anselmo
Alpha Lyracom chairman

(uplinking in one band, while downlinking on the other). Cross strapping, said Anselmo, is "important, even critical, for electronic news gathering."

And news is where Anselmo believes a free-enterprise global satellite system will be of immediate use. "There will be an explosion in news gathering and coverage using small flyaway antennas and transportables," Anselmo said.

For broadcasters, cablecasters and programmers, the deal should result in less expensive, more flexible and quicker transmission of programming and news feeds, Landman said, adding the ORBX system will be "hassle free" as far as users are concerned.

Said Anselmo: "Any broadcaster can

use our system. They won't have to go to the government and ask for permission. Just call us up and say you want to send a signal."

Receiving dishes for Ku-band signals will be less than four feet in diameter, while C-band dishes will be less than eight feet. "We didn't design it for the needs of a telephone cartel or to protect the telephone monopolies from competition," Anselmo said. "We envision aggregating all the world's major programmers on one satellite system that everyone in the world can [receive] with small rooftop antennas."

Although news services may profit the most from ORBX, program syndicators should also benefit, said Lourdes Sarlegui, Alpha Lyracom vice president. Because ORBX should be "considerably less expensive" than Intelsat, a programmer, especially of specialty shows and some sporting events, may find that more people can afford to buy the program if transmission costs are sufficiently reduced, she said.

If all goes according to plans, Intelsat will soon have competition in the sky. That alone is likely to make Anselmo a happy man, for he does not seem to have a kind word for Intelsat, the not-for-profit, international cooperative of 118 countries that owns and operates the only global communications system. Intelsat currently has 14 satellites carrying transoceanic telephone, video and data services. "There are the monopoly of the [state-owned telephone] monopolies," which has led to "exorbitant prices, poor quality, red tape and lots of corruption," he said.

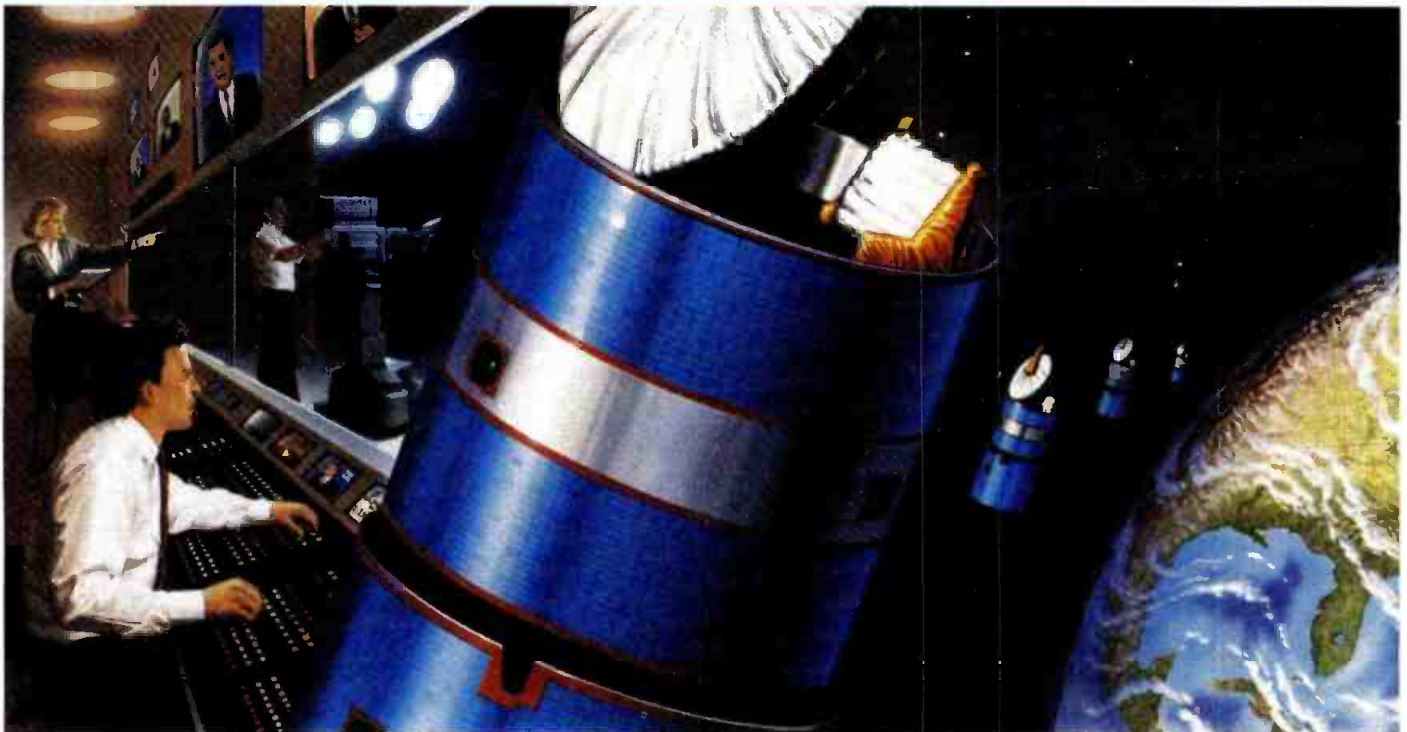
By law, Intelsat is the exclusive global carrier of U.S. public switched networks. Anselmo said he believes those restrictions will eventually be lifted.

Landman said Alpha Lyracom's business plan is in no way dependent on PSN restrictions being lifted.

"The future of satellites does not lie in providing international telephony," Anselmo said, but rather the future belongs to television, radio and data transmission.

-PJS

HUGHES PERFORMANCE



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WASHINGTON

FCC USER FEE FUNDING REVIVED IN HOUSE

Energy and Commerce plan would raise \$65 million from licensees

The House Energy and Commerce Committee breathed new life into the Bush administration's proposal to fund the FCC through user fees assessed on the commission's licensees. The House FCC authorization bill authorizes \$133.5 million in FCC funding for 1992 with \$65 million of that total to be collected through user fees. (TV and radio broadcasters' fee payments would total about \$4 million. Cable operators' share would be about \$9.35 million.)

In mid-July, the administration fee proposal seemed doomed, at least for fiscal year 1992, with its rejection by the Senate Appropriations Committee and with time running out in the House (BROADCASTING, July 22). But pro- and anti-fee congressmen in the Energy and Commerce Committee agreed last Tuesday (July 30) to a revised version of the fee schedule.

"I think all of us were surprised that the bill moved as quickly as it did," said NAB President Eddie Fritts. "The period of time from when it was first presented to when it was passed was probably a record for the House."

Assuming passage of the FCC authorization bill by the full House, the user fee issue will be taken up in joint conference this fall. Communications lobbyists are now focusing on the Senate to solidify opposition to the fees. They are paying special attention to the Finance Committee, which oversees tax bills. Fee opponents hope to rekindle a jurisdictional debate over the legal definitions of "fee" and "tax," an argument that appears to have been settled in the House.

The fee issue has not been closely considered by most senators, Hill staffers say. Senator Ernest Hollings (D-

S.C.), chairman of the Commerce, Science and Transportation Committee and of the subcommittee overseeing FCC appropriations, has stated his opposition to the fees, but other senators have not given opinions.

The fee schedule approved last week softened the burden broadcasters and cable operators would have been subject to under a fee schedule approved five days earlier by the House Telecommunications Subcommittee (BROADCASTING, July 29). Objections by several subcommittee members, led by ranking minority member Matthew Rinaldo (R-N.J.) led to a revised schedule with reduced fees for most AM and FM stations and a per-franchise payment formula for cable operators rather than a per-subscriber formula (see chart, this page).

Broadcast and cable lobbyists last week maintained their opposition to the user-fee plan. "We deeply appreciate Representative Rinaldo's efforts to make this a less burdensome bill, especially for small radio broadcasters," Fritts said. "Our fundamental concerns about the bill remain unchanged, however. It's a tax unrelated to services provided and it's a double hit, since broadcasters already pay their share of a substantial cost of the regulation fee."

The National Cable Television Association and Community Antenna Television Association (CATA) argued a similar case. "The movement to per-subscriber is a step in the right direction. It is preferable for small systems and big companies with lots of small systems," said Jim Ewalt, executive vice president, CATA. "But we're still opposed to the concept of shouldering so much of the burden when we get so little in return. The cable industry is paying \$800 million a year in license fees—we are already paying to support government regulation."

Energy and Commerce Committee Chairman John Dingell (D-Mich.) has been a main force behind the fee plan. Soon after the administration proposed the user fees, Dingell directed the Commerce Committee staff to begin working with the Ways and Means Committee

PROPOSED ANNUAL MASS MEDIA BUREAU USER FEES

Category	No. of users	Subcom fee schedule*	Revised fee schedule†	Revised revenue est
AM (Class-II daytime)	835	\$150	\$100	\$83,500
AM (Class-III daytime)	491	\$100	\$100	\$49,100
AM (Class-I fulltime)	77	\$500	\$500	\$38,500
AM (Class-II fulltime)	773	\$300	\$100	\$77,300
AM (Class-III fulltime)	1,742	\$200	\$100	\$174,200
AM (Class-IV fulltime)	1,017	\$100	\$100	\$101,700
TOTAL AM				\$524,300
FM (C, C1, C2 and B)	2,206	\$500	\$500	\$1,103,000
FM (A, B1, C3 and D)	2,262	\$300	\$100	\$226,200
TOTAL FM				\$1,329,200
TV (UHF)	554	\$2,000	\$2,000	\$1,108,000
TV (VHF)	554	\$2,000	\$2,000	\$1,108,000
TOTAL TV				\$2,216,000
CARS	2,165	\$150	\$150	\$324,750
CATV (per 1,000 subs)	51,600,000	—	\$175	\$9,030,000
TOTAL CABLE				\$9,354,750
LPTV, transmitters, bstrs	7,721	\$100	\$100	\$772,100
Auxiliaries	50,000	\$100	\$100	\$5,000,000
International shortwave	19	\$100	\$100	\$1,900
TOTAL MASS MEDIA BUREAU				\$19,198,250

User total estimates provided by FCC.

*Fees proposed by House Telecommunications Subcommittee.

†Fees passed by House Energy and Commerce Committee.

HUGHES INNOVATION



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In 1992, we're launching two new dual-payload satellites and introducing yet another generation of innovative satellite services. Galaxy IV and Galaxy VII will offer our customers access to 24 C-band and 24 Ku-band transponders on a single satellite. Advanced on-board computers will automate many of the basic stationkeeping functions performed manually today. And with higher power, enhanced redundancy protection

and solid-state componentry, Galaxy IV and Galaxy VII will offer our customers unprecedented quality and reliability.

Our newly-redesigned satellite control workstations are setting the technological standard for telemetry, tracking and control in the 1990's. And even as we complete these and other improvements, we're looking ahead to new and innovative ways to meet our customers' transmission needs.

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(the House committee with jurisdiction over tax bills) to fashion a fee schedule that could not be considered a tax. With Dingell's support and without opposition from Ways and Means, the FCC authorization bill is expected to pass the House unchanged.

The fee schedule passed by the Telecommunications Subcommittee was almost identical to the plan unveiled by the administration last winter (BROADCASTING, March 4). Rinaldo and others opposed it because the payment-for-service connection was not well defined. House rules define a fee as a payment "by a class benefiting from the service,

program or activity, or being regulated by the agency.... There must be a reasonable connection between the payers and the agency or function receiving the fee." Rinaldo also said he objected to a bill provision to deposit excess fee payments in the general fund of the U.S. Treasury.

The new fee plan "has been adjusted to bring the estimated fee revenue in line with the budget allocation for each of the FCC bureaus. This adjustment gives me greater confidence that there is a true nexus between the service that is being provided by the FCC and the amount that is being imposed," Rinaldo said last

week. The new bill also applies excess fees to expenditures for the following year rather than depositing them in the general fund.

Most Energy and Commerce Committee members agreed on the importance of full funding for the FCC. "As we enter an unprecedented period in the evolution of America's telecommunications industries, the role of the FCC is critical to promoting a competitive marketplace, providing timely development of efficient, innovative communications facilities and services," said Telecommunications Subcommittee Chairman Edward Markey (D-Mass.). **-BMS**

CATA SEEKS CHANGE IN EFFECTIVE COMPETITION

Association wants to revise cutoff so smaller systems will be exempt

The Community Antenna Television Association plans to ask the FCC to revamp its new "effective competition" rules to exempt small rural cable systems from municipal rate regulation, CATA Executive Vice President Jim Ewalt said last week.

"The more the government regulates small systems, the more it defeats the entrepreneurship that built the industry," Ewalt said. "Some of these guys are having a difficult enough time as it is."

Elise Adde, vice president, industry communications, National Cable Television Association, said the leading cable trade association has "no plans at this time" to petition the commission for changes in the rules.

However, individual cable operators and investors may join CATA in attacking the rules or parts of them.

Groups representing the nation's municipalities, which decried the rules

when they were adopted last as inadequate to stem the tide of raising cable rates in most of the country, are still deciding whether to petition the FCC to make the "effective competition" standard harder to meet, thereby putting more cable system within the reach of municipal regulators.

The FCC rules exempt from municipal rate regulation cable systems in markets with what the agency has deemed "effective competition": six or more broadcast signals or another "multichannel video provider" passing 50% of the homes and serving 10% of the homes passed.

The rules expose to local regulation many small rural systems, Ewalt said. And in many cases such systems lack the administrative resources to go through involved proceedings before city councils each time they want a rate hike, he said.

CATA had asked for the small system

exemption prior to adoption of the rules, but the commissioners rejected the idea on the grounds the FCC may not have the necessary legal authority to exempt a class of systems. "We will have to provide them with some legal support," said Ewalt.

Any attempt to water down the "effective competition" rules is unlikely to do the cable industry any good among cable's critics on Capitol Hill, who already view the rules as too lenient.

"I don't know how [Congress is] going to respond," said Ewalt when asked about congressional implications. "But this is a legitimate problem."

Should the FCC decline to act on its petition for reconsideration, Ewalt said, CATA is unlikely to pursue the matter in court. "We don't have a court appeal in mind right now," he said.

CATA may not be alone in asking the FCC to review the rules. Richard Leghorn, a cable investor and former owner and operator of a cable system, is considering challenging the rules in their entirety on First Amendment grounds, according to his Washington communications attorney George Shapiro.

In its implementing order, the FCC dismissed the First Amendment argument raised by CATA. "[T]he Supreme Court has consistently held that regulation specifically crafted to attain a substantial government interest, and content neutral both on its face and in application does not violate the First Amendment," the order says.

Like CATA, individual cable operators are considering asking the FCC for specific changes. "There is some interest in fine-tuning the rules," said John Davis, a Washington attorney represent-

EXCEPTION TO NEW RULE

John Blair Communications Chairman James Rosenfield wrote a letter to the FCC July 22 requesting a waiver of the prime time access rule for the weekly syndication magazine it distributes (through Blair Entertainment), *Studio 22*, which is produced by the CBS-owned station group. The waiver request followed a similar appeal filed by LBS in connection with an NBC News-produced syndication show, *Memories...Then and Now* (BROADCASTING, July 22).

Rosenfield's letter was in response to a new FCC interpretation of PTAR that defines network shows as including those produced by a network and not just exhibited by it. Rosenfield said the commission released the new definition well after Blair began selling the show to stations for access clearance, the most valuable syndication daypart. The absence of a waiver would have a "devastating effect on Blair's investment in this show," said Rosenfield. "Blair does not believe that the FCC intended its new policy to have such a serious impact on existing programs," he added.

ing several operators, adding he did not yet know whether the interest would rise to the level of an FCC petition.

Anna Ferrera, who handles cable matters for the National League of Cities, said the league will probably not challenge the rules at either the FCC or in the courts, although it believes the rules are too limited in scope.

The NLC has to weigh the cost of challenging the rules against the possible benefit. "Don't count us out, but it's not high in our priorities," she said.

According to Ferrera, the NLC will continue to funnel its resources into pushing for passage of cable legislation, which would impose the sweeping rate regulation the league believes necessary until cable systems are faced with real multichannel competition.

"We do not feel the FCC rules cover enough ground," Ferrera said. "All the major cities are exempt."

Susan Herman, president of the National Association of Telecommunications Officers and Advisors, has yet to take a position on appeals. "We are considering it," she said.

And the story was the same at the U.S. Conference of Mayors. Judith Burrell, assistant executive director, said "We have concerns, but I can't tell you

FCC TURNS DOWN RKO TAX CERTIFICATES

The FCC will not issue tax certificates to companies involved in RKO settlements. Valerie and Henry Cornell, shareholders of Radio Radio Inc. (RRI), sought a certificate for withdrawing a competing application to RKO General's KRTH-FM Los Angeles frequency, which allowed for the transfer of KRTH-AM-FM to Beasley Broadcasting for \$86.6 million ("Changing Hands," May 15, 1990). S/G Communications (SGC) wanted a certificate following the sale of WOR(AM) New York to Buckley-WOR Broadcasting for \$25 million (\$9 million was paid to competing applicants) and WRKS-FM New York to Summit-New York Broadcasting Corp. for \$50 million ("In Brief," April 24, 1989). SGC was selected as the comparative challenge winner for WRKS-FM, while Women Owning Radio was selected for WOR. A subsequent review and agreements led to SGC receiving both WOR and WRKS-FM, which it, in turn, sold as part of an overall settlement. Both groups contend the FCC created a new settlement policy in the RKO proceeding and their actions facilitated its implementation, thereby qualifying them for certificates under the IRS code. The commission said no new rules or policies of "general applicability" were established in RKO, and said the settlements were a "remedy based on particular facts...such instances would not ordinarily be of such consequence as to justify the issuance of a tax certificate to encourage or assure adherence to the fashioned remedy."

yet whether we are going to move on it further at this time."

NATOA believes the rules are "not very reasonable," said NATOA's Herman, who is general manager of the Los Angeles Department of Telecommunications. By the Commerce Department's calculations, she said, more than 80% of

the country's subscribers would not be protected by rate regulation.

If NATOA had its way, she said, it would exempt only those cable systems facing head-to-head competition from another multichannel provider. "That's a much more reasonable standard," she said. —NAJ

FENCE MENDING OVER DAB

NAB's task force on new audio technology urges more work toward development of in-band systems favored by broadcasters

The National Association of Broadcasters' DAB Task Force last week attempted to patch a rift with broadcasters favoring in-band digital audio broadcasting. NAB has come under heavy criticism from several broadcasters, especially FM station owners, for its endorsement of the European-developed Eureka 147 system over systems designed to transmit digital audio within the current radio bands.

"The task force plan was conceived and written in October 1990 prior to many DAB technology and policy developments," said Task Force Chairman Allan Box, president, EZ Communications, Fairfax, Va. "The task force will undertake modifications to the plan designed to accommodate the current environment," including closer consideration of in-band systems, he said.

Following the task force's two-day (July 30-31) meeting in Washington, the group encouraged broadcasters to invest in the development of in-band DAB and

issued an invitation to all DAB system developers to demonstrate their technologies at coming NAB conventions, including Radio 1991 in San Francisco (Sept. 11-14); the 70th Annual NAB Convention, Las Vegas (April 13-16, 1992), and the NAB/Montreux International Radio Symposium and Exhibition, Montreux, Switzerland (June 10-13, 1992).

Four in-band developers (American Digital Radio, Mercury Digital Communications, Project Acorn/USA Digital and Stanford Telecommunications) gave presentations at last week's task force meetings, and other in-band developers were invited to appear before the group in the future.

NAB, acting on the advice of the task force, endorsed Eureka 147 earlier this year and began negotiations with the Eureka consortium—a group of European electronics companies and research labs—to license the Eureka 147 technology in the U.S. While encouraging re-

search and development of in-band systems, the task force did not reverse its Eureka endorsement and said licensing negotiations are continuing. Meetings to discuss the licensing details are scheduled through September.

The Eureka technology is still considered the best DAB system developed so far, said John Abel, NAB executive vice president. Most in-band systems "are still largely in the concept stage. I think it's largely unknown whether in-band technologies will reach [Eureka's] level," Abel added.

Eureka 147 is designed for operation in the L band (frequencies near 1500 MHz). NAB supports worldwide allocation of L-band spectrum for satellite and terrestrial service on a co-primary basis and domestic allocation for terrestrial DAB service only. The World Administrative Radio Conference (WARC) is expected to decide on the worldwide allocation in February 1992. The FCC, which has begun a comprehensive inqui-

ry into DAB technology, will consider domestic implementation some time after WARC.

Some broadcasters opposed Eureka 147 in the belief it will be more costly to implement than an in-band system. Although several broadcasters could share transmission facilities with the Eureka system, the need to install several "gap fillers," low-powered signal boosters, in several parts of a service area will be

costly, they say. Eureka 147 is also opposed by FM stations because reallocation of all AM and FM stations in the new L band will narrow or eliminate FM's sound-quality advantage over AM stations.

"The task force from the outset has felt that AM had to be a player in the move to DAB," Box said. NAB supports Eureka 147 in part because no AM in-band technology exists and is expect-

ed to be harder to develop than FM systems. But some task force members were encouraged by Project Acorn/USA Digital's claimed progress toward an AM in-band system. Project Acorn is a consortium formed last fall and led by Gannett Broadcasting. The group gave a stationary demonstration of its FM in-band system during the NAB convention last spring and plans to offer a mobile demonstration at Radio '91. -RMS

FCC TO KEEP SHUTTING DOWN LEAKY CABLE SYSTEMS

Drastic measures are getting industry's attention, FCC cable chief says

In the year since new cable leakage standards were implemented, the FCC has shut down 11 systems for causing potentially dangerous interference to aircraft electronics, and the commission will continue to strictly enforce the regulations, according to Ronald Parver, chief of the FCC's Cable Television Branch, at an FCC brown-bag lunch.

"The effect of shutting down one system is probably worth fining 10," Parver said, because the more drastic action drives home to systems that paying customers can be cut off if leakage exceeds acceptable levels. The threat, he said, "is a very big stick to ensure that [cable systems] comply with the rules."

Cable systems transmit their programming to households on frequencies commonly employed by other spectrum users, including aviation authorities, firefighters and police. Leakage is caused when a break in the plant allows the signal to escape. If sufficiently powered, the leaks will interfere with spectrum users. Leakage is usually greater when it occurs near a signal amplifier or along the cable trunk.

Parver said preventing signal leakage is "one of the most important jobs the commission does. It ensures that co-located services don't interfere with one another.... Although these are our rules, they're meant to protect aircraft."

Another lunch attendee, John Wong, assistant chief of the Cable Television Branch, said the commission has "processed approximately 31,000 CLI [cumulative leak index] test results," and only about four of the 11 system shut-downs resulted from those tests.

Cable systems will have to be more diligent in the maintenance of their plant, Wong said. "These rules [will] initially cost the operator additional resources, [but] in the long run, I believe, it does save the industry money in terms of maintenance of the cable plant," he

said.

Cable operators will have additional incentives for diligence in 1995 when the number of aviation channels can, by international aviation agreements, be doubled. Currently, cable systems have use of frequencies that fall between those used by aviation. The 1995 changes will put some aviation frequencies "on top of cable frequencies," Wong said. But if cable can demonstrate over the next five years that the plant is better maintained and leaks have been eliminated, operators may be able to continue using co-located channels, he said.

Roy Colly, assistant bureau chief, Enforcement Field Operations Division,

said the Field Operations Bureau has shut down systems in Mojave and Hermosa Beach, both California; Elkton, Md.; Hastings, Mich.; Boulder, Colo., and Perry, Kan. He said the Mojave system was the "worst system we've seen."

Richard Kalb, a senior attorney in the Cable Television Branch, said the FCC has shut down five operators over the phone, some of whom submitted CLI test results indicating that their levels were too high. Kalb said the systems shut down served Camarillo, Calif.; Ethel, La.; Bayfield, Wis.; Henderson, Md., and the towns of Wykoff, New Germany, Hampton, Randolph and Mayer, all Minnesota. -PJS

WASHINGTON WATCH

ON HOLD

The National Association of Broadcasters executive committee, meeting last Monday (July 29), did not make the expected announcement of appointments to NAB's new future technologies committee. The plan for the new committee was approved by the NAB board during its June meeting as a means to begin studies of new radio and TV technologies believed crucial to the survival of the broadcasting industry (BROADCASTING, June 24).

A busy July for NAB due to several pressing legislative issues (cable regulation, user fees, telco entry into information services) delayed consideration of the committee appointments. A list of potential appointees has been drawn up, and NAB was in the process of contacting potential committee members last week, NAB

President Eddie Fritts said. Committee selections could be announced this week. The group is expected to convene in September to prepare a major presentation at the January NAB board meeting.

KQEC-TV SAN FRANCISCO GRANTED EXTENSION

KQED-TV Inc., licensee of both KQED-TV and KQEC-TV, has been granted a 30-day extension to cease operation of KQEC-TV. Earlier in the year, the FCC denied license renewal for KQEC-TV and granted channel 32 to Minority Television Project. KQEC-TV had been scheduled to shut down Aug. 1, 1991, but will now have until Aug. 31, 1991. Extension will allow for continued programming on channel 32 while transition is completed. Minority Television Project did not object to KQED-TV Inc.'s request.

FOR THE RECORD

As compiled by BROADCASTING from July 25 through July 30 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

- **KVVA-AM-FM Phoenix-Apache Junction, AZ** (AM: BAL910613EA; 860 khz; 1 kw-U; FM: BALH910613EB; 107.1 mhz; 2.5 kw; ant. 405 ft.)—Seeks assignment of license from Betacom Inc. to American Broadcasting Systems Inc. for \$6.9 million. Seller is headed by F. Patrick Nugent, Deward J. Knight, Scott Burton and Robert Feinman, and has no other broadcast interests. Buyer is headed by Ronald L. Shaffer, and owns Steamboat Springs Broadcasting Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, CO. Filed June 13.
- **KPAY-AM-FM Chico, CA** (AM: BAL910716EF; 1060 khz; 10 kw-U; FM: BALH910716EG; 95.1 mhz; 8 kw; ant. 1,170 ft.)—Seeks assignment of license from Richardson Broadcasting Co. to McCoy Broadcasting Co. Inc. for \$4.1 million ("Changing Hands," July 15). Purchase includes KPNW-AM-FM Eugene, OR (see below). Seller is subsidiary of Pacific Northwest Broadcasting Group, headed by Charles Wilson, and is licensee of KBOI(AM)-KQFC(FM) Boise and KSEI-AM-FM Pocatello, both Idaho. Buyer is headed by Craig W. McCoy and Arthur H. McCoy, and is licensee of KCCY(FM) Pueblo, CO. McCoy's are also partners of McCoy Investment Co., which has interest in KTVH(TV) Helena, MT. Filed July 15.
- **KRMX-FM San Diego** (BALH910712HY; 94.9 mhz; 21.8 kw; ant. 701 ft.)—Seeks assignment of license from Sandusky Radio Southern Ca Inc. to San Diego Broadcasting Corp. for \$10.1 million. Seller is headed by Norman Rau, and through subsidiaries owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), AZ, and KLSY-FM Bellevue (Seattle-Tacoma), WA, and is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. Buyer is headed by Tim Sullivan and Brian Applegate, and is subsidiary of Anaheim Broadcasting Corp., which owns through subsidiaries KHQT(FM) Los Altos and KCAL-FM Redlands, both California. Filed July 12.
- **KALI(AM) San Gabriel (Los Angeles), CA** (BTC910716EC; 1430 khz; 5 kw-U)—Seeks transfer of control as result of merger between parent company United Broadcasting Co.'s majority shareholder Sovran Bank and C&S Bank; no material changes will occur at United Broadcasting. Licensee stations are WKDM(AM) New York; KSOL(FM) San Mateo (San Francisco), CA; WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington; WYST-AM-FM Baltimore, and WJMO-AM-FM Cleveland Heights, OH (see individual stations below). Filed July 16.
- **KSOL(FM) San Mateo (San Francisco), CA** (BTC910716EA; 107.7 mhz; 8.9 kw; ant. 1,162 ft.)—Seeks transfer of control of United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Filed July 16.
- **WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington** (AM: BTC910716ED; 1600 khz; 1 kw-D, 500 w-N; FM: BTC910716GS; 100.3 kw; 40 kw-H, 38 kw-V; ant. 323 ft.)—Seeks transfer of control of United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Filed July 16.
- **WPGS(AM) Mims, FL** (BAL910710EE; 840 khz; 250 w-D)—Seeks assignment of license from Florida Public Radio Inc. to WPGS Inc. for \$100,000. Seller is headed by Randy Henry, and is also licensee of WPIO(FM) Titusville and WEGS(FM) Milton, both Florida; KREJ(FM) Medicine Lodge, KS, and KSKB(FM) Brooklyn, IA. Buyer is headed by Marie M. Doherty, and has no other broadcast interests. Filed July 10.
- **WGGA-AM-FM Gainesville, GA** (AM: BAL910708HP; 1240 khz; 1 kw-U; FM: BALH910708HQ; 101.9 mhz; 6 kw; ant. 410 ft.)—Seeks assignment of license from Gainesville Bank & Trust Co. to Allied Media of Georgia Inc. for \$1.15 million. Station was recently purchased out of receivership ("For the Record," May 27). Seller is headed by Richard A. Hunt Jr. Bennie Hewett, a stockholder and director of Gainesville Bank and Trust, has 100% interest in WHOD-AM-FM Jackson, AL, and WHFE(AM) Lakeland, and WLBA(AM) Gainesville, all Georgia, and 75% interest in WNGA(AM) Nashville, GA. Buyer is headed by Jeffrey J. Brown, and is subsidiary of Allied Media Inc., parent company of licensees of WIGO(AM) Atlanta and WEBB(AM) Baltimore. Filed July 8.
- **KUPI-AM-FM Ammon-Idaho Falls, ID** (AM: BAL910710EB; 980 khz; 5 kw-D, 1 kw-N; FM: BALH910710EC; 99.1 mhz; 100 kw; ant. 1,513 ft.)—Seeks assignment of license from KUPI Broadcasting Inc. to Ray E. Groth Oil Co. Inc. for \$1.3 million. Seller is headed by George C. Hatch, and has interests in KALL(AM)-KLCY-FM and KUTV(TV), both Salt Lake City; KVEL(AM)-KUIN(FM) Vernal, Utah, and CP for KUSG(TV) St. George, Utah. Buyer is headed by Ray E. Groth (7.026%) and sons Michael Groth (21.487%), Terry Groth (21.847%) Ray A. Groth (21.487%) and Richard Groth (21.487%), and Ray Groth Life Estate (7.026%), and has no other broadcast interests. Filed July 10.
- **WERK(AM)-WOKZ(FM) Muncie, IN** (AM: BAL910709EB; 990 khz; 250 w-D; FM: BALH910709HZ; 104.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Werk Inc. to American Hometown Radio Corp. for \$625,000. Seller is headed by James W. Beatty, and has no other broadcast interests. Buyer is headed by Christian R. Caggiano, who recently sold WBYR(FM) Van Wert (Fort Wayne, IN). OH ("Changing Hands," April 8). Filed July 9.
- **WYIC(AM) Noblesville, IN** (BAL910715EK; 1110 khz; 1 kw-D)—Seeks assignment of license from Broadcast Communications Inc. to KSM Broadcasting Inc. for \$130,000. Seller is headed by Emmett E. DePoy, and has no other broadcast interests. Buyer is headed by K. Stephen Mohr, and has no other broadcast interests. Filed July 15.
- **KKLC(AM) Pineville, LA** (BAL910627EB; 1110 khz; 500 w-D)—Seeks assignment of license from Red River Broadcasting Corp. to Hill Country Broadcasting Inc. for \$50,000. Seller is headed by Robert L. Lynn, and has no other broadcast interests. Buyer is headed by Troy L. Deramus, and has no other broadcast interests. Filed June 27.
- **WYST-AM-FM Baltimore** (AM: BTC910716GE; 1010 khz; 1 kw-D, 26 w-N; FM: BTC910716GF; 92.3 mhz; 10 kw; ant. 709 ft.)—Seeks transfer of control of United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Filed July 16.
- **WLVG(AM) Cambridge, MA** (BAPL910712EB; 740 khz; 250 w-D, 5 w-N)—Seeks assignment of CP from J. Christopher Robinson, trustee for Wickus Island Broadcasting Corp., to Robert M. Bittner for \$150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed July 12.
- **WXVT-TV Greenville, MS** (BALCT910709KE; ch. 15; 2,746 kw-V; 549 kw-A; ant. 887 ft.)—Seeks assignment of license from Big River Broadcasting Co. of Greenville to Greenville Television Inc. for \$1.43 million ("Changing Hands," July 29). Seller is headed by Marshal Noecker and Andrew W. Stabler Jr., and owns WCYB-TV Bristol, VA; KTXS-TV Abilene, TX, and WLYC(AM)-WILQ(FM) Williamsport, PA. Buyer is headed by John F. Hash (20%), Aubrey L. Collum (20%), Larry Harris, Leon D. Long (20%), and Jo Love Little (20%) and Mary Eliza McMillen (20%), sisters. Hash, Little, McMillen and Collum also have interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, MS, and KDKF(TV) Klamath Falls and KDRV(TV) Medford, both OR. Harris owns 342 shares of American Family Assurance Co., publicly traded company, licensee of six TV's. Filed July 9.
- **KTRX(FM) Tarkio, MO** (BALH910701HC; 93.5 mhz; 3 kw; ant. 235 ft.)—Seeks assignment of license from Ashdown Broadcasters Inc. to Kanza Inc. for \$20,000. Seller is headed by Jimmy N. McCollum, and has interests in KLMX(AM) Clayton, NM, and KOKO(AM) Warrensburg, MO. Buyer is headed by Michael Carter, and is also licensee of KAOL(AM)-KMZU(FM) Carrollton, MO. Filed July 1.
- **KBSR(AM) Laurel, MT** (BAL910716EE; 1490 khz; 1 kw-U)—Seeks assignment of license from Regency Communications Ltd. Inc. to MCC Communications Inc. for \$99,000. Seller is headed by George Beaudet, and has no other broadcast interests. Buyer is headed by Dale McCarren, news broadcaster for WBBM(AM) Chicago, who has no other broadcast interests. Filed July 16.
- **KCSR(AM) Chadron, NE** (BAL910711EC; 610 khz; 1 kw-D, 118 w-N)—Seeks assignment of license from Big Sky Co. to Chadrad Communications Inc. for \$150,000. Seller is headed by Gregg Jones, Alan Kath and Donald J. Pilkington (trustee for Delouis M. Kath Trust). Jones and Pilkington have interests in KWIV(AM) Douglas and KASL(AM) Newcastle, both Wyoming. Pilkington and Kath have interests in KGOS(AM)-KERM(FM) Torrington, WY. Pilkington also has interests in KATH-FM Douglas, WY. Buyer is headed by Dennis A. Brown and Kathleen R. Brown (100%), and has no other broadcast interests. Filed July 11.
- **KTNM(AM)-KQAY-FM Tucumcari, NM** (AM: BTC910711EA; 1400 khz; 1 kw-U; FM: BTC910711EB; 92.7 mhz; 3 kw; ant. 64 ft.)—Seeks transfer of control within Quay Broadcasters Inc. for \$157,000. Seller is Charles A. Denney, and has no other broadcast interests. Buyer is John M. Dunn, and has no other broadcast interests. Filed July 11.
- **WKDM(AM) New York** (BTC910716EB; 1380 khz; 5 kw-D)—Seeks transfer of control of United Broadcasting Co. (see KALI(AM) San Gabriel, CA, above). Filed July 16.
- **WIBX(AM)-WLZW(FM) Utica, NY** (AM: BAL910711HR; 950 khz; 5 kw-U; FM:

BALH910711HS; 98.7 mhz; 25 kw; ant. 660 ft.)—Seeks assignment of license from Maritime Broadcasting Associates Ltd. to 950 Communications Corp. for \$1.3 million ("Changing Hands," July 22). Seller is headed by Paul R. Salvage; stations are last broadcast properties of Maritime Broadcasting. Buyer is headed by Donald C. Alexander (5.94%), James E. Brett (2.22%), Richard J. Passanant (12.23%) and David B. McCall (58.69%), who also have interests in WMSA(AM) Massena and WTNY-AM-FM Watertown, both New York. Filed July 11.

■ **WJMO-AM-FM Cleveland Heights, OH** (AM: BTC910716GM; 1490 khz; 1 kw-U; FM: BTCH910716GN; 92.3 mhz; 40 kw; ant. 548 ft.)—Seeks transfer of control of United Broadcasting Co. (see KALJ(AM) San Gabriel, CA, above). Filed July 16.

■ **KPNW-AM-FM Eugene, OR** (AM: BAL910715EA; 1120 khz; 50 kw-U; FM: JALH910715EB; 99.1 mhz; 100 kw; ant. 1,945 ft.)—Seeks assignment of license from Pacific Northwest Broadcasting Corp. to McCoy Broadcasting Co. Inc. for \$4.1 million. Purchase includes KPAY-AM-FM Chico, CA (see above). Filed July 15.

■ **WAMG(AM) Gallatin, TN** (BAL910710ED; 1130 khz; 2.5 kw-D)—Seeks assignment of license from Southern Broadcasters Inc. to B & E Broadcasting of Sumner County Inc. for \$40,000. Seller is headed by Mike A. Hight, and has no other broadcast interests. Buyer is headed by Ernie Ashworth, and is licensee of WSLV(AM) Ardmore, TN. Filed July 10.

■ **WTVF(TV) Nashville** (BAL910716KE; ch. 5; 100 kw-V; 10 kw-A; ant. 1,394 ft.)—Seeks assignment of license from H&C Communications Inc. to Landmark Television Inc. for \$46 million. Seller is headed by James Crowther, and is licensee of KVOA-TV Tucson, AZ; WESH(TV) Daytona Beach, FL; KCCI-TV Des Moines, IA, and KPRC-AM-TV Houston and KSAT-TV San Antonio, both Texas. Buyer is headed by Frank Batten and John O. Wynne, and through wholly owned subsidiaries owns WTAR(AM)-

WLTY(FM) Norfolk, VA, and KLAS-TV Las Vegas. Landmark also owns The Weather Channel and publishes daily newspapers. Filed July 16.

■ **WTZX(AM) Sparta, TN** (BAL910712EA; 860 khz; 1 kw-D, 9.9 w-N)—Seeks assignment of license from Radio WTZX to Charles D. Howard for \$115,385. Seller is headed by Patricia S.F. Wilson and Kenneth R.B. Wilson, husband and wife, and has no other broadcast interests. Buyer, Howard, is partner of sellers, and has no other broadcast interests. Filed July 12.

■ **KAML(AM) Kenedy-Karnes City, TX** (BAL910712EC; 990 khz; 250 w-D)—Seeks assignment of license from The Nine-Ninety Co. to Dorisann L. Eckols for \$110,000. Seller is headed by Dayton Smith, and has no other broadcast interests. Buyer has no other broadcast interests. Filed July 12.

■ **WHRD(AM) Huntington, WV** (BAL910712ED; 1470 khz; 5 kw-D)—Seeks assignment of license from Marshall University Foundation Inc. to Southern Communications Corp. for \$30,000. Seller's board of directors is headed by Phil E. Cline, and has no other broadcast interests. Buyer is headed by R. Shane Southern, Ira W. Southern, (90%) and Judy M. Southern (10%), and is licensee of WIWS(AM)-WCIR-FM Beckley, WV. Filed July 12.

■ **KFBC(AM)-KFBC(FM) Cheyenne, WY** (AM: BTC910715EG; 1240 khz; 1 kw-U; FM: BTCH910715EH; 97.9 mhz; 100 kw; ant. 580 ft.)—Seeks transfer of control from Capitol Radio Inc. to Harold F. Buck for \$10,000. Seller is headed by John Shideler, and has no other broadcast interests. Buyer is headed by Harold F. Buck, and has no other broadcast interests. Filed July 15.

Actions

■ **WTCG(AM) Andalusia, AL** (BAL910603EC; 1400 khz; 1 kw-U)—Granted assignment of license from The WTCG Radio Corp. to Ashley Norman Davis Jr. for \$85,000. Seller is headed by Scott McCada, and has no other broadcast interests. Buyer, Davis, owns WZEP(AM) Defuniak Springs, WBGC(AM) Chipley

and WCNU(AM) Crestview, and LPTV W24AM Defuniak Springs, all Florida, and has application pending for purchase of WRDJ(AM) Daleville, AL. Action July 19.

■ **KXDC-AM-FM Monterey-Carmel, CA** (AM: BAL910607EG; 630 khz; 1 kw-U; FM: BALH910607EH; 101.7 mhz; 800 w; ant. 590 ft.)—Granted assignment of license from Western Media Group Corp. to Joaquin Financial Group Inc. for \$1.1 million ("Changing Hands," June 24). Seller is headed by Thomas K. Scallen, who heads International Broadcasting Corp., and has no other broadcast interests. Buyer is headed by Jim Heidebrecht (25%) and Carol Heidebrecht (25%), Robert Meester (25%) and Nancy Meester (25%) and has no other broadcast interests. Action July 19.

■ **WTGI(TV) Wilmington, DE** (BAL910723KE; ch. 61; 3,020 kw-V; 300 kw-A; ant. 957 ft.)—Dismissed app. for assignment of license from Delaware Valley Broadcasters Ltd. to WTGI-TV Inc. for \$3,548,170. Seller is headed by Daniel G. Slape and Elmer W. Lindale, and has no other broadcast interests. Buyer is headed by Slape, Roland E. Goode (31%), Thomas H. Maichak (31%), Robert L. Smith (22%), Noel L. Smith (10%) and William E. Rollow (6%). Slape, Godde, Maichak, Robert Smith, Noel Smith and Phyllis J. Smith have interests in licensee. Action July 19.

■ **WCRJ-FM Jacksonville, FL** (BALH910604GN; 107.3 mhz; 100 kw; ant. 350 ft.)—Granted assignment of license from WCRJ Inc. to Paxson Broadcasting of Jacksonville Inc. for \$2.8 million ("Changing Hands," June 10). Seller is subsidiary of Hoker Broadcasting Inc., headed by Jay Hoker, and also owns WMLX(AM) Florence (Cincinnati), KY; WDFX(FM) Detroit (sold, approved by FCC, see "For the Record," January 28); KCFX(FM) Harrisonville (Kansas City, MO), MO, and WOFX(FM) Fairfield (Cincinnati), OH. Buyer is headed by Lowell W. "Bud" Paxson, who is attributable shareholder (but not an officer or director) of Home Shopping Network Inc. HSN Communications Inc., wholly owned subsidiary of Home Shopping Network, is parent company of licensees of WSHS(TV) Marlborough, MA; WHSE(TV) Newark, NJ; WHSI(TV) Smithtown, NY; KHSH(TV) Alvin, TX; KHSC(TV) Ontario, CA; WHSP(TV) Vineland, NJ; WQHS(TV) Cleveland; WEHS(FM) Aurora, IL; KHXS(TV) Irving, TX, and WYHS(FM) Hollywood and WBHS(TV) Tampa, both Florida. Action July 22.

■ **KIZN-FM Meridian, ID** (BALH910506HI; 92.3 mhz; 44 kw; ant. 2,500 ft.)—Granted assignment of license from Mary Lake Communications of Idaho to West Group Broadcasting Corp. for \$650,000 ("Changing Hands," May 27). Seller is subsidiary of Mary Lake Communications Inc., headed by John C. Culpepper III, and has interests in WTBB(FM) Bonifay, FL. Buyer is headed by Paul Meacham (28.27%) and Richard M. Reider (28.27%), and is general partner of West Group Broadcasting Ltd., licensee of KFBS(AM)-KIXQ(FM) Joplin, MO. Action July 22.

■ **WDXR(AM)-WXZB(FM) Paducah, KY-Golconda, IL** (AM: BTC910429GO; 1450 khz; 1 kw-U; FM: BTCH910429GP; 105.1 mhz; 992 kw; ant. 179 ft.)—Granted transfer of control from Metromedia of Kentucky to Mason-Dixon Broadcasting Co. for \$20,300. Seller is headed by William L. Moir, and has no other broadcast interests. Buyer is headed by David J. Emerson (50%) and Michael D. Travelstead (50%), and has no other broadcast interests. Action July 19.

■ **WSEL-AM-FM Pontotoc, MS** (AM: BAL910605HA; 1440 khz; 890 w-D; FM: BALH910605HB; 96.7 mhz; 3 kw; ant. 299 ft.)—Granted assignment of license from Tupelo Communications Inc. to Ollie Collins Jr. for \$46,500 and assumption of liabilities. Seller is headed by Rod A. Callahan and has no other broadcast interests. Buyer, Collins, has no other broadcast interests. Action July 18.

■ **KWEY(AM)-KBXR(FM) Weatherford, OK** (AM: BAL910605EA; 1590 khz; 1 kw-D; FM: BALH910605EB; 97.3 mhz; 760 kw; ant. 385 ft.)—Granted assignment of license from Western Plains Broadcasting Inc. to Wright Broadcasting Systems Inc. for \$407,435. Seller is headed by Alene Griffin and Richard Johnson, and has no other broadcast interests. Buyer is headed by G. Harold Wright Jr. (80%) and

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Glenn H. Wright (20%), son and father, and Carol A. Wright, wife of G. Harold Wright. G. Harold Wright is president and GM and holds 33.3% interest in Anadarko Broadcasting Company Inc., licensee of KRPT-AM-FM Anadarko, OK. Action July 17.

■ **KUTF(TV) Salem, OR** (BALCT910523KI; ch. 32; 3,577 kw-V; 358 kw-A; ant. 1,786 ft.)—Granted assignment of license from Willamette Valley Broadcasting Co. Ltd. to Communications Programming Agency Inc. for \$800,000 ("Changing Hands," June 10). Seller is headed by Steve W. McGee, Jerry E. O'Neill, Bedros Dahglan, Charles W. Jordan, Gordon Thiessen and Dove Broadcasting Corp., and has no other broadcast interests. Buyer is headed by Glen A. and Beverly Chambers (each 40%), husband and wife, and Ronna Scott (20%), and has no other broadcast interests. Action July 17.

■ **WWCS(AM) Canonsburg (Pittsburgh), PA** (BAL910506EC; 540 khz; 7.5 kw-D, 500 w-N)—Granted assignment of license from Waro Broadcasting Inc. to WKYN Inc. for \$750,000 ("Changing Hands," May 13). Seller is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warsaw. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Warsaw is partner with wife Miriam and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, NC. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTBE(AM) Mineola, NY; WNDZ(AM) Portage, IN and WVVX(FM) Highland Park (Chicago), IL; WCBW(FM) Columbia, IL (St. Louis), and KPPC(AM) Pasadena, Calif. Buyer is headed by Robert M. Stevens, and also owns WKYN(FM) St. Marys, PA. Action July 22.

■ **WJOT(AM) Lake City, SC** (BAPL910610EB; 1260 khz; 1 kw-D, 65 w-N)—Granted assignment of CP from Wiggins Broadcasting to Holly City Communications Inc. for \$75,000. Seller is headed by John H. Wiggins, and is licensee of WULF(AM)-WKXH(FM) Alma, GA; WWFN(FM) Florence, SC; WKZF(FM) New Bern, NC, and has application pending for CP at Centerville, TN. Buyer is headed by June F. Mitchell (51%) and John B. Mitchell (49%), and has no other broadcast interests. Action July 22.

■ **WRKQ(AM) Madisonville, TN** (BAL900328EB; 1250 khz; 500 w-D, 86 w-N)—Dismissed app. of assignment of license from East Tennessee Broadcasters to Victory Broadcasting Corp. for \$15,000. Seller is headed by Sidney R. and Mary S. Kean, husband and wife, and has no other broadcast interests. Buyer is headed by John W. Abbott and Gay W. Howell, and has no other broadcast interests. Action July 23.

■ **WTYR(AM) Soddy-Daisy, TN** (BAL910603EB; 1550 khz; 1 kw-D)—Granted assignment of license from C. Alfred Dick to Greater 2nd Missionary Baptist Church for \$150,000. Seller is head of licensee WCHU Radio, and has no other broadcast interests. Buyer is headed by Anthony E. Ray, and has no other broadcast interests. Action July 19.

■ **KMVL(AM) Madisonville, TX** (BAL910531EA; 1220 khz; 500 w-D, 12 w-N)—Granted assignment of license from William F. Carter to Leon Hunt for \$80,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action July 17.

■ **KDOK(AM) Tyler, TX** (BAL910605EC; 1330 khz; 1 kw-D)—Granted assignment of license from Radio Center Inc., debtor-in-possession, to Gleiser Communications Inc. for \$65,000. Seller has no other broadcast interests. Buyer is headed by Paul L. Gleiser, who is sale consultant and manager of KTEN(TV) Ada, OK. Action July 19.

■ **WKZZ(FM) Lynchburg, VA** (BALH910531GL; 100.1 mhz; 730 w; ant. 646 ft.)—Granted assignment of license from Lynchburg Independent Broadcasters Inc. to CEBE Investments Inc. for \$450,000. Seller is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and licensee of co-owned WWO-D(AM) Lynchburg, VA, and also WCCB(TV) Charleston, WOLO-TV Columbia and WXLY(FM) North Charleston, all South Carolina; KXEL(AM)-KOKZ(FM) Waterloo, IA; WBAK-TV Terre Haute, IN; KILO(FM) Colorado Springs, CO; WABG-AM-TV Greenwood, MS; WLBJ(AM)-WCBZ(FM) Bowling Green, KY; WDOF-AM-FM Chatanooga, TN; WKIN(AM)-WZXY(FM) Kingsport and WBBJ-TV

Jackson, all Tennessee; WRSP-TV Springfield and WCCU(TV) Urbana, both Illinois; WAKA(TV) Selma, AL, and WPET(AM)-WKSJ(FM) Greensboro, NC. Buyer is headed by Aylett B. Coleman (100%) and is licensee of WXLK(FM) Roanoke, VA. Coleman is also 100% stockholder of WJQI Inc., licensee of WJQI-AM-FM Chesapeake-Virginia Beach, VA. Action July 17.

■ **WHTL(FM) Whitehall, WI** (BTCH910206HF; 102.3 mhz; 3 kw; ant. 450 ft.)—Dismissed app. of transfer of control from Amercom Corp. to Country Sound Inc. for \$175,000 in asset purchase agreement. Seller is headed by Richard L. Hencley, Willis K. Drake, Ronald D. Olson and Tom Cossack, and has no other broadcast interests. Buyer is headed by Robert J. Kraemer (50%) and Dianne L. Kraemer (50%), husband and wife, and has no other broadcast interests. Action July 18.

NEW STATIONS

Applications

■ **Prescott Valley, AZ** (BPH910628MA)—Mic Rathje seeks 98.3 mhz; .875 kw; ant. 770 m. Address: 6745 N. Chapultepec Circle, Tucson, AZ 85715. Principal

has no other broadcast interests. Filed June 28.

■ **Prescott Valley, AZ** (BPH910701MD)—Oasis International Communications seeks 98.3 mhz; 50 kw; ant. 443 m. Address: 5331 Mount Alifan Dr., San Diego, CA 9,111. Principal is headed by Michael MacIntosh, and is non-stock, non-profit corporation, and is parent of Oasis International Communications, licensee of KWDS(AM) Prescott Valley, AZ. Filed July 1.

■ **Beaumont, CA** (BPH910703MJ)—Lauryn Broadcasting Corp. seeks 100.9 mhz; 1.05 kw; ant. 165 m. Address: 137 S. San Fernando Blvd. #433, Burbank, CA 91502. Principal is headed by Lauryn N. Cox, and has no other broadcast interests. Filed July 3.

■ **Beaumont, CA** (BPH910702MC)—Chasid Company seeks 100.9 mhz; .825 kw; ant. 174 m. Address: 711 Xenia St. Apt. 27, Beaumont, CA 92223. Principal is headed by Charles Hobbie and Sidney R. Garris, and has no other broadcast interests. Filed July 2.

■ **Beaumont, CA** (BPH910703IC)—Robert M. Richmond seeks 100.9 mhz; .7 kw; ant. 174 m. Address: 3941 Nassau Circle W., Englewood, CO 80110. Richmond is sole owner of Eureka Investment Corp., 49% owner of Eureka Christian Broadcasting Inc., permittee of KECU(FM) Eureka, CA. Richmond will divest his

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

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

other interests, including those in Eureka Christian Broadcasting, Sun City Communications and Temecula Communications if awarded CP for Beaumont. Richmond is partner in Selway II, which holds option to acquire interests in permittee of KRRQ(FM) Lafayette, LA. Filed July 3.

■ **Beaumont, CA (BPH910702MD)**—Edward L. Masry seeks 100.9 mhz; .63 kw; ant. 177 m. Address: 111 Lake Shore Dr., Rancho Mirage, CA 92270. Principal has no other broadcast interests. Filed July 2.

■ **Beaumont, CA (BPH910703MI)**—Barbara Brindisi seeks 100.9 mhz; .891 kw; ant. 180 m. Address: 21055 Elmwood St., Perris, CA 92370. Principal has no other broadcast interests. Filed July 3.

■ **Beaumont, CA (BPH910705MJ)**—Serma Broadcasting Inc. seeks 100.9 mhz; 3 kw; ant. -8 m. Address: 200 N. Robertson Blvd. #242, Beverly Hills, CA 90211. Principal is headed by Martin G. Serma, and has no other broadcast interests. Filed July 5.

■ **Beaumont, CA (BPH910703MG)**—Eastland Broadcasting Corp. seeks 100.9 mhz; 3 kw; ant. 91 m. Address: 3907-A Chicago Ave., Riverside, CA 92507. Principal is headed by Michael L. Kennedy, and has no other broadcast interests. Filed July 3.

■ **Chico, CA (BPED910604MK)**—Associated Students Inc. of California State University, Chico, seeks

88.3 mhz; 1.1 kw; ant. 370 m. Address: California State University, Chico, Bell Memorial Union, Chico, CA 95929. Principal is headed by Craig Deluz, and has no other broadcast interests. Filed June 4.

■ **Garberville, CA (BPH910717MB)**—Brett E. Miller seeks 103.7 mhz; 7.64 kw; ant. 807 m. Address: 11608 Blossomwood Ct., Moorpark, CA 93021. Principal has no other broadcast interests (see Wilson Creek, WA, below). Filed July 17.

■ **West Lafayette, IN (BPED910715MH)**—Von Tobel Foundation Inc. seeks 89.9 mhz; .1 kw; ant. 100 m. Address: 256 South Washington St., Valparaiso, IN 46383. Principal is headed by Paul J. Von Tobel III, and is licensee of non-commercial FM translator W216AC at Valparaiso, IN. Filed July 15.

■ **Arkansas City, KS (BPH910705MK)**—Michael S. Morris, Eldon F. Hestand and John C. McVey seek 102.5 mhz; 6 kw; ant. 91 m. Address: Rte. 3, Box 116, Arkansas City, KS 67005. Principals have no other broadcast interests. Filed July 5.

■ **Arkansas City, KS (BPH910708MD)**—Robert V. Clark seeks 102.5 mhz; 6 kw; ant. 74 m. Address: R.R. #5, Box 316, Arkansas City, KS 67005. Principal has no other broadcast interests. Filed July 8.

■ **Hays, KS (BPED910703MA)**—The Praise Network Inc. seeks 88.9 mhz; 82.8; 194 m. Address: P.O. Box

8, Aurora, NE 68818. Principal is headed by Herbert P. Roszart, and has no other broadcast interests. Filed July 3.

■ **Winfield, KS (BPH910705MI)**—Johnson Enterprises Inc. seeks 95.9 mhz; 50 kw; ant. 150 m. Address: Kley Drive, Wellington, KS 67152. Principal is headed by E. Gordon Johnson, and is licensee of KLEY(AM)-KWME(FM) Wellington, KS. Filed July 5.

■ **Marlette, MI (BPH910628MB)**—GB Broadcasting Co. seeks 92.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 224, Marlette, MI 48453. Principal is headed by George E. Benko V, shareholder of Sanilac Broadcasting Co., licensee of WMIC(AM)-WTGV-FM Sandusky, MI. Filed June 28.

■ **Manahawkin, NJ (BPED910715MG)**—Penn-Jersey Educational Radio Corp. seeks 90.7 mhz; .001 kw-H, .950 kw-V; ant. 50 m. Address: P.O. Box 191, Sergeantsville, NJ 08557. Principal is headed by Frank W. Napurano, Virginia Napurano, Charles W. Loughery, Robert E. Wick and Linda K. Fleming. Penn-Jersey Educational Radio Corp. is permittee of non-commercial WDVR(FM) Delaware Township, NJ. Loughery and Frank Napurano have interests in Bux-Mont Educational Radio Association (see Doylestown, PA, below), which operates non-commercial WRDV(FM) Warminster, PA, and is permittee of WBVO(FM) Sel-

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lersville, PA. Loughery is permittee of LPTV W08CR at Warminster, PA. Filed July 15.

■ **Hobbs, NM (BPH910705ML)**—Perla Acosta Ojeda seeks 96.5 mhz; 3 kw; ant. 91 m. Address: 110 S. Willow, Hobbs, NM 88240. Principal has no other broadcast interests. Filed July 5.

■ **Hobbs, NM (BPH910705MH)**—Rosemary Houston seeks 96.5 mhz; 5 kw; ant. 53 m. Address: 1000 E. Sanger, Hobbs, NM 88240. Principal has no other broadcast interests. Filed July 5.

■ **Bismarck, ND (BPH910703MH)**—Lori Turitto seeks 101.5 mhz; 100 kw; ant. 335 m. Address: 2401 N. 7th St., Bismarck, ND 58501. Principal has no other broadcast interests. Filed July 3.

■ **Bismarck, ND (BPH910708MC)**—J.B. Broadcasting Inc. seeks 101.5 mhz; 100 kw; ant. 351 m. Address: 23 Brookwood Ct., Princeton, NJ 08540. Principal is headed by Barbara Kelly and James L. Primm, and has no other broadcast interests. Filed July 8.

■ **Doylestown, PA (BPED910701MA)**—Bux-Mont Educational Radio Assoc. seeks 91.7 mhz; .032 kw; ant. 59 m. Address: P.O. Box 2012, Warminster, PA 18974. Principal is headed by Charles W. Loughery, Kenneth S. Crowther, Todd Allen, Frank W. Napurano, Ronald M. Rysztocki and Charles H. Gainer (see *Manahawkin, NJ above*). Filed July 1.

■ **Philadelphia (BPH910701MF)**—Pennsylvania Broadcasters seeks 102.1 mhz; 40 kw; ant. 150 m. Address: 6255 Sunset Blvd., #1901, Los Angeles, CA 90028. Principal is headed by A. Thomas Quinn, Richard Nagler, Amy L. Quinn and Judy Nagler. Thomas Quinn is one of two equal shareholders and president of Americom Las Vegas Inc., general partner of Americom Las Vegas Ltd., licensee of KUDA(FM) Pah-rump, NM. Quinn is also limited partner in Americom Las Vegas Ltd., licensee of KHTZ(AM)-KODS(FM) Carmelien Bay-Truckee (Reno), CA (see Pittsburgh, below). Filed July 1.

■ **Pittsburgh (BPH910701ME)**—Pennsylvania Broadcasters seeks 93.7 mhz; 23.1: 220 m. Address: 6255 Sunset Blvd., #1901, Los Angeles, CA 90028 (see Philadelphia, above). Filed July 1.

■ **Pittsburgh (BPH910628MC)**—Allegheny Communications Group Inc. seeks 93.7 mhz; 43.5 kw; ant. 157 m. Address: 4603-B MacArthur Blvd., Washington, DC 20007. Principal is headed by Herbert E. Long Jr., and has no other broadcast interests. Filed June 28.

■ **South Waverly, PA (BPH910708ME)**—Shirley A. Penrod seeks 96.1 mhz; .620 kw; ant. 217 m. Address: 33 Hudson St., Bath, NY 14810. Principal has no other broadcast interests. Filed July 8.

■ **South Waverly, PA (BPH910703MK)**—Lordstown Meadow Farm seeks 96.1 mhz; .94 kw; ant. 180 m. Address: Weaver Rd., Waverly, NY 14892. Principal is headed by William F. O'Shaughnessy, and has no other broadcast interests. Filed July 3.

■ **Wilson Creek, WA (BPH910717MA)**—Wilson Creek Broadcasting Co. seeks 103.3 mhz; 6 kw; ant. 100 m. Address: 11608 Blossomwood Ct., Moorpark, CA 93021. Principal is headed by Brett E. Miller, Thomas D. Hodgins and Evelyn V. Martinez, and has no other broadcast interests (see Garberville, CA, above). Filed July 17.

Actions

■ **Texarkana, AR (BPH880616MP)**—Granted app. of Jo-AI Broadcasting Inc. for 104.7 mhz; 3 kw H&V; 100 m. Address: 20 Preston Circle, Texarkana, AR 75502. Principal is headed by Emmie J. Gamble, and has no other broadcast interests. Action July 17.

■ **Groveland, CA (BPED900116MC)**—Granted app. of California State University, Sacramento, for 91.7 mhz; 6.9 kw H&V; ant. 313 m. Address: 3416 American River Dr., Suite B, Sacramento, CA 95864. Principal is headed by Roland E. Amall and seven other trustees, and is licensee of KXPR(FM) Sacramento, CA. Action July 12.

■ **Lucerne Valley, CA (BPH880714MS)**—Granted app. of Rasa Communications Corp. for 106.5 mhz; .15 kw H&V; ant. 331 m. Address: 11671 Locust Lane, Apple Valley, CA 93208. Principal is headed by Marcelino Q. Garza, and has no other broadcast interests. Action July 19.

■ **Palm Bay, FL (BPED841113MA)**—Granted app. of

Palm Bay Public Radio Inc. for 90.3 mhz; .1 kw (H&V); ant. 30 m. Address: P.O. Box 1020, Palm Bay, FL 32936. Principal has no other broadcast interests. Action July 18.

■ **Sylvester, GA (BPH890413MI)**—Granted app. of K&B Broadcasting Co. Inc. for 106.1 mhz; 3 kw; ant. 100 m. Address: 105 Dunbar Circle, Sylvester, GA 31791. Principal is headed by Karen Barnard, and has no other broadcast interests. Action July 11.

■ **Indianapolis (BPH880727MJ)**—Granted app. of Shirk Inc. for 96.3 mhz; .593 kw H&V; 215 m. Address: Box 22300, 3003 Kessler Blvd., No. DR, Indianapolis, IN 46222. Principal is headed by William S. Poorman, and has no other broadcast interests. Action July 17.

■ **Port Gibson, MS (BPH890420MH)**—Granted app. of Evan Doss Jr. Corp. for 100.5 mhz; 3 kw; ant. 100 m. Address: 911 Chinquepin St., Port Gibson, MS 39150. Principal has no other broadcast interests. Action July 10.

■ **Mechanicville, NY (BPH880825MQ)**—Granted app. of Achilles Inc. for 104.5 mhz; 3 kw H&V; ant. 76 m. Address: 14 Burning Bush Blvd., Ballston Lake, NY 12019. Principal is headed by Stephen H. Seplowe, and has no other broadcast interests. Action July 10.

■ **Mechanicville, NY (BPH880825ML)**—Dismissed app. of Mercedes Glasel for 104.5 mhz; 3 kw H&V; ant. 100 m. Address: Box 133, Koenig Rd., Ghent, NY 12075. Principal has no other broadcast interests. Action July 10.

■ **Mechanicville, NY (BPH880825PB)**—Dismissed app. of New York Broadcasting Corp. for 104.5 mhz; 3 kw H&V; ant. 100 m. Address: 1458 New Scotland Rd., Slingerlands, NY 12159. Principal is headed by Brian Danforth and Edward F. Perry Jr. Perry is 80% stockholder of licensee of WATD-AM-FM Brockton-Marshfield (Boston), MA, and 50% permittee of new FM CP at Amherst, MA, and permittee of WEFI(AM) Easthampton, MA. Action July 10.

FACILITIES CHANGES

Applications

AM's

■ **Black Canyon City, AZ KUET(AM) 710 khz**—July 17 application for mod. of CP (BP870330AL) to add night service with 4.1 kw; make changes in antenna system.

■ **Campbellsville, KY WTCO(AM) 1450 khz**—July 11 application for CP to correct coordinates to 37 20 07N 85 22 33W.

FM's

■ **Decatur, AL WYFD(FM) 91.7 mhz**—July 10 application for CP to change ERP: 14.125 kw H&V; ant.: 282 m.; change TL: atop Capshaw Mtn., 1 km E of Wall Hwy. 32 km. NE of Decatur site in Madison County, AL; class: C2.

■ **Jonesboro, AR KDEZ(FM) 100.1 mhz**—July 17 application (BPH910717IC) for CP to change ERP: 3.06 kw H&V; change ant.: 140 m.; TL: 35 54 26N 90 41 38W.

■ **Brush, CO KSIR(FM) 107.1 mhz**—July 17 application for CP to change ERP: 100 kw H&V; ant.: 278 m.; change TL: 5.4 km NW of Wiggins, CO; change to class C1 (per docket #88-605).

■ **Danbury, CT WXCI(FM) 91.7 mhz**—July 15 application for CP to change ERP: 25 kw H&V; ant.: 76 m.; change class: B1; install DA; application is mutually exclusive with WSHU(FM).

■ **Panama City Beach, FL WPCF-FM 100.1 mhz**—July 10 application for CP to change ERP: 25 kw H&V; ant.: 71 m.; change TL: lots 2 and 3 of Block 15, Beck Ave., Panama City, FL; change to class C3 (per docket #89-616).

■ **Hilo, HI KHHK(FM) 92.7 mhz**—July 12 application for mod. of CP (BPH841228MH) to change ERP: 35 kw H&V; change ant.: -50 m.; TL: 2.9 km due S of General Lyman Field at site of KAHU(AM) Hilo; class: from C1 to class C2.

■ **Seymour, IN WZZB(FM) 93.7 mhz**—July 9 appli-

cation for mod. of CP (BPH870302IG) to change ERP: 25 kw H&V; change ant.: 213 m.; TL: NW 1/4 of section 11, Pershing Township, T.6N. R. 3E Indiana (3 km W of Freetown, Indiana).

■ **Manchester, IA KMCH(FM) 94.7 mhz**—July 17 application for mod. of CP (BPH880308MG as mod.) to change ERP: 6 kw H&V; TL: 2 1/2 mi E on Old Hwy. 20 of Manchester City limits and 3 mi N on unmarked gravel road.

■ **Buffalo, KY WRZI(FM) 101.5 mhz**—June 21 application for mod. of CP (BPH880406MA as mod.) to change ERP: 3 kw H&V; TL: TBA. change city of license (per docket #89-534).

■ **Le Sueur, MN (no call letters) 96.1 mhz**—July 10 application for mod. of CP (BPH890707MA) to change ERP: 1.70 kw H&V; change ant.: 132 H&V; TL: 4.8 km on line bearing 310 degrees (T) from the intersection of State Hwy. 93 and 19, in Jes Senland Township, MN.

■ **Quitman, MS WYKK(FM) 98.3 mhz**—July 15 application for mod. of license (BLH910811AQ) to change freq: 98.9 mhz (pursuant to docket #87-432).

■ **Butler, MO KMoe(FM) 92.1 mhz**—July 5 application for CP to change ERP: 4.725 kw H&V; ant.: 45 m.

■ **Radnor Township, PA WYBF(FM) 88.5 mhz**—July 10 application for mod. of CP (BPED860725MH) to modify directional antenna pattern.

■ **Renovo, PA WMHU(FM) 93.1 mhz**—July 12 application for mod. of CP (BPH880729MA) to change ant.: 91 m.

■ **Villanova, PA WXVU(FM) 88.5 mhz**—July 10 application for mod. of CP (BPED870402KA) to modify directional antenna pattern.

■ **Shelbyville, TN WYCC(FM) 102.9 mhz**—July 16 application for CP to change antenna supporting-structure height.

■ **Colonial Heights, VA WKHK(FM) 95.3 mhz**—July 10 application for mod. of CP (BPH890921IG) to change ERP: 7 kw H&V; change ant.: 187 m.; TL: Bensley Village, VA.

TV's

■ **Grand Rapids, MI WXMI(TV) ch. 17**—July 18 application for CP to change ERP: 1290 kw (vis); ant.: 334; antenna: Dielectric TFU-36J/V. (DA)(BT).

■ **Salt Lake City KXIV(TV) ch. 14**—July 12 application for CP to change ERP: 1637 kw (vis); ant.: 1173 m; change TL: approximately .8 km S of Farnsworth Peak, UT; antenna: Andrew ATN 25HS- HSP-14, (DA)(BT).

Actions

AM's

■ **Los Banos, CA KLBS(AM) 1330 khz**—July 19 application (BP81212AB) dismissed for CP for experimental synchronous AM station at San Jose, CA to operate simultaneously with primary KLBS facility at Los Banos on same freq: 1330 khz but with .020 kw DA-D.

■ **La Grange, IL WTAQ(AM) 1300 khz**—July 17 application (BMP910313AE) granted for mod. of CP (BP861106AA) to augment nighttime standard pattern.

FM's

■ **Berryville, AR KSCC(FM) 107.1 mhz**—July 16 application (BPH910313IF) granted for CP to change ERP: 3.6 kw H&V; change ant.: 191 m.; TL: on Hilltop, .65 km N of US Rte. 62, 3.2 km W of Green Forest City Limit, AR; class: C3 (per docket #90-104).

■ **Wynne, AR KWYN-FM 92.7 mhz**—July 18 application (BPH910520IH) returned for CP to change ERP: 25 kw H&V; change ant.: 100 m.; TL: app. 4.1 mi SW of Wynne, on rural Rd. 131 degrees, freq: 92.5 mhz; class: C3 (per docket #89-529).

■ **Burlington, KS KSNP(FM) 95.3 mhz**—July 19 application (BPH910614II) returned for CP to change ant.: 97 m.

■ **Houlton, ME WHOU-FM 100.1 mhz**—July 19 application (BPH900403ID) dismissed for CP to change ERP: 3 kw H&V; ant.: 100 m.; TL: Westford Hill, approximately 9 km S of Houlton, ME.

CLASSIFIED

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

RADIO

HELP WANTED MANAGEMENT

General manager: Exceptional opportunity in Central/Eastern Florida for someone who loves and understands small market radio, to take over fulltime AM in market over 75,000 with only one competitor, also AM, in market. Rare chance to earn full ownership. Must have heavy sales background. Box M-56. EOE.

General manager for combo in the S.W. Florida area. Must have strong sales background, be able to inspire, carry a list and be bottom line oriented. Write Box M-57. EOE

KBLA, the Business News station in Los Angeles, is looking for an experienced general manager. Background in news or news/talk preferred. Resumes to: Gary Price, Box 49650, Los Angeles, CA 90049. EOE.

Group owner seeks general manager for start-up major market Black Gospel station. Must be hands on, sales oriented (programs and spots), detail oriented, killer. Order takers need not apply. Reply to Box M-58. EOE.

General sales manager: Strong midwestern combo (FS/CHR) is looking for a killer GSM to manage and motivate a large sales staff. Organizational skills, people skills and street skills are a must. This is a rare opportunity to join one of the country's leading (and most financially solid) groups. Respond with resume, sales management philosophy, educational background, salary history and references to Box M-59. All replies held in the strictest confidence. EOE/MF.

WKIO/Oldies 92 radio in Champaign, Illinois, is looking for a top notch sales person to take over established list and make it grow. Must have minimum of two years previous radio sales experience. Send resume, billing history and one of your best presentations to: General Sales Manager, WKIO Radio, 505 South Locust Street, Champaign, IL 61820. EOE.

WGNA-AM/FM, Albany, NY: Immediate opening for experienced, dynamic sales manager. Strong leadership skills, two or more years experience needed. Group-owned, market leading combo. Send letter, resume and income history in confidence to: Mr. Al Vicente, VP/GM, WGNA-AM/FM, Box 1077, Albany, NY 12201. EOE.

S.M. — Savannah's #1 rated adult AM/FM — WCHY. Rate bullish, pro tracking systems, detail oriented, idea aggressive with consistent and verifiable radio history. Excellent opportunity with growth potential. Letter, resume and references to: Dennis Jones, PO Box 1247, Savannah, GA 31402. EOE.

WDNO-Laurel, DE. New station. Adult format. Full and PT openings for experienced traffic/receptionist. August start. Tapes and resumes to Ed Hunt, 377 Tourmaline Dr., Hebron, MD 21830. EOE.

WSBT, Inc., South Bend, Indiana, seeks a radio general sales manager for WSBT/WNSN. Broadcast sales management experience is required. Send resume, salary requirements, and references in first letter to: Human Resources Director, WSBT, Inc. 300 W. Jefferson Blvd., South Bend, IN 46601. No phone calls. EOE.

General manager with strong sales background for KMCM/KMTA Miles City, Montana. Resume to KMCM/KMTA, 1218 Pioneer Building, 336 North Robert Street, St. Paul, MN 55101. EOE.

Group operator looking for general sales managers. Major group operator has openings for experienced sales managers. Openings are with top stations in major markets. Qualified candidates must demonstrate abilities to coach, train and direct a sales department. Knowledge and experience with budgeting, rate & inventory management and strong written and oral communication skills is mandatory. Send resume to: Box N-2. EOE.

Wanted: General sales manager for Doane rated number 1 Farm station in Missouri. Ag sales background helpful. Trainer, leader, motivator for 8 person sales staff. Above average compensation. KMZU Carrollton, MO 64633 816-542-0404 EOE

General sales manager wanted for Florida medium market. Excellent opportunity, beautiful city. Apply now for September start. EOE. Reply to Box N-1.

HELP WANTED SALES

WDNO-Laurel, DE. New station. Adult format. Full and PT openings for experienced sales execs. August start. Resumes to Ed Hunt, 377 Tourmaline Dr., Hebron, MD 21830. EOE.

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

Sales: radio: Major market leader seeks highly motivated self-starter to join their sales team as account executive. Entry level position with enormous growth potential, ideal candidate should possess excellent written and oral communication skills, be results oriented, and willing to work hard for high income potential. 1-2 years sales experience preferred. Salary plus commission. Excellent fringe benefits. Equal opportunity employer. Send resume to Box M-63.

Ready to move up, have 1-2 years of successful broadcast sales want to manage, we may be what you are looking for. New group starting, need person to sell and learn full operation. No floaters. Work and learn with us. Reply to Box M-62. EOE.

Sales/marketing rep: Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity of southwest/south central markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-61. EOE.

New owner Florida resort Class A seeks sales/mgmt help. Great opportunity, potential equity. Send resume ASAP to White Communications, 685 E. Long Lake, Bloomfield, MI 48304 or call 313-644-5443. EOE.

Radio group with 9 properties in PA, Ohio, and WV looking for experienced, aggressive A.E.s. Must be able to demonstrate a solid performance record. Growth potential with the group — with pleasant working atmosphere. Resume, references and salary history to: Box M-16. EOE.

HELP WANTED ANNOUNCERS

WDNO-Laurel, DE. New station. Adult format. Full and PT openings for experienced DJs. August start. Tapes and resumes to Ed Hunt, 377 Tourmaline Dr., Hebron, MD 21830. EOE.

Crystal award whiz (AM-FM) has rare full time opening. Board operation/on air shift. Minorities and qualified beginners encouraged to apply. Tape/resume to Pete Petoniak, 629 Downard Rd., Zanesville, OH 43701. EOE.

Talent/situation: Live on the California coast and work at an AC facility that seeks a morning drive communicator with voice and a desire to settle and become a star. Reply to Box M-65. EOE.

HELP WANTED TECHNICAL

Engineer: Major market AM station seeks chief engineer experienced in installation and maintenance of broadcast equipment. FCC General Class Radio-telephone license required. Must have Hi-Power directional experience. Send resume and salary requirements to Engineering Dept., 525 North Sam Houston Parkway East, Suite 525, Houston, TX 77060, or call 800-438-6311. EOE.

HELP WANTED NEWS

News reporter/anchor: Prairie Public Radio is seeking a professional who can gather, write and produce stories and features, anchor a 15-minute midday newscast and host locally-produced news inserts during weekday "All Things Considered." Must be a good writer, a self-starter and a person who knows how to use sound to tell a story. Bachelor's degree and 2 years experience required. Send tape, resume and three references to Dave Thompson, News Director, Prairie Public Radio, 1814 N. 15th Street, Bismarck, ND, 58501. Application deadline August 20, 1991. We are an EEO/affirmative action employer. Women, minorities and persons with handicaps or disabilities are particularly encouraged to apply.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Live assist/production needed for beautiful coastal North Carolina's exclusive 100,000 watt EZ leader. T/R to: GM, WNCT A/F, PO Box 7167, Greenville, NC 27835. EOE.

SITUATIONS WANTED MANAGEMENT

Prior owner/operator with 22 years experience will build your AM/FM station from construction of facility to hiring/training staff. Experienced with all sized markets/turnarounds. Will consider equity. 1-512-828-9252.

25 years experience: Last 11 general manager. Sales driven, programming, engineering, ratings competitive. Get big numbers. Good at upgrades, start up, turnarounds. South/Midwest. John Parker, 502-247-0090.

Group manager. Small or medium markets. Very successful track record as owner, manager, consultant. 18 years experience, including start-ups, turnarounds, mature stations needing revitalization. Thorough knowledge of all phases of radio business, FCC rules and regulations. Please reply to Box M-47

Strategic planner GM delivers results. Group operator/4 stations. Solid history in reversing trends. As GSM doubled sales revenues in 4 years. Seeks challenging position with broadcast group where people make the difference. 22 years radio. 616-399-1702.

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

Medium market GM, 20 years radio, 10 years management, with spectacular track record. Sales up, ratings up, expenses down. Super with people, programming and profits. A constant winner. 40-year-old family man with heavy community involvement seeking a growth opportunity with a medium market facility. Reply to Box N-5.

Former major market GSM: Currently media management business owner wants to return to radio as GM. GSM in small/medium market in Southeast. Possible equity ownership. Reply to Box N-3.

Worth the wait: Seeking individual or group looking for right person to take them into the 21st century. Satellite operations is my strong suit. Add degree in Broadcasting Management (Marketing minor), and complete with computer/DAB literacy. No hype, just talent, success, and hard work. That's me. Call Terry at 602-973-8100. A decade of major market innovations.

Full charge radio station business manager, twelve years experience, relocating to the Northeast. For resume call 203-426-6037.

SITUATIONS WANTED SALES

Sales position small-medium market. Mature broadcasting graduate with additional experience in announcing, production, news and copywriting. Dependable, hardworking. RTOR. John Treadway, Route 4, Box 430, Taylorsville, NC 28681. 704-632-5792.

SITUATIONS WANTED ANNOUNCERS

FM Easy Listening coastal stations only. Deep, sincere pipes. Years of experience. Mint references. 717-675-6982, after 3 p.m. Eastern.

Educated, articulate news announcer/reporter seeks job. 15 years experience. Available for interview anytime in September. For details and demo tape, phone John Shepard, c/o Boye De Mentie at 602-952-0163.

Make your AM drive slot hot. Experienced morning man/PD looking for challenging opportunity. Country or AC. All markets considered. Will relocate. John Kirschner, PO Box 303, Jaffrey, NH 03452. 603-532-7334.

SITUATIONS WANTED TECHNICAL

Attention Florida stations! Former Harris engineer is now headquartered in your state. Expert on automation, transmitters, audio, construction & directional antennas. Available for field service assignments by the day, week or project. Super references. 413-442-1283.

SITUATIONS WANTED NEWS

Turn around your top 100 AOR or CHR. Experienced PD will help. Mark 505-821-2786.

Experienced professional sportscaster seeks PBP position. Mike 407-841-4940.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Sonny Bloch, host of America's longest running independent, 2-way talk show about money, business, real estate and life, would like to work for you for free. He offers 18 hours of programming 6 days per week (take all or part), plus a daily afternoon news show with plenty of openings for your local news, traffic and weather reports. Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years. The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call. Ask for Susan at 212-371-9268.

Guaranteed to make you money and ratings! Former #1 jock and P.D. has new unique formula. If you're looking for success and not afraid to try something new, then call me before your competition does. Consultant basis. I work for a modest initial fee plus a percentage of the revenue I'll generate. 413-442-1283.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Expanding radio broadcaster. Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Millidge Ave., Athens, GA 30605.

SCA positions available in major cities. Call Joyce Stern, 305-463-9299 x210.

TELEVISION

HELP WANTED MANAGEMENT

Traffic/program director needed by small-market ABC affiliate using Columbine software. Live & work in Chesapeake Bay/Atlantic Ocean resort community. Must have 3-5 years experience. Resumes to Frank Pilgrim, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE/M-F.

Local sales manager: WPTA-TV seeks an aggressive individual ready to maximize local sales revenues at Ft. Wayne's leading affiliate television station. Minimum of 2 years of successful broadcast local sales management experience preferred. The successful candidate will assume responsibility for hiring, training and supervision for the local sales staff. We are a group owned station seeking someone who will grow with us. No phone calls, please. Interested parties can send a resume to Bill Ransom, General Sales Manager, WPTA-TV, 3401 Butler Road, Fort Wayne, IN 46801. EOE.

Executive producer: Talk shows. Salary plus up to \$250,000 to \$500,000. Incentive for right person with proven television talk track record sought to lead new major market TV talk operation. Must be creative, innovative, hard working and experienced. No beginners or P.A. types. EOE. Reply to Box N-6.

Local sales manager, major cable television organization seeks an experienced television advertising sales professional to lead large local sales team. Excellent transition opportunity for current broadcasting executive. Management experience preferred. Desirable Midwest location. Please send resume, compensation requirements and references to Box M-67, no later than August 16, 1991. EOE.

Major/planned giving professional to conduct major and planned giving program, including identification of and contact with prospective donors, preparation and execution of seminars and monthly magazine column. Bachelors degree or equivalent and/or experience. Knowledge and interest in public TV essential. Resume by 8/9/91 to Channel 10/36 Friends, Attn: Charlotte Caron, 700 W. State Street, Milwaukee, WI 53233. The Channel 10/36 Friends, Inc. is an equal opportunity employer.

Executive director: ASSET, a sponsored program of Arizona State University/KAET-TV, seeks an individual to plan and direct a multi-media instructional delivery service for Arizona public and private educational entities. Duties include long range planning, preparation of budgets, approval of expenditures and monitoring of budget status; hiring and supervision of staff; articulation with ASSET Board of Directors, KAET/Channel 8 management, external clients and cooperating organizations. Minimum Qualifications: Masters degree in Instructional Technologies, Library/Media, Educational Telecommunications or a directly related area; and six years experience in elementary and/or secondary teaching and/or learning technology services, including two years of management/supervision; or, Bachelors degree with a major in Instructional Technologies, Library/Media, Educational Telecommunications or a directly related area; and, eight years experience in elementary and/or secondary teaching and/or learning technology services including two years of management/supervision; or, any equivalent combination of experience, training and/or education approved by the ASSET Board of Directors and KAET. Desired qualifications: Knowledge of the philosophy, organization and operation of elementary and secondary school systems; knowledge of the sources of mediated instructional materials for both classroom and teacher training uses; skill in identifying and evaluating instructionally valid mediated materials; knowledge of communications capabilities of broadcasting and other learning technology systems and their application to instruction and delivery of educational materials; skill in recruiting and supervising staff; knowledge and skill in preparation of revenue projections and management of budgets; knowledge of copyright laws and their application to learning services and educational telecommunications. Minimum starting salary is \$40,000, plus excellent benefit package including retirement, vacation/leave, insurance plus reduced ASU tuition for employee, spouse and dependent children. Direct letter of application and resume to ASU Employment Section, Academic Services building, Room 236, Arizona State University, Tempe, AZ 85287-1403. Please attach resume that includes complete history of work experience with details of duties and responsibilities and inclusive dates of employment for each position. Provide name and address of at least three references who have directly supervised you or are qualified to evaluate your work performance. Please indicate in letter of application the source of your referral for this position; i.e., specific media advertisement, employment agency, minority or women's organization, personal contact, or other source. Application deadline: August 30, 1991. An equal opportunity/affirmative action employer.

General manager: A challenging position at a mid-sized Midwest Fox affiliate. Requires hands-on results orientation. Sales management background required. Call in confidence, Gerald Robinson, 1-800-733-2065. EOE.

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

General sales manager: WESH-TV, NBC affiliate in Orlando/Daytona Beach. Must have minimum 2 years local sales, 3 years major national rep experience, plus 5 years general sales manager experience. Good knowledge of research and marketing tools. Superior people skills a must. Send resume to: Jeffrey H. Lee, President & General Manager, WESH-TV, PO Box 547697, Orlando, FL 32854. EOE.

National sales manager: Fox affiliate in Columbus, Ohio, seeks assertive individual with 2-3 years national or local experience. No phone calls please. Send resume to: PO Box 280, Columbus, OH 43216. Attn: Robert Heyde. EOE.

HELP WANTED SALES

Sales/marketing rep: Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity of southwest/south central markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-81. EOE.

Group owned south central independent TV station is looking for an account executive with minimum two years of broadcast experience. Good attitude and strong selling skills will be enhanced thru strong sales support. Send resume to: Times Picayune-3800 Howard Avenue, PO Box K-351, N.O., LA 70150. Equal opportunity employer.

WTNH-TV seeking candidates for local sales manager position. Requires 5+ years media/broadcast sales experience, strong negotiation skills and prior management experience. Must possess strong leadership training and creative skills. Should be familiar with co-op, vendor and sales promotion. Resumes to: Fran Tivald, Director of Sales, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls. EOE.

Salesperson wanted: Sports marketing/sales firm looking for salesperson with a unique set of skills: Event and TV sales experience at the national level, excellent prospector and closer, computer literate, motivated, self sufficient. Send resume, sales letter to EVP, 785 Virginia Ave. NE, Atlanta, GA 30306. EOE.

WCYB-TV is seeking a local account executive with two years of broadcast television sales experience. The successful applicant should have local account development skills and computer experience. Please send resume to: Judy R. Carrier, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24203. Minorities and women encouraged to apply. No phone calls. EOE. Deadline for accepting application is August 16, 1991

HELP WANTED TECHNICAL

EIC for Texas based mobile unit. Strong maintenance background required. Send resume and salary requirements to: Tel-Fax Texas, 3305 Pleasant Valley Lane, Arlington, TX 76015. EOE.

Maintenance engineer: 3 to 5 years experience on transmitter and studio equipment repair. FCC license or SBE certification. Resume to: Steve Puntieri, WUPW-TV 36 Four Seagate, Toledo, OH 43604. EOE.

Transmitter supervisor. Responsible for all transmitter site operations. Prefer 3 to 5 years of transmitter and Harris Sentinel remote control, graduate of an accredited electronics program, hold an FCC General Radiotelephone license and/or SBE certification and be familiar with all applicable FCC rules. Must have good communication skills and be able to become an effective part of the engineering management team. Excellent compensation and benefits are offered. Send resume and salary requirements to Chief Engineer, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

Chief engineer: Flagstaff, AZ. VHF start up. Experience needed in: RF installation and maintenance, 3/4 inch tape, studio maint and microwave installation. Send resume, references and salary requirements to: Frank J. Coe, 111 Lakeshore Cove, Pineville, LA 71360. EOE.

Television operations engineer needed to troubleshoot to prevent on-air problems and assist in replacing/repairing defective equipment for live, 24-hour broadcasting. Requires 3-5 years experience in broadcast operations or operation troubleshooting and the ability to work with video switchers, VTRs, character/graphics generators, studio/EPF cameras, and audio equipment. C/Ku Band satellite uplink systems experience and technical training a plus. **Television maintenance engineer** needed to participate in design, installation and documentation of live, 24-hour-a-day television systems. Requires 3-5 years current hands-on maintenance experience, ability to troubleshoot to component level and commitment to engineering excellence. If you would like the excitement of live television and want to work for America's #1 cable home shopping network then mail or fax your resume to: Mike Cavanaugh, QVC Network, Goshen Corporate Park, West Chester, PA 19380, Fax: 215-430-2368. An equal opportunity employer, M/F

Chief engineer: Are you the engineering manager we have been looking for? Are your technical skills matched only by your own management and technical experience? If so, WPBN/WTOM is looking for you. Respond with resume and reference to Robert Kizer, WPBN/WTOM, PO Box 546, Traverse City, MI 49685. EOE.

Video engineer: Maintenance/production. 1", BetaSP, CMX, ADO, CCD cameras. Denver Center for the Performing Arts. Great environment and benefits. Send resume/salary history to Denver Center Media, 1245 Champa Street, Denver, CO 80204. Attention Director. EOE.

Broadcast systems analyst: PTV station in Southwest seeks a broadcast systems analyst. Responsible for technical development and maintenance of computer based systems involving a variety of broadcast and business related applications. Knowledge of data base and word processing software required. Knowledge of C. Fortran, Basic language programing and Novell networking software desired. Ability to operate and maximize capabilities of TV and satellite transmission equipment. Master's degree in Computer Science, Electrical Engineering or Computer Analyst/programing experience is preferred. Any combination of equivalent level education and experience totaling seven (7) years will be considered in lieu of the formal education and experience requirements. Minimum salary: \$25,938 DOE. Reference this ad and send resume to: UNM Human Resources Dept., 1717 Roma N.E., Albuquerque, NM 87131-3186. Closing date: August 16, 1991. AA/EOE.

TV master control operator in Denver for live on-air audio/video switching, 3/4" & 1" tape editing, maintain on-air quality, daily logs, etc. Req's min 2-yr master control operation or related exper. 1-yr exper w/video tape editing, 2-yr TV production degree or equiv work exper. Drug test req. Send resume w/cover letter and salary history to TV Master Control Operator, PO Box 4117, Englewood, CO 80155. EOE.

Assistant chief engineer for WCEU TV, Florida's newest public television station. Immediate opening for a person who will oversee the station's technical operations and equipment maintenance. Station is looking for a person with five years broadcast engineering experience, including staff supervision. Salary is competitive. Send letter of application and resume to: Human Resources Department, Daytona Beach Community College, PO Box 2811, Daytona Beach, FL 32120-2811. For more information, call Bill Schwartz, Director of Engineering: (904) 254-4456. EOE.

HELP WANTED NEWS

Field producer position with one of the country's top Christian television programs. Minimum of 3 years experience with news or magazine style stories is required. Good journalism background a must. Looking for creative, mature individual. Excellent salary and benefits package. Send reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9099. EOE.

Southeast NBC affiliate looking for right person to complement male co-anchor. Must possess strong news judgement and team leadership. Reporting and community involvement are critical to the position. An equal opportunity employer. Send tape and resume (no calls) to: WSAV-TV, News Director, Harry W. Bowman, PO Box 2429, Savannah, GA 31402. EOE.

Weathercaster: Northwest network affiliate seeks a skilled communicator to anchor Monday-Friday weather segments. Minimum two years experience with working knowledge of computer graphics. Some environmental reporting and promotional appearances required. A.M.S. seal desirable. Send resume to: Box M-52. EOE.

Weekend producer/special projects, Top 50. Reply to Box M-68. EOE.

News director: ABC affiliate in California's capital seeks a competitive experienced news director to continue our growth track. If you are a leader, enjoy your work, and have a solid track record in television news, send your resume to: Michael Fiorile, Vice President and General Manager, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. An Anchor Media station EOE. No phone calls please.

Weekend news producer: Candidate should have experience as a major market news producer. Must be an excellent writer, self-starter and highly organized. Has to oversee writing, reporting, graphics and assignment desk staffs. Familiarity with NewStar computer system a plus. Send tape and resume to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No calls or faxes please. We are an equal opportunity employer.

Sports anchor: Candidate should have experience as a nightly sports anchor in a major market TV station. Excellence in a nightly sportscast presentation as well as live remotes required. Send tapes only to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No calls or faxes please. We are an equal opportunity employer.

Sports reporter/anchor: Find and produce reports that appeal to non sports fans. One year on-air experience. Experience as photographer a plus. Will also anchor weekend sportscasts. Resume, tape, references to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. Minorities and women are encouraged to apply. No phone calls please. EOE.

Producer: Visual thinker to take our 11 to next level. Responsibilities include content, production and night assignments. Must have prior commercial experience as a producer. Tapes and resumes only: Mark Carros, WSTM-TV, 1030 James St., Syracuse, NY 13203. Equal opportunity employer.

Weekend meteorologist: Resumes now being accepted for possible future openings. Part-time position. Reply to Wayne Mahar, WSTM-TV, 1030 James St. Syracuse, NY 13203. Equal opportunity employer.

Anchor/reporter: WICS-TV, Springfield, Illinois seeks anchor to complement male anchor for half-hour sunrise news. Responsibilities also include general assignment reporting. Send non-returnable tapes, resumes/references and salary requirements to: WICS-TV Personnel Department, 2680 E. Cook Street, Springfield, IL 62703. No phone calls please. EOE.

Meteorologist: Weekend on-air meteorologist/science and environment reporter, for weather department. Immediate opening at dedicated number-one station, in real weather market. Tape and resume to: John Wheeler, Chief Meteorologist, WDAY Television, 301 South 8th Street, Fargo, ND 58103. EOE.

Anchor: Must be an experienced solid television journalist, willing to make a long term commitment with a southern medium market. Must possess leadership skills, be community involved and be able to perform with a fast paced co-anchor format. Send resume and salary requirements to Harry Bowman, News Director, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

KMPH Fox 26 has an immediate opening for an experienced promotion manager. If you are a highly energetic, creative individual with a killer promotion reel and media buying experience, send your resume and demo tape immediately to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. If not, please do not apply. Applications will be accepted until 8/31/91. No phone calls please. Include postage for return of tape. An EOE-M/F/H.

Assistant traffic manager: Responsibilities include gathering and entering into the computer commercial, public service, promotional and other program elements necessary to publish a daily log. Must have substantial typing, clerical and computer terminal skills. Broadcast traffic experience desired. Send resume to: Dan Steele, Operations and Program Manager, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. EOE, M/F.

Producer/director II for public and cultural affairs programs. Responsible for all phases of television production. Must have experience in research, interviewing, scriptwriting, off-line and on-line videotape editing. Prefer experience in regional/national productions. BA in television production or related field plus minimum three years experience in television production. Experience may be substituted in lieu of degree requirement on a one-year basis. Minimum salary \$18,013, DOE. Reference this ad and send resume to: UNM Human Resources Dept., 1717 Roma N.E., Albuquerque, NM, 87131-3186. Closing date: August 16, 1991. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Wanted: America's worst television station. Former group manager seeking "mission impossible" turn around. Need ratings and a better bottom line? Call me now at 201-890-3254.

SITUATIONS WANTED TECHNICAL

Operation engineer with over 14 years experience in master control, video tape, satellite, studio operations and supervisory positions. Experience with network affiliates and major cable network. Extremely good references. Call Richard 612-432-6430.

SITUATIONS WANTED NEWS

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

TV movie critic/entertainment reporter, currently employed, seeking new position. Ten years experience. Reply to Box N-7.

Current ESPN along with Los Angeles behind the scenes production experience, and looking to move on to a different setting. Sports knowledge and creativity a plus, including a 100% unique rating\$ blockbuster. Erik 203-827-9310.

Freelance production cameraman seeks staff position with magazine show, special projects, promotions, or news. 16 years experience. Available immediately. Will pay moving expenses. Ray 818-891-1168.

MISCELLANEOUS

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

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

ALLIED FIELDS

HELP WANTED SALES

Can you live on \$2000 a month in commissions for 3-4 months in order to build a business from the ground floor into a six-figure annual income? CASCOM syndication is the expansion of two well-known, established and respected companies. As our distributor, you'll market the world's largest stock library of animated effects, a stable of custom commercial characters headed by the famous Jim (Hey Vern, it's Ernest!) Varney, generic commercials, music libraries and more. You need to have media sales experience, the ability to manage 3-4 people and the willingness to work full time and harder than you ever have in your life. If you are entrepreneurial in spirit and love to sell, call Lee Michaels at 615-242-8900. Territories closing rapidly! EOE.

HELP WANTED NEWS

Non-profit minority-oriented professional journalism association executive director. Requirements: B.A., M.A. preferred; experience as non-profit administrator; grant writing expertise; Journalism background; Spanish fluency; writing and public speaking skills helpful. Resume to Frank del Olmo, Chair of California Chicano News Media Association Executive Director Search Committee, Los Angeles Times, Times-Mirror Square, Los Angeles, CA 90053. EOE.

SITUATION WANTED INSTRUCTION

Experienced college broadcast instructor, MA RTVF, seeking full-time Fall 91 teaching position. Specialize in advanced video production and news areas. Contact Paul Philips, 14319 Briarleaf, San Antonio, TX 78247. 512-496-2611.

SALES TRAINING

Sales superstar! Complete on site training sessions at your station. Get the big \$\$\$\$\$. 413-442-1283.

EMPLOYMENT SERVICES

Reporters. We market talent to all size markets. Call M.T.C 619-270-6808. News, sports & weather! Demo tape preparation available.

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

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of job search. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Inturbide Street, Laredo, TX 78040. 1-800-637-8490.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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

FOR SALE EQUIPMENT

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

AM transmitters: Collins 820E/F, 10KW (1974), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AMS000D, 5KW (1972), McMartin BA5K, 5KW (1980). Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

BE 30KW FM: 1981 BE FM30. Factory rebuilt & returned to customer's specs. w/FX-30. Transcom Corp., 800-441-8454. 215-884-0888 Fax 215-884-0738.

1kw AM transmitters: Cont. 314R1 (1986), Harris BC1H1 (1974), Harris MW1A (1979), RCA BTA 1S (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), RCA BTF 10ES1, 10KW (1975), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

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

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

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

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

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

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

500' utility tower. New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

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

Harris 55KW UHF TV transmitter high band, klystrons low hours. Call Bill Kitchen, Sunbelt Media, 303-786-8111.

UHF transmitter package includes varian 120KW transmitter, antenna, 1000' waveguide. Will sell package, or separately. Bill Kitchen, Sunbelt Media 303-786-8111.

Chyron 4100 EXB graphics; Grass Valley twenty ten video router; 4 RCA TK-47 cameras with Fujinon 18xl, 30xl, 44xl lenses; Yamaha PM-1000, PM-700 audio consoles. Please call Tel-Fax Texas: 817-468-0070.

Harris low band, complete 55kw, excellent! Fourteen others. 615-238-4200. Pauza Company.

RF components, 15 transmitters, beam supplies, heat exchangers, regulators, klystrons, etc. We have it! 615-238-4200. Pauza Company.

Klystrons: Leasing, rebuilt with warranty, guaranteed used tubes. 615-238-4200. Pauza Company.

RCA UHF transmitter, 110kw mid band, complete with 3 klystrons, diplexer, available immediately. \$135,000. Call Petracom, 813-848-7629.

For sale KU-truck. Exc. cond. Low mileage. Ready to go. For more information call 1-804-582-2716. Ask for Ralph.

For lease C-BAND uplink with license. 9.2 meter dish, dual transmitter, and back up generator. For information call 1-804-582-2716. Ask for Ralph.

Transmitting tubes, transformers, filter capacitors. Yaesu amateur radio. Surplus Jennings RH7G 300.00, free flyer. Madison Electronics, Houston, TX 713-729-7300. 1-800-231-3057.

UHF TV transmitter, high band, Ampex/Townsend TA55B (2) 55kw amplifiers, exciter, H.V. power supplies and contactors, much more. Call Ray or Bob Miller 413-781-2801.

Parts & service for Townsend transmitters. Call Gary Kenny, Broadcast Maintenance Associates Inc. (417-451-1440) Neosho, MO. Townsend ICPM Corrector Chassis \$1,200.

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

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

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* 39% of the mass media market
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✓ Radio cannot rely on preconceived ideas regarding media selection. Above illustrates new competition for radio.

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✓ For a world of over-communication and megabytes, a seller's creative reputation will be perceived by the creative sales environment of the station.

✓ Radio has a strong brand image. History shows the first strong name into the mind will become the primary buy.

Need someone who can stay ahead on multiple fronts—ratings, promotion, training motivation, and the 39% of new product entering the market?

Box N-12

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TELEVISION

Help Wanted Management

ONLY THE BEST

WBBM-TV in Chicago is currently reviewing applications for the position of Director of Communications to join a new team of managers at one of the best television stations in the nation. The requirements:

- Top 30 market management experience in creative services and promotion
- A proven record of creativity and innovation in the development of promotion and marketing concepts for news and entertainment programming
- High enthusiasm and energy
- Capacity for hard work and a desire to be the best

Send resumes, no phone calls please, to:

Bill Applegate
Vice President, General Manager
WBBM-TV
630 N. McClurg Court
Chicago, IL 60611

EOE

Help Wanted News

TOP 15 MARKET

ANCHOR/REPORTER

Seattle's leading news station has a rare opportunity for a top-notch reporter who can handle regular anchoring. Send samples of your recent field and on-air work on 3/4 inch tape along with two copies of your resume to the below address. This isn't a job for beginners!

REPORTER

Ready for the big leagues? KING-TV needs an experienced street reporter who has it all. We're looking for superior writing, packaging and live skills. Think you can handle it? Then send your five most recent packages on 3/4 inch tape along with two copies of your resume to:

Bob Jordan
News Director
c/o Human Resources Department
KING 5 Television
333 Dexter Avenue North
Seattle, WA 98109

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THE HOME TEAM

University Microfilms International
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Help Wanted News Continued

ON-AIR PERSONALITIES

America's largest network dedicated to news and information programming especially for teenagers is looking for anchors/reporters and on-air contributors.

Must have at least two years of on-air experience and be able to communicate from a teenager perspective.

Contributors include specialists in such areas as science, medicine, money, and fitness.

Send tapes and Resumes to:

The Media Group
156 Fifth Avenue, Suite 510
New York, New York 10010
EOE

Help Wanted Technical

**NEEDED: ONE
"TOP GUN" EDITOR**

If you can fly the CMX 3600, A53D w/WARP and two Key Channels, A62, GVG300 and D2, and you want to soar to new heights in a highly creative environment (not to mention land in a great resort city!), send your resume to: The Family Channel, Personnel Department, CSB 324, 1000 Centerville Turnpike, Virginia Beach, VA 23463.



**Help Wanted Programing
Promotion & Others**



**Director of
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KSDK, the Number One affiliate in the top twenty markets, is looking for the Number One Director of Creative Services. If you've got a reel of work that can't be topped, can produce killer radio and print, and are willing to stretch the envelope with energy and creativity, let's talk. 4 to 6 years experience necessary.

Send resume and tape to:

**Director of Broadcast
Operations, KSDK**
1000 Market Street
St. Louis, MO 63101

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- 300W TWTA
- Video Exciter With 2 Audios



Ready for Immediate Short Term Rental or Long Term Lease. Please Call For Rates and Availability.
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SKYDATA, INC.

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Write now!

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TOWER SPACE

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

REPLY TO BOX M-53

Wanted to Buy Stations

**WANTED: ONCE-MIGHTY
10KW and 50KW AM
SUPERTANKERS**

We are buying big-reach big-signal big-problem AMs. We want to buy your low-rated under-performing 10KW-50KW AM. Prefer Northeast, Mid-Atlantic or Florida mkt's w/real estate and bldg. Any physically-sound big-coverage AM w/current license and gd equipt will fit our criteria and specialized formats. Ready to offer, visit, and close.

Reply to Box E-31.

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DATES & FORTUNES

MEDIA



Moll

William G. Moll, VP and general manager, WNBC-TV New York, named president and general manager. **Rich Cervini**, director of news technical operations, WNBC-TV, named director of broadcast operations.

John M. Draper, VP and general counsel, Tele-Communications Inc., joins Liberty Media Corp., Denver, in same capacity.

Wade Brewer, program director, KTZZ-TV Seattle, named general manager.

Cynthia Lindsay McGillen, VP, station manager, KSBW(TV) Salinas, Calif., named president and general manager.

Kathryn L. Hale, controller and **Catherine G. Hicks**, director of tax, Rifkin & Associates Inc., Denver, named VP's.

Steve Friedheim, former general manager, WGBO-TV Joliet, Ill. (Chicago), joins Pezold Broadcasting, Columbus, Ga., as executive VP and chief operating officer.

Derek Hayward, formerly with WJKS(TV) Jacksonville, Fla., joins WSVN(TV) Miami as reporter.

Michael S. Raymond, general manager, WCDL(AM)-WSGD-FM Carbondale, Pa., joins WBAX(AM)-WYOS(FM) Wilkes-Barre, Pa., in same capacity.

Sarah Huguen, from KLRT(TV) Little Rock, Ark., joins KATV(TV) there as accounting services manager.

George Swift Jr., general manager, KLCL(AM)-KHLA(FM) Lake Charles, La., adds duties as group manager, parent company GMX Communications.

John J. Hutchinson, VP and general manager, WBT(TV) Charlotte, N.C., named president of parent company Jefferson-Pilot Television division there.

Amy West, staff accountant, Dudley Products Inc., joins WXII(TV) Winston-Salem, N.C., as assistant business manager. **Kathy Wilson**, personnel manager,

Meridian Corp., Alexandria, Va., joins WXII as personnel director.

Robert M. Steinberg, executive VP, Broadcast Consulting Group, joins Engles Communications Inc., Cape Girardeau, Mo., as VP, finance and administration.

SALES AND MARKETING



Thompson

Terri Thompson, director of marketing, Cox Cable Communications, Atlanta, named VP, marketing.

Jed M. Buck, director of marketing and development, ABC Radio Networks, New York, named director of market-

ing sales.

Frances Murrietta, account executive, KIIS-AM-FM Los Angeles, named national sales manager.

Richard G. Brase, director of broadcast operations, KSDK(TV) St. Louis, joins WMAQ-TV Chicago as director of advertising and promotion.

New VP's appointed at Turner Broadcasting Sales Inc. (TBSI): **Nan Richards**, sales manager, CNN, named VP, CNN sales, New York; **Todd Siegel**, sales manager, Turner Entertainment Networks (TEN), named VP, TEN sales, New York; **Tim Berry**, sales manager, TEN, named VP, TEN sales, Detroit; **Terry Cunningham**, director of promotional sales, TBSI, named VP, sales promotion, TBSI, Atlanta, and **Lee Hefferman**, director of sales marketing, TBSI, named VP, sales marketing, TBSI, Atlanta. **Thomas Karsch**, assistant marketing director, Rainbow Programming Holdings Inc., joins Turner Network Television, Atlanta, as director of sports marketing.

Bill Stanley, from WITN-TV Washington, N.C. (Greenville-New Bern), joins WLKY-TV Louisville, Ky., as general sales manager.

Robert L. Rector, director of client development, KGW-TV Portland, Ore., joins KMTR-TV Eugene, Ore., as general sales manager.

Mark Gray, promotion manager, WTAT-TV Charleston, S.C., named director of marketing and promotion. **Sandy Smith**, former account executive, WXY(FM) North Charleston, S.C., joins WTAT-TV as national and regional sales manager.

Appointments at Seltel, New York: **John Wahlert**, account executive, white sales team, Los Angeles, named sales manager there; **Matt Oestreich**, account executive, wvit(TV) New Britain, Conn. (Hartford), named account executive, rockets team; **Renee Schops**, account executive, sabres sales team, Katz Communications, New York, named account executive, raiders team; **Randy Culpepper**, former station manager, M.T. Communications, named account executive, white sales team.

Jamie Slone, head, national sales department, WCKG(FM) Elmwood Park, Ill. (Chicago), joins KCUB(AM)-KIIM-FM Tucson, Ariz., as local account executive.

Appointments at DDB Needham: **Herve Brossard**, president, DDB Needham France, and **James Best**, chairman, BMP DDB Needham, London, elected to agency's board of directors; **Charles Day**, from Ogilvy & Mather, Chicago, named producer there, and **Kyle Radke**, VP, director of production services, Bayer Bess Vanderwarker, named director of presentation and studio services, Chicago.

Appointments at Adlink, Los Angeles: **David Klein**, from Petry Television, and **Ann Simeley**, from CBS-TV and CBS Radio, named account executives; **Michael Lax**, account executive, named sales assistant.

Brian Lang, account executive, KDNL-TV St. Louis, joins KABB(TV) San Antonio, Tex., in same capacity.

Julie Mercer, VP, resource development, United Way of Central Maryland, joins Eisner & Associates Inc. advertising and public relations, Baltimore, as VP, director of corporate development.

Paul Delaney, sales manager, WSPB(AM) Sarasota, Fla., joins WEEJ(FM) Port Charlotte, Fla., as general sales manager.

Gail Burch, VP, associate media director, Campbell-Mithum-Esty, Minneapolis, joins Cash Plus Inc. there as account supervisor.

Appointments at Katz: **Bill Sickles**, manager, Katz Radio, Chicago, named VP; **Angelica Bengolea**, account executive,

Caballero Spanish Media, New York, and Kim Capria, senior marketing analyst, Katz Television, New York, join Katz Hispanic Radio there as account executives.

Patricia A. O'Brien, from Foote Cone & Belding, joins D'Arcy Masius Benton & Bowles, St. Louis, as senior account director. Margaret Sims, account manager, DMB&B, named account director.

Barry Offitzer, account executive, hawks team, Petry Television, New York, named sales manager, blue team, Petry National Television there.

Gene Pizzoloto, Gaylord team manager, MMT Sales Inc., New York, joins SportsChannel Regional Networks there as national sales director.

Gina Greer, from Gina Greer Inc., New York, joins Foote Cone & Belding Communications Inc., Chicago, as VP, corporate affairs.

Thomas E. Cahill, account executive, National Cable Advertising, Chicago, joins Cable Networks Inc. there as sales manager.

D. J. Wilson, national sales manager, WAGA-TV Atlanta, joins KING-TV Seattle as local sales manager.

Lori Shefa, executive producer, promotions, KSTP-TV Minneapolis-St. Paul, named director of advertising and promotion.

PROGRAMING

Gary Perchick, VP, Northeast television sales, Samuel Goldwyn Television, Los Angeles, named VP, national sales manager.

Jeff Holder, director of children's programming, ABC-TV, joins Hanna-Barbera Productions Inc., Hollywood, as senior director, animation development.

Tim T. Kelly, VP, director of television, National Geographic Society, Washington, named senior VP.



Kelly



Title

Barbara Title, VP, Viacom Pictures Inc., Universal City, Calif., named senior VP.

Jeff Wachtel, head, long-form programming, Columbia Pictures Television, Los Angeles, named senior VP, drama.

Andy Gonzales, director of post production, MGM/UA Television Productions Inc., Culver City, Calif., named VP, post production.

Marcia Zwilling, VP, current programs, Lorimar Television, joins The Arthur Company, Universal City, Calif., as VP, development.

Larry Friedrichs, executive VP, Fries Entertainment, joins Kushner-Locke Co.'s new international distribution division, Los Angeles, as president. Paula Fierman, senior VP, international distribution, Fries Entertainment, joins Kushner-Locke, Los Angeles, in same capacity.

Roseanne Leto, VP, programs, CBS Entertainment, joins Laurel Entertainment, New York, as senior VP, development.

Appointments at Litton Syndications Inc., Baltimore: Bill Behrens, manager, Atlanta office, and Southeast manager, named VP, director of domestic syndications; Rodd Koch, account executive, Koch Communications, New York, named account executive, mid-sized markets; Carol Hayes, from Hayes Syndication, named account executive, smaller markets, Greensboro, N.C.; Michelle Palmeri, administrative coordinator, named station relations and promotion manager, and Joann Kreit, from Crib and Cradle, named administrative coordinator.

Sam Peck, account executive, ITC Domestic Television, Los Angeles, named manager, Western sales.

Monica Joblin, director of programming, USA Network, New York, adds duties as VP, original production and international co-production. Bonnie Hammer, director, original programming, USA Network, New York, named VP, current programming.

Kevin Metheny, program director, KFRC-FM San Francisco, named director, programming and operations, KFRC-AM-FM San Francisco.

James C. Forrer, VP, marketing, Media Marketing and Promotions Inc., Detroit, joins The Discovery Channel there as account executive.

Sean Casey, operations manager, WCBM(AM) Baltimore, named director of programming and operations.

Bruce Grant, air personality, WOOD-AM-FM Grand Rapids, Mich., retired.

Jeff Filippi, associate producer, USA Network, New York, named sports producer.

Rocky Flintermann, director of programming and network operations, SportsChannel, Los Angeles, joins Sports

Communications Inc. there as president and CEO.

Appointments at Bravo, Woodbury, N.Y.: Andrew Farley, VP, Central division, Chicago, named VP, sales and affiliate relations there; Cynthia Burnell, director, Southeast region, named VP, Eastern region; Tom Michel, regional director, named VP, Western region, Santa Monica, Calif.; Joseph Cantwell, division marketing director, cable television division, Palmer Communications, named VP, Central region, Chicago; Katherine Ledwith, regional director, Northeast, named director of partnership programs, and Ann Guilliano, marketing coordinator, Eastern region, named affiliate marketing manager, Eastern region.

David Walther, assistant program director, WFAA-TV Dallas, named program director.

Suzanne Michaels, from WMO(FM) Orlando, Fla., joins WAXY(FM) Fort Lauderdale, Fla., as assistant director of programming and air personality.

Derek Grover, creative services director, WPBF(TV) Tequesta, Fla. (West Palm Beach), and Pam Carter, former reporter, WESH(TV) Daytona Beach, Fla. (Orlando), form Destiny Productions news and sports programming company, North Palm Beach, Fla.

John Aponte, morning air personality, WJDM(AM) Elizabeth, N.J., joins WYOS(FM) Wilkes-Barre, Pa., in same capacity.

John Wilson, acting program manager, KAET(TV) Phoenix, named program manager.

Jack Edwards, weekend sports anchor, WHDH-TV Boston, joins ESPN, Bristol, Conn., as anchor, *SportsCenter*.

NEWS AND PUBLIC AFFAIRS



Glassroth

Howard Glassroth, VP, corporate affairs, Ameritrust Corp., Cleveland, joins Warner Cable, Dublin, Ohio, as VP, public affairs.

Patricia Miller, executive director, Arizona School Services Through Educational Tech-

nology, joins KQED(TV) San Francisco as manager, school services, instructional television department.

Eric Clemons, anchor and reporter, ESPN, joins WHGH-TV Boston as sports anchor and reporter.

Kate Billings, from WGBH-TV Boston, joins WETA-TV Washington as senior producer, television on-air fundraising.

Curt Fonger, 5 p.m. anchor, WPEC(TV) West Palm Beach, Fla., joins WFLX(TV) there as 10 p.m. anchor.

Loren Omoto, host, *Morning Edition*, Minnesota Public Radio, St. Paul, named news director. **Jim Wishner**, program host, acting news director and news writer, Iowa Public Radio, joins Minnesota Public Radio, St. Paul, as anchor, producer and host, *Morning Edition*.

Peter Pellegrino, executive producer, evening shows, special projects, political coverage and sports events, WTNH-TV New Haven, Conn., joins Medstar Communications, Allentown, Pa., as medical reporter.

Robin Epling, account executive, WXTX-FM Charleston, S.C., joins WTAT-TV there as Kids Club coordinator.

Jeff Whately, producer and photographer, KAIT-TV Jonesboro, Ark., joins KATV(TV) Little Rock, Ark., as weekend news producer.

Ted Rowlands, from WMTV(TV) Madison, Wis., joins KBJR-TV Superior, Wis. (Duluth), as reporter and weekend sports anchor.

Virginia A. Stretcher, educational coordinator, Cox Cable Bakersfield (California) Inc., named to same capacity, Cox Cable Communications, Atlanta.

Laurie Clowers, reporter and occasional co-anchor, Media General Cable, Fairfax, Va., named co-anchor, *The Fairfax Evening Report*.

TECHNOLOGY

Gaylen C. Evans, manager, domestic TV-RF sales, Harris Broadcast Division, Quincy, Ill., named director, North American field sales, Harris Broadcast Division.

Erik Stromsted, product manager, Microwave Radion Corp., joins Advanced TechCom Inc., Lawrence, Mass., as VP, sales and marketing.

James J. Ringwood, general manager, professional/industrial division, Maxell Corp. of America, Fair Lawn, N.J., named VP, professional products division. **John Selvaggio**, Eastern regional sales manager, Maxell, Fair Lawn, N.J., named national broadcast sales manager.

Patrick Smith, maintenance engineer, Michigan Public Broadcasting, Grand Rapids, Mich., named engineering supervisor.

Stanley Salek, director of radio engineering, National Association of Broadcasters, Washington, joins Hammett & Edison Inc. consulting engineers, San Francisco, as engineer.

New sales engineers appointed at Hoffman Video Systems, Los Angeles: **John W. Abbott Jr.**, from Photo & Sound, Costa Mesa, Calif.; **Bryan R. Boehme**, broadcast sales engineer, Midwest Communications Group; **Duncan Foster**, from Broadcast Television Systems; **Glenn A. Peacock**, from Audio Video Recorders, Phoenix, and Midwest Communications, Anaheim, Calif., and **Iskra Aleksandrov**, chief engineer, City of Los Angeles, government broadcast channel.

PROMOTION AND PR

Arlana Vincent, assistant promotions director, WAPW(FM) Atlanta, joins WFLA(AM) Tampa, Fla., as promotions director.

Crystal Smith, writer and producer, KSTP-TV St. Paul, Minn., named executive producer of promotion, succeeding **Lori Shefa**, director of advertising ("Fates & Fortunes," July 29.)

Jim Tellus, executive producer, KSNW(TV) Wichita, Kan., named creative services director. **David Bell**, creative services producer, WBZ-TV Boston, joins KSNW as assistant creative services director.

Janet Sparkman, VP, director of client services, Demaine Vickers advertising, marketing and public relations, Alexandria, Va., named senior VP, director of client services. **Kathryn Linde**, freelance writer, Washington, joins Demaine Vickers as associate creative director.

Lisa Harwin, advertising consultant, Ypsilanti Press, joins KEDM(FM) Monroe, La., as development director.

ALLIED FIELDS

Bruce L. Christensen, president, Public Broadcasting Service, Alexandria, Va., named president, 43rd annual Prix Italia international competition for radio and television programs, taking place Sept. 18-29 in Urbino and Pesaro, Italy.

New officers at New York Market Radio Broadcasters Association: **Peg Kelly**, WNEW(AM)-WYNY(FM) New York, chairman; **Scott Meier**, WFAN(AM) New York, vice chairman; **Gary Fisher**, WHTZ(FM) Newark, N.J., treasurer and **Charles**

Warfield, WRKS-FM New York, secretary.

Sidmel Estes-Sumpter, producer, WAGA-TV Atlanta, elected president, National Association of Black Journalists.



Morris

Mackie Morris, head of Frank N. Magid Associates' workshop and training division, The Magid Institute, Marion, Iowa, named VP-manager, Magid Institute.

Robert W. Healy, counsel, Reddy, Begley & Martin

law firm, Washington, joins Smithwick & Belendiuk law firm there in same capacity concentrating in communications law.

Jeffrey Friedman, editor, *SMPTÉ Journal*, Society of Motion Picture Television Engineers, White Plains, N.Y., named editor and publisher.

Kevin M. Beattie, associate, Patterson, Belknap and Webb law firm, New York, joins Morality in Media there as president, succeeding **Joseph J. Reilly Jr.**, who resigned and continues as director and member of corporation.

DEATHS

Forrest Nelson (Peady) Shifflett, 57, cameraman, WUSA(TV) Washington, died of cardiac arrest July 28 in Fairfax, Va. Credited as being part of Washington's first ENG crew in 1974, Shifflett had been with WUSA since 1966. He additionally had stint with WHSV-TV Harrisonburg, Va. Survivors include his wife, Shirley; three children; three stepchildren; three sisters and five grandchildren.

Bob Parente, 68, retired general manager, KTXL(TV) Sacramento, Calif., died of heart failure there July 24. Joining KTXL in 1974 as account executive, Parente additionally held positions as regional, national and general sales manager. He retired from station in 1987. Surviving him are his wife, Phyllis; two daughters, Penny and Bobbie, and three grandchildren.

Howard E. Severe, 87, radio personality, died of pneumonia July 26 in Bethesda, Md. He had Parkinson's disease. From 1949 to 1965, Severe worked for CBS-TV and radio affiliates in Rochester, N.Y. He is survived by four children, Doris, Everette, Murray and Janice, and five grandchildren.

FIFTH ESTATE

DON ROBINSON: THE RISK AND REWARD OF REPPING

Although 1991 will probably go down as one of the worst years to be in the rep business, Don Robinson, the 52-year-old president and chief executive officer of Seltel Inc., has reason to smile. The rep firm just renewed its contract with its largest customer (the Paramount Communications-owned TVX Broadcast Group) and has enjoyed an 18-month period in which over one-third of all rep changes came to Seltel. The firm, says Robinson, has picked up \$100 million in new business.

That Robinson should be at the helm of such a turnaround probably comes as no surprise to the industry; he has spent the better part of the last 15 years at either start-up or turnaround operations. The reason for that may be that he has never lost the urge to perform after a childhood spent studying the arts. However, he was wise enough to know that he'd have to find another stage if he wanted to make a living. "I was lucky," says Robinson. "Out of 20 kids in performing arts class, only two or three were really talented, and I realized that I would never be good at that."

However, he could not get the idea of working in the entertainment business out of his system, so after a stint at E.F. Hutton & Co., Robinson joined Grey Advertising as a media buyer. Recalls Robinson: "The quickest way into the television business was through the advertising business. Television is more of an adjunct of the advertising business than it is the entertainment business."

After one year of buying spots, Robinson decided he wanted to sell them and joined Katz Television as an account executive in the first of two stints with the rep firm. After that he went to Group W TV Sales as vice president and eastern sales manager, staying four years until his first real opportunity came to, in his words, "do his own thing."

The opportunity was with Kaiser Broadcasting. The owner of six independent stations had decided to get into the national spot sales business, and Robinson was named president. "It was a wonderful opportunity," recalls Robinson, who appears to enjoy risk. While at the helm of Kaiser from 1974 to 1977, billings increased from \$9 million to \$50 million. In 1977, Kaiser was bought out by Field Communications, and Robin-



son remained with Field Communications as executive vice president.

In 1980, Field decided to get out of the spot business and made a deal with

Katz for representation that Robinson negotiated. As part of that negotiation, Robinson formed Katz Independent Television, which was the first major television station sales representative division for independent stations only. During his three-year second stint at Katz Independent, Robinson oversaw a division that, according to his estimates, increased billings from \$80 million to \$250 million.

After three years with Katz, Robinson was tapped by Media General as president and chief operating officer of the group owner's Broadcast Services Division. Once again he was faced with a turnaround situation and managed to get a division that,

according to Robinson, was reporting multimillion-dollar operating losses, to a break-even point. After four years of commuting from New York to the Media General office in Memphis, Robinson opened his own communications consultancy. It was while working on

his own that Robinson became interested in Seltel. At the time, Robinson recalls, "Seltel was the result of a combination of mergers in the rep business. In 1987, the company decided the future lay in independent stations." Robinson tried to buy the firm but found himself competing against group owner Chase Communications. "Chase had me outflanked," Robinson remembers, "but a number of clients who knew us both brokered a marriage between Chase and myself." Overnight, Robinson says, Chase transformed the firm, described by some former employees as a rag-tag company, into a "stable rep entity...and gave me the mandate to run it." Chase is still building the firm. Earlier this year Seltel opened two new offices at a time when many reps are closing doors.

Currently, Seltel reps 114 stations and Robinson and Chase plan to expand. Ex-

plains Robinson: "We have a five-year plan where we want to be comparable, billing-wise, with anyone else in the business."

Robinson is optimistic about the rep business. One reason, he says, is the reaction of Seltel clients to the prospect of electronic invoicing and avails replacing the rep. "The feedback I get is they want my salesman at the point of the sale. They don't want to handle these orders themselves. If a station could send a guy to an agency, then they would rep themselves. But they can't." Another reason to be pleased about the immediate future is the possibility that NBC might disband its spot sales division,

which puts some major market properties up for grabs.

Although Robinson's track record suggests he grows restless after a few years, he intends to stay at Seltel for the long haul. "I will be here as long as Chase wants me." ■

Lawrence Donald Robinson

President and Chief Executive Officer, Seltel Inc., New York; b. Aug. 27, 1938, New York; account executive, E.F. Hutton & Co., New York, 1960-65; media buyer, Grey Advertising, New York, 1965-66; account executive, Katz Television, New York, 1966-70; VP, Eastern sales manager, Group W TV Sales, New York, 1970-74; president, Kaiser Broadcasting Spot Sales, New York, 1974-77; executive VP, Field Communications, New York, 1977-80; president and chief executive officer, Katz Independent Television, New York, 1980-83; president and chief executive officer, Media General Broadcast Services, Memphis, 1983-87; president and chief executive officer, Don Robinson & Co., New York, 1987-90; present position since 1990; m. Ellen Siroka, June 10, 1989; child (from previous marriage): Matthew, 18.

IN BRIEF

Despite clearing *Downtown Julie Brown* in 83% of U.S., **Viacom has canceled plans to syndicate fall 1991 weekly** due to "creative" differences with MTV VJ. Viacom statement said only: "It is with great regret that we have advised stations that 'Downtown' Julie Brown does not intend to go forward with production of her new series. Ms. Brown raised creative issues that were unfortunately unable to be resolved." Viacom officials offered no further explanation.

Sale of NBC's 51% stake in WKYC-TV Cleveland to Multimedia Inc. for \$65 million was upheld by FCC over objections by AFTRA and NABET unions. Commission ruled that NBC's retaining of 49% nonvoting stock interest in station is nonattributable, and did not find evidence that network would dominate programming decisions. Commission also said objectors did not support or establish that transfer would be anticompetitive or violate fin-syn rules.

NBC offered buyout packages to several hundred employees in personnel, management information systems and corporate communications, which handles publicity, corporate travel and events, talent relations and media services. Joe Rutledge, director of NBC corporate communications, said last Friday: "In response to the ongoing adverse marketplace and continuing declines in network performance, NBC has been looking for ways to control costs and improve efficiency. As part of that review, several divisions have offered a voluntary buyout...."

As expected, **Cablevision Systems announced new plan to let subscribers choose own package of basic cable channels in Huntington, N.Y.**, first stop in Cablevision's fiber optic upgrade of Long Island ("Closed Circuit," July 29). Of 5,000 subscribers who were part of upgrade as of last week, 6%-7% have opted to go with new "flex plan" packages, according to Bill Quinn, VP-GM,

Cablevision's Long Island system. For \$17.95, subscribers get broadcast channels plus choice of six basic channels, and for \$29.95 get broadcast and choice of eight pay and basic channels. But \$100 million fiber upgrade is having technical problems. Subscribers cannot watch one cable channel and videotape another, problem they want addressed, according to Henry C. Schaefer, member of Huntington's citizen's advisory committee on Cablevision.

Library of Congress **Office of Copyrights is coming under increasing congressional pressure to change policy that would block multichannel multipoint distribution services (MMDS) from carrying distant broadcast signals.** Representatives Rick Boucher (D-Va.) and Carlos Moorhead (R-Calif.), members of House Intellectual Property Subcommittee, sent letter last Friday (Aug. 2) requesting Copyright Office to reverse tentative decision that MMDS cannot be defined as "cable service" and, therefore, is not entitled to

SLOW GOING FOR GRIDIRON SALES

As the National Football League counts down to its Sept. 1 kickoff of the regular season, network rightsholders this year are looking to recoup about \$900 million in rights fees. But limited advertising dollars in the fourth quarter could make it tough for the networks to collectively show a profit on their NFL contracts, as well as the approximately \$100 million spent on college football in the 1991-92 season.

"I think it's going to be long yardage for the whole fourth quarter," said Jerry Dominus, senior vice president, director of network negotiations, J. Walter Thompson. "Every property is going to be looking for money, and that's not going to make it easy for anybody."

The networks are said to have sold an average 60%-70% of their NFL inventory, mostly consisting of long-term automobile, beer and other major advertisers. College football inventory on average was about 50% sold last week, according to agency sources.

"The fourth quarter is soft, period," said Louis Schultz, executive vice president, director of Media Services, Lintas: Worldwide. "If they break even or make a little money, they'll be lucky."

Sales are nevertheless said to be particularly brisk on ABC's *Monday Night Football* package, which will cost the network about \$225 million in rights fees this year. The NFL has scheduled an unusually strong lineup of games for Monday nights, which industry observers said could have an adverse effect on ratings for Sunday games in the CBS and

NBC packages.

"*Monday Night Football* is really drawing away some large markets," said William Sherman, vice president, network supervisor, McCann-Erickson. He said the possibility of lower weekend ratings, combined with a weak advertising market, could result in CPM's either flat or lower than those last year.

Sources say NBC Sports has been discounting some of the inventory on its \$190 million AFC package, although the network division is traditionally known for holding the line on its pricing. NBC is not expected to have much difficulty showing a profit on the first year of its Notre Dame college football package, which this season will cost the network about \$6 million.

CBS will spend about \$265 million on its NFC package and will feature the traditionally profitable Super Bowl, to be held in Minneapolis. Network executives at CBS and the other networks declined to discuss sales of their various football packages.

On the cable side, a number of agency executives said they expected ESPN to show a profit on its NFL package but were predicting a loss for the Turner Network Television NFL package. Each will spend about \$110 million in rights fees to the NFL in the 1991-92 season.

Complete details on the upcoming professional and college football TV season will be included in a Special Report in the Aug. 12 issue of BROADCASTING.

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distant-signal benefits of compulsory license. MMDS's future "depends upon the availability of the compulsory license. As a practical matter, a wireless cable operator will be unable to clear the copyrights of each program it wishes to carry on an individual basis," Boucher and Moorhead said. Copyright Office has received similar pleas from several Senators (BROADCASTING, July 29).

CBS last week canceled remaining summer reruns of Saturday morning children's series *Pee Wee's Playhouse* following arrest of actor Paul Reubens (aka Pee Wee Herman) on charges of public indecency at adult theater in Sarasota, Fla. Reubens, 38, released statement denying charges. CBS in April dropped Emmy Award-winning series from 1991-92 fall schedule after five-year run.

Network Television Association has sent letter to 7,000 advertisers and their agencies urging them to stand up to special interest groups threatening boycotts of "controversial" programs. Wrote NTA President Peter Chrisanthopoulos: "Freedom of expression is an inalienable right of all Americans vigorously supported by ABC, CBS and NBC. However, boycotts and so-called advertiser 'hit lists' are attempts to manipulate our free society and democratic process."

Cable system trading market got boost last week with Jones Intercable-Crown Media transaction covering 140,000 Wisconsin subscribers, which industry sources pegged at slightly under \$2,000 per subscriber. Jones sold its 20% interest in Jones Crown Partners (Crown Media owns other 80%) as well as its Onalaska, Wis., system to Crown Media, headed by former Heritage executive James Hoak.

Joe Davis Sr., Fort Smith, Ark., cable operator, has pleaded no contest to two criminal counts of theft by deception and has paid HBO \$1 million to settle civil lawsuit in connection with underreporting HBO subscribers.

In addition to election-related programs announced at PBS portion of press tour last week (see story, page 27), Jennifer Lawson, executive vice president, national programming and promotion services, also said **PBS-CPB joint Program Challenge Fund has committed \$2.8 million for three new series: *Peak Performance: The Anatomy of Sport*, produced by WQED-TV Pittsburgh, is series of six one-hour shows; *Asian Journeys*, four one-hour episodes, produced by KCET(TV) Los Angeles, and *Death: The Trip of a Lifetime*, is four hour segments from KCTS(TV) Seattle.**

POST-NEWSWEEK STATION DIDN'T LIBEL AIR CARRIER

WPLG-TV Miami was cleared by a Florida jury last week of libel charges stemming from a news report that aired on the station in April 1987. The decision was quickly labeled a significant victory for investigative reporting by an attorney representing the station's owner, Post-Newsweek Stations.

The six-week trial was brought by Southern Air Transport following a WPLG-TV series that linked the cargo carrier with a CIA plot that was supplying arms to Nicaraguan rebels. The airline, now a private enterprise, was previously owned by the CIA.

"Southern Airport Transportation is stunned by the jury's verdict," said a spokeswoman for the company. "Channel 10 and each of the defendants testified that they did not believe that Southern Air was involved in drug-trafficking."

Southern Air had been seeking \$150 million in punitive damages as well as additional millions in compensatory damages. But the station was found to be not guilty of making false, malicious or defamatory statements in the 1987 report.

"We're very grateful," said Post-Newsweek attorney Stanley Paige. "The jury told the press in this case that it is important to cover major national events such as the Iran-Contra affair. WPLG-TV did its utmost best to provide a service to the public in an effective, fair and balanced manner. We think the verdict confirms that effort."

TVB REPORTS MEMBERSHIP INCREASE

Television Bureau of Advertising President Jim Joyella was able to give a somewhat positive progress report to his board on the association's budget shortfall and membership drive at last week's meeting in New York.

"It was a very upbeat meeting, although our essential situation is unchanged," Joyella told BROADCASTING. The association still has a deficit, although, according to the TVB president, it has been cut from \$400,000 to just over \$200,000. The improvement comes from the recent signing of eight new stations and progress in the association's cost-cutting efforts. "For the first time in any recent period," Joyella said, "we have had a net gain in membership."

As was first reported in BROADCASTING, the board talked about areas where TVB could work with other associations. Said Joyella: "We are talking with associations about working in the international arena. The National Association of Broadcasters and NATPE are two examples of associations with international activity."

The board also directed Joyella to explore with NAB President Eddie Fritts the idea of working more closely with the NAB on issues such as political advertising or beer and wine advertising that have significant marketing implications for the industry.

Television Operators Caucus was among eight associations endorsing letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) urging legislation to codify information-services restrictions on regional Bell Operating Companies, lifted last month by U.S. District Judge Harold Greene. Legislation "is essential to protect consumers from local phone rate hikes and expanding telephone monopolies and to prevent the erosion of the multiplicity of voices in our society," groups said. Joining TOC were associations representing newspaper, magazine publishers and electronic data publishers.

FCC announced last week it has ordered revocation hearing against wxlx(TV) Albany, Ga., in light of conviction last year of

station owner Timothy Brumlik for drug-money laundering ("Closed Circuit," July 22). FCC also denied Brumlik's request to sell station, which is in bankruptcy, to minority at less than full market value under agency's minority "distress sale" policy. Brumlik pleaded guilty in January 1990 to laundering \$12 million from cocaine transaction. Hearing will also determine whether Brumlik's four LPTV construction permits should be revoked.

LBJ Co. closed sale of subsidiary Karnack Corp. to TCI Cablevision of Texas Inc. for \$50 million-\$54 million, according to estimates. Deal represents 45,000 basic and 25,000 pay subscribers, passing 72,000 homes in several South Texas communities. Broker: Daniels & Associates.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

PARTIAL REPRIEVE

It wasn't the promise of Christmas in July last week but the continued hope of preserving it in December that hinged on the FCC's decision to postpone implementing commercial time limits on children's programming. The limits had been scheduled to kick in Oct. 1, just in time to reduce the inventory of independents for the pivotal fourth quarter, a gift of coal and switches that no station would like to find in its stocking. So, with the Pepper paper's gloomy predictions for the industry in hand, the commissioners agreed to postpone the effective date for barter advertising limits to Jan. 1, 1992. The decision was good as far as it went—a compromise the Association of Independent Television Stations says it can live with—but it could have gone further.

INTV had sought to grandfather all barter kids' programming deals made prior to the adoption of the FCC rules last April, since those barter splits were arrived at under different ground rules than will be the ones under the new constraints. That would seem only fair, but it was apparently too tough a sell on Capitol Hill, where the children's TV regulations were born and the equitable treatment of the Fifth Estate is not always high on the agenda. The three-month extension was a limited political victory, and one due in good measure to the advocacy of Commissioner Jim Quello, but the ungrandfathered limits remain a potential financial handicap to the stations with barter contracts affected by the rules, and the Oct. 1 effective date for nonbarter advertising limits could be a lump of coal for numerous affiliates. It's just the sort of unnecessary competitive disadvantage that broadcasters can do without.

THE BIGGER CHILL

The price of violating an indecency policy that is discernible only after one has violated it has just gone up, big time, along with the price of all "transgressions" policed by the FCC. The commission adopted a new fine schedule last week that ups the price of offending at least three out of five commissioners from \$2,000 to \$12,500 per incident (subject to adjustment based on aggravating or mitigating circumstances). If the current climate were not chilling enough, this move is guaranteed to make broadcasters think thrice about running afoul of the FCC's indecency policies.

The FCC explains the policy as "insuring that similarly situated violators are treated in a comparable manner." Pretty words, but it is hardly consolation that the chilling of content and picking of deep pockets will be equitably administered.

And speaking of administration, here is an example of the new fine formula. The base fine for indecency is \$12,500 (50% of the maximum \$25,000). Then, if the FCC decides the violation was intentional, add another, say, 60% of the base (from a range of 50%-90%) for a total of \$20,000. Now, if the indecent broadcast drew a big audience, one could argue the station received "substantial economic gain"—that's another,

say, 30%, for a total of \$23,750. But if the station files the complaint against itself, that would be voluntary disclosure, so knock off, say, 40% of the base fine, for a total of \$18,750. But, if the station is a prior offender.... You get the point.

We've got a better punishment for FCC rule violators. Make them calculate fines.

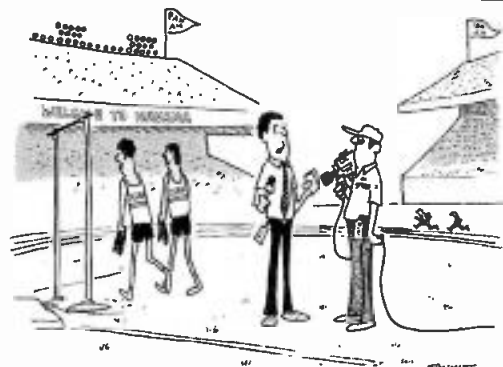
MULTIPLE PERSONALITIES

The news that MTV is expanding each of its channels—first MTV, and later VH-1 and Nickelodeon—into three services (see page 39) should come as no surprise to those who have followed the explosive developments in video compression over the past year. HBO is planning a similar split, and others including USA, Discovery, Family Channel and more are mulling their options. Such cloning may well define the shape of things to come.

In a compressed universe of 120 or even 150 channels multiplexing is one tack for preserving a programmer's market share in proportion to an expanding universe—dividing oneself to conquer, as it were, by increasing the likelihood that the alternative channel a viewer chooses will be yours, too. Just as producers of everything from soup to nuts quickly multiplied their brand offerings to fill the supermarkets that replaced country stores, so cable programmers may need to stake out more shelf space in the media "supermarketplace" of the future.

Views vary on how to meet this challenge of expanding distribution channels, but whether the keys to that store are more programming services, more attractive packaging and pricing strategies, niche targeting or building on broad-based franchises (or perhaps all of these), cable programmers clearly are facing a new era of competition, even if it is sometimes with themselves.

It is appropriate, then, that MTV, an innovator in promoting itself both on and off screen, should be exploring ways to redefine itself for a marketplace that will require openness to innovation and a willingness to experiment with the old forms and come up with some new ones.



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