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## TELEVISION / 31

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## RADIO / 38


*HLT redefinition could prove spur to radio marketplace*

## WASHINGTON / 50

*With Eckart on point, cable reregulations unveiled in House*

## BUSINESS / 46

*Unwireds look for up side of down market; Fifth Estate forecast*



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**Thomas hearings take TV's center stage**  
**CBS affirms eye piece of Black Rock**

# THE MEASUREMENT OFF-NETWORK

## RECORD INCREASES VS. LEAD-IN!

<b>FULL HOUSE</b>	<b>+ 33%</b>
Married...With Children	+ 18%
A Different World	- 10%

## RECORD INCREASES VS. NOVEMBER SWEEPS!

<b>FULL HOUSE</b>	<b>+ 50%</b>
Married...With Children	+ 18%
A Different World	+ 13%

## RECORD INCREASES VS. MAY SWEEPS!

<b>FULL HOUSE</b>	<b>+ 50%</b>
Married...With Children	+ 18%
A Different World	+ 13%

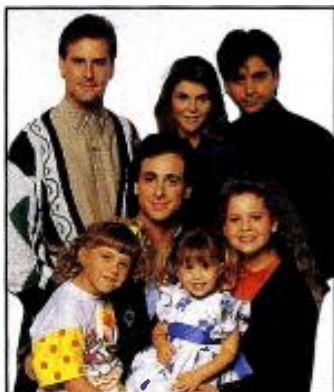


# RES OF AN ORK HIT!

## RECORD HIGH TIME PERIOD PERFORMANCES!

<u>Market</u>	<u>Station</u>	<u>Time</u>	<u>Performance</u>
New York	WPIX	6:00 PM	Highest Share in 24 Sweeps!
Los Angeles	KTLA	7:30 PM	Highest Share in 11 Sweeps!
Philadelphia	WGBS	7:00 PM	Highest Share in 24 Sweeps!
San Francisco	KBHK*	5:00 PM	Highest Share in 18 Sweeps!
Washington	WTTG*	5:30 PM	Highest Share in 7 Sweeps!
Detroit	WXON*	6:00 PM	Highest Share in 12 Sweeps!
Atlanta	WGNX	6:30 PM	Highest Share in 18 Sweeps!
Milwaukee	WTV	6:00 PM	Highest Share in 23 Sweeps!
St. Louis	KPLR	5:30 PM	Highest Share in 10 Sweeps!
Phoenix	KNXV	6:00 PM	Highest Share in 12 Sweeps!
Indianapolis	WTTV	6:00 PM	Highest Share in 24 Sweeps!
Cincinnati	WSTR	5:30 PM	Highest Share in 24 Sweeps!
Charlotte	WJZY	5:30 PM	Highest Share <u>Since Sign-On!</u>

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# FULL HOUSE



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# THIS WEEK

## 23 / THOMAS TAKES OVER TV

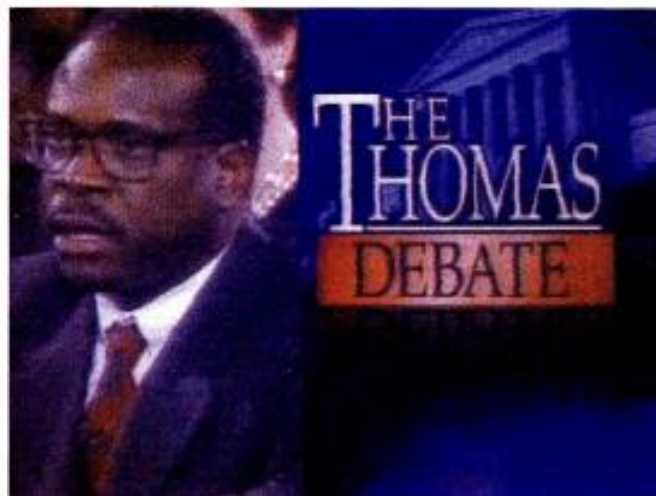
Of the commercial networks, NBC News preempted the most programming—30.5 hours—for the Clarence Thomas confirmation hearings, followed by ABC at 23 and CBS, 13. PBS scored big with its 44 hours of continuing coverage: it averaged an 11.4/18 on Oct. 13, four times its usual prime time rating.

## 23 / AFFILIATE RELATIONS UNDER SCRUTINY AT CBS

Looking at a \$100-million-plus pre-tax loss for the network in 1991, the CBS affiliate advisory board has agreed to form a special committee to take a top-to-bottom look at the network-affiliate relationship. Anticipated changes include the possibility that affiliates will acquire one or more pieces of the network and further reductions in the compensation pool.

## 26 / SWEEP STRATEGIES

The networks have lined up specials, mini-series and two-parters of regular series for sweeps programming, which begins Saturday, Nov. 2. ABC's efforts include the mini-series *False Arrest*, starring Donna Mills and Robert



The reopened Clarence Thomas confirmation hearings hit commercial, public and cable TV like a storm (page 23).

Wagner, and a two-part *Roseanne*; CBS plans another *Classic Weekend* retrospective, this time highlighting *The Bob Newhart Show*, *M\*A\*S\*H* and, for the second time, *The Ed Sullivan Show*; NBC has hurricane-instigated cast intermingling on *Golden Girls*, *Empty Nest* and *Nurses*, and Fox will air two-part episodes of *Roc* and *Married...with Children*.

## 27 / SHAKE-UP IN BRITISH TV

Four incumbent independent television companies—Thames, TVS, TSW and TV-am—lost their franchises in a first-time-ever auction for British TV licenses. Decisions were based on highest cash bids made by applicants who passed a “quality threshold” of program and business viability; eight

awards went to under-bidders when their high-bidding competitors failed to cross the threshold.

## 27 / WORLDWIDE NETWORK BY FOX

News Corp.'s Fox unit floated plans at MIPCOM last week for an international programming network of Fox-produced mini-series, movies and other big-event shows. Programming would be broadcast simultaneously, and Fox would receive 50% of the commercial availabilities.

## 29 / INOUE OPEN TO AUCTIONS

Sen. Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, said he is willing to consider legislation approving spectrum auctions. The Senate has delayed voting on a plan to transfer 200 mhz of government-controlled spectrum to the private sector so that it can study the feasibility of using auctions

in place of lotteries.

## 29 / NAB OPPOSES CROSSOWNERSHIP

In a rare taking of sides in a disagreement among its members, NAB has joined network affiliates and independent broadcasters in their opposition to repeal of the FCC's broadcast-cable crossownership ban. The comment period has been extended to Nov. 21.

## 31 / PRIME TIME SHUFFLE

CBS has announced adjustments in its new season schedule in an effort to boost its Friday night showing, NBC has tinkered with Friday and Sunday, Fox has juggled Friday and Saturday shows and ABC may soon follow suit to shore up Wednesday. Trips to the shelf are underway as well: NBC has revived *Matlock* and plans to bring out *Hot Country Nights*, *Get a Life* gets a new one on Fox and CBS may soon unveil the animated *Fish Police*.

## 32 / NBC MAY DROP KIDS' FARE

NBC, third in the Saturday morning ratings and, like the other networks, facing affiliate defections in that daypart, is seriously considering getting out of Saturday cartoons next season, sources at the network say. For the first three weeks of the 1991-92 season, NBC's slate has dropped 25% from a year ago among children 2-11 to an average 3.8 rating; close-at-the-heels Fox Children's Network is up 24% in the same period, with a 3.6.



CBS and affiliates review 'partnership' in light of network's impending \$100 million loss. Options include affiliates taking an equity piece of the network (page 23).

### 34 / QUICK CANCELS

Dick Robertson, president of Warner Bros. Domestic TV Distribution, said broadcasters have a "quick-trigger mentality" when it comes to judging the prospects of first-run syndicated programming. The high cost of producing shows that stations pull or move after several weeks, he said, is forcing the syndicator to "re-evaluate the way we do business."

### 34 / CBS LEADS IN KEY DAYTIME DEMOS

Led by *Guiding Light*, CBS is turning its lead in the daytime ratings household race into a win among women 18-49 and 25-54. ABC's long-running *General Hospital*, the perennial time-period leader, has dropped to second behind *Light* and the third half-hour of ABC's new *The Home Show* is off to a slow start.

### 38 / FEDS MAY EASE HLT GUIDELINES

The Treasury Department appears likely to issue a response, and perhaps a decision, regarding petitions by broadcasters that the government eliminate or revise its definition of highly leveraged transactions. Easing up on the restrictions would make it easier for financial institutions to justify to shareholders their broadcasting loans, most of which fall under the HLT umbrella.

### 40 / GOOD OUTLOOK FOR RADIO AD REVENUE

The Veronis, Suhler & Associates 1991 "Communications Industry Report" calls radio



'Memories of M\*A\*S\*H' recalled for November sweeps (page 26).

a "relatively inexpensive medium with high impact," and predicts that, despite current weaknesses in local markets, spending in radio by advertisers will reach \$12.08 billion by 1995.

### 42 / CABLE LOOKING BEYOND '92

Once considered recession-proof, the hurt-by-hard-times cable industry sees 1992 as the year to turn things around. Operators are hopeful that adherence to stricter customer service standards, better promotion and enticing hook-up offers (like instant installs) will help the industry crack perennial-holdout households. Premium channels will get a boost, operators say, if they can negotiate earlier windows for their theatrical releases. The bright spot continues to be pay per view: while still providing only a fraction of premium's revenue, it's trending up strongly.

### 45 / CLUTTER COMES TO CABLE

Once the exclusive bane of the broadcast networks,

advertising clutter has come to cable in a big way. A forthcoming study by two advertising groups will show that prime time clutter on cable networks exceeds that of their over-the-air counterparts. In totals that did not count local ads, CNN topped the list at 12:25 minutes per hour; the Family Channel was second with 11:45.

### 49 / MORE EROSION SEEN FOR AFFILIATES

The Veronis, Suhler & Associates communications report sees independent TV stations holding their own in viewership over the next five years but continued, although slowing, viewer erosion for network affiliates. The slowdown in local retail advertising will limit overall ad growth through 1992, the report said, but substantial growth is anticipated in 1993-95.

### 50 / CABLE BILL INTRODUCED IN HOUSE

A companion piece to Senate cable-regulation bill S. 12 was introduced last week in the House by Ohio Democrat Dennis Eckart and others. The bill's major

intent is to return to local governments much of the regulatory jurisdiction over cable taken away by the 1984 Cable Act.

### 53 / BUSY MIPCOM

As the MIPCOM gathering came to a close last week in Cannes, the talk of the departing participants was the need to expand the annual international program distribution showcase beyond its current five days. Business was active—and spilled onto the sidewalks when the convention center closed—despite a slowdown in the growth of new TV outlets. Some buyers said prices were roughly flat, however. The top programming draw: action shows.

### 58 / BBC ADDS ASIA

The BBC has raised a challenge to CNN's hold on the global news marketplace by launching BBC World Service Television in 38 Asian countries that are home to over half the world's population.

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*Broadcasting* (ISSN 0007-2028) is published 52 Mondays a year by Cahners Publishing Co., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issues, \$2.95, except special issues, \$4.50. Subscription, U.S. and possessions, \$85 per year. Canadian and other international subscribers, add \$40. U.S. and possessions, \$400 yearly for special delivery, \$100 for first-class. Subscriber's occupation required.

Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Postmaster, please send address corrections to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715.

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# CLOSED CIRCUIT

DETROIT

## Tough Talk

Some days, it isn't easy being a news cooperative. Conus spent entire day last Wednesday (Oct. 16) trying to persuade Sen. Orrin Hatch (R.-Utah) to agree to interview with member station WXYZ-TV Detroit, only to regret resulting interview. Red-faced Conus executives sat by while Hatch was grilled with contentious questions via satellite from outspoken WXYZ-TV anchor Bill Bonds, who caught Hatch off guard with question: "What are you going to do if you find out six months from now that Clarence Thomas, who you've just made into a saint, turns out to be a porno freak?" Following brief and heated exchange, Hatch terminated interview with "Look, I go through enough crap back here, I don't have to go through it with you," before removing his microphone and walking out on interview.

According to WXYZ-TV, Bonds has "tendency to ask the questions that everybody wants the answer to but no one has the guts to ask."

WASHINGTON

## Putting money where their mouth is

Voice of America may no longer be content simply serving as messenger for virtues of commercial mass media. VOA Europe, which provides entertainment programming and VOA newscasts to more than 40 FM station affiliates, will soon insert paid advertising into its programming. Although VOA has had authority to sell commercial time for several years, it has so far only offered time on bartered basis—principally to print media organizations for cross-promotions. VOA affiliate association, which prompted latest move, will benefit most, with proceeds from sales going directly to stations.

Move, VOA spokesman said, is needed because many VOA stations have little money and are constantly on brink of going dark. Some at VOA say day is coming when VOA itself will be at least partially commercial-supported. Although VOA's role is

## MOVIE PACKAGES GET BROADCAST/CABLE PITCH

Several studios are currently testing interest among stations, cable services or both for movie packages soon to be available. According to several sources, Warner Bros. Domestic Television has a handshake deal with Lifetime for *Warner 30*, which includes "Presumed Innocent," "Reversal of Fortune" and "Tango & Cash." But the deal is contingent on Warner Bros. lining up a significant number of broadcasters to buy into the package simultaneously. As envisioned, Lifetime and stations would alternate exhibit windows on some films and perhaps get others exclusively. Warner is talking to a number of station groups, including Chris-Craft United, which continues to be a staunch advocate of syndicated exclusivity. Columbia Pictures Television is currently determining interest in *Columbia Showcase 2*, which includes "Casualties of War," "Post Cards from the Edge" and "When Harry Met Sally." CPT has reportedly approached the Tribune-Turner superstation consortium and other stations, and is marketing a *Columbia Gold* rerun package. MCA will be out soon with *List of Lifetime 2*, a rerun package including "Psycho," several other Hitchcock films, "Animal House," "The Sting" and John Wayne and Clint Eastwood titles (35 in all). The company is also putting together a marketing plan for its *Debut 5* package, which has titles that largely bypassed cable for an exclusive deal with NBC this season.

called passive, it has final say over corporations and products that can advertise, as well as copy used. Finger Lake Productions of Ithaca, N.Y., will act as national rep.

NEW YORK

## Local contribution

NBC affiliates may have part to play in sports news cable service NBC, Cablevision and Tele-Communications' Inc. spin-off Liberty Media are said to be launching later this year. Word is that one possibility for creating service is to rely largely on sports news and interview footage culled from NBC affiliates. "There aren't any arrangements that I am aware of," said NBC spokesman. Price tag for venture is said to be in \$5-million to \$6-million range, far less than \$20 million that last sports news venture, Mizlou Communication's Sports News Network, put into such project.

## Rep rap

Domino effect in rep changes that was avoided when NBC-owned stations decided to close sales divisions and go with outside reps will likely not happen if CBS should decide to go same route. Any rep or reps that CBS talks

with will likely have conflicts in most if not all of five markets where CBS owns stations. That may also make for tougher negotiations than NBC had with HRP, which had no station conflicts with NBC, and Petry, which had only one. While CBS has met with at least two rep firms over last month, word is they still want to keep division in-house.

## Likely candidates

With ABRY-Act III deal said to be wrapping up, attention will now likely turn to what station (or stations) ABRY will sell to meet Fox broadcasting Corp. guidelines that prohibit ownership of more than eight Fox affiliates. Combined ABRY-Act III group would own 10 affiliates. Candidates for spin-off include Act III's WRGT-TV Dayton, Ohio, property, which has potential overlap with ABRY's Cincinnati station, or WTAT(TV) Charleston, S.C., smallest station of group.

## 'Conan the Librarian'

Tyne Daly, four-time Emmy winner for her performance in *Cagney & Lacey* (CBS, 1982-89), is slated to star in her first comedy pilot, *Conan the Librarian*, being produced by New York-based Lancit Media Productions.

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## MARSHALL, FISHEL WEIGH IN FOR THOMAS

Supreme Court Justice Clarence Thomas was the beneficiary of some encouraging public words from at least two voices at the FCC—Commissioner Sherrie Marshall and FCC Managing Director Andrew S. Fishel.

Commissioner Marshall wrote an op-ed piece supporting Thomas in the *Los Angeles Times*, which published the morning before the Senate vote (Tuesday, Oct. 15). "I share the deep-seated anger felt by many women about the stigma attached to making a sexual harassment charge, and about the often cavalier attitudes revealed by its seldom-heard debate," Marshall said. "But to allow our unease with the subject, and lack of certainty about when it exists, to determine the fate of a Supreme Court nominee is to turn the constitutional process of advice and consent into a side-show."

In a letter to the Senate Judiciary Committee, Fishel, said he had known and worked with both Thomas and Professor Anita Hill while serving under Thomas both as management director of the Education Department's Office for Civil Rights (OCR) and as financial and resources management

director at the Equal Employment Opportunity Commission (EEOC). "Nothing in Mr. Clarence Thomas' professional or personal demeanor, and nothing in any of my conversations with Ms. Anita Hill, have ever lead me to believe that Mr. Thomas could act in any of the ways in which Ms. Hill has charged," Fishel concluded in the letter read into the record by Senator Alan Simpson (R-Wyo.) late Sunday evening (Oct. 13) near the end of the committee's televised hearings.

Fishel disputed Hill's testimony that her job at OCR would have been in danger should she have chosen not to follow Thomas to EEOC. "No employees were made to feel their jobs were in jeopardy by Mr. Thomas' departure from OCR" by Thomas's OCR successor, Harry Singleton, Fishel said. "Indeed, Ms. Hill told me at the time that she was flattered to be selected by Mr. Thomas to work at EEOC. In our conversation, she also expressed her admiration for Mr. Thomas."

Fishel claimed that Thomas "was vocally adamant that the presence of any form of discrimination—and he specifically mentioned sexual harassment—would not be tolerated."

Scheduled to be shot this Thursday at Universal Studios in Orlando, Lancit is co-financing pilot with Corporation for Public Broadcasting (CPB), giving PBS right of first refusal on possibly carrying series this season or next. Daly has been cast as sharp-tongued librarian, Ms. Crute, while Brian Thompson ("Cobra") stars as Conan, muscle-bound librarian, who joins Daly to extol, to children, virtues of reading.

### Peace talks

Dow Jones has had preliminary conversations with CNBC about producing some programs for financial business channel. Two had been embroiled in bitter battle last spring in effort to acquire Financial News Network, but apparently have now made their peace.

### CANNES

#### Tables turned

Warner Bros. International Television Distribution President Michael Solomon was on camera last week at Cannes. He and other TV executives, including producers Larry Jacobson and Sonny Grosso, are being tracked by Canadian production company, Sleeping Giant Productions, which is compiling four-hour series on TV business. Sleeping Giant President Jim Hanley called series perspective positive, adding "...most of television's detractors are print people." Show, being produced by Toronto-based CityTV for fall, has been bought by CBC but currently has no U.S. outlet, said Hanley.

### LOS ANGELES

#### Bart and Michael

In addition to traditional sweeps-type programming set to air this November on networks, Fox will have marketing power of Michael Jackson to add to its lineup next month. Fox has secured broadcast premiere rights to first video from Jackson's upcoming album "Dangerous," and will air "Black or White" clip following *The Simpsons* on Thursday, Nov. 14, at approximately 8:25 p.m. Deal with Fox is part of three-way world simulcast premiere of video, with MTV and BET also supplying feeds of video. Jackson has already made one appearance on Fox this year, supplying his voice for character in season opener of *The Simpsons*. According to sources, Fox will also air half-hour Michael Jackson special on Sunday, Nov. 17, with time to be announced.

#### GI Joe, drug fighter

In possible first for traditional animation distribution house, Claster Television has received broadcast carriage recommendations from Fox Children's Network and CBS for their respective affiliates to air special two-part *G.I. Joe* on Saturday or Sunday morning line-ups as part of national anti-drug campaign. Major Hollywood studio animation houses including Warner Bros. and Walt Disney Co. participated in Academy of Television Arts and Sciences-sponsored joint anti-drug effort, *Cartoon All-Stars to the Rescue*, which was simulcast on all three

broadcast networks, Fox Children's Network and cable networks, but this may be first example of distributor embarking on unilateral syndication network anti-drug campaign. Pair of half-hour episodes titled *G.I. Joe: The Greatest Evil* are being offered to Claster's 103 client stations and broadcast networks free of national barter advertising time.

#### Tape to disc

Tapeless TV promises to make waves at Oct. 26-29 Society of Motion Picture and Television Engineers conference. Several manufacturers are racing to market with disc-based recorders designed to allow random access to up to 90 minutes of full motion video.

Pioneer Communications of America Inc. will unveil recorder (at introductory price of \$39,950 this November) capable of storing, and rerecording 1 million times, 32 minutes of full motion video per side of 12-inch magneto-optical disc. Pioneer claims analog component LaserRecorder will satisfy video production, instant replay and other broadcast-cable applications. And London-based O.L.E. Ltd. claims "near U-matic picture quality" and 90-minute storage for its £27,500 (\$46,750) Lightworks random access editing system.

But Tektronix/Grass Valley demo of noncompressed long-form digital disc recorder/editor (still in development) may draw greatest interest from high-end users. At 10 megabits per second, it would out-perform expensive 8-bit D-1 recording quality.



# MONDAY MEMO

A telco-cable commentary from Peter Krasilovsky, telecommunications policy consultant, Washington

**F**ed up with its stalled negotiations with the cable industry, the NAB is threatening to play the "telco card" again. But having heard the same story from the NAB, most analysts aren't taking it very seriously. The broadcast industry still has more to lose from lining up with a telephone industry that cannot guarantee free carriage than from keeping the status quo with cable.

There are significant grounds, however, for rethinking what the Bell policy-makers want to do in cable, and how the future of video programming—and broadcasting—might be affected.

For one thing, the telcos are no longer hung up on the "vision thing," as President Bush would say. In the four years since launching their disjointed campaign to get the telco-cable crossownership prohibitions lifted, the telcos have become considerably more adept at articulating what they can do for the cable industry here and now. Their new proposals appear to be more on the money, both figuratively and literally.

Last fall, for instance, Nynex confirmed that it would probably seek an unprecedented general tariff to provide cable television transmission in rural areas. Cable operators using Nynex's cable transmission facilities could theoretically be interconnected throughout an area as large as Vermont, allowing cooperative programming and cost savings.

Nynex's proposal is definitely a step closer to the symbiotic relationship with broadcasters and cable operators that telcos have come to believe they must cultivate if they hope to win relief from crossownership restriction.

Identifying the "common ground" with their would-be adversaries has, in fact, become paramount. It is a simple truth that some deeds, such as the "Viewer Controlled Cable TV" PPV trial between U.S. West, TCI subsidiary United Artists and AT&T Network Services, talk louder and more effectively than the coldly calculating MBA-talk, found in a leaked BellSouth memo, of forcing "cable to see BellSouth as a means to their end of making money."

And it makes one think that John Sie was quite the soothsayer when he predicted, as senior vice president at TCI, that cable could "look forward to the interface with telephone networks" rather



er than dread telco participation.

Still, there hasn't been much real estate set aside for telco-cable "common ground" stateside. Telcos have, of course, tried to sell pay-per-view services as well as network construction maintenance contracts to cable operators. But sales have reportedly not been up to par for either service. Some telco executives have, off the record, blamed cable's simmering resentment against telcos for their lousy business.

Considerably more common ground has been found overseas, where the telcos have stepped out from their enforced role as a cable vendor to serving as partner—and sometimes sole proprietor—of cable franchises. Five of the seven RBOC's have committed over \$300 million to buy or develop cable franchises in Great Britain, Norway, Sweden, France and Israel. Many of these franchises, ironically, have been won with U.S. MSO's as partners.

What the RBOC's overseas activities portend is hard to gauge. Certainly, they have proven an able and fair partner to cable MSO's. But signs that they have not left behind their monopoly mind-set are clearly evident in Great Britain, the site of the most frenzied activity.

Most notably, they have bought out their partners in several instances. On closer inspection, then, the RBOC's seem quite innocent in all this, and have actually appeared very supportive of a

troubled industry. Nevertheless, it would be going too far to assert that the RBOC's cable activities have revealed them to be a different, less dangerous breed than they were thought to be.

Going to the other extreme, one could still make the case that they are still just plain "bad." Some of their cable opponents—from both cable and other areas of telecommunications—in fact, are now crying for a "second divestiture" that would create new entities of their monopoly services after dozens of sightings of their anticompetitive nature.

Moreover, the endless reports—many of them politically motivated—that RBOC's have tried to build in strategic advantages over enhanced service competitors, like voice mail providers who need to use their networks, are a genuine cause for alarm.

In my opinion, however, the record compiled by the RBOC's in the cable industry has been quite positive on the whole, and deserving of a fresh look. In four years they have learned the industry, adjusted their vision, cooperated with their cable counterparts in Britain

to create a program development fund and begun to compete in fair fashion against British Sky Broadcasting, a DBS venture funded with over \$800 million.

Even the current

adversity in British cable caused by the recession should lessen fears about any future role for the telcos in U.S. cable. By shutting down construction in several key markets, the RBOC's have shown that they will not use their deep pockets to recklessly proceed without a solid business case for doing so. That deflates the argument by cable advocates that RBOC's are merely boorish brutes who will outspend their opponents without regard to cost.

The shutdowns of videotex gateways provided by Nynex and Southwestern Bell, and of one planned by Pacific Bell, reinforce this impression. So does the vigorous cost containment initiated in a new era marked by a switchover in many states from rate-of-return regulation to incentive regulation.

*"The record compiled by the RBOC's in the cable industry has been quite positive on the whole, and deserving of a fresh look."*

# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**Oct. 20-22**—*Canadian Association of Broadcasters* national conference and trade show. Metro Toronto Convention Centre, Toronto. Information: Nathalie Samson, (613) 233-4035.

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

**Oct. 20-23**—"Apertura," second Latin American Congress sponsored by *International Advertising Association*. Mexico City, Mexico. Information: (212) 557-1133.

**Oct. 20-24**—*The Freedom Forum Media Studies Center* 25th Technology Studies seminar for journalism educators. Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 21**—"How to Make Money in the Satellite Industry," teleconference sponsored by *Society of Satellite Professionals International*. Minneapolis, Minn. Information: Susan Broadribb, 1 (800) 543-5285.

**Oct. 21**—*Canadian Women in Radio and Television* national gala launch dinner. The Royal York Hotel, Toronto. Information: (613) 233-4035.

**Oct. 22**—"Automotive Marketing: Who's Driving and Where Are We Going?" seminar sponsored by *The Advertising Club of Metropolitan Washington*. Sheraton Washington, Washington. Information: (301) 656-2582.

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

**Oct. 22**—*American Women in Radio and Television, New York City chapter*, luncheon. Theme: "Defining The Focus of Television in the 1990's." Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

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

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

■ **Oct. 22-24**—*Avid Technology* media composer training classes. Chicago. Information: Kim Hajjar, (617) 221-6789.

■ **Oct. 22-25**—*Interference Control Technologies* course, introduction to EMI/RFI/EMC. Washington. Information: (703) 347-0030.

**Oct. 23**—*American Women in Radio and Television, Philadelphia chapter* meeting. Featured speaker: Brian Lamb, founder and chairman, C-SPAN. Sheraton Society Hill Hotel, Philadelphia. Information: (215) 946-2773.

**Oct. 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Donahue, nationally syndicated talk show host, and Vladimir Pozner, international journalist and Soviet political commentator. Copacabana, New York. Information: (212) 768-7050.

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

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

## MAJOR MEETINGS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**May 3-6, 1992**—*National Cable Television Association* annual convention. Dallas. Future 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.

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

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

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

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

**Which Of These  
Shows Delivers The  
Most Women 18-49  
Per 1000 Households?**

**Donahue**

**Jenny Jones**

**The Joan Rivers Show**

**The Maury Povich Show**

**The Chuck Woolery Show**

**What's Your First Guess?**

---

# GUESS



# AGAIN!

## Jenny Jones

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<u>Program</u>	<u>Women 18-49 Per 1000 Households</u>
<b>JENNY JONES</b>	<b>412</b>
Joan Rivers	410
Donahue	392
The Maury Povich Show	377
The Chuck Woolery Show	315

SOURCE: NSS Ranking Report 9/16 - 9/29/91

The logo for the TV show 'Jenny Jones' features the name in a stylized, pink, rounded font. The word 'jenny' is on the top line and 'JONES' is on the bottom line, both in a pink color with white outlines. A small pink circle is positioned above the 'j' in 'jenny'.

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■ **Oct. 24**—"After the Coup: What Future for the Soviets?" conference for journalists sponsored by *The Washington Journalism Center*. Arlington, Va. Information: (202) 337-3603.

■ **Oct. 24**—*New York Women in Cable* annual educational program "Cable Survival Guide." Keynote speaker: Sharon Patrick, president, Rainbow Programming Holdings, Inc. Viacom Media Center, New York. Information: Toby Haber, (212) 353-1633, or Dominique Perez, (212) 258-7586.

■ **Oct. 24-26**—*Friends of Old-Time Radio* 16th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

■ **Oct. 25**—*Kentucky Wesleyan College* first annual communications conference, Kentucky Wesleyan College, Owensboro, Ky. Information: (502) 926-3111.

■ **Oct. 25**—*Radio-Television News Directors Association* region 12 super regional conference. Keynote speaker: New York Governor Mario Cuomo. New York Hilton and Towers, New York. Information: Leslie Breen, (202) 659-6510.

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

■ **Oct. 25-27**—*American Women in Radio and Television* western area conference. Guest Quarters Hotel, Santa Monica, Calif. Information: Suzanne Wallace, (213) 458-1031.

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

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

■ **Oct. 26**—*Federal Communications Bar Association Foundation* fundraising reception. INTEL-SAT Headquarters, Washington. Information: Mary Blasinsky, (202) 833-2684, or Larry Roberts (202) 659-4700.

■ **Oct. 26-29**—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Information: (914) 761-1100.

■ **Oct. 27-29**—*Pennsylvania Association of Broadcasters* annual convention. Hershey Lodge, Hershey, Pa.

■ **Oct. 27-29**—*Association of National Advertisers* 82nd annual meeting and business conference. Arizona Biltmore, Phoenix. Information: (212) 697-5950.

■ **Oct. 27-29**—*National First Amendment Congress*. Virginia state capitol building and Omni Hotel. Richmond, Va. Information: (303) 556-4522.

■ **Oct. 27-30**—*Southern Educational Communications Association* conference. Omni Charlotte, Charlotte, N.C. Information: Kathleen Kraynick, (803) 799-5517.

■ **Oct. 27-Nov. 1**—"Ethical decisionmaking," seminar for broadcast and print journalists, photographers, editors and newsroom managers. sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

## ERRATA



**Tektronix Television Division won 1990-91 Engineering Emmy** for development of test signals and measuring equipment for performance evaluation of compact video systems. Editorial oversight left Tektronix out of list of companies and individuals cited for Technical Achievement and Scientific Development Engineering by National Academy of Television Arts and Sciences published in Oct. 7 issue. **Shown accepting award is Dan Castles, Tektronix television division general manager.**

**Home Shopping Network acquired transponder aboard GE Americom's Satcom F4**, not Satcom FIR as reported in Oct. 14 issue.

## ALSO IN OCTOBER

■ **Oct. 28**—"Communications and Culture: Should the United States Protect Cultural Resources?" colloquium sponsored by *The Annenberg Washington Program* and the *National Endowment for the Arts*. Annenberg Office, Willard Office Building, Washington. Information: (202) 393-7100.

■ **Oct. 28-31**—Seminar on aging for print and broadcast journalists sponsored by *National Press Foundation*. Ramada Techworld Hotel and the National Press Club, Washington. Information: (202) 662-7350.

■ **Oct. 29**—Continuing Legal Education seminar on financial issues surrounding broadcast licenses sponsored by *Federal Communications Bar Association*. Washington Marriott Hotel, Washington. Information: Carol Matthey, (202) 377-1880, or Peggy Greene, (202) 632-7180.

■ **Oct. 29**—*International Radio and Television Society* Q & A seminar, "TV Hits and Misses." Panelists: Jerome H. Dominus, J. Walter Thompson; Betsy Frank, Saatchi & Saatchi Advertising; Paul Schulman, The Paul Schulman Company; John von Soosten, Katz Television Group. Time Life Auditorium, New York. Information: (212) 867-6650.

■ **Oct. 29**—*The National Cable Television Center*

and *Museum* present the 1991 Donald W. Levenson Memorial Lecture. Speaker: James Chiddix, senior vice president, engineering and technology, American Television and Communications Corporation. College of Engineering, Pennsylvania State University, University Park, Pa. Information: (814) 865-6535.

■ **Oct. 29**—*Cable Television Public Affairs Association* northeast regional luncheon meeting. Time-Life Building, New York. Information: Mary Pittelli, (301) 206-5393.

■ **Oct. 29**—"Campaign '92: More or Less?" seminar sponsored by *Center for Communication*. Center for Communication Auditorium, New York. Information: (212) 836-3050.

■ **Oct. 29**—Systems Research Center symposium, a live interactive satellite video conference sponsored by *The University of Maryland*. The University of Maryland, College Park, Md. Information: Glenn Brown, (301) 405-4905.

■ **Oct. 29**—*Connecticut Broadcasters Association* annual meeting. Marriott Hotel, Farmington, Conn.

■ **Oct. 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Dennis Miller, executive vice president, Turner Network Television. Copacabana, New York. Information: (212) 768-7050.

■ **Oct. 30-Nov. 1**—*National Infomercial Marketing Association* second annual meeting and trade show exhibition. Mirage Hotel, Las Vegas. Information: Tom Fenton, (212) 972-1100, or Christina Andrews, (212) 679-5312.

■ **Oct. 30-Nov. 1**—*Howard University School of Communications* 20th anniversary celebration communications conference and job fair. Main campus, Howard University, Washington. Information: Carol Dudley, (202) 806-5806.

■ **Oct. 31**—"Media and the Military: How the Press Lost the War," seminar sponsored by *Center for Communication*. Center for Communication Auditorium, New York. Information: (212) 836-3050.

■ **Oct. 31**—Deadline for entries for the seventh annual Sunny Creative Radio Awards Competition sponsored by *Southern California Broadcasters Association*, Commercials, public service or station promotion announcement produced and aired between November 1, 1990 and October 31, 1991, is eligible. Information: (213) 466-4481.

■ **Oct. 31-Nov. 2**—*Tennessee Association of Broadcasters* annual convention. Middle Tennessee State University and Garden Plaza Hotel, Murfreesboro, Tenn. Information: Whit Adamson; (615) 399-3791.

## NOVEMBER

■ **Nov. 1**—Deadline for nominations for Broadcasting Hall of Fame sponsored by *National Association of Broadcasters*. Information: (202) 429-5300.

■ **Nov. 1**—Deadline for entries for Independent Focus sponsored by *WNET*, Work of any length produced by American independents no earlier than four years previous to submission and which have not been broadcast in the New York metropolitan area are eligible. Information: Cara Mertes, (212) 560-2917.

■ **Nov. 1-2**—*Radio Advertising Bureau* radio sales university. Ramada Inn/Southwest Airport, Memphis, Tenn. Information: (212) 254-4800.

■ **Nov. 1-3**—*National Broadcasting Society/Alpha Epsilon Rho northwest, southwest and west regions* convention. Northern Arizona University, Flag-

staff, Ariz. Information: Dr. William Rugg, (602) 523-2511.

**Nov. 4-5**—*Women in Cable* presents the Betsy Magness executive development seminar. Denver. Participation by invitation only. Information: Lora DiPadova, (312) 661-1700.

**Nov. 5-7**—*Cable Television Administration and Marketing Society* service management master course. St. Louis. Information: (703) 549-4200.

■ **Nov. 6**—"Why the Public Hates the Press," seminar sponsored by *Center for Communication Auditorium*. New York. Information: (212) 836-3050.

■ **Nov. 7**—"Marketing Opportunities With New Technologies," panel sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO Media Center, New York. Information: Kathy Wagner, (516) 364-2222.

■ **Nov. 7-8**—*Association for Maximum Service Television, Inc.* fifth annual HDTV Update. ANA Hotel, Washington. Information: (202) 462-4351.

**Nov. 7-8**—"Focus on Success," theme for Communications Day '91, a one-day trade show and professional development seminars sponsored by *International Television Association*. Washington Hilton, Washington. Information: John Fugel, (304) 876-6591.

**Nov. 7-8**—*Women In Cable, North Carolina chapter*, annual conference. Embassy Suites, Greensboro, N.C. Information: Julia TeKippe, (919) 665-0160.

**Nov. 7-8**—Communications Law program sponsored by *Practising Law Institute*. Hotel Macklowe, New York. Information: (212) 765-5700.

**Nov. 7-9**—The Loyola Radio conference sponsored by *Loyola University, Communications Department*. Bismarck Hotel, Chicago. Information: Amy deGrazio, (312) 915-6558.

**Nov. 7-9**—*American Women in Radio and Television* board of directors and foundation board meetings. Washington. Information: Donna Cantor, (202) 249-5102.

**Nov. 8-9**—*The National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Nov. 8-9**—*Radio Advertising Bureau* radio sales university. Ramada Inn/Airport East, Phoenix. Information: (212) 254-4800.

**Nov. 8-10**—*National Broadcasting Society/ Alpha Epsilon Rho* midwest and central plains regions convention. Sheraton Plaza Hotel, St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

**Nov. 9-10**—"Recording Acoustic Music with Basic Equipment," seminar sponsored by *Jack Straw Productions*. Seattle. Information: Charles Hamilton, (206) 634-0919.

**Nov. 10**—Ninth annual dinner-dance of *Caucus for Producers, Writers and Directors*, featuring presentation of Executive of the Year Award, Member of the Year Award and Distinguished Service Award. Los Angeles. Information: (818) 792-0421.

**Nov. 12**—Presentation of seventh annual Nancy Susan Reynolds Awards for "outstanding portrayal on television of family planning, sexuality and reproductive health," sponsored by *Center for Population Options*. Beverly Wilshire Hotel, Los Angeles. Information: (818) 766-4200.

■ **Nov. 12-13**—"The End of the Modified Final Judgement! Competing—Where No One Has

Gone Before," conference sponsored by *Probe Research, Inc.* Featured speaker: FCC Commissioner Andrew Barrett. New York Marriott Marquis Hotel, New York. Information: (201) 285-1500.

■ **Nov. 12-13**—*The Washington Journalism Center* conference for journalists. Subject: "Transportation: Your Can't (Afford to) Get There From Here." Arlington, Va. Information: (202) 337-3603.

■ **Nov. 12-15**—*Telecommunications Industry Association* fall membership meeting. Madison Hotel, Washington. Information: Suzanne Van Nosedall or Cathy Tavarozzo, (202) 457-4912.

■ **Nov. 13**—*Southern California Cable Association* 11th annual dinner. Dorothy Chandler Pavilion, Los Angeles. Information: David Sears, (213) 394-0477, or Bonnie Busekrus, (818) 990-6122.

■ **Nov. 13-14**—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Information: (303) 761-8554.

■ **Nov. 13-18**—*Avid Technology* media composer training classes. New York. Information: Kim Hajjar, (617) 221-6789.

■ **Nov. 14**—"Shaping the Message: The Art of Media Manipulation," meeting sponsored by *Women in Communications, Los Angeles Professional chapter*. Information: (213) 640-1905.

■ **Nov. 14**—"Who Decides What's On Radio," seminar sponsored by *Center for Communication Auditorium*. New York. Information: (212) 836-3050.

■ **Nov. 14**—*International Radio and Television Society* Under-30's seminar. Theme: "Local News Programming: An Analysis of News Content During Sweep." Information: (212) 867-6650.

■ **Nov. 14-17**—*American Advertising Federation* western advertising leadership conference. Hyatt Regency, Denver. Information: (415) 621-6867.

**Nov. 14-17**—*National Association of Farm Broadcasters* annual meeting. Kansas City, Mo.

■ **Nov. 15**—*Women in Cable, Michigan and Northwest Ohio chapter*, holiday charity celebration and officer elections. Lansing, Mich. Information: Renee Yates, (313) 930-7277.

■ **Nov. 15-16**—*New Hampshire Association of Broadcasters* annual convention. Sheraton Hotel, Portsmouth, N.H.

■ **Nov. 16**—*National Association of Broadcasters* small-and medium-market roundtable meeting. Raleigh-Durham, N.C.

■ **Nov. 18-20**—*Avid Technology* media composer training classes. New York. Information: Kim Hajjar, (617) 221-6789.

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

■ **Nov. 19**—"Comedy in Radio Advertising," luncheon hosted by *The Ad Club of New York and Radio Advertising Bureau*, sponsored by

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# Fast Le

In its first two weeks in syndication, A Different

## New York WPIX, M-F 7:00 pm

A DIFFERENT WORLD replaced Cheers and increased time period share by 38% over July 1991.

## Boston WBZ, M-F 4:30 pm

A DIFFERENT WORLD is up 22% in share from its first to second week

## Chicago WGN, M-F 5:00 pm

A DIFFERENT WORLD beats WFLD's The Cosby Show in head-to-head competition and increased 10% in share from its first to second week

## Dallas-Ft. Worth KXTX, M-F 6:30 pm

A DIFFERENT WORLD is KXTX's number one strip, all day long.

## Philadelphia WTXF, M-F 5:30 pm

A DIFFERENT WORLD increases household share by 50% over Hogan Family lead-in.

## Washington, D.C. WDCA, M-F 6:30 pm

A DIFFERENT WORLD is 40% ahead of October 1990's Head of The Class share. Increased its own share delivery 16% from first to second week.



Source: Nielsen (Detroit: Arbitron), household rating or share, as stated.  
Based on A Different World week 2, 9/30/91-10/4/91.

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# arners!

World has already proven itself to be a class act.

## Detroit WXON, M-F 7:00pm

A DIFFERENT WORLD beats Golden Girls in head-to-head competition and is up 83% in share over July 1991 programming.

## Minneapolis KITN, M-F 6:30pm

A DIFFERENT WORLD'S share is up 50% over October 1990 programming.

## Houston KRIV, M-F 5:00pm

A DIFFERENT WORLD beats The Cosby Show in head-to-head competition and is up 43% in share over July 1991 programming.

## Atlanta WGNX, M-F 6:00pm

A DIFFERENT WORLD'S share is up 83% over July 1991 programming. Establishes its own audience by improving 38% over its Charles In Charge lead-in.

## Sacramento-Stockton KSCH, M-F 5:30pm

A DIFFERENT WORLD is KSCH's number one half-hour strip all day long and its share is more than double that of July 1991 programming.

After four years on the network where it consistently ranked in the top five, A Different World is now off to a strong syndication start.



**A  
DIFFERENT  
WORLD**

**VIACOM**

Group W Radio/Westinghouse Broadcasting and The Interop Radio Store. Grand Ballroom of the Plaza Hotel, New York. Information: (212) 935-8080.

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

■ **Nov. 19**—"Radio Night," sponsored by Houston Association of Radio Broadcasters. Wortham Center, Houston. Information: Kim

Clark, (713) 621-9401.

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

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

■ **Nov. 19**—Cable Television Administration and Marketing Society's Pay-Per-View 1991. Anaheim, Calif. Information: (703) 549-4200.

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

Continues on page 68.

# OPEN MIKE

## QUANTUM LEAP BACK

EDITOR: Regarding the *Quantum Leap* "gay" episode (BROADCASTING, Oct. 7), although many other, more colorful phrases spring to mind, I can only say that all parties involved could use a liberal dose of backbone.

NBC could certainly withstand the financial blow of any possible advertiser pull-out from a single episode. It's hard to imagine an advertiser being so in-

cented that it stayed away from a popular high-quality program like *Quantum Leap*. Although harder to quantify than lost advertising revenue, NBC would certainly register a gain in reputation and credibility by striving to resist free TV's slide in banality.

The producers at Universal, whether they tried to rush the script through or not, need to follow the credo often credited to Davy Crockett: "Make sure you're right, then go ahead." More than

that, before the producers try to take too righteous a stand, the situation begs the question: why didn't Sam jump directly into the suicidal character? At other times Sam has become female, black, very young or very old. It has been recently reported that he will soon be jumping into a chimpanzee's life. Are we supposed to buy Sam as a lower primate more easily than Sam as a homosexual? You lost an opportunity to put forth some compelling television.

To the industry in general: please don't underestimate your audience. Common wisdom aside, lowest common denominator and short-term dollars are not the proper guideposts. Remember that you're riding on the public airways. If free TV is to survive the influx of new technology, quality, humor and intelligence are needed now more than ever.—*Mary Frederickson, Newhall, Calif.*

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 TV/Independent     Manufacturer of Radio/TV/Cable Equipment     Other (please describe)  
 Radio Station     Advertising Agency     Other (please describe)  
 Radio Network     Advertiser     Cable TV Operation

2. What best describes your title? (Check one)

- President/Owner/CEO     Program Director  
 Vice President     News Director  
 Director/Manager     Chief Engineer/Technician  
 General Manager     Other (please describe)  
 General Sales Manager     Station Manager

## FEE DEFEAT

EDITOR: We are pleased the FCC has finally decided to exempt noncommercial radio and TV station personnel from the \$35 operator permit fee. However, it would be most hypocritical for the FCC to take credit for the reprieve.

During meetings and discussions with FCC staff and contact with Congress, we got the pat response that the pressure was on all divisions of the federal government in 1990 to generate new revenue streams—including this new fee for a literal rubber stamp on a card whose holder's name isn't even kept on file anywhere.

Credit must go to Representative Mike Oxley (R-Ohio) for introducing the noncommercial exemption bill in the House, which passed easily on Sept. 24. Even before it had a chance to be voted on in the Senate, the FCC realized its inevitability and shortcut the process by



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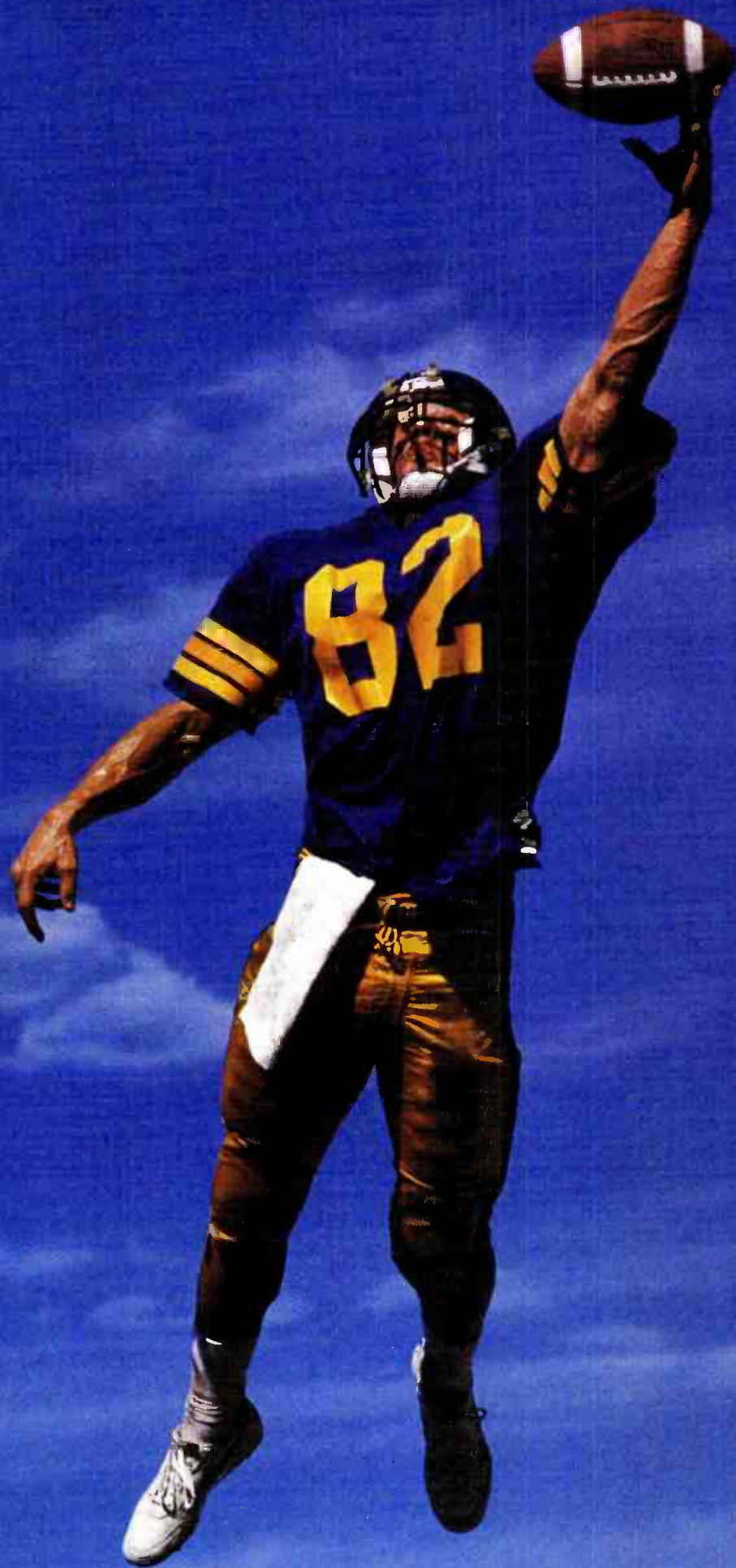
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**COACH**

**MCA TV**



approving the exemption itself in October.

With so many legal precedents for favorable treatment to noncommercial stations over the years, why didn't the FCC realize back in 1990 that it was Congress's intent that noncommercial stations be exempt—as the FCC itself concluded in its recent reversal? The answer, and moral to the story, is that the FCC won't respond to disadvantaged groups until they can enlist congressional pressure.

The epilogue after a year and a half of agony: Thousands of college students and other volunteers have paid fees out of their own pockets (because their poor stations could not cover \$35 for each new DJ of the literally dozens who come on board each semester). They will not be reimbursed. Untold thousands more students were discouraged from entering college broadcasting in favor of other extracurricular activities that lack a fee. But justice is finally done.—*Glenn Gutmacher, executive director, National Association of College Broadcasters, Providence, R.I.*

## THANK-YOU NOTE

EDITOR: I am writing to tell you about the incredible generosity of several companies and/or individuals in the broadcasting-communications field.

As chairman of a program called "Art for Children's Survival," we received donations of artwork from 124 leading artists. A beautiful catalogue was created and an auction was held at Sotheby's on Sept. 19. The art community united on this project. All indications were that with great work and a fabulous catalogue we would have a successful event. However, I realized that unless collectors and supporters of UNICEF were informed about this effort, we would be doomed to failure. How could we achieve this? Who should we turn to? Who could help?

First, Media Distribution Services agreed to run a list and set of labels of art and society editors at all major newspapers and magazines in the United States. It also provided a list and set of labels for all of the television and radio producers in the tri-state area. Then Bob Kimmel of News Broadcast Network agreed to produce and satellite a 60-second audio news release to 2,300 radio stations in the United States. At the same time, Broadcast News Ltd. agreed to satellite this tape to 400 radio stations in Canada. Dick Cunningham of Broadcast Productions Inc. agreed to produce and edit an approximately two-minute

video news release. Dick filmed the preview of the artwork on Sept. 5 and the press conference on Sept. 12. He then edited the tape and turned over a master to Medialink.

Medialink satellited this tape to over 700 television stations in the United States on two different days leading up to the auction. Canada Newswire Ltd. agreed to inform 78 stations throughout Canada of the Medialink satellite feed, providing the necessary coordinates for pick-up in Canada. From the Medialink satellite, Worldwide Television News requested a master tape for transmission to Europe and Asia.

Also, Premier Productions requested a master for possible inclusion in the Continental Airlines in-flight program, Continental Profiles. The Associated Press agreed to do a story on the project, as did numerous newspapers around the United States. Burrelles agreed to provide us with two months of its clipping service for any articles appearing in newspapers or magazines. R.R. Bowker donated a copy of the BROADCASTING YEARBOOK, which was most useful. Without the incredible support from the broadcasting-communications field, nowhere near the number of people who read or viewed features on "Art for Children's Survival" would have learned about the project. The ramifications of everyone's help are still being felt.

We raised close to a quarter of a million dollars. This will save thousands of children's lives.—*Paul M. LaBell, Paul LaBell Editions Inc., New York.*

## SPECIAL CASE

EDITOR: Harry R. Shriver writes of the "realities of the marketplace" ("Open Mike," Sept. 30). Is it a "marketplace reality" to have a federal agency restrict the number of new entrants in order to protect those already in the business? It appears to me that the FCC's job is to insure that any new station does not cause radio interference with any existing station. It is not the FCC's job to restrict the number of stations so everyone can make money. That is the job of economics. If interference considerations allow the construction of a new station, but economic considerations do not, don't build the new station!

I often see people expounding the virtues of a market economy in every industry but theirs. Sure, a market economy is great, but my industry is special. Do we think market economics works or not?—*Harold Hallikainen, president, Hallikainen & Friends, San Luis Obispo, Calif.*

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Editorial

908-464-6800

Circulation

1-800-521-8110

Advertising

212-599-2830

CAHNERS CONSUMER/ENTERTAINMENT  
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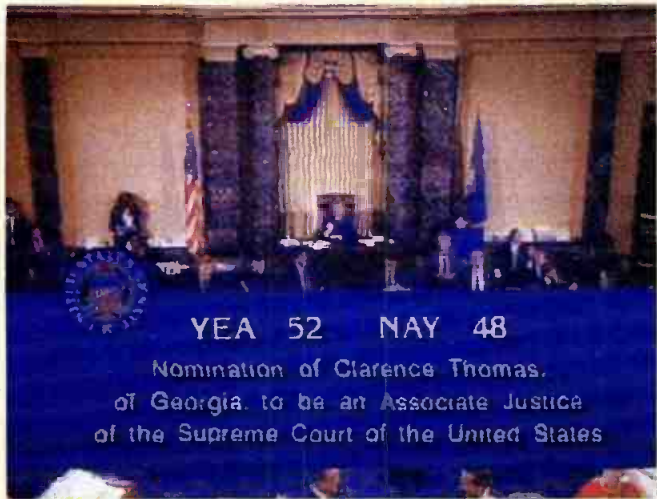
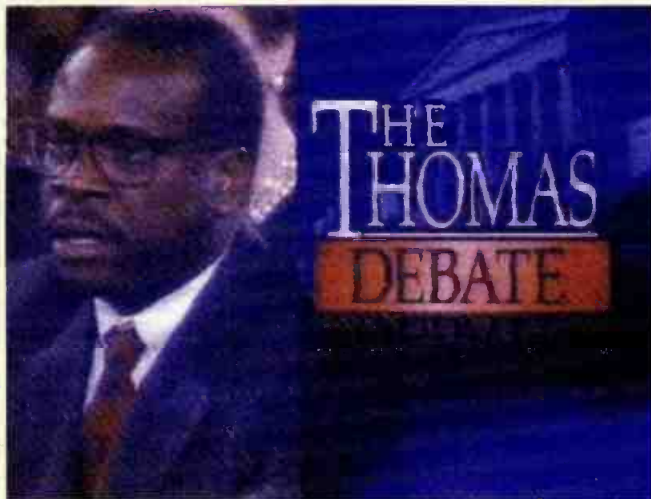
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# TOP OF THE WEEK

## THOMAS TAKES TV'S CENTER STAGE



**T**he Senate confirmation hearings on Supreme Court Justice Clarence Thomas swept through the broadcasting industry like a tornado starting 10 days ago, turning everything upside down for an exhausting five-day period that seemed much longer.

By any reckoning, it was not a typical week. Weekday and prime time pre-emptions collec-

tively cost the networks between \$15 million and \$20 million in lost advertising revenue (see story, page 25). CBS, which had at last been enjoying high ratings on its trouble-plagued baseball contract, suddenly saw its ratings plummet as viewers switched to the hearings. Fox Broadcasting Co. saw its fledgling Saturday

*Continues on page 24.*

## CBS, AFFILIATES TO RE-EXAMINE 'PARTNERSHIP'

*In wake of predicted \$100-million loss this year, more compensation cuts are likely as committee explores options including affiliate equity interest in network*

**D**espite recent ratings gains, CBS's financial condition is so poor that it probably can't survive in its current form. That was the bottom-line assessment of high-level network officials who met with members of the network's affiliate advisory board in Washington. The company's senior vice president for finance, Peter Keegan, suggested in a presentation last week that the network would post a pre-tax loss for 1991 of more than \$100 million.

As a result of the network's financial plight, the advisory board agreed to form a special committee to take a top-to-bottom look at the network-affiliate

relationship. Changes are clearly expected, including the possibility that affiliates would acquire one or more pieces of the network. Further reductions in the network's \$120-million compensation pool are also expected.

CBS confirmed last week it was eliminating \$6 million in remaining compensation for sports programming. It had previously eliminated comp for such high-cost programs as NFL football, Major League Baseball and the Olympics.

The so-called blue ribbon committee has a mandate to come up with recommendations to make the network-affiliate "partnership more relevant to the

business conditions that both sides are feeling at the moment," said Mick Schafbuch, vice president and general manager of KOIN-TV Portland, Ore., and chairman of the CBS affiliates advisory board.

Schafbuch has appointed board member E. Berry Smith, senior vice president, broadcasting, Schurz Communications, to form the committee. In addition to those two executives, all past active board chairmen will serve on the committee, including Phil Jones, president, Meredith Broadcasting; Ben Tucker, executive vice president, Retlaw Broadcasting; Guy Main, vice president and

general manager, WCIA-TV Champaign, Ill., and Red Martin, president, WCAX-TV Burlington, Vt.

Current officers of the board will also serve on the committee, including Schafbuch, Cathleen Creany, vice president and general manager, WTVH(TV) Syracuse, N.Y., and John Greene, senior vice president, Capitol Broadcasting, Raleigh, N.C.

"The bottom line here is we've got to preserve the system of free over-the-air television, which is in real jeopardy," said Schafbuch. He said the idea of the affiliates acquiring a piece of the network came up in conversations among board members after the meeting with network executives Oct. 10-11 in Washington. "I can assure you that is an idea I would bring to the agenda to the blue ribbon committee," said Schafbuch.

He also said network officials have made it clear they would entertain proposals along those lines. "The network recognizes those are very real discussion points. It's going to be a wide-ranging look at all facets of our relationship, including compensation, programing, promotion, advertising and news," said Schafbuch. "Wouldn't it be interesting to see the affiliates owning two hours of *CBS This Morning*, or the news divi-



sion? Clearly we have some common interests in the newsgathering area."

Keegan told board members that the network had underestimated losses in both revenue and profits for 1991. Revenue will drop about 8% for the year instead of the originally projected 2%.

The board came away from the meeting with the clear impression that CBS will continue to aggressively target the cost side of the business, with the exception of program development, which accounts for about 80% of all network costs, said Schafbuch. The affiliate board was told that CBS will cut a total

of \$100 million in operating costs in 1991.

Keegan cited a Wertheim-Schroeder report predicting that the three networks would earn a total of just \$59 million in pre-tax profits in 1991. Contacted last week, Wertheim broadcast analyst David Londoner said that report was outdated and did not include a huge write-down that CBS will make against sports rights for the year.

While it is unclear at this point how large that write-down will be, it will clearly mean a combined three-network loss for the year, the first time that has happened in modern broadcast history, said Londoner. By comparison, the three networks had profits of over \$650 million in 1989 and \$270 million in 1990, according to the Wertheim report. Londoner said he had projected a \$135-million loss for CBS before the network announced it would take a sizable write-off for the year. ABC, he said, may earn \$130 million on the year, while NBC may earn \$150 million.

The CBS managers who attended the affiliate board meeting declined to comment on the talks, beyond confirming the establishment of the committee and the elimination of the remaining sports compensation. -SM

## THOMAS ON TV

*Continued from page 23.*

morning kid's schedule get a big ratings boost as the other networks pre-empted their regular lineups. The Public Broadcasting Service scored unusually high ratings for its unblinking coverage of the hearings. And local stations pre-empted their own news and syndicated programing to stick with the heated testimony.

Among the broadcast networks, NBC News pre-empted the most programing. The network aired about 30.5 hours of hearings over the five-day period, while ABC chalked up 23 hours and CBS tallied just under 13. NBC in some ways had the least to lose by pre-empting the dayparts, because its daytime and Saturday morning schedules have been the lowest rated of the three networks.

NBC News Executive Vice President Don Browne said the network's decision to devote so much time to the story was based on what the news division saw as an unusual convergence of topics, including race, sex and government.

"Very rarely had we seen anything like this where all of these issues converged in one place at one time," said Browne. "It was just an extraordinary ongoing event that was more revealing than a thousand stories that we could

have done individually. We hadn't seen a moment like that since Watergate."

Pre-emptions were costly not only for the networks but also for local stations, many of which stayed with the hearings in place of local news and syndicated programing.

"A lot of stations took a short-term hit on the lost inventory, but most stations decided it was in their best interest, from an image viewpoint, to carry the network live," said consultant Steve Ridge, vice president at Frank N. Magid Associates. "Local stations that were concerned about being the dominant source in their market needed to make that statement, regardless of the lost revenue."

At least one ABC affiliate, WCVB-TV Boston, demanded that the network provide even more coverage than it had planned. On Sunday, Oct. 13, as character witnesses were testifying on behalf of Thomas, ABC attempted to cut off its West Coast feed at 10 p.m. ET to enable a return to the usual prime time schedule. WCVB-TV's news director, Emily Rooney, said ABC changed its mind and allowed stations to pick up the West Coast feed following threats that the Boston station would switch to a CNN feed in place of the network schedule. She was one of many local news direc-

tors who placed great importance on coverage of the hearings.

"In the minds of many local editorial decisionmakers, the issues before the Supreme Court, and the nature of the Supreme Court itself, made it a story of strong interest," said Tim Rudell, vice president of Conus Washington. Audiences have gut-level reactions to Supreme Court stories, he added, because of the impact that the court has on abortion rights and other concerns.

The Thomas coverage appeared to attract viewers who were not normally drawn to political programing. C-SPAN, which provided gavel-to-gavel coverage of the hearings to its cable audience, reported that 440 of the 700 viewers who participated in live phone-ins were first-time callers.

"It is much more of a local story when there is something dramatic happening with the Supreme Court than with other activity in Washington," said Conus's Rudell.

The network news divisions had been hesitant to announce coverage plans at the outset, but their commitment to the story became clear when each presented at least nine hours of testimony on the opening day of the hearings on Friday, Oct. 11. More than 30 million homes watched the Thomas hearings on the



broadcast networks on opening night, according to A.C. Nielsen data.

PBS, which presented about 44 hours of coverage in a joint arrangement with National Public Radio, scored some unusually high numbers. Public TV did particularly well on Sunday, Oct. 13, when the broadcast networks abandoned the hearings to return to regularly scheduled prime time programming. PBS scored an 11.4/17 on Sunday in 12 overnight markets, four times the usual 2-3 prime time rating for the service. Non-commercial station KCET-TV Los Angeles scored its highest-ever prime time rating with an average 11.4/18; WNET-TV New York also topped its own record with a 13.7/20, while KAET-TV Phoenix recorded a 17.7/27 Sunday night rating.

Fox Broadcasting also benefited from the altered network schedules, managing to chalk up high ratings for its Saturday morning children's lineup. The company last week boasted that its ratings were up 29% among kids 2-11 in the daypart, averaging a 3.6 season-to-date rating.

#### Hearings vs. baseball on CBS

Thomas coverage at times proved to be particularly problematic for CBS, which found itself contractually obligated to air post-season Major League Baseball. The post-season games on CBS so far have been a roller coaster of highs and lows

*"It was just an extraordinary ongoing event that was more revealing than a thousand stories that we could have done individually."*

—NBC News executive vice president Don Browne

for the network. Prior to the Thomas hearings, CBS post-season prime time baseball ratings were up about 6% over last year. But once the Thomas hearings began, naysayers were quick to label low playoff ratings as the latest problem in CBS's closely scrutinized, trouble-plagued \$1.06-billion baseball contract.

On the opening night of the hearings, CBS found its Friday night American League playoff game up against coverage of Thomas's most dramatic testimony on ABC and NBC. CBS News anchor Dan Rather cut into the game via split-screen with four special reports, but many viewers stayed tuned to competing sources for uninterrupted coverage. The Oct. 11 game wound up scoring

record low 10.11 rating /9 share playoff number.

The following night's American League game scored even lower with a 9.0/17, while the National League playoff game earlier that afternoon had a 7.6 rating. Sunday afternoon's title-clinching American League game, which ran so long that it pre-empted the network's high-rated *60 Minutes*, had an 8.8 rating. Game four of the National League playoffs averaged an 11.3 on Sunday night, when a sizable chunk of the viewing audience tuned into PBS coverage of the Thomas hearings.

Once the Thomas hearings were out of the way, however, things once again began to look up for the CBS post-season baseball schedule. In its favor was the hotly contested National League playoffs, which went to a full seven-game series. On Wednesday night, the cliffhanging game six of the best-of-seven National League championship series scored an 18.3/31, the highest-rated playoff since 1988. The high rating helped CBS win the night, safely ahead of NBC's 13.1/22 and ABC's 11.6/19. In Atlanta, the game did a 51.0/71.

CBS wrapped up its playoff coverage on Thursday night, winning the night with a 19.8/32 national rating. In Atlanta the game did a 62.0/80. Preliminary 1991 playoff ratings were 12/22, up 2% from last year. —RB

## NETWORKS LOOK TO RECOUP ADS LOST TO HEARINGS

It has become a costly tradition in broadcasting that during events of national importance advertising goes out the window. The Clarence Thomas confirmation hearings were no exception, as ABC, NBC and CBS lost an estimated \$15 million to \$20 million in ad revenue and will likely spend the next few weeks sorting out just how much was lost forever and how much will be made up in make-goods.

On a network-by-network basis, ABC is said to have lost \$6 million in ad revenue, NBC was down \$5.8 million and CBS, whose losses were slightly less because it aired less of the hearings than the other networks, lost \$3.5 million. On the cable side, CNN put its losses at over \$1 million. The numbers include inventory lost but not estimated value on future inventory that will have to be used for make-goods.

The number of pre-emptions that will have to be made up in make-goods will probably be determined in the next few weeks. The networks will have to figure out how many stations carried live coverage versus regularly scheduled programming, and how many West Coast stations were able to air part or all of their Friday, Oct. 11, prime time schedules.

There is also a question of how many advertisers will choose to cancel their orders entirely, although media buyers did not think many would take that route. Julie Friedlander, senior vice president, Ogilvy & Mather, said that "unless the marketplace [in a particular daypart] is sold out, most of that

money will get made-good."

The networks could still lose money from their Thomas hearing coverage even if the majority of advertisers take make-goods. Unlike last year, when commercial pre-emptions during war coverage had many anticipating an artificially tightened scatter market, this year's market is already tightening, and the networks, according to one executive, will lose money from providing make-goods. Said David Poltrack, senior vice president, CBS: "Most advertisers will take make-goods; however, in order to give them those credits we have to use future inventory that we could have sold and give it to those advertisers." According to Poltrack, the marketplace is "particularly" strong. "We are going to have to take inventory that could have been sold at prices better than upfront and use it for make-goods." This would not have been a problem last year, during the war, when the market was soft, he added.

Unlike the networks, local stations were likely scrambling to provide make-goods as soon as spots were pre-empted. One network affiliate in a top-20 market said his station had to use 120 spots donated to it by the promotion department for make-goods. Under the terms of a typical local station-syndicator agreement, local stations will also have to provide make-goods for the syndicated programming that was pre-empted for hearing coverage. —JF

## NETWORKS PRIMED FOR BATTLE

*Two-parters and mini-series are mingled with special programming, including another CBS retrospective*

**A**lthough the networks have generally focused their attentions during recent sweeps more on series than stunting, the upcoming November sweeps features its share of special programming, including another *Classic Weekend* from CBS, a mini-series and a Barbara Walters special from ABC and a Kenny Rogers mini-series from NBC.

ABC, which has concentrated the most on series strength during the sweeps, will feature two-part stories on several of its series. Sweeps programming begins on Saturday, Nov. 2, with a two-hour episode of *The Commish*. On Sunday, Nov. 3, ABC airs the first part of its four-hour mini-series *False Arrest*, starring Donna Mills and Robert Wagner. The mini-series concludes with part two on Wednesday, Nov. 6, also at 9-11. On Monday, Nov. 4, *MacGyver* airs part one of a two-part episode, with part two scheduled to air the following Monday. A special two-part episode of *Roseanne* airs on Tuesday, Nov. 5, with the second part to air the following Tuesday.

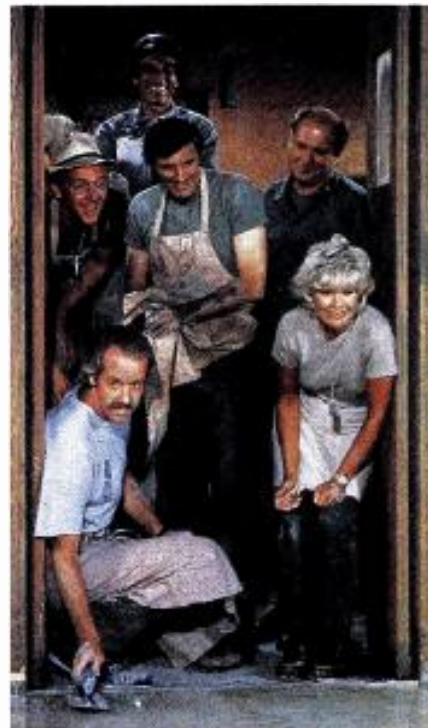
Also on the 5th, in what has become an ABC staple during the sweeps months, a Barbara Walters special airs, with interviewees Bette Midler, Richard Gere and Angelica Huston scheduled to appear. The network airs part one of a special two-part *Who's the Boss* on Saturday, Nov. 9, with the second part to air Saturday, Nov. 16. Three made-for-television movies featuring ABC stars make up the remainder of ABC's scheduled sweeps programming. The *ABC Sunday Night Movie* on Nov. 10 stars Judith Light in *Wife, Mother, Murderer*. On Wednesday, Nov. 13, Roseanne and Tom Arnold star in *Backfield in Motion*. And Susan Lucci, from *All My Children*, stars in *The Woman Who Sinned*, set to air on Sunday, Nov. 17.

CBS's sweeps strategy is anchored by *Classic Weekend II*, another retrospective of CBS's past glory. The first aired last February to heavy ratings. On Saturday, Nov. 23, at 10-11 p.m. *The Bob Newhart 20th Anniversary Special* airs. On Sunday at 9-11 p.m. *The Very Best of Ed Sullivan II* is scheduled and on Monday, Nov. 25, *Memories of M\*A\*S\*H* at 9:30-11.

CBS's other sweeps programming includes a four-hour miniseries, *In a Child's Name*, starring Valerie Bertinelli and set to air Sunday and Tuesday, Nov.



Sweeps ammunition includes ABC's 'False Arrest' (l) starring Donna Mills and CBS's remembrance of ratings winners past, including 'M\*A\*S\*H'



17 and 19, as well as a slate of made-fors and theatrical releases. The theatricals set to air include *Crocodile Dundee II* on Saturday, Nov. 2, *Above the Law* on Saturday, Nov. 9, *Who Framed Roger Rabbit?* on Tuesday, Nov. 12, and *Planes, Trains and Automobiles* on Saturday, Nov. 16.

The network's lineup of made-fors includes *The Rape of Dr. Willis*, starring Jaclyn Smith and set to air Sunday, Nov. 3, *Posing*, starring Lynda Carter, Michelle Green and Amanda Peterson, scheduled for Tuesday, Nov. 5, and *My Son Johnny*, starring Michele Lee and Rick Schroder, slated for Sunday, Nov. 10.

CBS also has one special scheduled for Nov. 23 at 8-10: *A Party for Richard Pryor* hosted by Eddie Murphy.

NBC is pinning its sweeps hopes on two actors reprising former roles, as well as a list of made-fors, theatricals and almost an entire night of comedies with a recurring storyline.

*The Luck of the Draw: The Gambler Returns* sees Kenny Rogers returning in his familiar role for this four-hour miniseries set to air on Sunday and Monday, Nov. 3 and 4. The movie also stars Reba McEntire, Rick Rossovich and Jere Burns. The other character reprisal is Robert Stack in *The Return of Elliot Ness*. Charles Durning and Lisa Hartman co-star in the two-hour movie, scheduled for Sunday, Nov. 10.

Other made-fors include *Deadly*

*Medicine*, starring Veronica Hamel (*St. Elsewhere*) and Susan Ruttan (*L.A. Law*), slated for Monday, Nov. 11; *Chance of a Lifetime* on Monday, Nov. 18, featuring Betty White and Leslie Nielsen; *Deceptions: A Mother's Secret*, scheduled for Sunday, Nov. 24, and starring Steven Weber and Katherine Helmond, and *A Mother's Justice* on Monday, Nov. 25, with Meredith Baxter and Carrie Hamilton in starring roles.

The network also has scheduled the broadcast debut of "Back to the Future III" for a double airing during November, with the first showing set to air on Sunday, Nov. 17, and the second airing to follow on Friday, Nov. 22.

On Saturday, Nov. 9, NBC has scheduled an hour version of *The Golden Girls* along with *Empty Nest* and *Nurses* from 8-10 with all three carrying a similar storyline. Hurricanes hit, and characters from all three shows intermingle throughout the three series.

For Fox, the November sweeps includes two-part episodes of both *Roc* and *Married...with Children*, the broadcast premiere of *Working Girl* and a schedule change affecting both Friday and Saturday night (see story, page 31).

The two-part storyline of *Roc* airs on Sunday, Nov. 24, and Dec. 1. The two-part episode of *Married...with Children* is scheduled for Sunday, Nov. 10 and 17. Fox's broadcast premiere of "Working Girl" airs on Monday, Nov. 11, at 8-10. —SC

# FOUR TOP COMPANIES LOSE LICENSES IN U.K. AUCTION

*British broadcasting shaken up by new franchise allocation; Disney in winning group*

In the final tally of the great British commercial television franchise auction, in which 40 bidders chased 16 channel 3 licenses, four incumbent ITV companies, Thames, TVS, TSW and TV-am, have lost their licenses to challengers. The event that was to dislodge what former Prime Minister Margaret Thatcher considered one of the last bastions of restrictive practice in Britain has brought confusion and rancor among broadcasters, particularly losers, who question the intentions and methods of the hybrid free-market system of franchise allocation. The new era of British commercial TV is to offer a wider variety of broadcasting and a greater scope for the independent production sector.

The new licensees will begin broadcasting in January 1993.

The Independent Television Commission's (ITC) long-awaited announcement on Oct. 16 sent shock waves through the television community as well as the stock market. Central Television claimed its license unopposed for a sum of £2,000 per year for the ITV's second most profitable region, Thames Television was outbid by rival upstart Carlton Television, and Granada held firm despite being outbid by more than £20 million. TVS's mammoth bid of

£59.7 million was judged too high, and the franchise awarded to second-highest bidder Meridian (£36.5 million).

ITC Chairman George Russell admitted that the upheaval was bound to be unsettling and said he expected ITV ratings to drop against the BBC over the next two years until the new regime steadies itself.

The decisions were based on the highest cash bids of applicants who were deemed to have passed a "quality threshold" of program and business viability. In eight cases, the ITC awarded licenses to underbidders, disqualifying higher bidders at the "quality threshold." The ITC is not required to disclose details of its decisions, leaving many disgruntled bidders powerless to launch a formal complaint.

The specter of legal action now looms. Virgin-backed CPV-TV, the highest bidder for the London weekday franchise, is thought to be seeking a judicial review of the ITC's decision, as are TV-am and TSW, dismissed by the ITC on the grounds that the company could not sustain the proposed service throughout the license period.

Walt Disney, part of the Sunrise consortium bid for the national breakfast-time license, was the only American

winner; the group beat out incumbent TV-am and fellow challenger Daybreak TV with a bid of £34.61 million per annum. With a 15% stake in the new breakfast broadcaster, Disney joins LWT, the Guardian and Scottish TV in the consortium; 30% of the shares are as yet unsubscribed.

Some analysts fear extremely large bids could backfire if ambitious winners are unable to meet the high price of their bids over the license period.

Sunrise, in addition to its £34.61-million-per-year bid, will also be loaded down with a 15% levy on advertising revenue payable to the government. One city analyst estimates that, by 1993, Sunrise will be paying £48.8 million per year, or £32 million more than TV-am is paying now.

A bitter TV-am Chairman Bruce Gynnell lashed out at the blind-bidding system. His company bid only £14.2 million and predicted that Sunrise would go bankrupt by 1994, the year that the moratorium on franchise takeovers is lifted.

Losing incumbents may now consider alternatives for the future, including reforming as large independent production houses, as channel 5 bidders or as satellite-provided pay television operations.

—European Correspondent Meredith Andor

## A NEW WORLD ORDER FOR TELEVISION?

*Fox global fanfare latest example of ad-hoc programing relationships among broadcasters becoming permanent alliances, but question remains whether advertisers really want simultaneous global spots*

As the international TV marketplace has matured it has also lost some hype. But the maturing of relationships among the world's broadcasters ironically gave the MIPCOM market last week (see page 53) its biggest announcement, that the first worldwide network was being attempted by News Corp.'s Fox unit.

In fact, Fox had begun discussions with the world's broadcasters back in April, but, said Fox Broadcasting President Jamie Kellner, it wasn't until last week in Cannes that the full range of ideas were "floated."

"Now," Kellner told BROADCASTING, "we are waiting for them to get back to us with their ideas."

The Fox plan thus is still in the pre-

liminary stage, but Kellner said Fox proposed that it produce the programing, consisting of mini-series, movies and other "big event" programs. Only a few days of programing out of the year would reportedly be undertaken by the network in its first year.

But even the preliminary plan has two elements that distinguish it from existing formal relationships among broadcasters. One, according to reports, is that the shows would be broadcast simultaneously. Although programing would presumably be delivered by satellite, said Kellner, it was not yet decided how different dubbed or subtitled versions would be sent to each country.

The other new element in the Fox plan being reported is that in exchange for

producing programing, Fox would be given 50% of the commercial availabilities.

Paul Isacson, executive vice president of Young & Rubicam, said advertisers can already run ads globally at the same time but not on the same program: "The time for this idea is probably better now than it has ever been, and it is one that I would probably support." But Arnie Semsy, executive vice president of BBDO Worldwide, which places ads for such global consumer product companies as Gillette and Pepsi Cola, said there has been little if any demand for single-source global TV availabilities. Gillette, for instance, which with some fanfare in 1986 bought simultaneous advertisements from News Corp.'s Fox,

Sky Channel and Australian Ten network, has not made a similar buy since.

Formal alliances among broadcasters are not new. The World International Network, a 21-member consortium whose members have first rights on purchasing made-for-TV movies and mini-series, has already created 36 projects, with production taking place in the United States, Italy, Spain and Canada.

Many other U.S.-based broadcasting and entertainment companies have formal ties with foreign broadcasters. CBS has long-term agreements with Tokyo Broadcasting System for sports and for news and public affairs programming. But the just-announced CBS-TBS documentary series co-production *Spies* was undertaken outside of either agreement, said CBS Enterprises President Jim Warner: "The formal agreements are relatively easy to do...it is the relationships between people, especially creative people, that are hard to do. Once the chemistry is right, you'll go back to those people again and again, whether you have a formal deal or not."



William Saunders, Twentieth Century Fox Television International president, performs at a dinner hosted by the mayor of Cannes. The event was the first of planned annual dinners to honor MIPCOM exhibitors from a single country. Others representing U.S.-based attendees included (l-r): Rainer Siek, CBS Broadcast International senior vice president, sales and marketing; Michael Solomon, Warner Bros. International TV Distribution president, and Xavier Roy, head of MIPCOM organizer, MIDEM.

Also somewhat skeptical of formal alliances was Westinghouse Broadcasting International's Cathy Malatesta, vice president of sales and marketing. She said that there are new players still coming on the scene whom she was not yet ready to freeze out by forming alliances with their established competitors.

But formal agreements are likely to increase in number simply because many broadcasters have by now done several co-productions deals with each other. Also, guaranteed distribution will allow broadcasters to lessen the risk of expensive programs.

Hearst Entertainment International President William Miller said that within the next 30 days, he expects to formalize arrangements with some broadcasters that might include both the submission of material and the selection of projects. "These deals are increasingly important to a company like ours," said Miller, "because with the American market being dominated by the 'haves,' it is hard for us to get in the game without laying off such enormous risks." —G

## DANFORTH SURE OF S. 12 PASSAGE

*Senator thinks cable reregulation legislation may pass this year and may even survive possible presidential veto*

Two days after winning the bitter struggle to confirm Clarence Thomas's Supreme Court nomination, Senator John Danforth (R-Mo.) was ready to turn his attention to communications issues, especially cable reregulation. The ranking minority member of the Commerce Committee predicted passage of the Senate's cable bill (S. 12) in a luncheon speech to the Federal Communications Bar Association last Thursday (Oct. 17).

"I am convinced that this is going to happen. I think there is a good chance that it might happen this year," he said. "It's very likely the President will veto the bill. We know the President has won 23 straight veto battles. But I think there's a very good chance that this will be the second battle the President will lose, after the civil rights bill," another Danforth-sponsored bill opposed by the White House.

Danforth voted for the 1984 Cable Act to deregulate the cable industry. But today he says the act was a failed experiment, passed with the expectation of eventual competition from other multichannel media. What developed instead was an "unregulated monopoly" charging high rates and providing poor cus-



John Danforth optimistic about S. 12

tomers service, he said.

S. 12 has been ready for a floor vote since late July, but the Thomas nomination, appropriations and several other issues have kept the bill low on the priority list. It is now expected to come to vote—and win easily—in early or mid-November.

The senator was most sharply critical

of cable service rate hikes since passage of the 1984 bill, which he blamed on a lack of competition. "Cable operators would have you believe that they face competition because people could watch their aquariums or play Parcheesi or read a book. This is close to the testimony we've received from cable companies when they come to the Commerce Committee," he said. "They can do almost anything they want with their lives—go to McDonald's—as an alternative to watching television."

S. 12 gives county and city governments rate regulation authority in areas without "effective competition" or in communities where households do not have access to a second multichannel service (a second cable system, wireless cable or satellite programming) and several broadcast TV signals. Danforth said the FCC's new effective competition definition approved last June, which requires only six broadcast signals, is too weak.

Danforth also spoke in favor of S. 12's retransmission-consent and must-carry provisions as tools to treat declining profitability for large and small broadcasters.

With the S. 12 vote nearing and the introduction of similar retransmission-consent and rate regulation bills in the House, the National Cable Television Association fought back with an advertisement in the Oct. 16 *Washington Post* attacking retransmission consent and the three major TV networks. —RMS

# INOUYE NOW OPEN TO STEVENS AUCTION PROPOSAL

*Senate Communications Subcommittee members criticize Dole plan; NAB's Fritts supports Stevens's amendment at hearing*

**D**aniel Inouye (D-Hawaii), chairman of the Senate Communications Subcommittee, said he is now willing to consider legislation approving spectrum auctions.

The Senate has delayed voting on S. 218—a plan (introduced in the Senate by Inouye) to transfer 200 mhz of government-controlled spectrum to the private sector, already approved in the House—to study the feasibility of spectrum auctions to allocate some or all of the 200 mhz. The subcommittee heard strong endorsements for auctions from the administration and the FCC during a hearing last Thursday (Oct. 17).

Wide support appears to be shifting toward subcommittee member Ted Stevens's (R-Alaska) amendment to S. 218, which would authorize auctioning of 45 mhz. The amendment is designed to test the reliability of auctions as an alternative to competitive bidding and lottery methods for spectrum allotment.

Auctions are also supported by the Bush administration and many congressional Republicans for deficit reduction.

"I think [the Stevens amendment] has great merit. I wouldn't want to close my mind and say that I'm just against competitive bidding in total," said Inouye, who has opposed past auction proposals. "Too many of my best friends have indicated that in their judgment it is meritorious. I want to give this proposal an opportunity to be tested."

"It is probably only a matter of time before Congress will act to authorize some form of competitive bidding," Stevens said. "I firmly believe that this committee, with its expertise in competitive bidding, should act first before competitive bidding is swept into the next budget crisis where telecommunications policy would be given short shrift."

Pressure to pass S. 218 with the Stevens amendment is being created by Minority Leader Robert Dole (R-Kan.). Most senators and hearing witnesses, including subcommittee Republicans, rejected Dole's proposal to use spectrum auctions as a way to fund an extension in unemployment benefits. The Dole plan was rejected by the Senate last month (BROADCASTING, Sept. 30), but could re-emerge if an expected Bush veto of the Democratic unemployment benefits bill is sustained.

"I very much want S. 218 to become

law this year if at all possible," Inouye said.

Commerce Secretary Robert Mosbacher emphasized the deficit-cutting aspects of the Stevens amendment. "The electromagnetic spectrum, like other resources, is a part of the nation's wealth," he said. He cited studies by the Congressional Budget Office and the Office of Management and Budget indicating that an auction of 30 mhz could return \$2.5 billion. Asked by Inouye whether the administration would support distribution of the auction funds to currently underfunded Commerce Department agencies and programs, Mosbacher replied: "Generally our view has been that the funds would go to the Treasury.... My personal original thinking was that I would have liked to have seen it go to reduce the deficit."

FCC Chairman Alfred Sikes warned against overestimating the potential return from auctions. "I find a lot of the figures I have seen to be questionable," he said. S. 218 calls for reallocation of 200 mhz under 6 ghz. The spectrum available for auction is likely to come from the less valuable, higher frequencies between 5 ghz and 6 ghz, Sikes said.

But Sikes also endorsed auctions and said he would recommend a veto should S. 218 reach the President without them. He agreed with Stevens's assessment that comparative hearings are too long and expensive to complete and that a majority of lottery winners usually sell

their licenses to the highest bidder within a few years after assignment.

The National Association of Broadcasters also appeared ready to compromise on its past opposition to auctions. "NAB does not oppose the Stevens substitute as a way to address this issue," said NAB President Eddie Fritts.

Sikes also opposed auctions to allocate broadcast HDTV spectrum. The FCC is expected to begin a proceeding to explore other HDTV spectrum allocation alternatives during its regular meeting this Thursday (Oct. 24). —RMS

## NAB OPPOSES NETWORK-CABLE CROSSOWNERSHIP

**A**sked in August by their respective networks to reconsider their opposition to repeal of an FCC rule prohibiting broadcast-cable cross-ownership, the ABC, CBS and NBC Television Network Affiliate Associations responded in a joint statement last Thursday (Oct. 17) that they "remain convinced—and, if anything, more so—that repeal of the rule would have a devastating impact on over-the-air television."

That reaffirmation in turn has led the

## NAB, NCTA, ANPA CHALLENGE LIFTING OF GREENE STAY

**T**wenty-two companies and associations—including the National Association of Broadcasters, the National Cable Television Association and the American Newspaper Publishers Association—petitioned the Supreme Court last Thursday (Oct. 17) to stay U.S. District Court Judge Harold Greene's July 25 decision to allow the regional Bell operating companies (RBOC's) to offer information services.

Greene ordered a stay after handing down his decision, citing possible anti-competitive behavior by the RBOC's. But the U.S. Court of Appeals criticized Greene for "an abuse of discretion" and lifted the stay on Oct. 7. "The record does not contain sufficient evidence or probability that the order will be reversed, that denial of a stay will cause irreparable injury, or that the public interest will be serviced by the stay," the appeals court ruled.

The petitioners last week replied: "Failure to reinstate the stay would place the federal court in the unseemly and inappropriate posture of authorizing antitrust defendants to engage in conduct that has been found likely to eliminate competition, when there is no credible evidence supporting a contrary conclusion."

NAB to scrap its "no official position" espoused a month ago in favor of backing the affiliates. "The TV Board instructed NAB to file comments urging the commission to retain the rule, which currently prohibits networks from owning cable systems," said Jeff Bauman, NAB legal counsel.

Siding against the networks is a rarity for the NAB, but not uncommon, Bauman said. "The traditional position is that NAB does not intervene in matters that affect its members in different ways.... The affiliates advocated their position very strongly," he said.

The NAB did not file comments in a similar inquiry in 1988.

The networks came out in favor of repealing the ban following July's FCC open meeting in which the commission launched a general inquiry into its TV ownership rules and regulations (BROADCASTING, July 15). The inquiry is part of Chairman Alfred Sikes's "attic-to-basement" review of FCC rules and, not coincidentally, followed release of the FCC's Office of Plans and Policy report predicting a bleak future for most broadcasters.

"The prospect of repeal of this rule is all the more troubling at a time when, according to the FCC's own staff studies, the very survival of the over-the-air system is at stake," the affiliates said.

As do independent broadcasters, the affiliates believe the ban protects individual stations and fosters localism, a feature they consider the backbone of the nation's television system. "The ac-

quisition of cable systems by the broadcast networks or the acquisition of broadcast networks by cable companies would only increase the existing concentration of control in the cable television industry and create a further competitive

imbalance in local television markets, a result plainly contrary to the public interest.

The period for comments, which were originally due at the commission this week, has been extended to Nov. 21. —PJS

## MTV SUES WORLDVISION OVER HANNA-BARBERA

*Cable service claims H-B syndicator breached \$5-million licensing agreement*

In a move that could likely hold up or change Turner Broadcasting System's purchase of Great American Communications Corp.'s Hanna-Barbera Productions, MTV Networks has filed suit against Worldvision Enterprises, Hanna-Barbera's syndicator and a GACC-affiliated company, saying Worldvision breached a licensing agreement signed Aug. 5. MTV requested an injunction stopping the sale to Turner pending Worldvision's acceptance of the initial agreement.

MTV contends in a suit filed in New York State Supreme Court that it had a three-year exclusive licensing agreement with Worldvision for 13 animated Hanna-Barbera properties for \$5 million, just a fraction of the \$250 million-\$300 million Turner is negotiating to pay Hanna-Barbera owner GACC.

The properties include 75 half-hours of *The Jetsons*, and 430 six-to-seven-minute runs (a total of about 95 half-hours) of 12 other series, including *Magilla Gorilla*, *Huckleberry Hound*, *Quick Draw McGraw*, *Snagglepuss* and *Adam Ant*.

MTV said it was seeking the product for its Nickelodeon children's network, which "is expected to form a significant segment of Nickelodeon's future program schedule," according to the complaint. MTV further stated that press reports about Turner's interest in launching an animation network "merely underscores the importance of the program properties" MTV said it is owed.

MTV went to court last week seeking a preliminary injunction against Worldvision to stop a sale to Turner or anyone else that would prevent the deal with MTV from taking place. Worldvision agreed to delay any sale until a hearing set for this morning (Monday, Oct. 21), at which time the court will decide whether to continue the temporary injunction pending a trial. In its complaint, MTV said it is not seeking monetary or compensatory damages; it simply wants the product.

Although Worldvision, according to MTV's filing, has repudiated the agreement, it is unclear whether the sale to Turner would be inconsistent with the MTV licensing agreement. Much of the nearly 3,000 half-hours of Hanna-Barbera product is already under license and will revert back to Turner (assuming that the sale goes through) by 1995.

In its filing, MTV said Worldvision's repudiation of the agreement in mid-September coincided with press reports about GACC's negotiations with Turner. At that time the long-form contract was being drawn up, but MTV claims the Aug. 5 written agreement was binding nonetheless. —SJM

### THIRD QUARTER A DOWNER AT ABC, NBC

Capital Cities/ABC last week reported a 15% decline in third-quarter profit in its broadcasting operations as the weak advertising market continued to hurt the ABC Television Network and especially the owned-television stations and radio operations. Broadcasting operations posted a 1% increase in revenue with the network revenue remaining flat, while the television and radio stations reported "significant declines." ESPN subscriber growth helped increase revenue at Capital Cities' video operations division.

Capital Cities/ABC shares fell \$5.50 to \$414.50, a decline of 1% on Oct. 17—the day of the earnings announcement.

Overall, Capital Cities/ABC reported a 25% drop in third-quarter net income and a slight decline in net revenue. The company also said that it expects its fourth-quarter and total year net income to decline from 1990's figures. Net income for third-quarter 1991 was \$54 million compared to \$71.7 million in third-quarter 1990.

Capital Cities also said it would take a fourth-quarter after-tax charge of \$26.5 million for redemption of its \$200 million of 11¼% subordinated debentures due 2013 and \$300 million of its 11¼% debentures due 2015. The redemption will be completed Nov. 1.

Third-quarter advertising revenue at NBC was down significantly from last year's third quarter, said parent company General Electric, due to lower ratings and the soft advertising market. Broadcasting operating profit at GE was "significantly higher than third-quarter 1990, reflecting the gain recorded on the disposition of NBC's interest in the RCA Columbia Home Video joint venture."

# PROGRAMING

## TINKER TIME: NETWORKS DO PRIME TIME SHUFFLE

*After four weeks, networks start shifting players, going to bench to shore up weaknesses, find new strengths*

**W**ith only four weeks played out in the new season, CBS, NBC and Fox have already made changes to their prime time schedules, with NBC and Fox having gone to the bullpen, turning to back-up series in order to shore up underperforming time periods on their schedules. Furthermore, ABC may be next, given the problems the network is facing on the latter portion of its Wednesday night lineup.

Following the changes made by CBS and NBC two weeks ago (CBS flip-flopped two series on Friday night, preferring *Brooklyn Bridge* in the 8 p.m. time period over *Princesses*, and NBC pulled *Real Life* and *Exposé* from its Friday lineup, putting *Matlock* back into action in the 8-9 time period), Fox has overhauled its Friday and Saturday night lineups. On Friday, Fox has pulled *Ultimate Challenge* from the 9-10 time slot, moved *Best of the Worst* to 9-9:30 from the 9:30-10 time slot on Saturday night and has moved *Totally Hidden Video* to the Friday 9:30-10 time period from Saturday at 9-9:30. The network is also planning a title change for *Best of the Worst*, with *Asylum* the choice according to sources.

With the removal of two series from the Saturday night lineup, Fox has pulled two series from the shelf to fill the slots, with *Charlie Hoover* being slotted in the 9-9:30 time period and *Get a Life* returning to the schedule at 9:30-10. The Friday night changes become effective Nov. 8, and the new Saturday night lineup will be in place Nov. 9.

The remainder of Fox's back-up series are all half-hour comedies and include *Hotel Dicks* from Twentieth Television, starring Morris Day and Jerome Benton, *Down the Shore* from HBO Independent Pictures, starring Louis Mandylor and Anna Gunn, *Stand by Your Man* from Twentieth Television, starring Rosie O'Donnell and Rick Hall, and *Bill & Ted's Excellent Adventures* from Lorimar Television, starring Evan Richards and Christopher Kennedy.

Also last week, NBC announced it was pulling *Man of the People* and *Pacific Station*



John Mahoney of CBS's 'Human Factor'

from the Sunday 8-9 time period and replacing them with *Hot Country Nights* from Dick Clark produc-

tions. The new series, which features live performances by country musicians and comedians, will debut Nov. 24. The two comedies will be pulled effective Oct. 27. In the interim NBC will schedule special episodes of *Unsolved Mysteries* on Nov. 3 and 10, and an episode of *Night Court* in the 8-8:30 slot on Nov. 17, leading into the network's airing of *Back to the Future III* at 8:30-11 p.m.

Both *Pacific Station* and *Man of the People* will return to the network in December according to the network, with the latter possibly getting the 9-9:30 slot on Friday night following *Matlock*, since the two shows draw similar demographics.

NBC has also done more tinkering on Friday night by flip-flopping *Dear John* and *Flesh N' Blood* so that the latter now occupies the 9-9:30 time period. That change will become effective Oct. 25.

NBC's back-up lineup consists of three series, two half-hour comedies and one hour drama. *Nightmare Cafe*, from

### FOX BAGS FRIDAY-TO-MONDAY MOVE

**W**ith the recent announcement of schedule changes on Fox's Friday night lineup (see story, this page), the network has decided to abandon its previously announced plan to switch its Friday lineup to Monday night beginning in January. Fox's original plan called for the network to schedule series programming from Thursday through Sunday with the Fox Night at the Movies on Monday night during the fall when competition is stronger on Monday night with football airing. Beginning in January after the conclusion of football season, Fox had anticipated moving its Friday lineup to Monday and slotting its movie night on Wednesday. Peter Chernin, president, Fox Entertainment, said the network's growth on Friday night was the motivation to stay with the current configuration. "The season's initial ratings show that Fox has established a foothold on Friday as the three networks have declined. One of the goals of our 52-Week Plan is to aggressively strengthen our schedule. The opportunities to enhance our Saturday performance and position Friday for improved long-term growth build on our plan and make it worthwhile to continue programming on Friday," he said.

While the failure of any of the networks to seriously challenge ABC on Friday nights makes it more attractive for Fox to remain on Friday night, another reason Fox may have decided to continue with its current schedule is the daunting task of scheduling series in the highly competitive Monday night. The most-watched night of television of the week includes the breakout success of CBS's comedy lineup on Monday night as well as NBC's improvement in the 8-9 time period leading into *Monday Night Movie*.

Wes Craven, is an hour drama that centers on the operators of a friendly but strange cafe. *Home Fires* is a half-hour domestic comedy from Bruce Paltrow, Tom Fontana and John Tinker, producers of *St. Elsewhere*. Norman Lear is the creator of *Love Child*, with John Forsythe set to star.

Thus far, with three weekly ratings victories to their credit, CBS has only done minor work on the schedule. However, with the death of Redd Foxx, star of its Wednesday night comedy *Royal Family* and the cast shake-up on *Princesses*, the network may need to turn to projects on the shelf sooner than anticipated. Among the comedies on reserve are two animated projects, *Fish Police* from Hanna-Barbera, featuring the voices of John Ritter and Jo Beth Williams, and *Family Dog* from Amblin Entertainment, which has been in a state of reconfiguration for more than a year. The only other comedy is *Rachel Gunn R.N.*, starring Christine Ebersol in the hospital-setting comedy. The list of dramas includes *The Human Factor* from Universal Television, starring John Mahoney, which CBS is reportedly excited about. Also, actor Jack Scalia has another network go-around in MCA's *Tequila and Bonetti* (formerly *Tequila and Boner*) about a cop-and-dog team. CBS also has *Boys of Twilight* from TriStar Television, starring Wilford Brimley, about cops in a resort town.

ABC, yet to make any changes, may use one of its dramas on back-up status to stabilize its Wednesday night lineup of six comedies, which has been tailing off dramatically after 9:30 p.m. Speculation has Steven Bochco getting another crack at the Wednesday night 10-11 time period after last year's *Cop Rock* attempt. This season, ABC has Bochco's *Civil Wars* ready for use with Mariel Hemingway and Peter Onorati in the starring roles. ABC also has three other dramas available. *Saturdays* from ABC Productions may be tailor-made for the network's problems on Saturday night in either the 9-10 or 10-11 time period now occupied by *The Young Riders* and *The Commish*. *Young Indiana Jones* has been speculated as the replacement for *MacGyver* in the Monday 8-9 time period leading into *Monday Night Football*. Thus far this season, ABC has been getting trounced in the first hour by CBS's and NBC's comedies. Another potential candidate for either Saturday night or the Monday 8-9 time period is *The Human Target*, starring Rick Springfield in the Warner Bros. drama based on the D.C. Comics character.

On the comedy side, ABC has five sitcoms in the wings including *Billy*, a

spinoff from *Head of the Class*, starring comedian Billy Connelly, and *Davis Rules*, starring Jonathan Winters, who won an Emmy for his role. *Billy* is produced by Warner Bros., and *Davis Rules* is a Carsey-Werner production. Other

comedies include *Julie*, starring Julie Andrews in a domestic sitcom from Blake Edwards and Viacom, *Capital Critters*, an animated series from Steven Bochco, and *Room for Two*, starring Linda Lavin, from Warner Bros. —SC

## NBC LIKELY TO DROP SATURDAY CHILDREN'S FARE

*Gains by Fox, affiliate defections prompt reassessment*

**N**BC is seriously considering getting out of the Saturday morning cartoon business next season, sources at the network said last week.

In part, the reassessment is due to substantial gains that the Fox Children's Network has made in the daypart. In addition, Saturday morning viewing of the top three networks among children 2-11 is down 20% for the first four weeks of the new season. Affiliate defections at all three networks are contributing to the downward ratings trend.

KCRA-TV Sacramento, KING-TV Seattle and KRON-TV San Francisco are among the NBC affiliates that have opted to pre-empt Saturday morning schedules for news programs. In addition, CBS affiliate KIRO-TV Seattle and ABC affiliate WHAS-TV Louisville, Ky., have made similar moves.

NBC remains third among children 2-11 in the daypart among the big three, with Fox a very close fourth. (Fox beat NBC in the 2-11 demo one week.)

For the first three weeks of the 1991-92 season, NBC's Saturday morning slate has dropped 25% from a year ago among children 2-11 to an average 3.8 rating. Fox Children's Network is up 24% in the same period, with a 3.6 average. First-place ABC, with an aver-

age 6.1 rating, and runner-up CBS, at 5.9, are both down 18% in the same demo.

There has been speculation for several seasons, prompted perhaps by the network's efforts to draw older children and teens to the Saturday morning lineup with reality shows such as *Saved by the Bell* and *Saturday Morning Videos*, that NBC would abandon Saturday morning cartoons. But for the first time, sources at the network are acknowledging that a complete reformatting of the daypart is under consideration. "We are looking at various options for the daypart," said one network executive. "We are committed to a full [children's] slate for this season, but we have not made any decisions beyond that."

The network is in a holding pattern on the future of Saturday morning, said a network executive, because NBC Entertainment President Warren Littlefield and his team are scrambling to fix key weaknesses in prime time, including Friday and Sunday nights.

Meanwhile, the network has decided not to replace Al Carosi, vice president, children's programming, who resigned two weeks into the new season. The interim head of the daypart is Linda Mancuso, who previously reported to Carosi. She will now report to John Miller, executive vice president, advertising and promotion and daytime and children's programs. That decision, coupled with an earlier one not to fill a children's program development post vacated last summer by Janet Sonski, fueled speculation NBC was headed in another direction on Saturday mornings.

As to possible alternative programming, NBC News has long been lobbying for a shot at producing a Saturday version of *Today*. At least one sports leisure magazine show is also said to be in development. During the basketball season, the network leads out of Saturday morning with a magazine program called *NBA: Inside Stuff*. —SM

### NEW PLAYERS FOR 'COACH'

**M**CA has sold the off-network sitcom *Coach* to two more top-10 markets—Cox stations KTVU(TV) Oakland, Calif., and WKBD(TV) Detroit. Two weeks ago, the show was launched in syndication with a sale to the Tribune stations in the top three markets: WPIX-TV New York, KTLA(TV) Los Angeles and WGN-TV Chicago. The show will bow officially in fall 1994, although stations have the option to start it as early as 1993.



**“ I’M BIG,  
I’M REALLY BIG.  
I GOT EVEN  
LARGER IN  
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MONTHS.  
I INTEND TO GROW  
MUCH MORE THIS  
YEAR.”**

# GIVE NEW SHOWS MORE TIME, SYNDICATOR SAYS

Warner Bros.' Robertson assails 'quick-trigger mentality' at TV stations

In an informal meeting with the Hollywood trade press, Warner Bros. Domestic Television Distribution President Dick Robertson assailed what he termed a "quick-trigger mentality" that leads broadcasters to move or cut shows before they have a chance to find an audience. The practice, Robertson said, is forcing the studio syndication arm to "re-evaluate the way we do business" in first-run syndication.

The ever-rising number of basic cable channels, Robertson said, has continued to erode the initial and continuing sampling of newly launched series, but stations are not increasing on-air promotional spots to combat the encroaching competition.

Of particular concern to Warner Bros.' top syndication executives was WCBS-TV New York's downgrading of *Love Stories* less than a month into the new season (BROADCASTING, Sept. 30). Robertson said the heavy emphasis on the overnight metered-market ratings has led to the "quick-hook theory," in which broadcasters pull a show immediately if they have any doubts about its long-term prospects. A series like *Entertainment Tonight*, for example, would be "gone in a New York minute" if it premiered this season, Robertson said.

"A few years ago, New York, Los Angeles and Chicago were the only metered markets, and the rest of the country would wait for the December or February books before moving a show," said Robertson. "Shows like *Donahue*, *Sally Jessy Raphael*, *Wheel of Fortune* and *Love Connection* were given time to build sampling, and it begs the question how we can afford to spend \$20-25 million and take a first-year loss of \$5-6 million when some stations are so quick to pull new shows."

Scott Carlin, senior vice president of sales at Warner Bros., later elaborated to BROADCASTING that "there is absolutely no question as to our long-term commitment and enthusiasm for the first-run business. New York is symptomatic of a much larger problem. The answer is to give a show a chance to survive in a multichannel universe by placing less of an emphasis on the early hype and hoopla generated by the metered-market ratings."

Carlin said Warner Bros. will be "re-evaluating the development and launching of new series," which will be reflected in the way the studio "structures future deals" with stations. The studio

will be entering into joint development deals, consortium efforts with station groups or individual stations and additional co-promotion ventures in the future, Carlin said. "We're just rethinking how we're going to make it a better business to be in for us and broadcasters."

Turning to the off-network sitcom arena, where Warner Bros. has benefited from the strong early ratings for the launch of *Full House*, Robertson said the show has bested its lead-in programming by 33% and topped its November 1990 and May 1991 predecessors by 50% in each sweeps period.

While *Full House* has exhibited strength among adult, teen and child demographic rating categories, *Family Matters* is even stronger in those key groups, Robertson said.

Just last month, Warner Bros. held closed bidding with stations for *Family*

*Matters*' fall 1993 syndication entry, but apparently stations in New York and Los Angeles underbid the minimum price Warner Bros. has been seeking for the show. Robertson said that three Los Angeles and two New York stations have turned in "serious offers" for the sitcom, but acknowledged that "it has come down to pricing—obviously, stations are in the business to buy a sitcom for the lowest price, while we're in business to get the best possible price." He added that the third round of negotiations with stations will take place later, once additional network ratings data can be accumulated.

Robertson also confirmed recent published reports that Warner Bros. is in negotiations with Vin Di Bona and ABC Productions, producers of ABC's *America's Funniest Home Videos*, for distribution rights to the potential off-network entry. —MF

## CBS TOPS KEY DAYTIME DEMOS

Network leads in women 18-49 and 25-54

CBS, which has been ahead in the daytime ratings household race for some time, has now surpassed ABC in key demographics during daytime, season to date (Sept. 16-Oct. 6). According to CBS research, it's the first time CBS has taken the lead among key daytime demos since the mid-1970's.

During the 1980's, ABC and CBS duelled aggressively for the household lead, flip-flopping in and out of first several times. But ABC remained dominant in the women 18-49 and women 25-54 demos. This summer, however, ABC's demographic strength weakened and CBS caught up.

For the first three weeks of the season, CBS averaged a 3.7 rating (all ratings cited are NTI) among women 18 to 49, from 10 a.m. to 4 p.m., up 19% from the comparable period a year ago. ABC dropped 10% during the same period, to an average 3.5 rating. NBC was third, but showed some growth year to year with a 2.6 rating, up 18%.

The results were similar among women 25-54, with CBS surging to first with a 3.8 rating over the first three weeks of the season, up 15% from a year ago.

ABC was off 13%, dropping to second with a 3.4. NBC was still third, but up 14% with a 2.4.

In the household race, CBS has widened its lead this season, averaging a 5.6/23 for the first three weeks, up 6% from a year ago. ABC is down 13% in the same period, with an average 4.0/16.

ABC's long-running soap opera, and perennial time period leader, *General Hospital*, has taken a big hit in the ratings. For the first three weeks the show has averaged a 5.3/19, down 18% from a year ago. CBS's *Guiding Light* has replaced it as the top show in the time period (3 p.m.-4 p.m. ET). *Light* has averaged a 5.6/20, up 12%.

The third half-hour of *The Home Show* is off to a slow start. For the week ending Oct. 6, that leg of the show was tied for last among network daytime shows with a 0.9 rating. Only NBC's *Cover to Cover* fared as poorly, also scoring a 0.9.

NBC said it was canceling *Cover* as of Oct. 25, with *Classic Concentration* returning to the schedule. *Cover*, featuring adaptations of print magazine stories, debuted July 29.

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Market	Station	Time	Share (%)	Market	Station	Time	Share (%)
Abilene	KRBC	6:30 PM	+22	Miami	WTVJ	9:30AM	+22
Amarillo	KFDA	9:00 AM	+17	Milwaukee	WCGV	11:00AM	+100
Atlanta	WATL	12:30PM	+60	Missoula	KTMF	5:30PM	+300
Bakersfield	KERO	9:30AM	+200	Omaha	WOWT	9:30AM	+45
Boston	WBZ	11:30AM	+78	Orlando	WESH	10:00AM	+33
Charlotte	WCNC	12:00N	+75	Phoenix	KPHO	9:30AM	+13
Chicago	WGBO	12:00N	+100	Pittsburgh	KDKA	10:00AM	+20
Colorado Springs	KOAA	9:00AM	+50	Raleigh	WPTF	12:00N	+100
Columbus	WBNS	9:30AM	+8	Richmond	WTVR	9:00AM	+50
Dayton	WHIO	9:30AM	+56	Sacramento	KXTV	9:00AM	+133
Flint	WNEM	10:00AM	+29	St. Louis	KMOV	8:30AM	+6
Ft. Wayne	WANE	10:00AM	+325	Seattle	KCPQ	9:30AM	+40
Grand Rapids	WOTV	11:00AM	+43	Tampa	WTSP	12:30PM	+11
Little Rock	KARK	11:00AM	+40	Washington, D.C.	WRC	9:30AM	+11
Memphis	WMC	11:30PM	+78	Wichita Falls	KSWO	11:30AM	+10

Source: Nielsen Feb '91 vs July '91



GET A CLUE

# 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 Oct 7	ABC 15.4/24		64. MacGyver [9.0/15] 8.4/14	9.7/16	9. NFL Monday Night Football—Buffalo Bills vs. Kansas City Chiefs [17.7/30] 16.8/26	19.5/29	19.9/30	17.9/29	
	CBS 17.9/28		10. Evening Shade [17.4/28]	7. Major Dad [18.4/28]	2. Murphy Brown [20.1/30]	5. Designing Wmn [18.7/28]	13. Northern Exposure [16.4/27] 16.7/26	16.1/27	
	NBC 14.6/23		29. Fresh Prince [13.6/22]	39. Blossom [12.5/19]	17. NBC Monday Night Movies—I'll Fly Away [15.4/24] 15.0/22	15.5/23	15.8/25	15.2/26	
Tuesday Oct 8	ABC 16.7/27		11. Full House [17.0/27]	8. Home Improvement [18.0/28]	1. Roseanne [21.4/32]	6. Coach [18.6/29]	37. Homefront [12.7/22] 13.3/22	12.1/22	
	CBS 11.8/19		44. Rescue 911 [11.6/19]	44. CBS American League Championship Game 1—Toronto at Minnesota [11.6/20] 11.1/18	12.2/19	11.6/18	12.2/20	12.1/21	
	NBC 14.4/23		31. I'll Fly Away* [13.4/21] 12.0/19	14.7/23	23. Heat of the Night [14.8/22] 14.3/22	15.2/23	21. Law and Order [15.0/26] 15.2/25	14.7/27	
Wednesday Oct 9	ABC 12.1/20		41. Dinosaurs [12.4/21]	20. Wonder Years [15.2/24]	17. Doogie Hwsr [15.4/24]	48. Sibs [10.6/17]	50. Anything But Love [10.5/18]	69. Good & Evil [8.3/15]	
	CBS 13.7/23		59. Royal Family [9.6/16]	28. CBS National League Championship Game 1—Atlanta at Pittsburgh [14.0/24] 12.1/20	14.7/24	15.8/26	15.4/26	14.8/26	
	NBC 13.2/22		14. Unsolved Mysteries [16.0/26] 15.1/25	16.8/27	35. Night Court [12.9/20]	42. Seinfeld [12.3/20]	47. Quantum Leap [10.9/19] 10.5/18	11.3/21	
Thursday Oct 10	ABC 9.6/15		60. Pros and Cons [9.2/15] 8.4/14	10.1/16	60. FBI: Untold Stories [9.2/14]	57. American Detective [9.7/15]	55. Primetime Live [10.0/17] 10.3/17	9.6/17	
	CBS 13.6/22		52. Top Cops [10.1/17]	25. CBS National League Championship Game 2—Atlanta at Pittsburgh [14.5/24] 12.5/21	14.3/23	14.7/23	14.6/23	15.1/25	
	NBC 17.5/26		17. Cosby [15.4/25]	12. A Different World [16.5/26]	3. Cheers [19.5/29]	15. Wings [15.9/24]	4. L.A. Law* [18.9/32] 19.1/31	18.7/32	
FOX 10.9/17		31. Simpsons [13.4/22]	60. Drexell's Class [9.2/15]	51. Beverly Hills 90210 [10.4/16] 10.0/15	10.7/16				
Friday Oct 11	ABC 13.0/23		29. Family Matters [13.6/25]	27. Step By Step [14.2/25]	39. Thomas Confirmation Hearings [12.5/22] 12.1/22	12.6/22	13.7/23	11.7/21	
	CBS 8.7/16		81. Princesses [5.6/11]	52. CBS American League Championship Game 3—Minnesota at Toronto [10.1/19] 8.4/16	9.2/16	8.8/15	9.4/16	11.0/20	
	NBC 10.1/18		52. NBC News—Thomas Confirmation Hearings [10.1/18] 7.7/15	7.8/15	10.6/19	11.6/20	12.4/21	10.4/19	
FOX 5.9/10		77. America's Most Wanted [7.0/13] 6.6/12	7.4/13	84. Ultimate Challenge [4.7/8] 4.7/8	4.8/8				
Saturday Oct 12	ABC 8.3/16		71. Who's the Boss? [8.0/15]	66. Growing Pains [8.6/16]	74. Young Riders [7.5/14] 6.9/13	8.0/15	60. The Commish [9.2/18] 9.1/17	9.4/19	
	CBS 8.7/16		81. Pre Game Show [5.6/11]	64. CBS American League Championship Game 4—Minnesota at Toronto [9.0/17] 8.1/16	9.5/17	10.2/19	9.6/18	9.0/17	
	NBC 12.0/23		33. Golden Girls [13.2/25]	56. Torkelsons [9.9/18]	24. Empty Nest [14.6/26]	34. Nurses [13.1/24]	48. Sisters [10.6/21] 10.7/20	10.5/21	
FOX 5.9/11		75. Cops [7.1/13]	72. Cops 2 [7.9/14]	83. Totally Hidden Video [5.1/9]	86. Parker Lewis [3.6/7]				
Sunday Oct 13	ABC 12.6/20	57. Life Goes On [9.7/16] 8.8/15	10.7/17	22. Am. Fun. H. Videos [14.9/23]	25. Am. Funniest People [14.5/22]	35. ABC Sunday Night Movie—Captive [12.9/20] 11.8/17	12.8/19	14.0/22	13.2/22
	CBS 11.7/18	64. CBS Am Lg Chmp [9.0/17] 11.6/21	11.6/20	69. Pre Game Show [8.3/13]	37. CBS National League Championship Game 4—Pittsburgh at Atlanta [12.7/21] 11.2/17	12.3/18	13.2/20	13.0/20	12.4/19
	NBC 11.5/18	75. NBC News: Thomas [7.1/12] 6.5/11	7.2/12	78. Man of the People [6.5/10]	73. Pacific Station [7.8/12]	16. NBC Sunday Night Movie—A Woman Named Jackie [15.5/23] 14.6/21	16.2/24	15.7/24	15.4/25
FOX 7.6/12	80. True Colors [5.7/10]	79. Parker Lws [6.2/10]	46. In Living Color [11.0/17]	67. Roc [8.5/13]	43. Married/Chdn [12.1/17]	67. Herman's Head [8.5/13]	85. Sunday Comics [4.5/7] 4.9/8	4.2/7	

WEEKLY PRIME TIME AVERAGE	ABC 12.5/21	CBS 12.3/20	NBC 13.4/22	FOX 7.6/12	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 11.9/20	CBS 13.4/22	NBC 12.5/21	FOX 7.9/13	*—PREMIERE
NIGHTLY RATING/SHARE	RANKING/SHOW [PROGRAM RATING/SHARE]		HALF-HOUR RATING/SHARE		SOURCE: A.C. NIELSEN



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# RADIO

## FEDS APPEAR RECEPTIVE TO HLT GUIDELINE CHANGES

*Revision of HLT guidelines might help ease current credit crunch, although some say paying wages of go-go '80s may take more*

**L**ook for federal banking agencies to redefine their collective definition of highly leveraged transactions (HLT's) by the end of the year.

That's the word from Milton Maltz, chairman and CEO of Malrite Communications and chairman of the NAB's HLT Task Force. Last week, Maltz received a letter from the Treasury Department suggesting that by Dec. 1 it will issue a response, and possibly a decision, to the hundreds of petitioners calling for elimination or revision of the HLT definition to ease the pressure on such cash-flow-driven industries as the broadcast media. This is "good news for the radio industry" and indicates a "sympathetic concern of federal regulators" on how the current HLT guidelines are affecting the broadcast marketplace, Maltz told BROADCASTING.

The government's response is just what many broadcasters and bankers have been waiting for ever since the Securities and Exchange Commission first issued guidelines for publicly held

financial institutions to disclose to shareholders their degree of HLT exposure. The initial SEC declaration subsequently led three other U.S. banking agencies—the Federal Reserve System, the Office of the Comptroller of the Currency and the Federal Deposit Insurance Corp.—to issue a joint definition of HLT's. "Because of the significant economic crisis that arose from the S&L mess, they were concerned that this would seep into the general banking sector," Maltz explained. While most sophisticated banks already had internal HLT guidelines in place, "these agencies collectively wanted to create an insurance policy for the banking industry, probably to show that the administration was trying to tighten up on the situation," he said.

Unfortunately for radio and other media, the HLT definition that the agencies adopted was based on balance sheet assets rather than cash flow. Historically, credit is extended to most industries based on solid assets minus depreciation, while loans in broadcasting are

made on the basis of cash flow minus debt service. "The federal agencies elected to predicate their definition on balance sheet and book value," Maltz noted. "Using that formula, almost all of the broadcast industry fell into the HLT category."

The agencies maintained that their definition was developed only to serve a guideline to induce banks to look at their HLT's a little harder, at least in theory. The reality of the situation was that, when pressed by stock analysts and shareholders to disclose their ratio of HLT's, publicly held banks began to find themselves defending their highly leveraged loans. "When the analysts and shareholders balked, the banks saw their stocks start to plummet, and the bank officers said, 'Let's get rid of our HLT's,'" Maltz observed.

This knee-jerk reaction has affected virtually all broadcasters. "If there are no buyers, sellers or loans out there, there's no liquidity," Maltz said. "Even the few strong broadcasters who have managed to weather the economic storm agree that there's no marketplace."

Contrary to widespread misinformation, the HLT definitions imposed no rules or regulations on banks requiring them to either divest or reduce their HLT exposure. "These guidelines simply provided stock analysts an easy tool to say one bank is better than another," said NAB Special Counsel Jack Goodman. Also, "the original HLT definition and every statement since then has emphasized that just because something falls within the HLT definition, it does not imply criticism of the credit."

That's what the agencies have said, but what they've done has been different. Said Goodman: "The examiners have gone in and said, 'What are you doing making all the HLT loans?' and they've been giving banks all kinds of problems about HLT exposure," he said. "Between the pressure of the regulatory agencies and the pressure from the stock market, the banks have been running away from HLT credit as fast as

### THE ABC'S OF HLT'S

**A** highly leveraged transaction is a type of financing that involves the restructuring of debt of an ongoing business financed primarily with debt. The following is an NAB summary of the HLT definitions previously issued by the three federal banking agencies (Federal Reserve System, Office of the Comptroller of the Currency and the Federal Deposit Insurance Corp.).

"A bank or bank holding company is considered to be involved in a highly leveraged transaction when credit is extended to, or investment is made in, a business where the financing transaction involves the buyout, acquisition, or recapitalization of an existing business and one of the following criteria is met:

- "The transaction results in a liabilities-to-assets leverage ratio higher than 75%, or
- "The transaction at least doubles the subject company's liabilities and results in a liabilities-to-assets leverage ratio higher than 50%, or
- "The transaction is designated an HLT by a syndication agent or a federal bank regulator."

Many substantial exceptions to the above guidelines exist, as do certain qualifiers and other specific "litmus tests" that further establish the definition of an HLT.

*Source: National Association of Broadcasters*

they can."

The HLT definition has had a two-pronged effect on the radio industry, according to broker Bob Mahlman Jr. "Broadcasters who want to sell their stations can't because they can't agree on a price that allows them to get out whole, and entrepreneurs are prevented from taking risks," he said. "The HLT definition was developed to put a bridle on the big guys, but it picks on the little guy, too. The average broadcaster has the same cash flow as the local dry cleaner, but he's just as affected as KKR or anyone else. The HLT definition has prevented good businessmen from being players, and it's virtually impossible to find a seller who will sell at current multiples because they'll lose everything they have."

Not all industry observers believe that easing the HLT definition will restore order and good times to the radio industry. Star Media's Paul Leonard said that broadcasters should not kid themselves that easing HLT guidelines initially will serve as anything but "a layer of frosting on the cake." Leonard suggested that narrowing the HLT definition "isn't a great enough catalyst to change most of the challenges that are facing group

owners right now." The problem isn't driven by the fact that not enough money is available right now; "it's that too much money was available—and until the inefficiencies get worked out through the system, the relaxation of HLT restrictions is going to have a small positive impact compared to the other problems broadcasters are facing."

Commenting at last month's NAB radio convention in San Francisco, Heller Financial Inc.'s Doug Zylstra predicted that "eliminating the HLT classifications isn't going to immediately open the floodgates of lending to this industry." Zylstra said that the complexities of the marketplace and the sluggish national economy over the last 18 months show that radio no longer is completely insulated from general economic cycles. "We're in a recession, and radio has been affected," Zylstra said. "Radio is a more volatile business than we expected."

First National Bank of Chicago's Ken Selle concurred, and predicted that "the new sources of capital are going to be the old sources." He said the 1980's were characterized by a "geometrical explosion in terms of loans, fueled mainly by the myriad LBO's and the

commercial financing that took place." Concurrently, Wall Street and financial institutions "suddenly" discovered cash-flow lending, which produced a large increase in the number of financial institutions chasing media transactions. This feeding frenzy, plus the widely held confidence that there was always a second way out, created more damage than was created by the HLT guidelines.

"The grinch stole Christmas," Selle said. "This paralyzing pile of commercial and consumer debt basically crippled capital spending and plunged us into a recession, and as a result we've found a number of poorly structured, over-leveraged transactions joining their real estate brethren as the new darlings of the workout departments of commercial banks." As a result, the industry saw a complete pullback of lending by the domestic banking field. "Capital will return to the marketplace, slowly but surely, but in a selective form," and not just because HLT guidelines are revised, Selle predicted.

Still, Malrite's Maltz strongly believes that the HLT battle is crucial to the health of the industry. "I don't intend to be Don Quixote, but this is one battle we can and will win," he ob-

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served. "Turnaround will be slow, and because of the recession and other factors, the banks aren't going to turn on a dime and change things. But revising the HLT guidelines will give good banks and good borrowers the opportunity to shed another impediment which otherwise constrained them even more," Maltz said.

Maltz noted that the Federal Reserve and the Bush Administration have always held that the U.S. economy must be market-driven, and "that the marketplace will dictate the future economic welfare of the U.S." But the HLT guidelines constitute "a black-and-white case of the government interfering, and by creating this [HLT] definition they have interdicted, distorted and aborted the normal flow of the marketplace between lender and borrower. The agencies say this was only an internal guideline, one that was never meant to be a regulation, and examiners were told not to force banks to dispose of these loans. But in the real world, when a regulator raises an eyebrow it turns into a night-stick." -REB

### RAB PRICE BREAK

The Radio Advertising Bureau has cut the registration fee for the 1992 Managing Sales Conference to \$365 from last year's \$495, a 27% cut. The action, one of the first taken by the new RAB President, Gary Fries, is meant to recognize the current economic environment and ease the strain on radio operators. In addition to the reduced registration fee, the RAB will once again offer Managing Sales Conference registrants a 45% discount off the price of coach airfare to Nashville on both Delta and American Airlines. "Making the Most of the Economic Recovery" is the theme for the 1992 show, which will feature the usual sales training sessions as well as topics such as: "How to Keep Your Job in 1992"; "How Are LMA's Affecting Radio's Future," and "Database Marketing." The idea around which the Conference has evolved, the RAB told BROADCASTING, is: "We cannot change unless we survive, and we cannot survive unless we change." The 1992 Managing Sales Conference will take place at the Opryland Hotel, Nashville, Jan. 30-Feb. 2, 1992.

## RADIO AD REVENUE TO HIT \$12 BILLION BY 1995

Radio will fare better than other advertising media in the current economic recession, according to Veronis, Suhler & Associates' 1991 "Communications Industry Report." The media brokerage and investment firm last week released its ninth annual edition of its five-year historical report of 274 public companies.

The study categorizes radio as a "relatively inexpensive medium with high impact." Although weaknesses in local markets may curtail near-term growth, the study forecasts that spending in radio by advertisers will reach \$12.08 billion by 1995.

The Veronis, Suhler study looked at the impact of advertising spending on both radio stations and radio networks. Over the 1990-95 period, the study forecasts that radio station advertising will rise 6.7% annually compared with 6.2% between 1985 and 1990. The unusual counter-Olympic year advertising cycle, according to the report, is expected to limit spending on radio networks in 1992 and 1994. The result will contribute to a decrease in growth in 1990-95 to 5.6% from the 6.3% rise in 1985-90, when there was only one Olympic year.

The decline in AM station listening over the last five years reduced the overall audience for radio. But a leveling off of that decline as the listening levels settle on a core of listeners interested in news, talk and sports will stabilize the audience. That stabilization, combined with an improved local advertising environment in 1993-95, will propel radio station advertising growth.

Total radio advertising is expected to increase at a compound annual growth rate of 6.6%, broken down per year as follows: \$9.115 billion in 1991; \$9.71 billion in 1992; \$10.51 billion in 1993; \$11.33 billion in 1994, and \$12.08 billion in 1995.

The report does not break out television and radio station revenues of publicly reporting broadcasters. But revenues of that group totaled \$6.2 billion in 1990, 4.7% more than in 1989, the slowest growth rate of any of the last five years.

The three largest radio and television station owners (excluding the television network companies) are Westinghouse, Tribune and Gannett. Together, these three generated 1990 revenues of \$1.9 billion, accounting for 29.5% of the gross subsegment total. Westinghouse revenues surged 1.6% in 1990, boosted by the acquisition of eight radio stations from Legacy/Metropolitan (BROADCASTING, Dec. 11 1989). Revenues of the Tribune Co. rose 6.8%, while Gannett declined 2.9%. -LC

### Growth Forecast of Radio Spending (Percent)

1991	1992	1993	1994	1995	CAGR*
4.0	6.5	8.2	7.8	6.6	6.6

\*Compound annual growth rate

### Gross Expenditures, 1985-1995

Segment	1985(\$Mil)	1985-90	1990(\$Mil)	1990-95	1995(\$Mil)
		Compound Annual Growth (%)		Compound Annual Growth (%)	
Radio networks	365	6.3	495	5.6	650
Radio stations	6,125	6.2	8,270	6.7	11,430
Total radio	6,490	6.2	8,765	6.6	12,080

Source: Veronis, Suhler & Associates; Wikofsky Gruen Associates



# KATZ FINDS SPANISH LISTENING DIFFERENCES AGAIN

Study says Arbitron shows 11% more listeners than Birch for third book

**S**panish-language listening levels for the spring 1991 ratings surveys once again were 11% higher in the Arbitron report than in Birch/Scarborough, according to an analysis just issued by Katz Hispanic Radio Research. These results remain consistent with the findings of Katz Arbitron and Birch comparisons of spring 1990 and fall 1990.

According to the Katz comparison:

- Arbitron's spring 1991 12-plus average quarter hour is 11% above that of Birch. Birch continues to be higher among listeners 12-24, while Arbitron is higher in adults 25-plus.
- Arbitron shows higher 12-plus listening to all stations.

■ Arbitron shows higher AQH listening to all stations in each age/sex cell, 25-plus. Birch leads in each 12-24 cell. The pattern is similar to that in general market reports, although Birch also shows higher listening among men and women 25-34 in the general market.

■ Arbitron reports higher 12-plus shares than Birch for Spanish-language stations in 10 of 14 comparable markets.

■ Arbitron Spanish-station shares are higher in each cell 12-34, while Birch is higher in the 35-plus cells.

■ Birch shows higher shares to the Anglo CHR format, which has crossover appeal to assimilated Hispanic 12-24 adults.

Katz's director of research and marketing, Janet Therrien, cautioned that

the analysis is based on data from the 14 Hispanic markets surveyed by both Arbitron and Birch, and said methodological differences between the two ratings companies "continue to play a major role in determining the results" of the surveys.

"Although the overall listening between the two services tends to mirror the general market pattern, Spanish-language station shares are higher in Arbitron with 12-34 adults, while Birch reports higher Spanish-language shares with adults 35-plus," Therrien said. "This pattern contradicts the general market studies and goes against all theories of telephone [methodology] favoring the youth demos and diary [methodology] favoring older demos." **-REB**

## RIDING GAIN

### SUN ALL NIGHT

Sun Radio Network is offering what it calls the nation's only coast-to-coast live, all-night talk show—*The Stan Major Show*. "I'll be the Rush Limbaugh of the night," said Major, "taking lots of calls on issues and other topics and telling it like it is about everything from politics to where to get the best pizza in the country." Heard Monday-Friday, midnight-5 a.m., *The Stan Major Show* is free to radio stations on a barter basis.

### SHARKS IN THE AIR

The San Jose, Calif., Sharks, a National Hockey League expansion team, has put together a radio network. The flagship is KNEW(AM) Oakland, which feeds the games to KSMJ(AM) Sacramento; KPLY(AM) Sparks, Nev. (Reno); KOOK(AM) Modesto-Stockton, Calif., and KPUP(AM) Monterey-Salinas-Santa Cruz, Calif. Dan Rusanowsky will call play-by-play, and six-time NHL all-star Dennis Hull will provide color commentary.

### PROGRAMING TOOL

The Richmond, Va.-based consultancy firm The Programing Works has developed a "how-to"

manual to strengthen the basic skills of program directors. "The Blue Book," developed by Programing Works principals Garry Mitchell and Dan O'Toole, provides step-by-step instructions on the programmer's job.

Topics include recruitment and training of talent, music categories and rotations, news philosophy and delivery style, promotion, marketing and advertising, research, and technical knowledge.

### JUST THE SPORTS FAX

Michael's Communications of Deerfield, Ill., is offering a product designed to enable small-budget radio stations to offer national sports news. Sportsfax Scoreboard is a one-page roundup delivered nightly via fax that includes updated standings and the following day's sports schedules. It covers a variety of sports, including major-league and college games.



The Katz Radio Group and Clark/Dees Media, syndicators of the 'Rick Dees Weekly Top Forty' and the 'Weekly Music Survey,' announced a joint sales agreement between the two companies. Under terms of the agreement, Katz Radio, a division of the Katz Radio Group, will represent the two programs. Pictured (from left) are Jim Greenwald, chairman and CEO, Katz Communications; Wally Clark, president, Clark/Dees Media; Stu Olds, executive vice president, Katz Radio Group; Rick Dees, host, 'Rick Dees Weekly Top Forty,' and Ken Swetz, president, Katz Radio Group.

# CABLE

## CABLE CHARTS COURSE THROUGH RECESSION

*Among MSO targets for next year are improving basic, experimenting with pay and keeping up this year's PPV momentum*

**C**able, an industry that once considered itself recession-proof, has learned it is not. The industry not only acknowledges what a down economy has done to it this year, but concedes it will continue to be hurt next year by the recession, whether it officially still exists or not.

Though the immediate outlook is somewhat dim for cable operators as they plan their budgets for 1992, they are taking refuge in the more distant future. The year 1992, they say, will be the gateway to that future, as operators and programmers experiment with ways to improve cable's service, its programming and its image. Through ventures such as industrywide and individual public relations campaigns, system rebuilds to expand channel capacity, the Cable in the Classroom educational effort and preparation to take on the baby Bells, operators seem convinced cable is positioning itself well for the future. In the meantime, though, it has to wait out next year.

### **Bettering basic numbers**

Cable continues to push against the last frontier of consumer resistance, with none-too-startling success. But as cable systems come into compliance with National Cable Television Association standards, operators are optimistic that the improvement in service, and cable's increasing willingness to spend money to point out its attributes, will start to attract the nearly 36% of American households that are still holding out against cable.

Though basic growth was slow for much of the middle of the year, buoyed by first-quarter growth and expected growth this quarter, operators by and large say they expect about 3%-5% growth this year. Many expect similar results next year. There's no doubt, though, that the recession is hurting basic growth. How well the economy—particularly housing construction—fares next year will likely have a lot to do with basic cable growth, say operators.

### **TBS SUES TREASURY OVER TV SERVICE TO CUBA**

**I**n its latest skirmish with the federal government over its dealings with Cuba, Turner Broadcasting System on Oct. 11 filed suit against U.S. Treasury Department officials for blocking its plans to provide television service to the Communist-controlled country. Turner is seeking permission to distribute CNN International and the entertainment-oriented TNT South in various Cuban hotels, an action that the government has classified as a violation of the Trading With the Enemy Act.

The Treasury Department currently allows Turner to exchange news material with Cuba, an agreement that has been in place for two years. That agreement followed Turner's successful suit against the government's attempt to block news exchanges with Vietnam. But the U.S. government has held that unlike the exchange of news material, the distribution of Turner services to Cuban hotels would directly help in promoting the country's tourism industry.

Turner Broadcasting and Capital Cities/ABC last summer were permitted to televise the Pan American Games from Cuba only after months of costly legal battles with the U.S. Treasury Department. The companies and the government eventually reached a settlement that limited the amount of money and number of staffers that could be sent to the region.

Comcast expects 3.5%-4% basic growth next year, the same prediction it has made for this year. Despite the slowdown in new home construction, the MSO has been effective in using an instant install plan (promising cable hook-ups in 24 hours or less). Comcast, the only MSO doing instant installs on a companywide basis, will continue to use the method next year, but apparently on a more targeted and a more cost-effective basis.

Some top MSO's are less optimistic about basic growth. Sammons Communications is expecting only 2% basic growth this year and does not think it will match that next year, according to Sherry Wilson, vice president, marketing. The reason, she said, "is the continual decline of the economy."

### **Problems with pay**

Despite some optimism about possible elixirs to save the pay TV business, the mood among most operators is not too positive. "Pay is clearly struggling...it's a vulnerable product for us," said Rick Sperry, vice president, marketing, at

Comcast, which, like many operators, is holding pay flat for the year, and hopes to do so next year. Some more optimistic operators, such as American Telephone & Communications, hope to see a slight uptick in pay growth in 1992.

Next year will be different from past years, though, since operators will be experimenting with a number of new ways to boost the pay category. Next year, operators will be experimenting with HBO and Showtime multiplexing, with TCI's low-priced Encore service and with a variety of packaging and pricing alternatives, including combining basic and pay channels onto the same tier in certain cases. There is some optimism among operators that these changes, while not revolutionary, could give new value to pay services, but operators emphasize that all the changes require extensive long-term testing that will not dramatically alter the pay landscape next year.

The concern among operators is not just with the marketing of the pay services, but with their content. "If we want a major turnaround in pay, there

needs to be a shift in programming," said John Mathwick, group vice president, marketing, Jones Intercable. Specifically, the networks need to have earlier windows for their acquired theatrical product and more promotion of their exclusive and original product. While other operators agree that the networks need to distinguish themselves through their programming, that is "a double-edged sword," according to Stuart Lipson, Century Communications' director of programming. "I can't say I don't want to spend money on increased license fees, and then tell my suppliers to spend more on their product."

### Pay per view a plus

The bright spot for cable next year seems to come from pay per view. Though PPV earns operators only a fraction of the revenues that pay brings in, operators are looking on average at about a 25%-30% increase in revenues. However, that's lower than the increase from 1990 to 1991, which some operators have estimated at upwards of 40%. With four major boxing events this year that will gross about \$250 million, "it's going to be hard to repeat what we had this year," said Andy Albert, director of programming for TeleCable.

The viability of smaller events will continue to grow, say operators, their hope resting with the small, niche concerts that are starting to abound, and the smaller boxing matches both Time Warner's TVKO and Showtime Event Television are creating. Those events will take time to build, said Albert, because both organizations have to develop fighters who will attract larger audiences.

Movie buy rates next year may not be as good as operators had hoped. The movies on pay per view next year will be this year's theatrical releases, which so far have been fairly lackluster. The movie pay-per-view business "will depend largely on the performance of films during the last four months of this year," said Jones Intercable's Mathwick.

Some operators say they will dedicate more funds, resources and marketing efforts to pay per view next year, including more barker channels and better-trained customer service representatives. They stress, though, that this will not be at the expense of basic and pay growth efforts, but in fact it might. Though Sammons Communications will be testing pay repackaging alternatives in seven markets next year, according to Wilson, "Quite frankly, if I had additional channels, I would be more inclined to use them for more pay per view than for multiplexing." -SDM

## CABLE'S MIPCOM PRESENCE

*Networks are increasingly thinking international as they look overseas for coproduction partners and new markets for their own fare*

**C**able executives went to MIPCOM (see page 53) to do get some business done, and they returned saying they accomplished their goal. "People are starting to do their homework, and target their pitches...90% of the meetings were productive one way or the other," said Jay Larkin, Showtime Networks, Inc.

The Disney Channel was busy with discussions, but did not find any new product at the show, according to Bruce Rider, senior vice president, programming. "Rarely do we find something new at the show. Buy and large, we already know the product out there."

Despite the emphasis on getting down to business, the uncertainty over the UK television franchises during the market (the franchises were awarded the day after MIPCOM ended, see "Top of the Week") meant cable executives were a little slower to do deals. But now that they have been announced, "business deals will start to move along," said Larkin.

■ Turner Broadcasting International executives were in Cannes promoting their new mini-series *MGM: When the Lion Roars*, which uses archival footage and interviews to document the studio's early history. The company may have also been explaining to some CNN Europe affiliates the big increases that Turner was said to have recently asked for. Jack Petrik, chairman of Turner Program Services, told BROADCASTING that preliminary studies are being made of starting TNT Latin America-type services in other parts of the world.

■ HBO continued its exploration of

international expansion at MIPCOM, and expects to announce deals shortly involving new worldwide launches of HBO. Asia is likely to be HBO's next route, according to June Winters, director of corporate affairs. HBO has already launched HBO Olé for Latin America, and most recently announced a launch of the service in Hungary.

■ Arts & Entertainment has domestic cable rights to the the 26-part documentary announced at MIPCOM, *Spies*. The documentary series being co-produced with CBS and Columbia House has no domestic over-the-air window currently scheduled.

■ Showtime primarily used MIPCOM as an opportunity to discuss projects that have been started in the last six months. The premium network also signed a few deals for movie co-productions, including "Palio," a script Showtime developed. It will co-produce with Itel and, for the first time, with Reteitalia. It also signed a development deal for a movie titled "Dark Side," a co-production with the BBC and another first time partner, Canal Plus.

■ Nickelodeon signed a deal with Ellipse Programming to co-produce *Doug*, one of three animated series Nickelodeon developed and began airing this past August. Nickelodeon has already produced the first 13 episodes of *Doug*. The two companies also signed an agreement to co-develop another animated series called *Mot*, which originated with Ellipse.

■ The Discovery Channel put more emphasis on selling its own shows and finding co-productions than it has at pre-

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Nickelodeon's new animated 'Doug'

vious markets. "For us, the market is becoming less and less acquisition driven," said Charles Gingold, senior vice president, programming. One series it had on the table, *World of Valor*, which deals with special armed forces units in countries throughout the world, had a lot of appeal at MIPCOM, he said. "It's of an international scope, and not a lot of talking heads. We maintained as much

voice-over as possible so it can be easily repackaged in different languages." Discovery also was selling *Submarines: In the Company of Whales*, *Celebration of Trees*, *J.P. Donleavy's Ireland* and *People of the Forest: Chimps of Gombe*.

■ MTV was at Cannes offering several shows including the new soap verite, *The Real World*, and its *MTV Unplugged* music series and specials. Selling music programming is not easy, said senior vice president, MTV programming, Doug Herzog, because "there are only a handful of true superstars in the world." Herzog, who was attending his first MIPCOM, also said the network was looking for co-production and/or funding help with some "big-ticket item" programming the network plans to introduce soon. This year also marked VH-1's first official attendance at MIPCOM.

■ USA Network signed two co-production deals. One with Italy's Qinta, in association with Winkler/Daniels Productions, breaks with USA's tradition of suspense and thriller movies. It is the true story of Carol Stevens, an American woman who uncovered the horrors af-

### WINDY CITY NEWS

Tribune's ChicagoLand Television has signed an agreement with Continental Cablevision to carry the 24-hour local news service when it launches in mid-1992. Continental, the first MSO to sign with ChicagoLand, serves more than 200,000 subscribers in Chicago suburbs. ChicagoLand will offer original news programming as well as live and delayed Cubs games and newscast repeats from Tribune's WGN-TV. Another Chicago local news channel is being created by TCI and Fox Broadcasting and is also slated to launch next year. The two groups have reportedly held merger talks over the past several months.

fecting Romanian babies when she went there to adopt one. USA also signed a deal with British Lion to co-produce a murder mystery movie. Both are set to air in 1992.

-SDM,GF

## THIRD-QUARTER CABLE SERVICE RATINGS: 1991 VS. 1990

The combined prime time third-quarter rating for the 14 largest basic cable networks was a 16.6, down slightly from a cumulative 16.7 rating for the same period last year. The drop came mostly from CNN, which plunged from a 1.4 rating in third-quarter 1990 to a 0.9 in the same period this year. CNN's 1990 ratings had been boosted by Iraq's invasion of Kuwait that August.

Boosted by its coverage of the U.S. Open in September, USA Network was the highest-rated basic cable network for this year's third quarter, although it was down 0.1 rating point from third-quarter 1990.

WTBS(TV) Atlanta was up from a 2.0 to a 2.2, helped by the Atlanta Braves' strong showing this season. TNT was also up, boosted by the performance of its original movies, whose average rating nearly doubled from a 2.4 last year to a 4.4 this year. Nick at Nite, TNN, Discovery and A&E also showed slight growth.

ESPN, which once again did not get the ratings it had hoped for from baseball, was down 0.1 rating point from third-quarter 1990. Family Channel and Headline News were also down slightly. Ratings for Lifetime, MTV and VH-1 were all flat.

Network	Prime Time				Full Day			
	3Q 1991 Rating	HH	3Q 1990 Rating	HH	3Q 1991 Rating	HH	3Q 1990 Rating	HH
USA	2.3	1,314,000	2.4	1,279,000	1.2	705,000	1.2	639,000
ESPN	2.2	1,270,000	2.3	1,309,000	0.9	510,000	0.9	512,000
WTBS	2.2	1,246,000	2.0	1,116,000	1.3	776,000	1.4	787,000
TNT	1.9	1,030,000	1.7	824,000	0.9	514,000	0.9	446,000
Lifetime	1.2	648,000	1.2	614,000	0.6	320,000	0.6	300,000
Nick at Nite	1.1	608,000	0.9	476,000	0.7	387,000	0.5	265,000
TNN	1.1	607,000	1.0	550,000	0.5	292,000	0.5	274,000
CNN	0.9	531,000	1.4	766,000	0.6	331,000	0.8	460,000
Discovery	0.9	508,000	0.8	429,000	0.5	273,000	0.5	232,000
A&E	0.8	433,000	0.7	341,000	0.4	227,000	0.4	168,000
MTV	0.7	382,000	0.7	387,000	0.5	273,000	0.6	314,000
Family	0.7	379,000	0.9	456,000	0.5	275,000	0.7	361,000
HL News	0.3	155,000	0.4	195,000	0.3	150,000	0.4	176,000
VH-1	0.3	128,000	0.3	116,000	0.2	85,000	0.2	78,000
Nickelodeon	—	—	1.2	664,000	1.1	582,000	—	—

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not the entire television universe. USA's prime time is 7-11 p.m.; Family's is 8-10 p.m.; Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

## CABLE FACES C WORD: CLUTTER

*New study shows wired networks top broadcast counterparts in prime time ad time per hour*

**W**hile the three broadcast networks and Fox have caught flak for the growing amount of commercial "clutter"—especially in prime time—cable networks have so far managed to avoid such a rap. It is, as Betsy Frank, senior vice president, Saatchi-Saatchi, put it, cable's "dirty little secret."

That may not last long. The American Association of Advertising Agencies and the Association of National Advertisers are planning to release a study of commercials on cable networks very similar to one they recently released on the networks. The latter study was critical of increases in clutter.

The new study findings—coupled with an analysis by the Network Television Association showing cable to have significantly more clutter than the networks in prime time—may at least temporarily take some of the heat off the networks and Fox.

According to the study, which analyzed one week of prime time programming last November, the five cable networks monitored by Arbitron's Broadcast Advertisers Report had an average of 10 minutes 58 seconds per hour, compared to an average of nine minutes on network television. That cable figure may be misleading because, unlike the network figure, it does not include local commercials airing on systems, which would likely increase the cable total by a few minutes.

Of the five cable networks monitored by BAR, CNN, with 12:25 minutes of national commercials per hour, was the leader. The Family Channel was second, with 11:45 minutes per hour, followed

by the USA network, with 10:50. Rounding out the five networks is ESPN, with 10:21, and WTBS, which as a superstation has no local avails, with 9:43.

Whether all the cable networks will look at lowering their clutter remains to be seen, although one network—The Family Channel—already has. According to Steve Lentz, vice president and managing director, advertising sales, Family Channel, the typical prime time hour on the network now has about 10 minutes of clutter, compared to the 11:45 minutes in November. The reason, he said, was to "make the original programing more attractive to advertisers."

Other executives at the remaining four cable networks monitored could not be reached for comment.

One reason that the issue of clutter on cable does not get the attention that clutter on the networks does is money. Spots on cable cost less than network; therefore media buyers are probably willing to put up with more clutter. However, with the recession making the playing field more level, the clutter issue could take on more prominence.

Right now, the CableTelevision Advertising Bureau has no immediate plans to address the clutter issue. However, with new studies coming out that will likely show, as Frank said, that the "alternatives to network television tend to be even more cluttered," the networks, either individually or through the CAB, may find themselves talking more and more about clutter—an issue they have pretty much managed to avoid thus far. —JF

### RICH HERITAGE STARTING 'CABLE CLEARINGHOUSE'

**F**ormer Heritage Communications executive Terry Rich has formed Rich Heritage Inc., an organization that will produce video programing for both cable systems and cable networks.

As a part of the organization, Rich, Heritage's former vice president, marketing, prior to its acquisition by Tele-Communications Inc., is creating the "Cable Idea Clearinghouse" to launch in mid-November. According to Rich, the service will let cable networks tap into the programing ideas of cable operators, or anyone else. Rich said the clearinghouse so far has lined up three cable networks to work with, and is targeting an additional four by November. The networks are providing no funding, aside from paying for specific programing; Rich said the service is being internally, privately funded.

Rich Heritage plans to produce those projects selected by the networks that can be shot in video, although networks may opt to produce any programing ideas themselves.

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# BUSINESS

## UNWIRED NETWORKS FACING TEST

*Weak upfront, uncertain scatter are among immediate challenges; potential losses in ad inventory are long term concern*

**A**fter last year's upfront market, it looked as if unwired networks had finally come of age and established themselves as an alternative to the broadcast networks. Now, coming off a disappointing upfront, the unwireds are hoping to again benefit from a more active and somewhat higher-priced network scatter market. Down the road, though, they will still face challenges to and potential losses in the amount of ad inventory they have to sell, as Fox continues to expand its programming lineup and independent stations look to form programming consortiums with studios that may want barter time.

Analyzing the unwired network busi-

ness is no easy task. Besides the independent unwired networks, there are also several unwired networks associated with rep firms and cable networks. Some sell time in all dayparts, while others, like Group W's Premier Announcement Network, sell advertisers only local news in top-50 market affiliates. That being the case, each has a different story to tell about how they are holding up in the current advertising environment. Overall, though, media buyers contacted by BROADCASTING said they are not using unwireds as frequently as in previous years, and station operators are also reporting sales from unwireds are down compared to a year

ago.

"The unwireds were uncharacteristically quiet in the upfront," said Gary and Carr, senior vice president-manager, national broadcast, Lintas: New York, adding that the "demand for unwired networks has slowed." Opportunistic network pricing, he said, has cut the agency's use of alternatives. Added Carr: "It does not mean we will never use them ever again, [but] so far in the scatter market we are taking advantage of the networks. They are not the phenomenon they were a couple of years ago."

Some media buyers still see the unwired networks as an attractive option. One media buyer pulled money from network and other budgets and put it into unwireds: "I did not think the network pricing would come down, and I said I did not need this and went to the unwireds."

For some unwireds, the last year has been a learning experience, both in terms of what the economy can do to business and the importance of finding and sticking to a certain niche. "I don't acknowledge the word 'unwired,'" said Michael Kammerer, president, Independent Television Network. While Kammerer conceded that the prices ITN is "able to command are not as strong as they once might have been," the company also lowered its operating costs. Said Kammerer: "We made a major cutback in staff over a year ago. We had grown so fast that we were throwing bodies at problems." Kammerer attributed the staff reduction not to the economy but to a learning process that ITN was going through. "We learned that we should not be selling like the broadcast and cable networks and the reps. We are a very specific product and are no longer saying: 'Let's get three network sales people in and see what they can do.'" ITN, Kammerer said, is having "an all-time high" fourth quarter.

Alan Cohen, senior vice president of ALIN-TV, said business is "on par" with last year, although they do have to



### IF I CAN MAKE IT THERE...

**I**n a tough marketplace it is important for television stations to make themselves stand out, and that is what KPLR-TV St. Louis tried to do when it made its fall presentation to the New York advertising agencies on the Sony television screen in the heart of Times Square. The screen measures 23½ by 32 feet and is one of the largest of its kind in the world. Just to make sure no media buyers missed anything, KPLR-TV added monitors in the Marriott Marquis Hotel, where the viewing took place.

work "a little bit harder" to maintain that level.

Although most unwired networks focus their efforts on independent stations, Group W's Premiere Announcement Network has concentrated on early and late newscasts on top-50 market affiliates. According to Edward Goldman, president, Group W Television Sales, Premiere doubled its billings from 1990 to 1991 and already has orders for 1992. "Low cost-per-thousands hurt our efforts, but we are still happy with what we did," said Goldman.

Not all rep firms are enjoying growth. Katz Communications said unwired sales are below its projections, although "given the economy, we are pleased that they are as high as they are," a spokesperson said.

Besides the problems that unwireds face from a soft advertising market, there are still concerns from media buyers over station clearances, clutter and confirmation. One media buyer said she had bought spots for one demographic target and saw them in programing that had no relation to the client's demos. "I asked for affidavits, and I am not so sure I believe the affidavits I have gotten," the buyer said. Several media buyers also complained of the unwired networks' tendency to badmouth one another.

Despite the tough times some unwireds are facing, no one appears ready to throw in the towel. Said ITN's Kammerer: "We [unwireds] are so small in the industry that there are umpteen ways for us to find business. Our upside is enormous; the networks have no upside—they are the upside. We have the ability to grow." That ability should be tested over the next few years. —H

### PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,237,000 □ 10

FM's □ \$760,750 □ 10

AM-FM's □ \$4,002,893 □ 9

TV's □ \$200,000 □ 2

Total □ \$6,200,643 □ 9

Year to Date:

AM's □ \$68,239,372 □ 224

FM's □ \$175,742,708 □ 233

AM-FM's □ \$253,767,574 □ 166

TV's □ \$926,854,200 □ 67

Total □ \$1,424,603,854 □ 690

For 1990 total see Jan. 7, 1991 BROADCASTING.

# CHANGING HANDS

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

**WJYZ(AM)-WJIZ(FM) Albany, Ga.** □ Sold by Silver Star Communications-Albany Inc. to Keys Communications Group Inc. for \$2.54 million in debt assumption and issuance of preferred stock. Seller is headed by John Robert E. Lee, and has interests in WTMJ(AM)-WFAV(FM) Cordele, Ga., and WVVO(AM)-WDXZ(FM) Charleston, S.C. Buyer is headed by Brady Keys, and has no other broadcast interests. WJYZ has solid gold format on 960 khz with 5 kw day. WJIZ is on 96.3 mhz with 100 kw and antenna 469 feet above average terrain.

**WMGL(FM) Ravenel, S.C.** □ CP sold by MillCom Inc. to Ravenel Broadcasting Inc. for \$600,000 cash, including \$200,000 for one-year noncompete covenant. Seller is headed by Don A. Monteith, and has no other broadcast interests. Buyer is headed by B.H. Bridges Jr. and Jimmy I. Gibbs (100%) and has no other broadcast interests. WMGL has jazz/new AC format on 101.7 mhz with 1.32 kw and antenna 482 feet above average terrain.

**WMJK(AM) Kissimmee, Fla.** □ Sold by and between principals of licensee Kissimmee Broadcasting Corp. for \$500,000 on terms. Seller is Augustine M. Cawley, who has no other broadcast interests. Buyers are Richard Namey (50.1%) and Daniel J. Schutz (49.1%) and have no other broadcast interests. WMJK has oldies format on 1220 khz with 1 kw day.

**WMYM(AM)-WWMH(FM) Minocqua, Wis.** □ Sold by Lakeland Broadcasting Inc. to Raven Broadcasting Corp. for \$400,000. Terms: \$260,000 cash at closing, \$40,000 earnest money deposit and \$100,000 10-year note at 10%. Seller is headed by C. James Lange, and has no other broadcast interests. Buyer is headed by David Ewaskowitz (37.1%), and has no other broadcast interests. WMYM has nostalgia format on 1570 khz with 5 kw day. WWMH has AC format on 95.9 mhz with 3 kw and antenna 178 feet above average terrain.

*For other proposed and approved sales see "For the Record," page 59.*

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# FOCUS ON FINANCE

Most media stocks were up for week ending last Wednesday, during which broader market indices registered gains of at least 3%. MSO issues showed broadest gains, including Cablevision Systems, up 11%; Adelphia Communications, up 5%, and Tele-Communications Inc., up 14%.

Viacom jumped 11%, to 32 $\frac{7}{8}$ . Company's chairman, Sumner Redstone, has continued buying stock through his National

Amusements Inc. Among those stocks declining were ACTV Inc., which was down 29.4% to 1 $\frac{1}{2}$ , and WPP Group, which over last few weeks has dropped by 50%, reportedly over concerns about company's continuing debt load.

Rumored short squeeze in Orion Pictures may have lost its grip, with stock falling last Wednesday by almost 40%, to 2 $\frac{3}{4}$ .

Stock Index Notes: A-American, N-NYSE, O-NASDAQ, T-Toronto. 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 Oct 16	Closing Wed Oct 9	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## BROADCASTING

A (BHC) BHC Comm.	58	1/8	55	5/8	1	3/4	03.10	-6	1,536
N (CCB) Cap. Cities/ABC	420		411		9		02.19	17	7,183
N (CBS) CBS Inc.	151	1/4	152	1/4	-1		-00.66	70	2,069
A (CCU) Clear Channel	13	1/8	13	1/2	-	3/8	-02.78	1325	100
O (JCOR) Jacor Commun.	1	3/8	1	3/8			00.00	-2	24
O (OSBN) Osborn Commun.	5	1/4	5	1/4			22.22	-9	48
O (OCOMA) Outlet Comm.	6		4	7/8	1	1/8	23.00	-8	37
N (PL) Pinelands	14		14				00.00	-31	234
A (PR) Price Commun.		5/16		1/4		1/16	25.00		2
O (SCRIP) Scripps Howard	52		52				00.00	22	526
O (SUNNC) SunGroup Inc.		3/4		3/4			00.00	-1	1
O (TLMD) Telemundo	2		2				00.00		37
O (UTVI) United Television	27	1/2	27			1/2	01.85	2	296

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	1/2	29	3/4	-	1/4	-00.84	22	561
A (AK) Ackerley Comm.	1	1/2	1	3/4	-	1/4	-14.29	-1	28
N (AFI) American Family	26		24	1/4	1	3/4	07.22	15	1,927
O (ACOMA) Assoc. Comm.	17	3/8	17	1/2	-	1/8	-00.71	162	667
N (CCN) Chris-Craft	27	7/8	26	3/4	1	1/8	04.21	9	663
O (DUCO) Durham Corp.	33	1/4	32		1	1/4	03.91	15	257
N (GCI) Gannett Co.	40	1/2	37	7/8	2	5/8	06.93	18	5,726
N (GE) General Electric	71	3/8	65	3/8	6		09.18	13	59,962
O (GACC) Great American	1	13/16	1	7/8	-	1/16	-03.33		94
A (HTG) Heritage Media	3	3/8	2	1/2		7/8	35.00	-3	124
N (JP) Jefferson-Pilot	50	1/8	48	3/4	1	3/8	02.82	11	1,739
N (LEE) Lee Enterprises	22	1/4	22	1/8		1/8	00.56	11	518
N (LC) Liberty	58	1/8	56	3/8	1	3/4	03.10	13	329
O (LINB) LIN	75		70	1/2	4	1/2	06.38	-39	3,828
N (MHP) McGraw-Hill	52	7/8	51	3/8	1	1/2	02.92	15	2,549
A (MEGA) Media General	21	1/4	20	7/8		3/8	01.80	22	569
N (MDP) Meredith Corp.	26	1/2	26	1/2			00.00	14	445
O (MMEDC) Multimedia	23		20	3/4	2	1/4	10.84	18	874
A (NYTA) New York Times	20		20	1/8	-	1/8	-00.62	31	1,719
N (NWS) News Corp. Ltd.	18	3/8	16	5/8	1	3/4	10.53	9	4,563
O (PARC) Park Commun.	15	1/4	14	1/4	1		07.02	17	310
O (PLTZ) Pulitzer Pub.	21	1/2	21	1/2			00.00	21	233
O (SAGB) Sage Hcsg.	1	5/8	1	5/8			00.00	-1	6
O (STAUF) Stauffer Comm.	117		117				00.00	39	117
N (TMC) Times Mirror	28	1/2	27	3/4		3/4	02.70	25	3,967
N (TRB) Tribune Co.	39	1/4	36	3/4	2	1/2	06.80	28	2,606
A (TBSA) Turner Bcstg.'A'	17	7/8	17	5/8		1/4	01.42	-38	2,427

	Closing Wed Oct 16	Closing Wed Oct 9	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	204	3/4	200	1/2	4	1/4	02.12	17	2,526
N (WX) Westinghouse	17	1/4	18	1/8	-	7/8	-04.83	41	7,055

## PROGRAMING

O (IATV) ACTV Inc.	1	1/2	2	1/8	-	5/8	-29.41		1
O (AACD) All American TV	1		2	3/8	-	1/8	-57.90		1
N (CRC) Caroco Pictures	5	1/2	5	1/4		1/4	04.76	18	166
O (DCPI) dick clark prod.	6	1/4	6	1/2	-	1/4	-03.85	16	39
N (DIS) Disney	117	1/2	112	3/8	5	1/8	04.56	19	14,765
A (FE) Fries Entertain.		3/16		1/4	-	1/16	-25.00		1
A (HHH) Heritage Ent.		15/16		7/8		1/16	07.14		1
N (HSN) Home Shop. Net.	5	3/4	5	3/4			00.00	-76	533
O (IBTVA) IBS		1/4		1/4			00.00	4	1
N (KWP) King World	30	5/8	29		1	5/8	05.60	12	1,089
O (KREN) Kings Road Ent.		3/16		3/16			00.00	-1	1
N (MC) Matsushita	117		118	1/8	-	1/8	-00.95	13	241,827
A (NNH) Nelson Holdings		5/16		5/16			00.00		1
O (NNET) Nostalgia Net.		13/16		9/32		1/4	44.44		2
N (OPC) Orion Pictures	2	3/4	2	1/4		1/2	22.22		30
N (PCI) Paramount Comm.	38	3/4	36	3/4	2		05.44	28	4,338
N (PLA) Playboy Ent.	7	1/8	7	1/8			00.00	76	127
O (QNTXQ) Qintex Ent.		1/8		1/8			00.00		2
O (QVCN) QVC Network	18	3/8	16	3/8	2		12.21	-26	273
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85
O (RPICA) Republic Pic.'A'	7	1/2	7	3/4	-	1/4	03.23	35	29
A (SP) Spelling Ent.	4	1/4	4	1/4			00.00	31	144
O (JUKE) Video Jukebox	3	1/4	3	1/4			00.00	-25	39
O (WONE) Westwood One	2		1	5/8		3/8	23.08	-1	23

## CABLE

A (ATN) Acton Corp.	4		4				00.00		6
O (ATCMA) ATC	50	1/4	49	1/4	1		02.03	40	5,207
A (CVC) Cablevision Sys.'A'	33		29	3/4	3	1/4	10.92	-2	712
A (CTY) Century Comm.	10		10				00.00	-11	776
O (CMCSA) Comcast	17	3/8	15	1/2	1	7/8	12.10	-10	1,879
A (FAL) Falcon Cable	10	3/8	10	1/4	-	1/8	01.22	-5	67
O (JOIN) Jones Intercable	13		11	7/8	1	1/8	09.47	-3	146
N (KRI) Knight-Ridder	48	1/8	47	1/8	1		02.12	18	2,510
T (RCL.A) Rogers.'A'	11	1/2	11	1/2			00.00	-9	395
O (TCAT) TCA Cable TV	18	1/4	17	1/2		3/4	04.29	66	437
O (TCOMA) TCI	16	3/8	14	3/8	2		13.91	-23	5,595
N (TWX) Time Warner	84	7/8	83	3/4	1	1/8	01.34	-5	4,750
O (UAECA) United Art.'A'	16	3/8	14	1/2	1	7/8	12.93	-13	2,228
A (VIA) Viacom	32	7/8	29	1/2	3	3/8	11.44	-41	3,487



# MODEST FUTURE PREDICTED FOR BROADCAST, CABLE

Veronis, Suhler report sees continuing viewer erosion for network affiliates

Independent television stations will maintain their share of the viewing audience over the next five years while network affiliates continue to experience viewer erosion, according to the 1991 Communications Industry Report by the investment banking firm Veronis, Suhler & Associates.

The news was not all bad for affiliates: while viewer erosion will continue to be a way of life for those broadcasters, the report predicts that "the rate of decline will moderate."

Advertising growth, the report said, will continue to be limited through 1992 by the "continuation of restructuring at the regional local retail levels, which has impacted and will continue to dampen local advertising growth for all media." While more substantial growth is expected in 1993-95, the report said the five-year growth rate of television station advertising will drop slightly, from 6.0% for 1985-90 to 5.8% for 1991-95. Total advertiser spending on broadcast television, the report projects, will grow from \$25.5 billion in 1990 to \$34.2 billion in 1995. Spot and network spending by advertisers is projected to grow 6% annually, eight-tenths of a point higher than the 5.2% annual growth of the last

five years.

Advertising revenue on syndicated programming will continue to grow, but not at the same rate. The Veronis, Suhler report projects that \$12.6 billion will be spent by advertisers on syndicated programming in 1995, compared to \$8.6 billion in 1990. The annual growth rate from 1991 to 1995 will be 7.8%, compared to the 9.4% annual growth rate from 1985 to 1990.

Spending on programming by both broadcast and cable networks, the study forecasts, will also decline because of the declining advertising market.

The number of barter units in a syndicated program will grow over the next five years, but also at a slower rate. Barter, the study says, will grow from 1990's \$1.2 billion to \$1.8 billion in 1995. In terms of annual compound growth, revenue from 1991 to 1995 will grow at 9.6%, an almost 8% decline from the annual compound growth rate of 17.2% over the last five years.

Cable growth will also slow, the study says. According to the study, cable penetration will continue to be limited, and increased competition from home video and basic channels will lead to a consolidation in the number of pay channels.

Subscription spending growth will also be limited because of price increases.

On the advertising side, cable will continue to grow at a 12.2% compound annual rate from 1991 to 1995, a decline from the 19.8% annual growth of the last five years. Total cable spending, the study said, will grow to \$22.4 billion in 1995 from \$15.1 billion in 1990, an 8.2% compound annual rate compared to 13.2% for 1985-90.

Although the picture for much of the Fifth Estate is one of slow growth over the next five years, it still might give people something to look ahead to compared to 1990.

According to the study, the operating income of ABC, CBS, NBC and Fox fell an average of 21.1% and cash flow declined 17.9%. Much of those declines are attributed to CBS's write-downs on Major League Baseball. NBC endured a 20.9% decline in operating income and a 17.7% drop in cash flow, while ABC suffered modest drops in operating income and cash flow of 0.7% and 0.5%, respectively. Fox's additional programming and the subsequent advertising revenue helped their operating income grow 91.2% and cash flow 89.9%. —JF

	Closing Wed Oct 16	Closing Wed Oct 9	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Oct 16	Closing Wed Oct 9	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## EQUIPMENT & MANUFACTURING

N	(MMM) 3M	92	3/8	88	7/8	3	1/2	03.94	15	19,628
N	(ARV) Arvin Industries	18	7/8	18	7/8			00.00	17	418
O	(CCBL) C-Cor Electronics	8	6	1/4	1	3/4		28.00	812	36
O	(CTEX) C-Tec Corp.	15	3/4	16		1/4		-01.56	-21	275
N	(CHY) Chyron		7/16		7/16			00.00		3
A	(COH) Cohu	12	10	3/4	1	1/4		11.63	8	20
N	(EK) Eastman Kodak	45	5/8	41	5/8	4		09.61	20	13,791
N	(HRS) Harris Corp.	22	5/8	22		5/8		02.84	31	865
N	(IV) Mark IV Indus.	18	1/2	17	7/8		5/8	03.50	9	237
O	(MATT) Matthews Equip.	4	3/16	4	1/4	-	1/16	-01.47	215	25
O	(MCDY) Microdyne	11	3/8	10		1	3/8	13.75	-11	36
N	(MOT) Motorola	61	3/8	57	3/4	3	5/8	06.28	16	8,037
A	(PPI) Pico Products	1	5/8	1	3/4	-	1/8	-07.14	-2	6
N	(SFA) Sci-Atlanta	13	5/8	13		5/8		04.81	13	296
N	(SNE) Sony Corp.	39	3/4	40	1/2	-	3/4	-01.85	19	13,543
N	(TEK) Tektronix	23	1/4	23	1/8		1/8	00.54	-22	711
N	(VAR) Varian Assoc.	37	3/8	33		4	3/8	13.26	74	620
O	(WGNN) Wegner	1	1/32	1		1/32		03.13	-2	5
N	(ZE) Zenith	5	3/8	5	3/4	-	3/8	-06.52	2	163

## SERVICE

O	(AFTI) Am. Film Tech.	3	3	1/4	-	1/4		-07.69	-9	31
O	(BSIM) Burnup & Sims	4	1/8	4	1/4	-	1/8	-02.94	-13	56
A	(CLR) Color Systems	4	3	1/4	3/4			23.08	5	42
N	(CQ) Comsat	35	1/4	33	3/4	1	1/2	04.44	-38	658
N	(CDA) Control Data	9	1/8	9	3/8	-	1/4	-02.67	66	341
N	(DNB) Dun & Bradstreet	49	5/8	46	1/8	3	1/2	07.59	17	8,374
N	(FCB) Foote Cone & B.	23	7/8	24	3/8	-	1/2	-02.05	12	283
O	(GREY) Grey Adv.	130		134		-4		-02.99	11	145
O	(IDBX) IDB Commun.	14	13	3/4		1/4		01.82	120	84
N	(IPG) Interpublic Group	45		45				00.00	19	1,729
N	(OMC) Omnicom	30	1/2	29		1	1/2	05.17	14	806
O	(RTRS) Reuters	50	1/4	47	3/8	2	7/8	06.07	17	21,742
N	(SAA) Saatchi & Saatchi	3/4		3/4				00.00	-1	1,358
O	(TLMT) Telemation	1/8	3/16	-	1/16			-33.33		0
O	(TMCI) TM Century	5/32		5/32				00.00	-10	4
A	(UNV) Unitel Video	7	3/4	7	7/8	-	1/8	-01.59	10	11
O	(WPPGY) WPP Group	111/16		1	15/16	-	1/4	-12.90	1	129

Standard & Poor's Industrials 464.98 445.37 +19.61 +4.40%

# WASHINGTON

## CABLE REREG PACKAGE INTRODUCED IN HOUSE

*Legislation will teach cable 'modest table manners' says sponsor Eckart; NCTA decries return to city council regulation of cable*

**T**he House of Representatives now has before it a full package of strict cable reregulation legislation with measures equivalent to the Senate's cable bill (S. 12), which is expected to pass when it reaches the floor, perhaps next month.

The introduction of the Cable Consumer Protection Act (H.R. 3560, under the same title as S. 12) proposes program-access and rate-regulation provi-

sions to go along with the already introduced House retransmission-consent/must-carry bill (H.R. 3380). Dennis Eckart (D-Ohio), who co-authored H.R. 3380 late last month (BROADCASTING, Sept. 30), announced the new bill last Tuesday morning (Oct. 15) with fellow Telecommunications Subcommittee member Jim Cooper (D-Tenn.). Republican Christopher Shays (Conn.), who is not a member of the subcommittee, also

endorsed the bill.

Further Republican support for H.R. 3560 as well as H.R. 3380 could be difficult to gain. Many GOP members and the Bush administration believe the provisions are too regulatory. Similar objections led to the passage of a more lenient cable bill at the end of the congressional session last year. Republicans "are now saying that that bill we passed last year was too regulatory," Cooper said. "My attitude is that

## OHIO'S ECKART: CHAMPIONING CABLE REREG IN HIS LAST YEAR

**O**hio Democratic Congressman Dennis E. Eckart has emerged as the leader of the push to get cable reregulation through the House by the end of next year. As co-author of the retransmission-consent and must-carry provisions of the Fair Competition in Broadcasting Act (H.R. 3380) and last week's proposed measures to put rate regulation back in the hands of local governments, Eckart will spend the next year in the middle of a bitter telecommunications struggle.

But the next 14 months may be his last in Congress. Eckart has already announced plans to pass up the 1992 elections to spend more time with his family and work in the private sector ("In Brief," Oct. 7).

He said his forthcoming departure will not damage his ability to lead cable legislation through the House. He expects the bills to pass on their merits. "I might want to construct this for many of my colleagues as: 'Well, there's just one more thing you can do for me.' But I have never legislated that way."

Before his decision to step down next year, Eckart, 41, had been considered a rising star in the Democratic House of Representatives. He has been co-chair of the Democratic Congressional Campaign Committee since 1987.

He maintains a residence in Mentor, Ohio, with his wife and son. Before entering politics as a member of the State House of Representatives, Eckart was assistant Lake County (Ohio) prosecutor. He was elected to Congress in 1980 and has been an advocate for stronger cable regulation for the past three years while serving on the House Telecommunications Subcommittee.

"Some of the earliest cable systems in Ohio were in my district 30 years ago. They were really just nothing more than community antenna services. Consequently, there is a long history of cable in Northeastern Ohio," he said. "It's the kind of thing I'm asked about a lot when I'm at home...because it's the kind of thing in terms of rates that people do

appreciate."

Time is already short for passage of cable legislation. Eckart estimates House passage by next March or April will be necessary for the bills to have a realistic chance for 1992 enactment. Most of the rest of Congress will turn its attention to the elections by late spring and will not be as willing to take stands on contentious issues.

Eckart and his supporters will also have to overcome anti-regulatory opposition to the bills from the Bush administration and most House Republicans. The margin of passage of the Senate's cable bill (S. 12), which includes similar retransmission-consent and rate-regulation provisions, could be a key indicator of the future.

"It's critical, for the House to act, that S. 12 come over here with a ringing endorsement from the Senate and also that it have a veto-proof number so that the lunacy of hiding behind the George Bush veto pen is transparent for everyone to see," Eckart said. "It is the Senate most recently that has sustained the President's vetoes. On the House floor the cable position is in serious trouble."

Eckart credits broadcasters as the chief force behind cable regulation initiatives. "They have reinvigorated the House debate," he said. "Clearly every member of Congress has a group of broadcasters who are community-oriented neighbors and friends. That changes the meaning of this debate, particularly in juxtaposition to one of the media conglomerates that happens to own a cable company, like Time Warner or TCI. That's the advantage of enlisting the broadcasters' support, and they have been very effective."



-RMS

competition is the key and strong regulation is necessary."

"Our bill proposes just to teach [cable operators] some modest table manners," Eckart said. "The gluttony at the dining room table they have exhibited through exorbitant rate increases must be restrained."

The major intent of H.R. 3560 is to return to local and city governments much of the regulatory jurisdiction over cable TV systems taken away by the 1984 Cable Act. The main provisions include:

- Rate regulation based on effective competition. Like S. 12, it gives local governments authority to regulate rates where there is no effective competition. Effective competition is said to exist when a second multichannel service is available to 80% of a community and serves at least 30%.

- Program access. Cable program services cannot refuse to deal with wireless cable, direct broadcast satellite or other emerging video media.

- Vertical integration. The bill directs the FCC to set limits on the number of program services a cable system operator may own or hold partial interest in.

- Subscriber limits. The commission would be charged with setting the maximum number of homes a cable system can serve.

- Consumer electronics. All cable systems would be required to provide signals compatible with cable-ready TV's and VCR's. Independent commercial sales of remote controls and converter boxes would be encouraged.

The overall goal of H.R. 3560 is to encourage the establishment of multiple cable systems or other subscriber-based video program media competing head-to-head in all U.S. communities. Cooper cited the recent overbuild in Glasgow, Ky., as demonstrating how multiple cable systems could affect rates. Until recently, the community was offered 30 channels for up to \$20 a month. "Last year a competitor entered the market offering 47 channels for \$13.50, and what do you know—the incumbent cable company suddenly dropped its price to \$8.95," he said.

The bill also encourages local governments to license more than one cable franchise and to encourage competition from other players, such as wireless cable and the telcos. Cooper reaffirmed his support for the Communications Competitiveness and Infrastructure Modernization Act (H.R. 2546), which would allow the regional Bell operating companies (RBOC's) to own cable systems and program services in their local telephone service areas.

Eckart said he has not yet decided on a position for H.R. 2546. "My concern about telco entry is that I don't know if it is anything more than the phone company buying the cable company and whether that really brings about any more competition," he said. But he said phone company ownership of a cable system in competition with other cable companies in a community could be acceptable.

Cooper was similarly noncommittal about retransmission consent: "I'm still looking at that bill. The key question is that I don't want cable rates to go up for consumers across America. I think paired together [H.R. 3380 and H.R. 3560], you have a good opportunity to improve fairness to broadcasters and lower cable bills."

The complexity and differing reactions to the various proposed cable regulations was the main reason retransmission consent/must carry and rate regulation/program access were introduced in separate bills rather than in one package, like S. 12. "There will be, I think, some clear guideposts coming from the Senate floor consideration of S. 12 that will indicate the relative strength of the individual pieces I have introduced," Eckart said.

Several organizations supporting H.R. 3560 were represented at a Capitol Hill press conference last week. Alexan-

dria, Va., Mayor Patricia Ticer, representing the U.S. Conference of Mayors and the National League of Cities, said, "Cable companies that are good citizens and understand the privilege of public trust should not object to this bill."

"The cable industry has had it all—no competition, high rates and little consumer protection. It is now the consumer's turn," said Parris Glendening, county executive, Prince George's County, Md., speaking for the National Association of Counties.

The National Cable Television Association attacked the Eckart-Cooper bill. "City council regulation of cable TV didn't work 10 years ago and it won't work now. The heart of our concern is that throwing cable television companies back into the hands of 10,000 city councils will choke off investment in new cable networks and in development of new technologies," an NCTA spokeswoman said.

The National Association of Broadcasters, an enthusiastic backer of the House retransmission-consent bill, kept a low profile for the introduction of H.R. 3560, which would have less direct impact on broadcasters. An NAB spokeswoman said the association is "reviewing the legislation. We clearly support S. 12. To the extent this bill tracks S. 12, we would be inclined to look favorably upon it." —RMS

## BROADCASTERS, PUBLIC INTERESTS ARGUE SATELLITE TV PROPOSAL

*NAB says new FCC rule should not count satellites against ownership total; citizen groups say that would discourage new owners, including minorities*

**R**ecent changes in the FCC's terrestrial satellite television policy, particularly the elimination of a 5% local programming origination cap, should not lead to counting satellite stations against the FCC's national multiple ownership rules. To do so would threaten service to already underserved areas of the nation, said many broadcasters who filed comments last week at the FCC.

"If ownership of a satellite station would restrict a group owner's ability to purchase other stations, a disincentive to construct or purchase satellite stations will be created, and the public who could otherwise be served by a satellite will be harmed," said the National As-

sociation of Broadcasters.

Some public interest groups see it differently. The Office of Communication of the United Church of Christ, in a joint filing with the Telecommunications Research and Action Center and the Washington Area Citizens Coalition Interested in Viewers' Constitutional Rights, said: "The changes make it possible (and extremely attractive) for large, distant operators to obtain and operate satellite stations throughout the country. Other incentives to provide satellite service, such as exemption from the multiple ownership limits, are no longer needed."

Satellite TV stations rebroadcast, almost in its entirety, the broadcast signal

of another station, often referred to as a parent station. The rules governing those stations were changed at the FCC's August open meeting when the commission moved from a case-by-case approval approach to a three-part "rebuttable presumption" test. The new policy requires an applicant seeking satellite status to demonstrate that the market is currently underserved, that there is no city-grade signal overlap with the parent station, that the satellite station cannot remain economically viable as a full-power station and that there are no other parties interested in operating the station at full power.

As part of that proceeding, the FCC eliminated the 5% ceiling on locally originated programming by the satellite station. Previously, programming below that limit allowed the satellite station to be exempt from commission regulation.

But since that cap has been removed, concerns have been raised that without the limit satellite stations would become "pseudo full-powered stations," as Commissioner Andrew Barrett, and others, have put it. The FCC's second notice addresses the multiple ownership implications of the August rule changes, particularly as they relate to reducing opportunities for new broadcast entrants and minorities.

"Although the commission now will authorize satellite stations to originate programming in far greater amounts than it previously allowed, there is scant evidence, if any, of the number of satellite stations which have taken advantage of this option or plan to. Almost all satellite stations continue to operate primarily as passive repeaters of other stations' signals, and not as independent voices," NAB said.

CBS said "the 5% limit was an arbitrary benchmark and may have artificially limited the amount of local programming on many stations." CBS said it was doubtful local programming on many satellites would increase: "The economic realities of satellite operation make it unlikely that many such stations will go much beyond 5% origination of programming."

Hubbard Broadcasting said that "those most likely to build and operate [satellite] stations will not use one of their permitted number of stations that can be owned for the operation of satellite stations, which are likely to be in small or economically depressed markets.... The FCC has recognized the benefits of group ownership in terms of increased local news and public service programming [because] the economies of scale can enable financially marginal stations to stay on the air."

Hubbard has four parent TV's—KOB-TV Albuquerque, N.M.; KSTP-TV St. Paul; WTOG(TV) St. Petersburg, Fla., and WDIO-TV Duluth, Minn.—and six satellites plus an application to construct a seventh. Even without the exemption, Hubbard would remain under the current 12-station limit.

Hubbard Broadcasting said the FCC's inquiry into the multiple ownership implications of the rule changes is ironic while it is considering "changes that may be necessary in its structural rules in light of what has been portrayed as a dismal future for television by the Office of Plans and Policy paper."

The Church of Christ said a continued exemption "will inevitably squeeze out small entrepreneurs and new entrants. Large group owners can spread programming and other costs over a number of stations, freeing up resources to acquire as many satellites as they can afford."

CBS disagreed, and said that since the FCC's new policy "requires that an applicant for satellite status show that no alternative operator is willing to construct or purchase a station for full-service operation, it insures that small entrepreneurs and new entrants will not be deprived of any economically viable opportunity to enter the broadcast business."

Eliminating the exemption could hurt the already slumping station trading market as well, some said. It "would surely have a chilling effect on the decisions of the stronger operators to serve the public with free over-the-air television," said Joseph C. Amato, the court-appointed receiver for KHGI-TV Kearney, Neb., and its two satellite stations. He said eliminating the exemption "could well be the obstacle that would prevent ever finding a buyer for the stations, and they would simply go off the air." —PJS

## WASHINGTON WATCH

### TROUBLED OVER TIME WARNER

News of possible Japanese investment in Time Warner's cable and motion picture interests (BROADCASTING, Oct. 7) got a chilly reception on Capitol Hill. "It would have some obvious and disturbing implications for our regulatory system, particularly given the lack of investment opportunities available to American media companies in Japan," said House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Dingell also criticized Time Warner for "freely discussing an alliance with a company [Toshiba] that has admitted selling sensitive information to the Soviet Union."

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) is sponsoring legislation to extend the current foreign ownership restrictions on broadcast stations to cable operators.

### BASEBALL STRIKES OUT

The FCC denied a petition by Major League Baseball seeking a waiver of the network nonduplication rules. MLB sought to have all live broadcasts of the same event fall under the rule. A problem arises when separate

telecasts of the same game—one by a superstation and another by the local market's rightsholder reaches the same market and the local station wants the distant signal to be blacked out. MLB favored local rightsholder protection, but the FCC said: "the same sporting event [televised] by separate television stations each holding its own license to broadcast the game and each using its own announcers, equipment and editing constitutes separate copyrightable works and does not constitute a single network program."

### DAB DIFFERENCE

A report by the Library of Congress Copyright Office advises passage of special copyright legislation with the implementation of digital audio broadcasting. DAB is likely to increase the frequency of home recording of radio broadcasts and to "increase the potential for economic harm to copyright owners of recorded works," the report concluded. The Copyright Office suggested technical solutions, such as anticopying codes, and royalty fees on digital audio recorders and blank tapes as potential solutions. The National Association of Broadcasters said it would oppose the recommendations.

# INTERNATIONAL

## CROSSROADS AT CANNES: TV'S WORLDLY MIPCOM

*No obvious signs of slowdown in international television marketplace; diverse activities include 'customizing' U.S. shows for foreign markets*

**C**athy Malatesta, vice president, sales and marketing of Westinghouse Broadcasting International, was still holding meetings with foreign broadcasters on the last day of MIPCOM (BROADCASTING, Oct. 14) amid packed boxes and workmen moving furniture. Toward evening, when security personnel at Cannes' seaside convention center, the Palais, finally ushered the remaining participants out the door, the business meetings spilled onto the nearby sidewalk restaurants. Some buyers and exhibitors even suggested that MIPCOM (The International Market for Television, Video, Cable and Satellite Films and Programs) should be increased beyond its current five days.

That such a market should be busy despite a slowdown in the growth of new TV outlets and a well-traveled recession says much about MIPCOM's diverse functions. The Reed International-owned exhibition (Reed also owns BROADCASTING) continues to serve first as a place where U.S., British and other program distributors exhibit and sell programs to foreign TV networks and other buyers. But MIPCOM is also a meeting place where producers submit program proposals to distributors and studios, where co-productions are arranged and where distributors try to discern buyers' future needs. Less formally, it is a reunion where geographically distant parties to the international TV business can break bread in a pleasant setting.

How is the international program market? Reviews were mixed, although no one suggested that buying activity greatly departed from last year. Some buyers said prices were roughly flat, averaging differences among genres (made-for-TV movie prices, for instance, may have been down some) and among countries (prices paid by some German buyers, for instance, may have been higher).

If the underlying market at MIPCOM was mostly the same, there were trends in evidence that might change the way future business is done. Economic difficulties and increased buyer sophistica-



Top executives work the booths in Cannes: at left, MCA TV International President Colin Davis; at right, Capcities/ABC Video Enterprises President Herb Granath (r) talks with Rick Spinner, senior VP, European operations.

tion—this was at least the third MIPCOM for most buyers contacted by BROADCASTING—have caused them to be increasingly cash conscious. Said Drew Levin, president of DSL Entertainment: "In the past nine months a lot of countries have slowed payments down." Some countries additionally were said to be delaying payments by declining to take delivery of product until just before air date.

The maturation of new foreign broadcasters has also seen the maturation of relationships between them and their co-production partners. Last week many such partners were discussing whether it made sense to form more permanent alliances (see "Top of the Week").

### Animation's big surge, made-for-TV's quandary

**W**hen somebody says "action" at Cannes, it is less likely to be a film festival director than a MIPCOM buyer. Last week, action television shows, whether drama, series or even animation, were said to "travel better." Peter Keefe, creator of Zodiac Entertainment's animated hits *Mr. Bogus* and *Widget*, said: "You can't have too much talking.... The test is, when you turn the volume down...is it wild?"

Even among reality and game shows action was noticeable. Several series were being promoted that documented Hollywood stuntmen, including GRB Entertainment's *Stuntmasters* and DSL's *Hollywood Stuntmakers*, and *Grudge Match* had already been formatted for both French and German TV, said Genesis International President Wayne Lepoff.

Other than the action in action, stories from MIPCOM mostly were specific to genres such as made-for-TV movies and animation.

Distributors of made-for-TV movies have been hit on both the supply and demand sides. Perhaps the most important factor, said Hearst Entertainment International President William Miller, is the decline of the home video market for such movies, offset some by the increased number of media outlets. The fall-off has especially hurt because, unlike most broadcasters, home video distributors paid cash upfront for their rights.

Meanwhile, the supply of such movies jumped from 75 last year to 235 at this year's MIPCOM, according to estimates by Saban International Chairman Haim Saban. A major factor has been the increased product from U.S. cable programmers like Turner and USA Network. The increased supply has enforced buyers' attitudes of treating "made for's" as a "fungible commodity," said Carolco International Presi-

dent John Ranck.

For the sellers the solutions have been many, including selling off distribution rights and getting upfront cash commitments from co-production partners.

As for animation, Jeff Segal, president of Universal Family Entertainment, a recently formed MCA division, said he was "amazed" at the amount there was at MIPCOM. Zodiac's Keefe said the "renaissance" of animation he first noticed in April has continued.

Animation has been ripe for co-production since costs reached an average of at least \$250,000 per half-hour. The \$3- to \$4-million investment for just 13 episodes is a bigger risk than many smaller animation distributors can afford, especially those that do not take toy company money.

Among the co-productions being promoted at MIPCOM last week were *Bucky O'Hare*, a venture between New York-based Sunbow Productions and the French production company IDDH. Nickelodeon said it signed a multi-series agreement with French production house Ellipse Programme, and Hearst has arranged some additional financial backing for the next 39 episodes of *Prince Valiant* and another animated series in the planning stage.

Whether the current supply of animation will be necessary to meet demand or whether, observed MCA's Segal, it will create a cyclical bust in the market remains to be seen at future MIPCOM's. **-GF**



### TAILORING THE SHOW TO THE COUNTRY

Customizing" is the new buzzword in international television. Essentially it means any strategy—formatting or segmenting—that makes programs more attractive to foreign buyers. One reason customizing was of special interest at MIPCOM is that local content laws restricting the importation of U.S.-material make selling some programming more difficult, especially that material other than the major dramatic and comedy series and movies.

With documentaries, such as the 26-part series *Spies*, customizing means using an off-camera narrator, said CBS Enterprises President James Warner. King World Productions has had luck selling the format of *Wheel of Fortune* as the above photo of a recent gathering of the game show's international hostesses in Florida shows. And the format of *Studs* has already been sold to France, said William Saunders, president of 20th Century Fox TV International.

## FEUDING YUGOSLAV FACTIONS HOLD THEIR FIRE TO BUY TV

In Cannes the Serbs and the Croats were talking last week. The buyers for those warring republics—and Yugoslavia's other republics—had to talk because, despite the fighting, they still share television channels.

According to two Yugoslav buyers who talked with BROADCASTING last week at MIPCOM, if any one of them buys a show he or she buys rights for the entire country; thus each of them needs to know what buyers for the other regional television networks might be interested in. Each buyer who likes the show then has it subtitled in that republic's language and airs it during the portion of the day allocated to that republic.

While looking at a TV show's U.S. track record, both Judith Minda, who buys for TV Novi Sad, and Mladen Popovic, who buys for Televizija Beograd, ultimately rely on their own judgment. Both passed on *The Simpsons* because they did not think it would appeal to their respective audiences. The show was bought by another republic but, Minda said, has not done especially well. Popular shows include *Twin Peaks* and *Moonlighting*.

Yugoslavia, which has roughly six million TV households, has no local content law, but Minda and Popovic

expect legislation soon. A month ago, the government began levying a tax on foreign theatrical films aired on TV; the revenues generated will be directed to Yugoslavia's own film production.

Like many buyers at Cannes, neither Minda nor Popovic have authority to sign contracts. Negotiating final terms and closing a deal is instead handled by business affairs officials, in their case a representative of the government's import-export office.

Both are aware that more competition will come to Yugoslavia's TV industry, and some privately held broadcasting facilities have already started up. None, though, match the government facilities' signal strength, Popovic said.

For many of the buyers MIPCOM is just one of many buying opportunities held during the year. Last month, the Yugoslavian contingent hosted at least half a dozen major program distributors on the Adriatic coast.

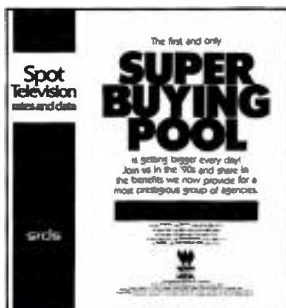
At Cannes, Popovic was trying to discuss formatting with two game show distributors, both of whom had been slow in responding to previous inquiries. He suspects that the civil war has caused distributors to avoid starting a working relationship with any one faction in the fighting. **-GF**



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# JOURNALISM

## BBC LAUNCHES ASIAN NEWS CHANNEL

*Expansion of World Service Television is latest in plan to cover the world in competition with CNN; next stop: Africa*

**T**he British Broadcasting Corp. last week moved a step closer in its plans to establish news channels around the world with the launch of the BBC World Service Television in Asia. The deal gives the BBC access to 38 Asian countries representing more than half the world's population, posing a considerable challenge to Cable News Network's hold on the global marketplace.

The deal with Hong Kong-based satellite TV broadcaster STAR-TV makes the service available to 2.7 billion people in Asia and is a major step in the expansion of the seven-month-old BBC World Service Television. The BBC hopes to close an African deal within the next few months and will then focus on finding strategic partners in North and South America, according to Jonathan Crane, head of the BBC in New York. He said the BBC plans to have the service cleared on every continent by 1993.

Crane said most of the news footage on the service is generated by the BBC itself, which staffs 250 correspondents in 50 bureaus around the world. The BBC also has access to footage through Visnews, the international newsgathering service jointly owned by Reuters, NBC and the BBC.

The BBC's Asian service was launched last week with two hours of programming, and on Nov. 15 will expand to an around-the-clock service with 10-minute news bulletins on the hour. Initially, the service will present world news, Asian news, business programming and continental weather information. The expanded 24-hour schedule will feature current affairs and other informational programs from the BBC, including *Panorama*, *Newsnight* and *Tomorrow's World*. At least half of all programming on the full-time Asian service will be news and current affairs.

Advertising on the Asian service is being handled by STAR-TV parent Hutchvision, which in turn shares its profits with BBC World Service Television. The service will initially be deliv-

ered in English and later will include simultaneous translation into a range of Asian languages. The channel is available at no charge to homes equipped with home satellite dishes, cable television, SMATV and MMDS. STAR-TV also provides sports and music channels through U.S.-based Prime Network International and MTV, respectively.

World Service Television currently broadcasts 18 hours a day in Europe, where the service has been available since April. The service reaches about 1 million cable subscribers plus several hundred thousand viewers through DBS and other delivery systems. London-based World Service Television, a wholly owned subsidiary of the BBC, is an outgrowth of the BBC's international radio service, which reaches 120 million people worldwide.

Among others that have shown interest in entering the global TV news race is NHK, Japan's public network. The Japanese broadcaster held talks with Worldwide Television News and ABC News to try to get the project off the ground, but sources indicated that ABC balked at the high price tag. Also throwing off NHK's plans was the sudden departure of Chairman Keiji Shima, who had spearheaded the company's efforts in the global TV news arena.

Crane said the BBC envisions its news service as coexisting with CNN, with both serving to increase the sale of satellite dishes worldwide, he said.

"We're certainly not trying to knock them out of the water," said Crane. "There's a place for CNN and there's a place for World Service Television. We think we're better." **—RS**

## MARKLE CASTS VOTE FOR CNN

**T**he Public Broadcasting Service's loss proved to be Cable News Network's gain last week, when the John and Mary R. Markle Foundation announced plans to give the 24-hour news network \$3.5 million that had been earmarked for public TV's 1992 election coverage.

The decision to provide CNN with the multimillion-dollar contribution arrived three months after the foundation exited a \$5-million election partnership with the Corporation for Public Broadcasting and PBS. Executives at the foundation said they had been frustrated by the slow decision-making process at public TV, and decided to return to an earlier strategy to launch its election project with a commercial broadcast or cable network (BROADCASTING, July 8).

The Markle contribution will enable CNN to expand upon its already ambitious plans to cover the 1992 presidential election. Under the title "Democracy in America," the cable network will use

the additional funding to develop more issues coverage and try to increase voter participation through its programming.

CNN's plans so far call for a series of "Peoples' Agenda" reports allowing citizens to speak to problems and concerns in their communities. The network will also use the money to carefully examine issues not generated by the candidates themselves, and will try to increase citizen involvement in the voting process through alternative candidate debate formats, 800-number telephone services and other efforts. CNN will maintain editorial control over all efforts.

Independent of its work with the Markle Foundation, CNN's coverage will include a daily, half-hour show, *Inside Politics '92*; gavel-to-gavel coverage of the party conventions; co-sponsorship of a New Hampshire presidential primary debate in February, and a joint effort with the other networks to produce a series of 90-minute debates among the major party nominees next fall.

# FOR THE RECORD

As compiled by BROADCASTING from October 7 through 11 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

- **KNCO-AM-FM Grass Valley, CA** (AM: BTC911003EB; 830 khz; 5 kw-U; FM: BTCH911003EC; 94.3 mhz; 290 w; ant. 980 ft.)—Seeks transfer of control within licensee Nevada County Broadcasters. Carroll E. Brock will sell five shares of the licensee's stock to Milton J. Brock Jr. and Veda J. Brock for \$1.00 and other consideration. Principals have no other broadcast interests. Filed Oct. 3.
- **KALI(AM) San Gabriel, CA** (BTC910927EB; 1430 khz; 5 kw-U)—Seeks transfer of control from David A. McClung, VP, Sovran Bank-Maryland, as sole trustee of trust established under will of Richard Eaton, to NCNB Corp. as result of planned merger that will form NationsBank. Stations included in transfer 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). NCNB is headed by Hugh Leon McColl Jr. and Bennett A. Brown. William Rogers Soles, director of NCNB, is chairman of Jefferson Pilot Corp. and subsidiary Jefferson Pilot Communications Co., licensee of five AM's, five FM's and two TV's. Filed Sept. 27.
- **KSOL(FM) San Mateo (San Francisco), CA** (BTCH910927EJ; 107.7 mhz; 8.9 kw; ant. 1,162 ft.)—Seeks transfer of control from David A. McClung, VP, Sovran Bank-Maryland, as sole trustee of trust established under will of Richard Eaton, to NCNB Corp. as result of planned merger to form NationsBank (see KALI[AM] San Gabriel, CA, above). Filed Sept. 27.
- **KZFF(FM) South Lake Tahoe, CA** (BALH910925GO; 102.9 mhz; 1 kw; ant. 2,794 ft.)—Seeks assignment of license from Emerald Communications Corp. to Tri-Valley Broadcasting Corp. for \$550,000 ("Changing Hands," Sept. 23). Seller is headed by Christian C. Larson, who also owns KTMS(AM)-KHTY(FM) Santa Barbara, CA. Buyer is headed by Craig and Mary Swope (each 25%), husband and wife. They jointly hold 69.7% of stock in M B Broadcasting Corp., licensee of KPTL(AM) Carson City, NV. Filed Sept. 25.
- **KRKY(AM)-KRKM(FM) Granby-Kremmling, CO** (AM: BAL911007EA; 930 khz; 4.5 kw-D; FM:
- BALH911007EB; 106.3 mhz; 152 w; ant. 1,096 ft.)—Seeks assignment of license from Grand Lake Broadcasting Inc. to Grand Broadcasting Corp. for \$75,000. Seller is Robert L. Kearns, and has interests in WOCD(TV) Amsterdam, NY. Buyer is headed by David A. Reams (33.3%). Reams's father, Frazier Reams Jr., is 100% stockholder of Reams Broadcasting Corp., licensee of WCWA(AM)-WIOT(FM) Toledo, OH, and WZRZ(FM) Hamilton, OH. Filed Oct. 7.
- **WXVQ(AM) DeLand, FL** (BAL910930EC; 1490 khz; 1 kw-U)—Seeks assignment of license from WXVQ Inc. to Green Broadcast Group Inc. for \$175,000. Seller is headed by Carl M. Adams, and has interests in licensees of WHAP(AM) Hopewell, VA; KSVP(AM)-KTZA(FM) Artesia, NM, and WZTN(AM) Montgomery, AL. Buyer is headed by Rick D. Green, who has less than 5% interest in licensee of KEYG-AM-FM Grand Coulee, WA; he is also management consultant for licensee WXVQ Inc. Filed Sept. 30.
- **WJGC(AM) Jacksonville, FL** (BAL911002EA; 1530 khz; 50 kw-D)—Seeks assignment of license from Defuniak Communications Inc. to Christian Voices, Texas Ltd. Partnership; purchase agreement to be submitted as amendment in near future. Seller is headed by Robert F. Schermann, and has interests in WJFC(AM)-WNOX(FM) Jefferson City, TN. Buyer is headed by The Proctor Group Inc. (60%) and Gerald R. Proctor; partner John R. Powley is licensee of WIIM-TV Iron Mountain, MI. Filed Oct. 2.
- **WMJK(AM) Kissimmee, FL** (BTC910916EJ; 1220 khz; 1 kw-D)—Seeks transfer of control of Kissimmee Broadcasting Corp. Inc. for \$500,000. Seller is Augustine M. Cawley, and has no other broadcast interests. Buyers are Richard Namey (50.1%) and Daniel Joseph Schutz (49.1%), and has no other broadcast interests. Filed Sept. 16.
- **WMMO(FM) Orlando, FL** (BALH910927HK; 98.9 mhz; 38 kw; ant. 439 ft.)—Seeks assignment of license from Radio Orlando to Granum Communications Inc. for \$8.15 million. Seller is headed by James E. Martin Jr., who is also partner in WAYP(FM) Holmes Beach, FL, and WGO(FM) Jessup, GA. Buyer is headed by Herbert W. McCord, and also owns KCMZ(AM)-KCDU(FM) Dallas. Filed Sept. 27.
- **WPUL(AM) South Daytona, FL** (BTC910920EA; 1590 khz; 1kw-D)—Seeks transfer of control from PSI Communications Inc. to Omega Diversified Investment Consortium for no cash consideration; application serves to disclose ownership of additional shareholders, percentage of which had not been determined at time of original acquisition. Licensee is headed by Charles W. Cherry II (19.8%), Glen W. Cherry and Edward N. Smith, and has no other broadcast interests. Filed Sept. 20.
- **WJYZ(AM)-WJIZ(FM) Albany, GA** (AM: BAL910920GL; 960 khz; 5 kw-D; FM: BALH910920GM; 96.3 mhz 100 kw; ant. 469 ft.)—Seeks assignment of license from Silver Star Communications-Albany Inc. to Keys Communications Group Inc. for \$2.541 million. Seller is headed by John Robert E. Lee, and has interest in WTMJ(AM)-WFAV(FM) Cordele, GA, and WVVO(AM)-WDXZ(FM) Charleston, S.C. Buyer is headed by Brady Keys, and has no other broadcast interests. Filed Sept. 20.
- **WJBM(AM) Jerseyville, IL** (BAL910920ED; 1480 khz; 500 w-D, 32 w-N)—Seeks assignment of license from Don Cavaleri, receiver, to Gary Brown and Virginia Brown for \$180,000. Seller has interests in Empire Broadcasting System, licensee of WCZR(AM) Charleston and WLZT(FM) Miami, both West Virginia. Buyers (each 50% general partners) have no other broadcast interests. Filed Sept. 20.
- **KMBS(AM) West Monroe, LA** (BAL910925EA; 1310 khz; 5 kw-D, 49 w-N)—Seeks assignment of license from estate of Charles G. (deceased) and Kay E. Morgan, husband and wife, to Kay E. Morgan for no cash consideration. Kay Morgan currently holds license of KBBS(AM) West Monroe, LA, as executrix of estate. Filed Sept. 25.
- **WFOV(FM) Pittsfield, ME** (BAPH910930HE; 99.5 mhz; 3 kw; ant. 243 ft.)—Seeks assignment of CP from Tanist Broadcasting Corp. to Action Communications Partnership for \$6,000. Seller is headed by T. Barton Carter, and has interests in WTBU(FM) Bar Harbor and WHAA(FM) Madison, both Maine. Buyer is headed by general partners Beverly E. Dodge (75%) and Howard L. Soule (25%), and has no other broadcast interests. Filed Sept. 30.
- **WYST-AM-FM Baltimore (AM: BTC910927EH; 1010 khz; 1 kw-D, 26 w-N; FM: BTCH910927EI; 92.3 mhz; 10 kw; ant. 709 ft.)**—Seeks transfer of control from David A. McClung, VP, Sovran Bank-Maryland, as sole trustee of trust established under will of Richard Eaton, to NCNB Corp. as result of planned merger that will form NationsBank (see KALI[AM] San Gabriel, CA, above). Filed Sept. 27.
- **WINX(AM)-WJZE(FM) Rockville (Washington), MD-Washington** (AM: BTC910927EC; 1600 khz; 1 kw-D, 500 w-N; FM: BTCH910927EK; 100.3 mhz; 40 kw-H, 38 kw-V; ant. 323 ft.)—Seeks transfer of control from David A. McClung, VP, Sovran Bank-Maryland, as sole trustee of trust established under will of Richard Eaton, to NCNB Corp. as result of planned merger that will form NationsBank (see KALI[AM] San Gabriel, CA, above). Filed Sept. 27.
- **\*WXS(B)FM) Benton Harbor, MI** (BAPH910924GK; 94.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Pamela S. Schau to Western Michigan University for \$6,950. Seller has no other broadcast interests. Buyer is headed by Winifred D. Fraser, and is licensee of noncommercial WMUK(FM) and WIDR(FM) both Kalamazoo, MI. Filed Sept. 24.
- **\*WNFA(FM) Port Huron, MI** (BTCED911007HL; 88.3 mhz; 1.3 kw; ant. 227 ft.)—Seeks transfer of control within licensee Ross Bible Church. Application serves to reflect board member replacements; no consideration is involved. Licensee is headed by Eugene Kent, and has no other broadcast interests. Filed Oct. 7.
- **KSCR-AM-FM Cambridge, MN** (AM: BAL910927ED; 1290 khz; 500 w-D; FM: BALH910927EE; 93.5 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Garamella Broadcasting Co. to Davies Broadcasting Co. for \$200,000. Seller is headed equally by general partners Joseph J. and Todd J. Garamella, father and son, and has interests in KSCR-AM-FM Benson, MN, and KJJG(FM) Spencer, IA. Buyer is headed by Daniel J. Davies (100%), and has no other broadcast interests. Filed Sept. 27.
- **WELZ(AM)-WVRD(FM) Belzoni, MS** (AM: BAL910926HF; 1460 khz; 1 kw-U; FM: BAPH910926HG; 107.1 mhz; 3 kw; ant. 175 ft.)—Seeks assignment of license from Guaranty Bank & Trust Co. to Humphreys County Broadcasting Co. Inc. for 145,000. Seller is headed by Huey Townsend, and has no other broadcast interests. Buyer is headed by Herb Guthrie (99.95%), and has no other broadcast interests. Filed Sept. 26.
- **KKUL(AM) Hardin, MT** (BAL910924EC; 1230 khz; 1 kw-U)—Seeks assignment of license from First Security Bank of Livingston to Sterling Broadcasting Co. Inc. for \$21,000. Seller is also licensee of KKUL-FM Hardin, MT. Buyer is headed by Sterling H. Watan, and has no other broadcast interests. Filed Sept. 24.

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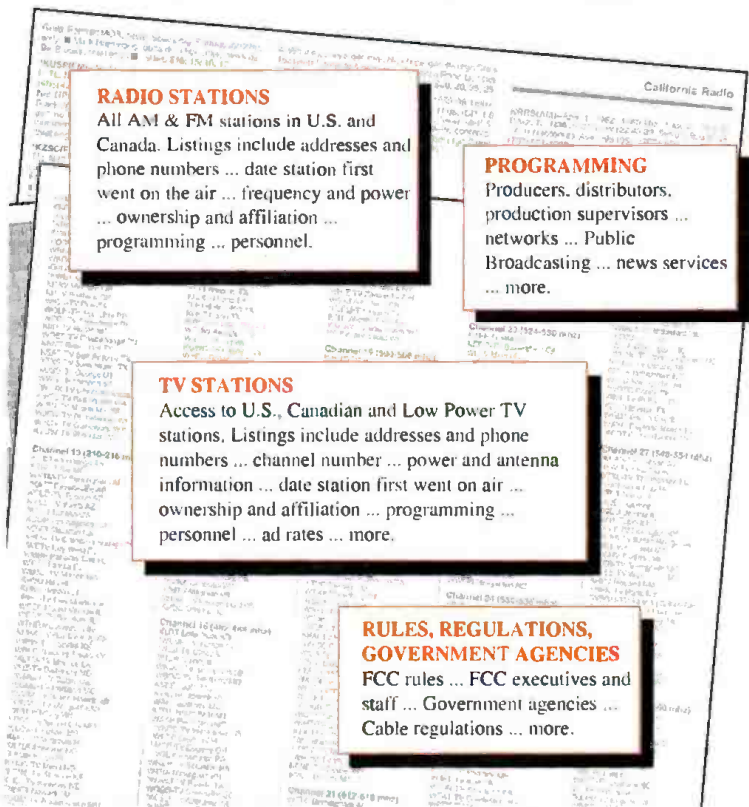
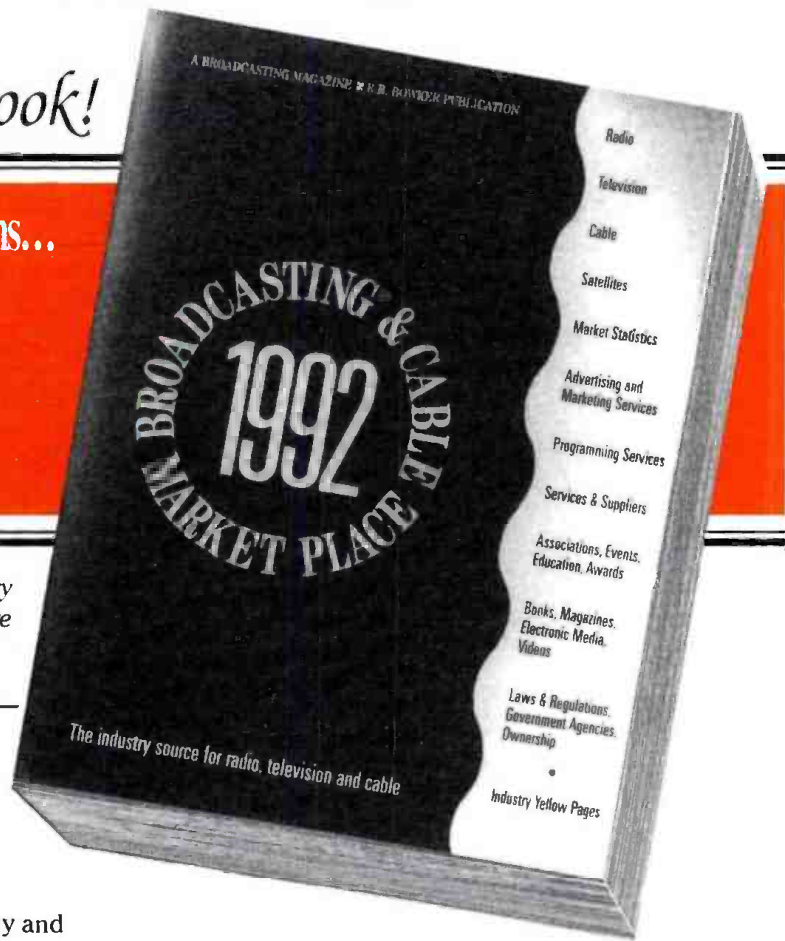
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■ **WCZX(FM) Hyde Park, NY (BALH911004HM; 97.7 mhz; 300 w; ant. 1,030 ft.)**—Seeks assignment of license from Hudson Valley Wireless Communications Corp. to Valley Communications Inc. for assumption of debt. Seller is headed by Harry Gregor Jr., and has no other broadcast interests. Buyer is headed by Bruce Morrow (12%), Robert F.X. Sillerman (56%), Howard J. Tytel (16%) and Gerald Wendel (16%). Sillerman and Tytel have interests in licenses of WMJI(FM) Cleveland; WYHY(FM) Lebanon, TN; WNEW(AM) New York; WIX-AM-FM Nashville and WHMP-AM-FM Northampton, MA. They also have interests in Sillerman Representative Ltd., which holds 5.3% of class B non-voting stock of Group W Radio Acquisition Corp., licensee of 10 AM's and seven FM's in major U.S. markets. Filed Oct. 4.

■ **WKDM(AM) New York (BTC910927EA; 1380 khz; 5 kw-D)**—Seeks transfer of control from David A. McClung, VP, Sovran Bank-Maryland, as sole trustee of trust established under will of Richard Eaton, to NCNB Corp. as result of planned merger that will form NationsBank (see KALI[AM] San Gabriel, CA, above). Filed Sept. 27.

■ **WRMY(TV) Rocky Mount (Raleigh-Durham), NC (BTC910930KK; ch. 47; 2,500 kw-V; 250 kw-A; ant. 750 ft.)**—Seeks transfer of control of Family Broadcasting Enterprises for \$100,000. Seller is Victor Bruce Whitehead, who also has interests in LPTV W47AG Rocky Mount, NC. Buyers, general partners Robert J. Pelletier and Robert M. Chandler Jr., will each have 50% interest in licensee; they have no other broadcast interests. Filed Sept. 30.

■ **WZFX(FM) Whiteville, NC (BTCH910926GW; 99.1 mhz; 100 kw; ant. 1,000 ft.)**—Seeks transfer of control of licensee Joyner Communications Inc. Transfer is stock swap; no valuation of stock is disclosed. Transfer includes WROV-AM-FM Roanoke-Martinsville, VA (see below), and WJJO(FM) Watertown, WI. Filed Sept. 26.

■ **KVLR(FM) Langdon, ND (BALH911007HI; 95.7 mhz; 3 kw; ant. 100 ft.)**—Seeks assignment of license from Continental Broadcasting Inc. to KNDK Inc. for \$90,000. Seller is headed by Scott Bornholdt, and has no other broadcast interests. Buyer is headed by Bert and Lyle Johnson (each 45%), brothers, who have interests in KNDK(AM) Langdon, ND. Filed Oct. 7.

■ **WJMO-AM-FM Cleveland Heights, OH (AM: BTC910927EF; 1490 khz; 1 kw-U; FM: BTCH910927EG; 92.3 mhz; 40 kw; ant. 548 ft.)**—Seeks transfer of control from David A. McClung, VP, Sovran Bank-Maryland, as sole trustee of trust established under will of Richard Eaton, to NCNB Corp. as result of planned merger that will form NationsBank (see KALI[AM] San Gabriel, CA, above). Filed Sept. 27.

■ **KVNR(FM) Alva, OK (BAPH910925GP; 104.7 mhz; ant. 299 ft.)**—Seeks assignment of CP from Lucille Ann Lacy to Quantum Broadcasting Co. for \$15,000. Seller has no other broadcast interests. Buyer is headed equally by general partners Douglas P. Herman and Jack S. McCoy, and has no other broadcast interests. Filed Sept. 25.

■ **WPTJ(TV) Johnstown, PA (BAPCT910904KF; ch. 19; 1,660 kw-V; 166 kw-A; ant. 1,190 ft.)**—Seeks assignment of CP from WFAT Inc. to Penn Highlands Communications Corp. for \$100,000. Seller is headed by Richard J. Bedford, trustee, and has no other broadcast interests. Buyer is headed by Harry J. Hain (40%); he also has interests in Nittany Media, Inc., which owns cable systems in Pennsylvania. Shareholder J. Thomas Connors (10%) is sole shareholder of JOTOCOM Comm. Inc., licensee of WBEM(AM) Windber, PA. Filed Sept. 4.

■ **WMGL(FM) Ravenel, SC (BAPLH911007HJ; 101.7 mhz; 1.32 kw; ant. 482 ft.)**—Seeks assignment of CP from MillCom Inc. to Ravenel Broadcasting Inc. for \$600,000. Seller is headed by Don A. Monteith, and has no other broadcast interests. Buyer is headed by B. H. Bridges Jr. and Jimmy I. Gibbs (100%), and has no other broadcast interests. Filed Oct. 7.

■ **WAJN(AM) Ashland City, TN (BAL911002EB; 790 khz; 500 w-D)**—Seeks assignment of license from Media Resource Group Inc. to Sycamore Valley Broadcasting Inc. for \$55,000. Seller is headed by A. J. Upadhyaya, and has interests in WYOR(AM) Brentwood, TN. Buyer is headed by Betty M. Albright. Her

husband Richard Albright has 25% interest in licensee of station WJZM(AM) Clarksville, TN, and WKDZ-AM-FM Cadiz, KY. Stock ownership of WJZM is subject of lawsuit presently pending. Filed Oct. 2.

■ **WKGK(AM) Knoxville, TN (BAL910924EA 1340 khz; 1 kw-U)**—Seeks assignment of license from WBC of Tennessee Inc. to former owner Volunteer Broadcasting Co. for cancellation of debt; station will then be transferred to Triple S Enterprises (see below). Seller is headed by Terrel Williams, and has no other broadcast interests. Buyer is headed by Alvin R. Umans (22%); Umans and shareholders Robert L. Haag (22%), Howard N. Gilbert (22%) and Avis Cohn Primack (17%) are also stockholders of Sharon Broadcasting Co., licensee of WNLFF(AM) Charlotte, MI. Filed Sept. 24.

■ **WKGK(AM) Knoxville, TN (BAL910924EB; 1340 khz; 1 kw-U)**—Seeks assignment of license from Volunteer Broadcasting Co. to Triple S Enterprises Inc. for \$50,000. Seller is headed by Alvin R. Umans (22%); Umans and shareholders Robert L. Haag (22%), Howard N. Gilbert (22%) and Avis Cohn Primack (17%) are also stockholders of Sharon Broadcasting Co., licensee of WNLFF(AM) Charlotte, MI. Buyer is headed by Robert L. Stewart (70%), and has no other broadcast interests. Filed Sept. 24.

■ **KXYL-AM-FM Brownwood, TX (AM: BAL910930EA; 1240 khz; 1 kw-U; FM: BALH910930EB; 104.1 mhz; 78 kw; ant. 62 ft.)**—Seeks assignment of license from Central Texas Communications Inc. to SEC-CESS Media Inc. for \$275,000 ("Changing Hands," Oct. 14). Seller is headed by Lynn Nabers, and has no other broadcast interests. Buyer is headed by Steve Everett (100%), and has interests in KNEL(AM)-KIXV(FM) Brady, TX. Filed Sept. 30.

■ **KUII(AM) Dallas (BAL910913EA; 1190 khz; 50 kw-D)**—Seeks assignment of license from Greystone Broadcasting Inc. to Greystone D/M Ltd. Partnership for \$71,500. Seller is headed by William R. Johnson, and Carol (50%) and Michael Russell, husband and wife. Buyer is headed by general partner Carol Broadcasting Inc. (50%). Transfer is part of stock sale involving KNHN(AM) Kansas City, KS (see "For the Record," Sept. 2). Greystone Broadcasting is 50% general partner of licensee of KNHN. Filed Sept. 13.

■ **KERB-AM-FM Kermit, TX (AM: BAL910920EB; 600 khz; 1 kw-D; FM: BALH910920EC; 106.3 mhz; 3 kw; ant. 276 ft.)**—Seeks assignment of license from Ron White, receiver, to Mesa Entertainment for \$80,000. Seller has no other broadcast interests. Buyer is headed by Augustin F. Mesa Jr.; as trustee for Valasques Children Trust of Odessa, TX, owns KOZA(AM) Odessa, TX. Filed Sept. 20.

■ **KGDD(AM)-KBUS(FM) Paris, TX (AM: BAL910909EC; 1250 khz; 500 w-D, 95 w-N; FM: BALH910909HC; 101.9 mhz; 50 kw; ant. 500 ft.)**—Seeks assignment of license from Lamar County Broadcasters Inc. to Webster Broadcasting Corp. for \$561,893. Seller is headed by Ray Eller, and has no other broadcast interests. Buyer is headed by Charles L. Webster (100%), and has no other broadcast interests. Filed Sept. 9.

■ **KZEY(AM)-KROZ(FM) Tyler, TX (AM: BAL910926EC; 690 khz; 1 kw-D; 92 w-N; FM: BALH910926ED 92.1 mhz; 3 kw; ant. 280 ft.)**—Seeks assignment of license from Hawthorne Broadcasting Corp. to Rose Communications Inc. for \$225,000 ("Changing Hands," Oct. 7). Seller is headed by Anita Wager and David J. Gallitano, and is 100% owned by PaineWebber Capital Inc., licensee of KIKM-FM Sherman, TX. Buyer is headed by Roger Whitehurst, and has no other broadcast interests. Filed Sept. 26.

■ **WROV-AM-FM Roanoke-Martinsville, VA (AM: BTC910926GX; 1240 khz; 1 kw-U; FM: BTCH910926GY; 96.3 mhz; 13.8 kw; ant. 2,076 ft.)**—Seeks transfer of control within Lisa Broadcasting Inc. Transfer is stock swap, no valuation of stock is disclosed. Transfer includes licensees of WZFX(FM) Whiteville, NC (see above) and WJJO(FM) Watertown, WI. Transferor is A. Thomas Joyner, who is transferring 60% of interest in licensee. He also has interests in WTRG(FM) Rocky Mount, NC. Transferor is David Weil; he has no other broadcast interests. Filed Sept. 26.

■ **KENU(AM) Enumclaw, WA (BAL910924ED; 1330 khz; 500 w-D, 26 w-N)**—Seeks assignment of license from Robert Reverman Broadcasting-KENU Inc. to Country Gold Network, Inc. for \$135,000. Seller is headed by Robert Reverman, and has no other broadcast interests. Buyer is headed by Barbara J. Geesman, who is also 100% voting stockholder of Joy Broadcasting Inc., licensee of KJUN(AM) Puyallup, WA. She is also president and 100% voting stockholder of Bar-B Broadcasting, Inc., proposed assignee of KTOL(AM) Lacey, WA. Filed Sept. 24.

■ **WTUS(FM) Mannington, WV (BAPH910920HO; 102.7 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of CP from Sandy S. Garlitz to Joseph D. Powers for \$23,000. Seller also owns WKMM(FM) Kingwood, WV. Buyer also owns WSKR(FM) Petersburg, NJ, and recently sold WIGB(AM) Ocean City and WREY(AM) Millville, both New Jersey ("Changing Hands," Sept. 16). Filed Sept. 20.

■ **WXMD(FM) White Sulphur Springs, WV (BAPH910918GN; 93.3 mhz; 283 w; ant. 1,072 ft.)**—Seeks assignment of CP from World Media Inc. to Covenant Communications Inc. for \$19,800. Seller is headed by Victor Bosiger, and has no other broadcast interests. Buyer is headed by Freddie T. Steel (100%), and has no other broadcast interests. Filed Sept. 18.

■ **WVYM(AM)-WVMMH(FM) Minocqua, WI (AM: BAL910920HM 1570 khz; 5 kw-D; FM: BAPLH910920HN; 95.9 mhz; 3 kw; ant. 178 ft.)**—Seeks assignment of license from Lakeland Broadcasting Inc. to Raven Broadcasting Corp. for \$400,000. Seller is headed by C. James Lange, and has no other broadcast interests. Buyer is headed by David Ewaskowitz (37.1%), and has no other broadcast interests. Filed Sept. 20.

■ **KASL(AM) Newcastle, WY (BAL910926EB; 1240 khz; 1 kw-U)**—Seeks assignment of license from Radio Broadcasters Inc. to Castle Radio for \$50,000. Seller is headed by Delores Kath and Donald S. Jones; they have interests in KVSH(AM) Valentine, NE, and KWIV(AM) Douglas, WY. Kath also has interests in KATH-FM Douglas and KGOS(AM)-KERM(FM) Torrington, both Wyoming. Jones also has interests in KCSR(AM)-KQSK(FM) Chadron, NE. Buyer is headed by group partners Stephen E. Holloway (30%), Ann A. Fossey Holloway (30%) and Timothy P. Tesson (40%), and has no other broadcast interests. Filed Sept. 26.

## NEW STATIONS

### Applications

■ **\*Chico, CA (BPED910923MF)**—Western Inspirational Broadcasters, Inc. seeks 92.7 mhz; 4 kw; ant. 119 m. Address: 6363 Hwy. 50 East, Carson City, NV 89701. Applicant is headed by Stephen A. Backe, and is licensee of KCSF(FM) Casper, WY, and is permittee of noncommercial educational KNIS(FM) Carson City NV, and is permittee or licensee of 15 translator stations in California or Nevada. Filed Sept. 23.

■ **Chico, CA (BPH910925ME)**—Broad Spectrum Communications Inc. seeks 92.7 mhz; 3.6 kw; ant. 126 m. Address: 5904 Bay Point Dr., Lake Oswego, OR 97035. Applicant is headed by Paul Eric Dausman (50%), and has no other broadcast interests. Filed Sept. 25.

■ **Chico, CA (BPH910925MC)**—The Park Lane Group Inc. seeks 92.7; 6 kw; ant. -23 m. Address: 750 Menlo Ave. Suite 340, Menlo Park, CA 94025. Applicant is headed by James H. Levy (35.05%), and is general partner of Park Lane Colusa Partners Ltd., licensee of KPPL(AM) Colusa, CA. Filed Sept. 25.

■ **\*Pennsco, FL (BPED910912MG)**—Hispanic Educational System Inc. seeks 88.3 mhz; 3 kw-V; ant. 51 m. Address: P.O. Box 660506, Miami Springs, FL 33266. Applicant is headed by Julio Izquierdo (50%), and has no other broadcast interests. Filed Sept. 12.

■ **\*Hays, KS (BPED910923MC)**—Kansas Nebraska Christian Bcg. Inc. seeks 91.3 mhz; 50 kw; ant. 150 m. Address: 1018 N. Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell (20%), and has no other broadcast interests. Filed Sept. 23.

■ **St. Marys, KS (BPH910912MI)**—James D. Keck seeks 102.9 mhz; 150 kw; ant. 150 m. Address: 2301 Sumner St., Lincoln, NE 68502. Applicant has no other broadcast interests. Filed Sept. 12.

■ **\*St. Marys, KS (BPED910912MF)**—Kansas Nebraska Christian Bcg. Inc. seeks 102.9 mhz; 35.5 kw; ant. 181 ft. Address: 1018 N. Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell (20%), and has no other broadcast interests. Filed Sept. 12.

■ **\*St. Marys, KS (BPH0 (BPH910912MC)**—Sunrise Broadcasting Corp. seeks 102.7 mhz; 50 kw; ant. 150 m. Address: P.O. Box 2307, Newburgh, NY 12550. Applicant is headed by Joerg G. Klebe, and is licensee of KNCY-AM-FM Nebraska City and KBWH(FM) Blair, both Nebraska, and is parent of licensee of WFSF(AM)-WQLS(FM) Ozark, AL. Filed Sept. 12.

■ **\*Bronson, MI (BPED910916MA)**—Michiana Christian Broadcasters Inc. seeks 94.7 mhz; 6 kw; ant. 390 m. Address: 1573 West Chicago Rd., Coldwater, MI 49036. Applicant is headed by Wayne S. Reese (14.3%), and has no other broadcast interests. Filed Sept. 16.

■ **\*Great Falls, MT (BPED910919ME)**—Lou Smith Ministries Inc. seeks 91.9 mhz; 6 kw; ant. 100 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Applicant is headed equally by Mary L. Smith, John W. Smith and David B. Smith. Mary Smith and John Smith have 25% interest in licensee for LPTV W05BE at Jeffersonville, IN, and hold CP's W26AS Clarks-ville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Mary Smith also owns 100% permittee of WLWZ(AM) Athens, OH; WRRD(AM) Blennerhassett, WV, and WMSP(AM) Elk Hills, WI. Filed Sept. 19.

■ **Kalispell, MT (BPH910926MB)**—Tom Seabase seeks 106.3 mhz; 1.9 kw; ant. 126 m. Address: P.O. Box 1407, Polson, MT 59860. Applicant has no other broadcast interests. Filed Sept. 26.

■ **Kalispell, MT (BPH910925MD)**—Skyline Broadcasters Inc. seeks 106.3 mhz; 1.94 kw; ant. 174 m. Address: P.O. Box 169, Kalispell, MT 59903. Applicant is headed by M.A. Hims (33.33%), and is licensee of KGEZ(AM) Kalispell, MT. Filed Sept. 25.

■ **\*Chester, NE (BPED910923MB)**—Kansas Nebraska Christian Bcg. Inc. seeks 89.9 mhz; 50 kw; ant. 150 m. Address: 1018 N. Jackson Unit 3, Hutchinson, KS 67501. Applicant is headed by Thomas J. Russell (20%), and has no other broadcast interests. Filed Sept. 23.

■ **Hague, NY (BPH910924MB)**—Family Broadcasting Inc. seeks 93.7 mhz; 4.8 kw; ant. 112 m. Address: P.O. Box 150, Waterbury, VT 05676. Applicant is headed by Alexander D. Ewing (51%), and is licensee of WGLV-FM Waterbury, VT. It is also permittee of CP for WGLV-FM Hartford, VT, and LPTV CP for W39AS at Burlington, VT. Filed Sept. 24.

■ **\*Del City, OK (BPED910920MC)**—Everlasting Gospel Lighthouse Inc. seeks 91.7 mhz; 15 kw; ant. 44 m. Address: 5800 South Sunnyside, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Filed Sept. 20.

■ **Cottage Grove, OR (BPH910923ME)**—Signal Communications Inc. seeks 105.5 mhz; 1.86 kw; ant. 177.1 m. Address: 6525 N. Borthwick St., Portland, OR 97217. Applicant is headed by Jerry Lewis Foster (100%), and has no other broadcast interests. Filed Sept. 23.

■ **Chesterfield, SC (BPH910923MD)**—D.D.&D Broadcasters of Chesterfield seeks 107.3 mhz; 3 kw; ant. 100 m. Address: P.O. Box 125, Chesterfield, SC 29709. Applicant is headed by Albert W. De Hope III (50%); he holds 100% ownership of WCRE(AM) Cheraw, SC. Filed Sept. 23.

## ACTIONS

■ **Authorized Hughes Communications Galaxy Inc.** to modify Westar IV, Westar V and Galaxy VI domestic authorizations to permit use of satellites for program distribution between Caribbean locations. (By MO.O&A [DA 91-1112] adopted August 26 by Common Carrier Bureau.)

■ **Authorized Eastern Microwave Inc.** to provide TV service between U.S. and Canada. (By O.A&C [DA 91-1170] adopted September 16 by Chief, International Facilities Division, Common Carrier Bureau.)

■ **Codified rules** it has been applying on case-by-case basis to eliminate electromagnetic interference among full-service TV's operating on channels 14 and 69 and stations in land mobile radio service operating on adjacent frequencies. (MM docket 87-465 by R&O [FCC 91-241] adopted July 30 by Commission.)

■ **Conditionally granted application** of Alpha Lyra-com, d/b/a Pan American Satellite, to construct, launch and operate hybrid international communications satellite (PAS-4) to expand its international service to Pacific Ocean Region. (By MOO&A [FCC 91-2651] adopted August 15 by Commission.)

■ **Declined to adopt proposal** by Society of Broadcast Engineers to require broadcast auxiliary and cable relay microwave stations located within Metropolitan Statistical Areas, to employ high-performance Category antenna systems that are more effective at reducing interference. (MM docket 90-500, Report DC-1950, September 23 by R&O [FCC 91-293].)

■ **Denied petition for special relief** filed by Major League Baseball requesting clarification or, alterna-

tively, waiver of Commission's network program non-duplication rules. Specifically, Baseball sought determination that term "network program" included all live broadcasts of same sports events. (Report MM-574, Mass Media Action, September 16 by MO&O [FCC 91-287].)

■ **Further amended its rules** to facilitate development of wireless cable service by conforming rules applicable to three microwave radio services used in provision of wireless cable. (Gen. docket 90-54, Report DC-1956, September 26 by Second Report and Order [FCC 91-302].)

■ **Granted request** of National Broadcasting Co. for declaratory ruling that "Later with Bob Costas" is bona fide news interview program exempt from equal opportunities provision of Section 315(a) of Communications Act. (By Staff Ruling [DA 91-1094] adopted August 27 by Chief, Fairness Political Programming Branch, Mass Media Bureau.)

■ **Notified TCI Cablevision of Maryland Inc.** that it has incurred an apparent liability for forfeiture of \$36,250 for excessive cable signal leakage at its system serving Elkton, North East and Charlestown, MD. (Report MM-573, September 17 by Letter [FCC 91-291].)

# SUMMARY OF BROADCASTING & CABLE

## BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
<b>Total Radio</b>	<b>10,989</b>	<b>1,565</b>	<b>12,554</b>
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ <b>Total TV</b>	<b>1,486</b>	<b>198</b>	<b>1,684</b>
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ <b>Total LPTV</b>	<b>925</b>	<b>948</b>	<b>1,873</b>
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

## CABLE

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

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

■ **Reaffirmed** rules to permit short-spaced FM station assignments by using directional antennas. (MM docket 87-121. Report DC-1940. by Commission August 28 by MO&O [FCC 91-273].)

■ **Homewood, AL** Denied Heidi Damsky extraordinary relief and dismissed her motions for stay in proceeding involving seven competing applications, including Damsky's, for new FM on channel 247A. (MM docket 90-683. Report DC-1945. September 16 by MO&O [FCC 91-288].)

■ **Hampton, AR** Ordered Southern Arkansas Radio Company, licensee of KKOL(FM), to forfeit \$4,000 for repeated violations of Commission's rules regarding political programming. (By MO&O [DA 91-1060] adopted August 21 by Chief, Mass Media Bureau.)

■ **Little Rock, AR** Conditionally renewed license of KBIS(AH)KHLT-FM; notified licensee of apparent liability of forfeiture for \$8,000 for violation of EEO rule. (By MO&O and NAL [FCC 91-282] adopted September 10 by Commission.)

■ **Clovis and Madera, both California** Granted request for supplemental information in proceeding for reallocation of channel 221B1 from Madera to Clovis. Comments due October 18. (MM docket 90-45 by Request for Supplemental Information [DA 91-1030] adopted August 13 by Assistant Chief, Allocations Branch.)

■ **Oroville, CA** Denied joint request by Golden Eagle Communications Inc. and Golden Feather Broadcasting Corp. for review of decision by Mass Media Bureau, which denied Golden Eagle's request for and extension of time to construct station KCEO-TV channel 28. cancelled its construction permit and deleted call sign. (By MO&O [FCC 91-264] adopted August 12 by Commission.)

■ **Tucson, AZ** Affirmed dismissal of Quinto Broadcasting Corp.'s application for new FM on channel 281A in Tucson. (Report MM-576. Mass Media Action. September 20 by MO&O [FCC 91-294].)

■ **Rancho Mirage, CA** Affirmed dismissal of applications of Pike Family Broadcasting Inc. and G. Dale Cowle for new FM on channel 258A. (Report MM-575. Mass Media Action. September 20 by MO&O [FCC 91-295].)

■ **Sacramento, CA** Granted Kelly Broadcasting Co., licensee of station KCRA-TV temporary authority to use 6:00-10:00 p.m. as its prime time hours for purposes of network television prime time access rule. (Report MM-571. August 29 by MO&O [FCC 91-274].)

■ **San Clemente, CA** Disqualified all three applicants for new FM on 285A at San Clemente: ordered that, should disqualifications get overturned on appeal, on the Beach Broadcasting would be clear winner under comparative criteria. (MM docket 89-503 by ID [FCC 91D-45] issued August 28 by ALJ Joseph P. Gonzalez.)

■ **Evergreen, CO** Approved settlement agreements and granted application of Evergreen Communications Company for new FM (MM dockets 84-397-412 by MO&O [FCC 91-267] adopted August 23 by Commission.)

■ **Alachua, FL** Granted application of Eve Ackerman for new FM on channel 223A in Alachua: denied competing applications of L.L. Broadcasting and Harmon Broadcast Partners. (MM docket 90-8 by Initial Decision [FCC 91D-49] issued August 30 by ALJ Joseph P. Gonzalez.)

■ **Ponte Vedra Beach, FL** Granted application of First Coast Radio Inc., for new FM on channel 293A: denied competing applications. (MM docket 89-350 by ID [FCC 91D-47] issued August 28 by ALJ John M. Frysiaik.)

■ **White City, FL** Granted appeal by Crystal Communications Inc. and Lowery Broadcasting Ltd., competing applicants for new FM on channel 284A of ALJ's MO&O requiring production of certain documents over company's claim of attorney client privilege and work-product doctrine protection (MM docket 91-86 by MO&O [FCC 91R-82] adopted September 11 by Review Board.)

■ **Trion, GA** Affirmed grant of application of Tri-State Broadcasting Co. for new FM on channel 239A at Trion. (MM docket 88-580 by Supplemental ID [FCC

91D-46] issued August 27 by ALJ Joseph Chachkin.)

■ **Turners Falls, HI** Granted application of Cardwell Broadcasting for new FM on channel 230A and denied competing application of Happy Valley Broadcasting Inc. (MM docket 90-135 by Initial Decision [FCC 91D-44] issued August 20 by ALJ John H. Frysiaik.)

■ **Wallace, ID** Granted appeal by Sam Widge Advertising Limited Partnership in proceeding for new FM on channel 264C at Wallace, and referred to Commissions Managing Director for appropriate action. (MM docket 91-20 by MO&O [FCC 91R-76] adopted August 21 by Review Board.)

■ **Evansville, IN** Denied application of Evansville Skywave Inc., for new FM on channel 298A. (MM docket 88-403 by Decision [FCC 91R-81] adopted September 6 by Review Board.)

■ **Muscataine, IA** Denied Michael D. Richardson review of staff dismissal of his complaint against station KFMH(FM). (By Order [FCC 91-290] adopted September 17 by Commission.)

■ **New Sharon and Albia, both Iowa, and Memphis, MO** Ordered KMEM(FM) Memphis, MO, to show cause why its license should be modified to specify operation on channel 263A instead of channel 244A; response due by October 28. (MM docket 90-284 by OSC [DA 91-1074] adopted August 19 by Assistant Chief, Allocations Branch.)

■ **Topeka, KS** Dismissed petition by Spacecom Inc. for leave to file request for reconsideration and request for reconsideration in proceeding involving competing applications of Spacecom and Margaret Escrava for new FM on channel 223A at Topeka. (MM docket 89-293 by MO&O [FCC 91R-83] adopted September 11 by Review Board.)

■ **Caribou, ME** Notified CanXus Broadcasting Corp., permittee of WCXU-FM Caribou that it is apparently liable for forfeiture of \$10,000 for engaging in unauthorized assignment of license of WKZX(AM) Presque Isle, ME, to CanXus from Colonial Broadcasting Co. and for presenting incorrect contract of sale with transfer application. (By Letter [DA 91-1160] adopted September 9 by Chief, Mass Media Bureau.)

■ **Warren, ME** Granted application of Warren Telephone Company to construct and operate cable television facilities. (By MO&O [DA 91-1116] adopted August 29 by Chief, Common Carrier Bureau.)

■ **Salisbury, MD** Granted request for declaratory ruling, permitting HVS Partners, licensee of an AM, to enter into time brokerage agreement whereby it would become broker for Gary Burns, licensee of WDVH-FM, Salisbury. Same parties also propose to enter into identical time brokerage agreement between WHBT(AM) (HVS), Tallahassee, FL, and WTMG-FM (Burns), Tallahassee. There is substantial overlap between stations. (By Letter [DA 91-1158] adopted September 6 by Chief, Mass Media Bureau.)

■ **Pittsfield, MA** Denied application for review filed by Panavideo Broadcasting, Inc. for extension of time to construct WVUW(TV), thus cancelling its CP and deleting its call sign. (Report MM-570 August 23 by MO&O [FCC 91-269].)

■ **Kansas City, MO** Affirmed decision by Review Board that granted application of T.V. 32, Inc., for new TV and denied competing applications of channel 32 Broadcasting Company, Kansas City Skywave, Inc., Bolt Ltd. and Kansas City Television, Ltd. [KZKC(TV)]. Channel 32, Skywave, Bolt and Kansas City Television sought review of Board's decision. (MM docket 87-86. Report DC-1938. by Commission August 26 by MO&O [FCC 91-271].)

■ **Las Vegas** Granted application of Tierra Alta Broadcasting for new UHF TV on channel 15; denied competing application of Lorraine Walker Arms and dismissed the application of Echonet Corporation. (MM docket 89-80 by Decision [FCC 91R-88] adopted September 24 by Review Board.)

■ **Manahawkin, NJ** Designated for hearing application of Great Scott Broadcasting for new FM on channel 289B1 at Manahawkin. (MM docket 91-208 by Order [DA 91-1040] adopted August 15 by Chief, Audio Services Division, Mass Media Bureau.)

■ **North Cape May, NJ** Granted application of Jeanne T. Haefner for new FM on channel 294A: denied competing application of Cape Broadcasting Corp.

(MM docket 90-354 by ID [FCC 91D-50] issued August 30 by ALJ Richard L. Sippel.)

■ **Santa Fe, NM** Resolved financial issues and granted current application of John Sirelitz for new FM on channel 234C. (MM docket 90-621 by Summary Decision [FCC 91D-43] issued August 21 by ALJ Richard L. Sippel.)

■ **Rio Grande, PR** Reinstated application of Irene Rodriguez Diaz de McComas in proceeding involving four competing applications for new FM on channel 247A at Rio Grande. (MM docket 90-380 by MO&O [FCC 91R-85] adopted September 16 by Review Board.)

■ **Bartlett, TN** Remanded to ALJ proceeding concerning three mutually exclusive applications for new FM on channel 225A to determine whether one of applicants was lacking in candor with Commission. (MM docket 89-606 by MO&O [FCC 91R-80] adopted September 4 by Review Board.)

■ **Beaumont, TX** Affirmed Review Board decision granting application of Beaumont Skywave Inc., for new FM on channel 273C2 and denying competing applications. (MM docket 88-358 by MO&O [FCC 91-270] adopted August 26 by Commission.)

■ **Gainesville, TX** Granted application of Kevin Potter for new FM on channel 300C2: denied competing application of Mark Rodriguez Jr. (MM docket 90-290 by ID [FCC 91D-48] issued August 29 by ALJ Joseph Stirmer.)

■ **Longview, TX** Dismissed motion for extraordinary relief by Matthew Williams concerning new FM on channel 247C2. (MM docket 90-352 by MO&O [FCC 91R-87] adopted September 23 by Review Board.)

■ **Charlottesville, VA** Dismissed as repetitious Communication Audio Video Corporation's request for reconsideration of dismissal of its application for new FM on channel 298A. (MM docket 88-440 by Order [FCC 91-266] adopted August 23 by Commission.)

■ **Charlottesville, VA** Denied applications of Acher-nar Broadcasting Co. and Lindsay Television Inc., for new TV on channel 64. Decision overturned Review Board action granting Lindsay's application and denying Acher-nar's. (MM docket 86-440. Report DC-1943. September 10 by MO&O [FCC 91-280].)

■ **Hayward, WI** Ordered Pine-Aire Broadcasting Corp. Inc., licensee of station WRLS-FM, Hayward, WI, to forfeit \$2,000 for violating Commission's rules concerning lotteries. (By MO&O [DA 91-1134] adopted September 4 by Chief, Mass Media Bureau.)

## ALLOCATIONS

### Proposals

■ **Eureka Springs, AR** Allot TV channel 34: comments due November 4. replies November 19 (MM docket 91-260 [DA 91-1111] adopted August 28 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Callahan, FL and St. Marys, GA** Reallot FM channel 227C2 from St. Marys to Callahan: comments due November 4, replies November 19 (MM docket 91-261 [DA 91-1127] adopted August 29 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Venice, FL** Substitute channel 221C3 for channel 221A and modify license of WCTQ(FM) accordingly: comments due October 28. replies November 12. (MM docket 91-257 by NPRM [DA 91-1104] adopted August 26 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Honolulu** Proposed substituting channel 238C for channel 238C1 and modifying license of KAIM(FM) accordingly. Comments are due November 25. replies December 10. (MM docket 91-285 adopted September 25 by Assistant Chief, Allocations Branch.)

■ **Hayden, ID** Substitute channel 233C for channel 233A and modify CP of KMWC(FM) accordingly. Comments due October 25. replies November 12. (MM docket 91-254 by NPRM [DA 91-1090] adopted August 22 by Assistant Chief, Allocations Branch.)



■ **Brownstown, Cannelton and Edinburg, all Indiana;** Beaver Dam, Campbellsville, Horse Cave and Munfordville, all Kentucky, and Carthage and Lafayette, both Tennessee Proposed allotting channel 275A to Brownstown, IN. as its first broadcast service; proposed substituting channel 275C3 for channel 275A at Cannelton, and modifying CP of WKCM-FM accordingly; proposed substituting channel 264A for channel 274A at Beaver Dam, KY. and modifying construction permit of WVPV(FM) accordingly; substituting channel 294A for channel 264A at Horse Cave, KY; proposed allotting channel 275A to Edinburg, IN. as its first broadcast service; substituting channel 281C3 for channel 281A at Campbellsville, KY. and modifying license of WCKQ(FM) accordingly; substituting channel 294A for channel 272A at Munfordville, KY. and modifying license of WLOC-FM accordingly; substituting channel 281A for channel 272A at Carthage, TN. and modifying license of WUCZ-FM accordingly; and substituting channel 272A for channel 281A at Lafayette, TN. South Central Kentucky Broadcasting, licensee of WLOC-FM, and Wood Broadcasting Inc., licensee of WUCZ-FM, must show cause by November 21 why their licenses should not be modified. Comments are due November 21. replies December 6. (MM docket 91-271 by NPRM and Order to Show Cause [DA 91-1141] adopted September 6 by Chief. Allocations Branch.)

■ **Belle Plaine, KS** Proposed allotting channel 224C3 as its first broadcast service. Comments are due November 25. replies December 10. (MM docket 91-279 by NPRM [DA 91-1179] adopted September 18 by Assistant Chief. Allocations Branch.)

■ **Opelousas and Berwick, both Louisiana** Substitute channel 290C3 for channel 290A at Opelousas and modify license of KVOL(FM) accordingly; substitute channel 295A for channel 290A at Berwick and modify license of KVPO(FM) accordingly. Ordered Mary Frances Diron, licensee of KVPO(FM), to show cause by October 18 why station's license should not be modified. Comments are due October 18. replies November 4. (MM docket 91-252 by NPRM and Order to Show Cause [DA 91-1034] adopted August 13 by Assistant Chief. Allocations Branch.)

■ **Fort Kent, ME** Allot channel 293C3 to Fort Kent and reserve channel for noncommercial educational use. Comments are due November 4. replies November 19. (MM docket 91-268 by NPRM [DA 91-1140] adopted September 5 by Assistant Chief. Allocations Branch.)

■ **Minneapolis** Proposed amending FM Table by substituting channel 224C2 for channel 224A; proposed modification of CP accordingly; comments due November 25. replies December 10. (MM docket 91-278. by NPRM [DA 91-1178] adopted September 18 by Assistant Chief. Allocations Branch.)

■ **Oxford, MS** Substitution of channel 229C3 for channel 229A and modification of license for WKLI(FM) accordingly. Comments due November 22. replies December 9. (MM docket 91-277 by NPRM [DA 91-1177] adopted September 18 by Assistant Chief. Allocations Branch. Policy and Rules Division.)

■ **Independence, MO** Proposed substituting channel 223B for channel 292A and modifying CP of KDAY(FM) accordingly. Comments are due November 25. replies December 10. (MM docket 91-284 by NPRM [DA 91-1198] adopted September 25 by Assistant Chief. Allocations Branch.)

■ **Kennett, MO** Allot UHF TV channel 58 as its first local TV service. Comments are due November 4. replies November 19. (MM docket 91-267 by NPRM [DA 91-1132] adopted September 3 by Assistant Chief. Allocations Branch.)

■ **Piedmont, MO** Substitution of channel 285C3 for channel 285A and modification of license of KPWB-FM accordingly. Comments due November 22. replies December 9. (MM docket 91-274 by NPRM [DA 91-1168] adopted September 17 by Assistant Chief. Allocations Branch. Policy and Rules Division.)

■ **Los Alamos, NM** Allot channel 298C; comments due November 4 and replies November 19 (MM docket 91-263 [DA 91-1120]; adopted August 30 by Assistant Chief. Allocations Branch. Policy and Rules Division. Mass Media Bureau.)

■ **Bismarck, ND** Allot channel 248C; comments due November 4 and replies November 19 (MM docket 91-264 [DA 91-1121] adopted August 30 by Assistant Chief. Allocations Branch. Policy and Rules Division. Mass Media Bureau.)

■ **Nowata and Collinsville, both Oklahoma** Substitute channel 268C3 for channel 268A and reallocate from Nowata to Collinsville. Comments due October 25. replies November 12. (MM docket 91-255 by NPRM [DA 91-1091] adopted August 22 by Assistant Chief. Allocations Branch.)

■ **Ashland, OR** Allot channel 298C2; comments due November 4 and replies November 19 (MM docket 91-265 [DA 91-1122] adopted August 30 by Assistant Chief. Allocations Branch. Policy and Rules Division. Mass Media Bureau.)

■ **Redmond, OR** Allot channel 259C3; comments due November 4 and replies November 19 (MM docket 91-266 [DA 91-1124] adopted August 30 by Assistant Chief. Allocations Branch. Policy and Rules Division. Mass Media Bureau.)

■ **Winchester Bay and Sutherlin, both Oregon** Reallocate channel 266A from Sutherlin to Winchester Bay and seek comment on status of Winchester Bay as community for allotment purposes. Comments due October 25. replies November 12. (MM docket 91-256 by NPRM [DA 91-1092] adopted August 22 by Assistant Chief. Allocations Branch.)

■ **Tioga, PA** Substitute channel 234B1 for channel 234A and modify CP of WPHD accordingly. Comments due October 21. replies November 5. (MM docket 91-253 by NPRM [DA 91-1077] adopted August 21 by Assistant Chief. Allocations Branch.)

■ **Canovanas, Mayaguez, Quebradillas, San Juan and Vieques, all Puerto Rico** Reallocate channel 252A from Quebradillas to Canovanas; reallocate channel 256B from Mayaguez to San Juan; allot channel 258A to Quebradillas; delete channel 253B from San Juan and delete channel 255B from Vieques; ordered licensees of WKJB-FM Mayaguez and WPRM-FM San Juan, to show cause why their licenses should not be modified. (MM docket 91-259, August 28. DA 91-1110.)

■ **Chester, Kingstree, Wedgefield and Summerton, all South Carolina** Substitute channel 257C3 for channel 257A at Chester, and modifying license of WDKZ-FM accordingly; substituting channel 257C3 for channel 252A at Kingstree, and modifying license of WWKT-FM accordingly. To accommodate Chester and Kings tree upgrades, substitute channel 238A for channel 257A at Wedgefield, and modifying license of WIBZ-FM to specify alternate class channel by substituting channel 252A for vacant and unapplied for channel 238A at Summerton. Ordered Wedgefield Communications, licensee of WIBZ-FM to show cause by October 18 why its license should not be modified. Comments are due October 18. replies November 4. (MM docket 91-251 by NPRM and Order to Show Cause [DA 91-1033] adopted August 13 by Assistant Chief. Allocations Branch.)

■ **Walterboro, SC** Substitute channel 265C3 for channel 265A and modify license of WALD-FM accordingly. (MM docket 91-262, August 30. DA 91-1123.)

■ **Belton, TX** Substitution of channel 292C3 for channel 292A and modification of license of KOOC(FM) accordingly. Comments due November 22. replies December 9. (MM docket 91-276 by NPRM [DA 91-1176] adopted September 18 by Assistant Chief. Allocations Branch. Policy and Rules Division.)

■ **Claude and Dimmitt, both Texas** Counterproposal substituting channel 239C1 for channel 239A at Claude, and modifying CP of Lucille Anne Lacy; and substituting channel 263C3 for channel 240C3 at Dimmitt, and modifying CP of KDIU(FM) accordingly. Ordered Collins Communications Company, permittee of KDIU(FM), to show cause by November 21 why its permit should not be modified. (MM docket 90-547 by Order to Show Cause [DA 91-1146] adopted September 9 by the Assistant Chief. Allocations Branch.)

■ **Franklin, TX** Substitution of channel 270C3 channel 270A and modification of CP of KPXQ(FM) accordingly. Comments due November 22. replies December 9. (MM docket 91-275 by NPRM [DA 91-1175] adopted September 18 by Assistant Chief. Allocations Branch. Policy and Rules Division.)

■ **George West, TX** Proposed allotting channel 228C3 as its second FM service. Comments are due November 25. replies December 10. (MM docket 91-283 by NPRM [DA 91-1182] adopted September 20 by Assistant Chief. Allocations Branch.)

■ **Gilmer, TX** Substitute channel 237C3 for channel 237A and modify license of KLSQ(FM) accordingly. Comments are due October 18. replies November 4. (MM docket 91-250 by NPRM [DA 91-1032] adopted August 13 by Assistant Chief. Allocations Branch.)

■ **Trinity, TX** Proposed allotting channel 251A as its first FM service. Comments are due November 21. replies December 6. (MM docket 91-272 by NPRM [DA 91-1151] adopted September 10 by Assistant Chief. Allocations Branch.)

#### Actions

■ **Wickenburg and Lake Havasu City, AZ** Effective October 15, substituted channel 287C1 for channel 287C2 at Wickenburg and modified license of KRDS-FM accordingly; and substituted channel 283C2 for channel 286 C2 at Lake Havasu City and modified license of KZUL-FM accordingly. (MM docket 90-468 by R&O [DA 91-1070] adopted August 16 by Assistant Chief. Allocations Branch. Mass Media Bureau.)

■ **Winslow and Kachina Village, both Arizona** Effective October 15, reallocated channel 286C from Winslow to Kachina Village, and reclassified CP of KTDX(FM) to specify operation on channel 286C2 as requested, subject to conditions. (MM docket 89-628 by R&O [DA 91-1036] adopted August 14 by Assistant Chief. Mass Media Bureau.)

■ **Pine Bluff and Maumelle, both Arkansas** Effective October 15, reallocated channel 235C from Pine Bluff to Maumelle, and conditionally modified license of ROLL-FM accordingly. (MM docket 90-493 by R&O [DA 91-1037] adopted August 14 by Assistant Chief. Allocations Branch.)

■ **Wickenburg, AR** Effective November 18, allotted channel 229A as its second FM service. Filing window: November 19-December 19. (MM docket 91-133 by R&O [DA 91-1200] adopted September 25 by Assistant Chief. Allocations Branch. Mass Media Bureau.)

■ **El Rio and Ojai, CA** Effective November 14, allotted channel 279A to El Rio as its first local broadcast service, and denied channel allotment to Ojai. Filing window for El Rio opens November 15, closes December 16. (MM docket 90-174 by R&O [DA 91-1157] adopted September 17 by Chief. Allocations Branch. Mass Media Bureau.)

■ **Lenwood, CA** Effective November 18, allotted channel 245A as its third FM service. Filing window: November 19-December 19. (MM docket 90-601 by R&O [DA 91-1185] adopted September 20 by Assistant Chief. Allocations Branch.)

■ **Liberty, KY** Effective November 18, substituted channel 254C3 for channel 254A at Liberty, and conditionally modified CP of WKDO(FM) accordingly. (MM docket 91-182 by R&O [DA 91-1184] adopted September 20 by Assistant Chief. Allocations Branch.)

■ **Los Angeles and Norwalk, both California** Effective October 28, reallocate channel 9 from Norwalk to Los Angeles; modified license of KCAL-TV accordingly. (MM docket 91-113, August 29 [DA 91-1126] by Assistant Chief Allocations Branch.)

■ **Windsor and Calistoga, CA** Effective October 15, allotted channel 281A to Windsor as its first FM service; allotted channel 265A to Calistoga as its first broadcast service. Filing windows for Windsor and Calistoga: October 16-November 15. (MM docket 90-187 [DA 90-1035] adopted August 13 by Assistant Chief. Allocations Branch.)

■ **Yreka, CA** Effective November 18 to substitute channel 280C1 for channel 249C2 and modified license of KYRE(FM) accordingly. (MM docket 90-646 by R&O [DA 91-1180] adopted September 18 by Assistant Chief. Allocations Branch. Policy and Rules Division. Mass Media Bureau.)

■ **Cedar Key, FL** Effective October 15, substituted channel 274C3 for channel 274A and modified CP for Karen Voyles accordingly. (MM docket 91-118 by R&O [DA 91-1066] adopted August 7 by Chief. Allocations Branch.)

■ **Miami Beach** Effective November 18, substituted channel 230C for channel 230C1 at Miami Beach, and conditionally modified license of WLVE(FM) accordingly. (MM docket 91-178 by R&O [DA 91-1183] adopted September 20 by Assistant Chief, Allocations Branch.)

■ **Warrenton, GA** Effective October 18, substituted channel 226C3 for channel 266A and modified CP of WSAA(FM) accordingly. (MM docket 90-456 by R&O [DA 91-1089] adopted August 23 by Assistant Chief, Allocations Branch. Mass Media Bureau.)

■ **Wailuku, HI** Effective October 21, allotted TV channel 39. (MM docket 91-134 by R&O [DA 91-1103] adopted August 26 by Assistant Chief, Allocations Branch.)

■ **Bartonville, IL** Effective October 15, allotted channel 260A to Bartonville as its first local FM service. Window opens October 16, closes November 15. (MM docket 89-331 by R&O [DA 91-1072] adopted August 16 by Assistant Chief, Allocations Branch. Mass Media Bureau.)

■ **Princeton, IL** Effective October 15, substituted channel 251A for channel 252A and modified license of WZOE(FM) accordingly. (MM docket 89-397 by R&O [DA 91-1071] adopted August 16 by Assistant Chief, Allocations Branch.)

■ **New Albany, IN** Effective October 15, allotted channel 234A to New Albany as its first local FM service. Filing window: October 16-November 15. (MM docket 88-457 by R&O [DA 91-10691] adopted August 15 by Assistant Chief, Allocations Branch.)

■ **Medicine Lodge, KS** Effective November 15, substituted channel 269C2 for channel 240A; modified CP of KRE(FM) accordingly. (MM docket 91-159 by R&O [DA 91-1174] adopted September 18 by Assistant Chief, Allocations Branch.)

■ **Sterling, KS** Effective October 28, allotted channel

239A as its first broadcast service. Filing window: October 29-November 29. (MM docket 91-160 by R&O [DA 91-1137] adopted September 4 by Assistant Chief, Allocations Branch. Mass Media Bureau.)

■ **Hawesville, KY** Dismissed request to allot channel 234A to Hawesville. (MM docket 88-315 by First R&O [DA 91-1068] adopted August 15 by Assistant Chief, Allocations Branch.)

■ **Natchitoches, LA** Effective October 15, substituted channel 247C3 for channel 249A at Natchitoches and modified license of KDBH(FM) accordingly. (MM docket 91-109 by R&O [DA 91-10671] adopted August 14 by Assistant Chief, Allocations Branch.)

■ **New Iberia and Ville Platte, LA** Effective November 14, substituted channel 229C1 for channel 229C2 at New Iberia, and modified CP of KKZN(FM) accordingly; and substituted channel 223A for channel 228A at Ville Platte, and modified license of KVPI(FM) accordingly. (MM docket 91-57 by R&O [DA 91-1154] adopted September 12 by Assistant Chief, Allocations Branch.)

■ **Reserve, LA** Effective October 11, substituted channel 235C3 for channel 235A and conditionally modified construction permit of WADU(FM) accordingly. (MM docket 91-76 by R&O [DA 91-1029] adopted August 13 by Chief, Allocations Branch.)

■ **Cleveland and Rosedale, both Mississippi** Effective November 18, amended FM Table to allot channel 298C3 to Rosedale; modified CP of WEZU(FM) to specify operation at Rosedale, in lieu of Cleveland, and specify operation on channel 298C3; allotted channel 252C3 to Cleveland. Filing window for Cleveland: November 19-December 19. (MM docket 89-415, by R&O [DA 91-1189] adopted September 24 by Chief, Allocations Branch.)

■ **Gluckstadt, Collins, Shubuta and Sumrall, all Mississippi** Effective November 14, substituted channel 269C3 for channel 269A at Gluckstadt, and modi-

fied license of WLIN accordingly; substituted channel 296A for channel 269A at Collins and conditionally modified license of WKNZ accordingly; allotted channel 247A to Sumrall as its first FM service. Filing window for Sumrall: November 15-December 16. (MM docket 90-569 by R&O [DA 91-1155] adopted September 12 by Assistant Chief, Allocations Branch.)

■ **Lexington and Pickens, MS** Effective November 15, substituted channel 290C2 for channel 290C3 and reallocated channel from Lexington to Pickens; modified license of WLTD(FM) accordingly. (MM docket 91-183, R&O [DA 91-1173] adopted September 18 by Assistant Chief, Allocations Branch.)

■ **Saranac Lake, NY** Effective October 15, allotted channel 292C3 as its second FM service. (MM docket 90-324 by R&O [DA 91-1038] adopted August 14 by Assistant Chief, Allocations Branch.)

■ **New Bern and Oriental, both North Carolina** Effective October 28, substituted channel 231C3 for channel 231A at New Bern; reallocated channel 231C3 from New Bern to Oriental; modified CP of WZYH-FM accordingly. (MM docket 91-73, August 28, [DA 91-1109] by Assistant Chief, Allocations Branch.)

■ **Culebra and Vieques, both Puerto Rico, and Christiansted, VI** Effective October 15, allotted channel 293A to Culebra. Filing window: October 15-November 15. (MM docket 89-495 by R&O [DA 91-1075] adopted August 20 by Assistant Chief, Allocations Branch.)

■ **Waterbury and Royalton, both Vermont, and New London, NH** Effective October 21 allotted channel 276A to Waterbury, channel 77A to Royalton, channels 260C and 278A to Plattsburgh and channel 259A to New London; filing window for New London: October 22 to November 21. (MM dockets 87-410 and 88-159 by MO&O [DA 91-1076] adopted August 20 by Chief, Policy and Rules Division, Mass Media Bureau.)

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## DATEBOOK

Continued from page 18.

**Nov. 20**—Meeting of *Society of Cable Television Engineers, Penn-Ohio Meeting Group*. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

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

**Nov. 21**—"Multiculturalism as a News Story," seminar sponsored by *The Freedom Forum Media Studies Center and Columbia University*. Journalism Building of Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

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

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

**Nov. 22-24**—Fourth annual national conference of *National Association of College Broadcasters*, including annual college radio/TV satellite affiliates conference (Nov. 22). Brown University, Providence, R.I. Information: (401) 863-2225.

**Nov. 22-24**—*Lighting Dimension International* technology event. Reno, Nev. Information: Jill DeForte, (212)353-1951.

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

**Nov. 26**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

## DECEMBER

**Dec. 1-5**—German Screenings sponsored by *WDR International*. Cologne. Information: Beatrix Landman, (0221) 2-20-3219.

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

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

**Dec. 3-5**—*Avid Technology* media composer training classes. Dallas. Information: Kim Hajjar, (617) 221-6789.

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

**Dec. 4-6**—*National Association of Government Communicators* annual communications school. Keynote speaker: John Holliman, reporter, Cable News Network. Rosslyn Westpark Hotel, Arlington, Va. Information: 9703) 519-3902.

**Dec. 5**—Seventh annual *American Sportscasters Association* Hall of Fame dinner honoring Muhammad Ali with the Sports Legend Award.

Marriott Marquis, New York. Information: (212) 227-8080.

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

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

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

**Dec. 7-8**—"Introduction to Creative Sound Recording for Radio," workshop sponsored by *Jack Straw Productions*. Seattle. Information: Charles Hamilton, (206) 634-0919.

**Dec. 8**—51st annual Golden Apples Awards luncheon sponsored by *The Hollywood Women's Press Club*. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (213) 960-5725.

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

**Dec. 9**—*Foundation of the Motion Picture Pioneers* 53rd annual dinner dance. Sumner Redstone, chairman, president, CEO, National Amusements, to receive "Pioneer of the Year" award. Waldorf-Astoria, New York. Information: (212) 247-3178.

**Dec. 9-13**—Lectures on First Amendment issues by journalists and public figures sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. World Room, Columbia University Graduate School of Journalism, New York. Information: (212) 854-4150.

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

**Dec. 10-12**—*Avid Technology* media composer training classes. Atlanta. Information: Kim Hajjar, (617) 221-6789.

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

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

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

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

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

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

**Dec. 12**—"Multiculturalism and Higher Education," seminar sponsored by *The Freedom Forum Media Studies Center and Columbia Uni-*

*versity*. Journalism Building of Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

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

**Dec. 17-19**—*Avid Technology* media composer training classes. Boston. Information: Kim Hajjar, (617) 221-6789.

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

## JANUARY, 1992

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

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

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

**Jan. 12-15**—"Regional Interests and Global Issues: The Challenge of Telecommunications Integration for the Pacific," 14th annual conference sponsored by *Pacific Telecommunications Council*. Sheraton Waikiki, Honolulu. Information: (808) 941-3789.

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

**Jan. 16**—"The Columbian Quincentenary and Multiculturalism," seminar sponsored by *The Freedom Forum Media Studies Center and Columbia University*. Journalism Building of Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

**Jan. 18**—"Recording Acoustic Music with Basic Equipment," seminar sponsored by *Jack Straw Productions*. Seattle. Information: Charles Hamilton, (206) 634-0919.

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

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

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

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

## FEBRUARY, 1992

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

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

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

# CLASSIFIED

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

## RADIO

### HELP WANTED MANAGEMENT

**Marketing manager:** Radio station KFAM is a 50KW AM stereo in North Salt Lake City, Utah, and we are looking for the right person to manage our marketing dept. Call 801-531-0700. EOE.

**Station manager** needed for WCOW AM and FM. 100,000 watt FM and 5,000 watt AM daytime in west Wisconsin. Mutual affiliate with a Country Western format. Stations have strong news identity. Position requires supervision of all staff including news and sales. Please send resume and letter outlining experience along with salary requirements to: Zel Rice, PO Box 400, Sparta, WI 54656. No phone calls. EOE.

**Station manager:** Northern Ohio combo is looking for a station manager with a strong sales background. You must have a successful record and be knowledgeable in all aspects of station operations. Must be goal and budget minded. Send resume to: President, Radio Enterprises, Box 738, Ashland, OH 44004. EOE.

**GM/12+ million market:** Ownership potential/extremely aggressive group. Need experienced GM with proven track record. Must be aggressive, have high energy level, willing to work hard to realize station's potential. Desk jockeys should not apply. Reply to Box Q-16. EOE.

**Northeast group operator anticipates** immediate opening for general manager AM/FM combo. Excellent opportunity. All replies confidential. Send resume to Box Q-15. EOE.

**Sales reps needed** to sell sales promotions to radio station managers. Above average income—commission sales. Must have radio station management or rep firm experience, love to travel, and know how to close. Send resume to International Broadcast Services, Inc. 167B Belle Forest Circle, Nashville, TN 37221. EOE.

**General manager wanted:** Michigan urban-formatted FM/MOR-Nostalgia AM seeks a well-organized sales animal to serve as general manager of these leading radio stations. The FM is #1 or #2 in all demos. The AM is the #1 AM in the market. The radio station is owned by national consultant Mike McVay. Send tape and resume to Steve Smith, McVay Broadcasting, Inc., 24650 Center Ridge Rd., Suite 148, Cleveland, OH 44145. No calls please. Equal employment opportunity.

**37 year old owner** general manager/announcer/salesman/janitor with 10,000 watt AM daytime station on lovely coastal Georgia Resort Island needs: Retired or soon to be retired radio broadcaster for coach and investor. Must have ownership experience, sales experience, on-air experience and vision for an opportunity. Ideal candidate should be bottom line oriented. Person should be wanting to play golf and tennis and walk the beach and be willing to apprentice a teachable trainee to successful management of the above-described station. No guts no revenue stream or glory. Why waste your experience...call now. 912-638-1176. Rt. 9, Box 280E., St. Simons Island, GA 31522. This ad will appear once. EOE.

**Sales manager** wanted for 50 KW FM station, top-ranked WDAC-FM in picturesque Pennsylvania Dutch Country, Lancaster, PA. If you have radio street and agency sales experience, if you know the Evangelical Christian music and teaching format, if you are motivated by commission income and can motivate 5 salespeople who have 93 collective years' experience at WDAC, you may apply. Send your resume to Paul Hollinger, Box 3022, Lancaster, PA 17604. EOE.

### HELP WANTED SALES

**So. Maryland AM** looking for sales person. At least 2 yrs. experience, positive attitude, desire to be successful. Resume and references to GSM, PO Box 510, Leonardtown, MD 20650. EOE.

**Aggressive sales manager** for strong New York state AM/FM combo. Excellent opportunity for the right person. Resume to Box Q-27. EOE.

**We're still not satisfied:** Experienced radio account executive needed now. Sunbelt, southwestern college town, four season lifestyle in the sun. Class C, adult contemporary, format and revenue leader has an existing account list available now which generates approximately \$32,000+ in income annually, but could generate much more in the hands of the right, experienced professional. If you're being held back in your current radio sales job, or if you have 2+ years of recent and successful sales experience, and would like to live and work in a medium/small market where the sun shines, and where the population, retail sales and radio revenues are actually increasing every year, then we'd like to hear from you immediately. KMGH is locally owned and operated by broadcast professionals who understand how to nurture and reward good salespeople. Kenan Guarino, KMGH Radio, PO Box 3421, Flagstaff, AZ 86003. 602-526-5765. EOE.

**Sales reps** wanted for full-power Class B FM station in Eastern PA - Boyertown/Allentown/Philadelphia market. Must have proven track record in broadcast sales, able to motivate retail advertisers and agencies to market to Country and Southern Gospel listeners. Send resume to Joe Hartmen, WBYN-FM, R#5, Box 377, Boyertown, PA 19512. EOE.

**Escape the snow** in sunny Arizona. Small market FM near Tucson needs sales people. 602-889-9797. EOE.

### HELP WANTED TECHNICAL

**Broadcast engineer** at 30,000 watt National Public Radio affiliate WMUB, Miami University, Oxford, Ohio. Reports to the Director of Engineering and performs studio and transmitter maintenance to the component level. Supervises all out-of-studio broadcasts. FCC General Class or SBE certificate preferred. Competitive salary with full benefit package. Review of applications will begin November 22, 1991 and continue until position is filled. Send resume and 3 letters of reference to General Manager, WMUB, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

**Assistant chief engineer:** WMEE/WQHK seeks an experienced broadcast technician ready to move up the ladder. Will oversee technical aspects of significant remote broadcast capabilities as well as assist with the entire technical facility. The right person will have broadcast engineering experience. An FCC license or SBE certification are considered a plus. Resume, references and a letter explaining why you are the right person to Howard M. Ginsberg, Chief Engineer, WMEE/WQHK, 2915 Maples Road, Fort Wayne, IN 46816. EOE.

### HELP WANTED NEWS

**Wanted: AKC newshounds!** Midwest family growing to 16 radio stations in Michigan, Illinois, Wisconsin, Missouri; we're hunting for purebred newshounds. Entry level reporter, experienced anchors, news director candidates looking for serious news operations. Tapes & resumes: Toni Denison, WTDY/WMGH, PO Box 2058, Madison, WI 53701. No calls. EOE.

**Reporter/photographer,** well-established weekly newspaper, mountain resort community in Montana. Apply by Nov. 1. Jim Moore, News Montana Inc., PO Box 309, Red Lodge, MT 59068. EOE.

### HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

**Contemporary Christian radio,** WWDJ-AM, (NYC market) seeks qualified person to assume programming responsibilities and host morning show. Strong leadership skills a must. Rush tape, resume, and cover letter describing your suitability for the job to Edward Abels, GM, WWDJ, 167 Main St., Hackensack, NJ 07601. Absolutely no calls. EOE.

**Program manager** wanted to manage Country Gospel and Southern Gospel format and announcing staff in a 5 million population Pennsylvania market. Send on-air tape a resume to Paul Hollinger, WBYN-FM, Box 3022, Lancaster, PA 17604. EOE.

**Program director for KBIA-FM,** top-rated NPR affiliate. Responsible for overall programming, supervision and training of programming staff. Regular weekday air shift. Must interpret Arbitron and Birch data and make program decisions. Must have knowledge of radio format basics, Classical and Jazz music. Computer experience helpful. Salary commensurate with experience. Open until filled. Send resume, cover letter and cassette air check tape to: Personnel Services, 130 Heinkel Bldg., Columbia, MO 65211. EOE.

**P.D. Classical format:** WCRB 102.5 FM is seeking a program director. Proven experience in commercial radio, radio research analysis and marketing needed. FCC operator license and air experience required; familiarity with classical music essential. Send resume and air check to: Chris Jones, Personnel Officer, WCRB 102.5 FM, Boston, MA 02254. Equal opportunity employment.

### SITUATIONS WANTED MANAGEMENT

**My mother-in-law** says I should manage a McDonald's because they are profitable and radio is not. But, radio is my life and I can manage your station profitably. Call Charley Jones at 505-292-6129.

**Cut expense—make money!** I will consult your station, increase revenue and improve ratings! Former owner—23 years—every market size—every format including urban. Call me, I'll give you an incredible idea for free! John Wilson 1-800-256-5317.

**NAB says more than 1/2** of all radio stations lose money. If you own some of them, or if you want more profit, call Charley. Former GM in Albuquerque and Santa Fe — left when New Mexico Broadcasting sold stations for big dollars. Former GM in Sarasota and Columbia — left when Cosmos sold stations for big dollars. Former consultant and NSM for KGGM TV — left when station sold for big dollars. Former editor, producer and sales person for Ronald Reagan radio program — left when Mr. Reagan became president. Former VP for radio at NAB — left to return to real broadcasting. Track record of outstanding success plus unimpeachable references including U.S. Senator, FCC General Counsel and Chairman, NAB Presidents and group owners. I am available now to manage your station or your group. Challenge and life-style are really more important than money. Call Charley for resume, references or interview. Charley Jones, 1620 LaCabra Ct. SE, Albuquerque, NM 505-292-6129.

**25 years experience:** Last 11 general manager. Sales, programming, upgrades. Short term assignments considered. Prefer South-Midwest. John Parker 502-247-0090.

**15 year radio/advertising** management executive with recent MBA degree seeks group management, GM, or administrative position in small/medium market. Successful turnaround experience. Superb management, sales and promotional skills, capable of full P & L responsibility. Call Doyle, 405-447-0626.

**Hard working,** 17 year small market vet. Show, PBP, sales, active in community. 100% sales increase in 4 years. 35 - married - 2 sons ages 10 & 8. Ready for new challenge. Long term. For owner or group that appreciates hard work. Prefer S.E. Reply to Box Q-28.

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#### SITUATIONS WANTED SALES

**Experienced sales manager,** salesman, honest, sober, reliable. Prefer Georgia or Florida. Experienced all phases. Reply Box Q-6.

**Sales and/or announcer.** Many years sales experience. Sunbelt preferred. Call evenings 716-266-5277 or write: Box 67193, Rochester, NY 74617.

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#### SITUATIONS WANTED TECHNICAL

**Top 100 markets only,** looking for chief's position. You will get high integrity routine audio and transmitter maintenance. If I cannot do excellent maintenance nobody can. Experienced all phases — high power AM directional and high power FM, plus super audio, 20 year veteran. Prefer East. will consider all. Reply to Box Q-17.

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#### 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.

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#### TELEVISION

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##### HELP WANTED MANAGEMENT

**GM needed for South Central ABC affiliate.** Must have strong people skills and be familiar with all station operations. Resumes no calls, to: Station Mgr, WAPT-TV, POB 10297, Jackson, MS 39289. Equal opportunity employer.

**General sales manager:** Midwest Indy, mid 20 market. Must be dynamic with proven history of sales growth. 1-800-733-2065. EOE.

**Local sales manager:** Fox affiliate in 28th market seeks a "top notch" local sales manager. Minimum requirement is two years experience as a solidly successful television LSM. Abilities must include creativity and strong administrative skills. Must have ability to train and manage salespeople, inventory and rate control, set realistic goals, increase station share of market revenues and represent station in the most positive light. Knowledge of research materials, computer applications, BAR studies and cop-vendor programs are essential. Submit cover letter, resume, references and any other pertinent materials to: Mitchell Nye, General Sales Manager, WCGV-FOX24, 5445 N. 27th Street, Milwaukee, WI 53209. No phone calls, please. All replies will be held strictly confidential. WCGV-FOX24 is an ABRY Communications station. Equal opportunity employer.

**Volunteer services manager** to recruit and coordinate volunteers to support fundraising activities. College degree with minimum two years experience in volunteer, public relations or marketing. Must be skilled communicator, creative planner, capable manager, have ability to relate to persons of all ages and backgrounds. Strong organizational skills, attention to detail and sensitivity to volunteer needs required. Send resume before Oct. 31 to: Channel 10/36 Friends, Inc., c/o C. Caron, 700 W. State St., Milwaukee, WI 53233. The Channel 10/36 Friends, Inc. is an equal opportunity employer.

**KGMB-TV CBS affiliate** in Honolulu is looking for a GSM. Will manage a department of 17 real pros. Lee Enterprises station with excellent benefit package. Must have at least five years TV sales experience and one year in management preferred. We're looking for a top-notch motivator who can create innovative sales programs. Apply in writing to: General Manager, KGMB, 1534 Kapiolani Blvd., Honolulu, HI 96814. An equal opportunity employer, M/F.

**General sales manager:** Low power station (on cable) in large market. Experienced only send resume: UVI, 716 N. Westwood Ave., Toledo, OH 43607. EOE.

**Local sales manager:** I am looking for a person who is research oriented (Marshall Marketing, B.M.P.) and people oriented. A person with good communication and leadership skills. Send resumes to: Dick McKay, General Sales Manager, WOTV, 120 College SE, Grand Rapids, MI 49503. EOE.

**Director of promotion and creative services:** Michigan's hottest Fox affiliate needs a talented manager to oversee on-air promotion, sales promotion, marketing, publicity and public affairs. Must have hands-on production skills. Resume and tape to General Manager, WSMH-TV, 2288, S. Ballenger Highway, Flint, MI 48503. EOE M/F.

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#### HELP WANTED SALES

**Account executive:** Large market network affiliate in the Carolinas is accepting applications. Must have three or more years of television sales experience. Ideal candidate must be bright, assertive, creative, self-motivated and a team player. Send resume to Box Q-29. EOE.

**GSM/NSM.** Florida independent seeks two aggressive in-house individuals for position of GSM and NSM, plus national sales reps in NY and Atlanta. Inquire GM 904-478-8000. EOE.

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#### HELP WANTED TECHNICAL

**KTFH-TV 49** seeks maintenance engineer. Transmitter experience required. Studio & computer know a plus. Send resume to: Calvin Smith, Chief Engineer, KTFH-TV 49, 256 N. Sam Houston Pkwy E., Suite 49, Houston, TX 77060. Fax 713-820-4048. EOE.

**WDSU-TV in New Orleans, LA** is seeking an ENG maintenance engineer. Must be a highly qualified engineer in Beta, U-Matic, and field equipment repair. Applicant should have 3-5 years experience and should be capable of handling the pressure of our high energy news department. Send resume to Carolyn Simmons, Personnel Coordinator, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls, please. EOE.

**Maintenance engineer:** Veteran, 7+ years experience in 1", ADO, GVG switchers, TBCs and other studio equipment with FCC license or SBE certification. Resume to: Chief Engineer, KGMB, 1534 Kapiolani Blvd, Honolulu, HI 96814, equal opportunity employer, M/F.

**Assistant chief engineer:** KUHT-TV the University of Houston, licensee of KUHT, seeks an aggressive broadcast professional to assist in directing its broadcast technical operation. The successful applicant will have a background in broadcast operations supervision, broadcast maintenance to the component level, and a history of success in the broadcast industry. Appropriate education is a necessity: a BSEE required or equivalent experience may substitute. To obtain a complete job description write to us. Forward your resume with three references by 11/01/91, to: Laura Gonzales, KUHT-TV, 4513 Cullen, Houston, TX 77004. EOE/AA Please no phone calls.

**Chief engineer:** WQWT is looking for a hands-on leader for director of operations and engineering. Applicants must have 3-5 years experience as a small market chief or mid-market assistant. The candidate should be well versed in station operations and compatible with WQWT's heavy news emphasis. Strong communications and people skills are a must. Position has full responsibility for administering department's operating and station's capital budget. Candidate must be computer literate and comfortable with a high level of station automation including newsroom computer, robotics, master control systems, and an automated G-Line transmitter. Engineering degree preferred. Send resumes to: D.R. Oswald, Vice President General Manager, WQWT 3501 Farnam Street, Omaha, NE 68131 or fax to 402-346-9249. WQWT is an equal opportunity employer.

**Television maintenance engineer:** Acts as second-in-command of engineering department. Supervise maintenance and master control engineers, maintain VHF transmitter in accordance with FCC rules, and perform maintenance duties as required. At least three years experience in the supervision of maintenance engineers at a commercial network affiliate TV station and at least three years of hands-on experience maintaining VHF transmitters. A current FCC radio-telephone license is required and SBE certification is preferred. Send resume - no phone calls - to David Brant, Chief Engineer, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

**WRDW-TV has immediate opening** for assistant to chief engineer. Applicants must be able to repair analog, digital and RF circuits to component level and have prior broadcast television experience. FCC general license or SBE certification desired. Transmitter experience a must. Send resume to Judith Tredore, Personnel Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

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#### HELP WANTED NEWS

**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: Box Q-21. EOE.

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

**Entry level reporter:** Send non-returnable tape and resume to WOWL-TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls please. EOE.

**Media relations:** Program publicist for highly rated interview talk/news show. Minimum 2-3 years media relations experience, preferably in-house. Must have good media contacts, strong writing skills and solid news judgement. Must be able to work well under pressure. Reply to Box Q-19. EOE.

**Jack or Jill** of all ENG trades: WCIX, the CBS O-and-O in Miami, is looking for a photographer/editor/live truck operator, even someone who can occasionally report. Applicant should have two years of extensive ENG background in commercial TV news. We're Beta SP-equipped and run seven live trucks. Tapes and resumes (no calls) to Tom Zack, News Operations manager, WCIX-TV, 8900 NW 18th Terrace, Miami, FL 33172. EOE.

**Chief photographer:** New 24-hr. news channel for Washington DC metro area seeks a top notch photojournalist to lead our team of field photogs. Some management experience preferred but a strong photojournalist with leadership potential will fit the bill. Send tape and resume only. No phone calls, please. EOE M/F. Attn: News Director, NEWSCHANNEL 8, 7600D Boston Blvd., Springfield, VA 22153.

**WNWO-TV is seeking** a weathercaster/reporter. Meteorology degree, certification, experience with Trinton-X computer and on-air experience preferred. Prepare and present weather for early newscast. Report during day or evening. Send resume and tape to: Operations Manager, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615. No phone calls. Deadline: October 25, 1991. WNWO-TV is an equal opportunity employer.

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#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

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**Producer/videographer:** Write, shoot, edit, post-produce commercials/promotions. Able to edit 3/4" and 1" videotape. Send resume and non-returnable tape to: Jerry LaVine, Production Manager, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE. No phone calls please.

**Videographer:** If you have a terrific reel of commercials, TV promos and/or programming and want to work with a top notch creative team in the sunny southwest, this is the job for you. You must have at least 3 yrs. exp. which includes directing and working with talent, excellent lighting skills and the ability to add to creative. Any film exp. a big plus. Please send reel and resume to Creative Services Manager, KTVK-TV, 3435 N. 16th Street, Phoenix, AZ 85016. Reels will not be returned. EOE.

**Computer editor:** Major market, Northeast production facility seeking a creative and talented computer editor. Position requires 3 to 5 years experience with state-of-the-art equipment, preferably ADO and D2. M/F. EOE. Send resume and salary requirements to Box Q-22.

**Promotion wizard wanted:** #1 Northeast CBS affiliate looking for a creative service director who can make "magic". Must have solid news promotion experience. Background in marketing helpful. Be creative. Send tape, resume and salary requirements to David M. Tinsch, Dir. of Programming and Marketing, WTVH5, 980 James St., Syr. NY 13203. No phone calls. EOE.

**Program manager:** Houston Public Television, KUHT, Channel 8 is searching for a qualified program manager. The person selected for this post will possess excellent people skills, be committed to serving viewers, have a keen eye for quality programming and possess strong management skills. The KUHT program manager is a departmental manager responsible for day to day management of the Channel 8 programming department. Duties include acquisition and scheduling of programs and series; supervision of all broadcast traffic operations, coordination of the on-air promotion of broadcast programming, supervision of station shipping and receiving activities, and maintenance of the public file. The successful applicant for this position will possess the following minimum qualifications: A Bachelors degree in Communications or related field, five years experience in television programming or production or a combination of those activities, three years of supervisory experience, a thorough knowledge of FCC rules and regulations and excellent written communications skills. In addition to these requirements, preference will be given to candidates who demonstrate: significant program management experience, knowledge of PBS programming practices and policies; a thorough knowledge of accepted broadcast research practices and tools, and strong administrative skills. This is a full-time position with a good benefits package which will be available November 1, 1991. Minimum starting salary \$38,000. Interested candidates should send a letter of application including resume and a list of five professional references to: Ms. Laura Gonzales, Houston Public Television, 4513 Cullen Boulevard, Houston, TX 77004 postmarked by October 25, 1991. Minorities and women are encouraged to apply. The University of Houston is an equal opportunity employer. Please no phone calls.

**Sr. TV director/videographer/editor:** The National Technical Institute for the Deaf at RIT seeks a person who demonstrates creative skills in broadcast videography, directing "film style" and multiple camera remotes, location and studio audio, and editing. BA/BS in TV production and 4 years professional experience or AAS with 6 years experience. Send resume by 10/31/91 to: Geri Curwin, Personnel Office, Position # 0331, Rochester Institute of Technology, PO Box 9887, Rochester, NY 14623-0887. AAE/EEO employer.

**Promotion coordinator:** WMDT TV Salisbury, MD seeks promotion coordinator who can write, edit on 3/4" VTR, and help manage multi-media campaign. Must be well-organized and creative. Resume, tape and salary requirements to Frank Pilgrim, WMDT TV, PO Box 4009, Salisbury, MD 21801. M/F EOE.

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

**KRMA-TV Executive producer:** Serve as production administrator and creative director for federally funded project. Reports to station manager and supervises production unit comprised of producer, videographer, writer/researcher, editor and production secretary in the production of 7 half hour programs addressing the America 2000 education initiatives. Works closely with educational advisors from inception through completion. Requires extensive television production experience as executive producer including national credits and an understanding of education issues. Project term: January 1992-September 1992. Salary including allowance for benefits for the period \$42,595. Submit cover letter, resume and three professional references to Mrs. Ernst, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204 no later than November 11, 1991. No tapes please. Please reference Job No. 109 in cover letter. EOE/AA.

**Writer/producer/director:** WKYU-TV, the public television service of Western Kentucky University, invites applications for the position of writer/producer/director. Responsibilities include: writing, producing, directing and editing instructional and educational television programs, as well as serving as a producer for WKU sports. Superior writing and video production skills, along with CMX editing ability is preferred. Good organizational and interpersonal skills are also preferred. Interested applicants should mail letter of application and resume by October 25, 1991 to Department of Personnel Services, Wetherby Administration Building, Western Kentucky University, 1526 Russellville Road, Bowling Green, KY 42101-3576. An equal opportunity employer.

**Assistant art director** to help lead top TV graphics department. WABC-TV New York seeks a highly skilled, hands-on design manager. Major market experience and strong management skills needed. News and promotion experience necessary for a high pressure environment. Experience with state-of-the-art computer design and production equipment a must. Send resume and reel to: Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

**Producer:** Serve as day-to-day coordinator providing creative input for federally funded project. Reports to unit executive producer. Supervises videographer and editor in the production of 7 half hour programs addressing the America 2000 education initiatives. Works closely with writer/researcher, and educational advisors from inception through completion. Requires extensive television production experience as a producer including national credits and a demonstrated ability to manage field production and post production. Understanding of education issues a plus. Project term: January 1992-September 1992. Salary including allowance for benefits for the period \$35,459. Submit cover letter, resume and three professional references to Mrs. Ernst, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204 no later than November 11, 1991. (Please reference Job No. 123-2 in cover letter) EOE/AA.

**Writer/researcher:** Working with content consultants from education, serve as researcher/script writer for television component of a federally funded project. Reports to unit executive producer in the production of 7 half hour programs addressing the America 2000 education initiatives. Requires experience in researching and writing television programs with national impact and the ability to work with content consultants. Understanding of education issues a plus. Project term: December 1991-August 1992. Salary including allowance for benefits for the period \$37,500. Submit cover letter, resume and three professional references to Mrs. Ernst, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204, no later than November 11, 1991. EOE/AA.

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#### SITUATIONS WANTED MANAGEMENT

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**Director of station operations.** I have a wealth of experience in TV station management. New startups, unions, technical operations, small market, large market. Can I help you? Please reply to Box Q-31.

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#### SITUATIONS WANTED TECHNICAL

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**25 years broadcast engineering.** 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box Q-23.

**Highly motivated and qualified** with 20 plus years experience in TV engineering both small and large markets. Experienced with new construction, union negotiations and contracts, all aspects of station operations. Please reply to Box Q-30.

#### SITUATIONS WANTED NEWS

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

**Weathercaster, 25 yrs broadcasting** experience. Same 6 and 10 in Tornado Alley past 9 yrs. Cool as ice under pressure, everybody's favorite Uncle when skies are blue. 600 (correct) live shots since 82. Best small market cast in the state several times. I'm thinking upper 30's and west of the Mississippi. Ken 417-624-1909.

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

**Have talent, will travel.** Skilled sports anchor/reporter/producer searching for the right opportunity. For tape and resume contact Brent Byrnes 206-479-7250.

#### SITUATIONS WANTED PERSONALITY/TALENT

**Versatile minority entertainment anchor-reporter/news anchor-reporter** with 3 years of experience with "THE" entertainment news show and cable looks to jump start stalled career. I'm just looking to work with the best. Reply to Box P-41.

**Emmy winner 4 times:** Will bring new look, good numbers to your late night. Original, sophisticated, surreal (ala Kovacs) visual style and personality. For tape/resume please contact: Box Q-24.

#### MISCELLANEOUS

**Job hunting?** Entrust your career with a full-service company--instead of those "phone-service vagabonds." We offer employment listings nationwide with no blind boxes; FREE referral with no placement fees; written demo tape evaluations with salary assessments; and much more! Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Primo people** seeks general assignment reporters with some anchoring experience. Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

#### ALLIED FIELDS

##### HELP WANTED INSTRUCTION

**Graduate fellowships.** Experienced radio professionals want to serve as Flanagan Fellows while studying for M.A. or Ph.D. in Mass Communication. Stipend plus fee waiver. Start Fall 1992. Responsible position with WRUF-AM/FM commercial stations while obtaining advanced education. Graduate Record Examination and a 3.0 undergraduate grade point average are required. Contact Mr. James Geason, Director, WRUF-AM/FM, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084. AA/EOE.

**Graduate assistantships:** Produce your own TV shows in NYC 12 positions, 20 hours/week. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging/lighting; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program which concentrates on TV production. \$6,600+. September 1992. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer M/F.

**Doctoral assistantships.** The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting and advertising concentration. M.S. degree helpful. GRE required. Program requires 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for fall 1992 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347.

**Director, Division of Communication.** Bradley University seeks chairperson for Division of Communication. Division has 23 full-time faculty, serving approximately 650 undergraduate students in news, public relations-advertising, radio-video-photo, and speech. The doctorate and professional experience in a communication field and academic administration as well as a strong record of achievement in teaching and scholarship are required. Appointment at the associate professor or professor level. Division seeks a Director with proven ability to be an effective liaison to the external community. The Successful candidate will help design, and develop funding for, a new Divisional facility. Director also teaches two courses per semester (half-time equivalent). Rank and salary are dependent upon qualifications and experience. Peoria's population is 113,000; the metroplex is 300,000. The four television and 14 radio stations, three cable systems, numerous advertising agencies and several daily and weekly newspapers in Peoria afford the division excellent, long-established internship opportunities. Bradley is an independent, non-sectarian, comprehensive institution offering undergraduate and graduate programs in many disciplines for 6,000 students. To assure full consideration, applications with cover letter, vita, and at least three recent letters of reference (within 2 years) should be received by December 2, 1991. Screening will continue until the position is filled. Forward materials to: Chair, Director of Communication Search Committee, 206 Hartmann Center, Bradley University, Peoria, IL 61625, 309-677-2378. Bradley University is an equal opportunity, affirmative action employer.

##### HELP WANTED NEWS

**The Ohio State School of Journalism** invites applications for the distinguished Kiplinger Midcareer Program in Public Affairs Reporting for 1992-93. The program leads to a Master's degree. Fellows appointed receive full tuition plus a living stipend to spend one calendar year on campus. Course work includes seminars in Journalism and a wide selection in the Liberal Arts. A reporting trip to Washington is included. Applicants must have a Bachelor's degree and three or more years full-time experience in public affairs reporting. Minority and third world candidates are encouraged to apply. Application deadline is Feb. 1, 1992; priority is given to those who apply by Dec. 31. Classes begin in September. For applications, write or phone: Kiplinger Program, School of Journalism, O.S.U., 242 W. 18th Ave., Columbus, OH 43210. 614-292-9087 or 292-2607. EOE.

##### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**KANU Radio** at the University of Kansas seeks a Classical music announcer/producer to host weekday Classical programming and produce weekly concert series. Bachelor's degree plus previous experience programming/announcing Classical music, plus production experience. Salary competitive, with generous benefits. For complete position description, or to apply, send resume and classical air-check and production sample, plus three professional references to: Rachel Hunter, Assistant Program Director, KANU-FM, Broadcasting Hall, The University of Kansas, Lawrence, KS 66045. Applications not accompanied by an audition tape will not be considered. Deadline for applications: November 1, 1991. EO/AA employer.

#### HELP WANTED TECHNICAL

**Broadcast engineer positions, Bradley University.** Senior engineer and engineer positions available in the Center for Learning Resources at Bradley University. Both positions are responsible for system design and installation, staff & production training, and electronic maintenance of on-campus production facilities. BSEE or equivalent is preferred with a minimum of an Associates in ET required. Candidates must possess three years of component level video/electronics maintenance experience. Previous maintenance experience on radio, TV, computer hardware and software, supervisory experience, and the ability to work independently are preferred. Applicants must furnish a resume and four professional references by November 15, 1991 to: Engineer Search Committee, Bradley Hall 106, Bradley University, Peoria, IL 61625. FAX: 309-677-3092. Bradley University is an Affirmative Action/Equal Opportunity Employer.

#### EMPLOYMENT SERVICES

**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 job search. Free information. Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

#### EDUCATIONAL SERVICES

**On camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Anchor Workshop-Nov 2, 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.

**Major exporter paying** top dollar for vacuum tube amplifiers, monitors, mics, etc. Western Electric, Marantz, McIntosh, R.C.A., Tannoy, etc. Will pay shipping. Tell your friends. Call 908-249-3738.

#### LEASING

**Budapest office.** Real townheart. Phone. Easy roof/satellite. 765 sq-ft. 3 1/2 room, plus. Offers CRC. 2,700 G-marks months. Kyreinstr. 8, 8-Munich 70, Germany

#### FOR SALE EQUIPMENT

**BE-FM30, 1981.** Factory rebuilt, retuned, warranted, w/FX-30. Transcom 800-441-8454.

**AM transmitters:** Continental/Harris 1KW, CCA 2.5KW, MCM/CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.



**FM transmitters:** Collins/RCA 20KW, BE/Collins/RCA 10KW, CCA 2.5KW, Harris 1 KW. Transcom 800-441-8454.

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

**FM antennas.** CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized Jampro Antennas, Inc. 916-383-1177.

**Blank tape, half price!** Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

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

**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.

**UHF TV transmitters** 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbell Media. 303-786-8111.

**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.

**VHF high band transmitter** — Two Larcam TTC30LH 30KW transmitters used six years in main/alternate service. Solid state IPA, stereo capable, spare parts. Contact Clyde Miller, KERA-TV, Dallas, 214-740-9240.

**Used/new TV transmitters,** full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems 602-582-6550.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

**Wanted:** Ampex Vista switcher and/or ADO 1000 or 2000. Must be in excellent condition. Call Mr. Scott at 804-253-0050.

**For sale:** Lipsner-Smith model CF-2 ultrasonic film cleaner with custom cabinet AND 3000 foot reel capacity. Call Ron Jackson, ABC-TV, Los Angeles 213-557-4201.

**Complete video system:** One inch format for studio, location and post. Includes three BVH-1100A's, BVE-5000, ADO-2000, Ampex 4100, Chyron Scribe, two Ikegami HL-79D's, etc., etc. Selling as working control room package, working studio/location package or entire system at under 30% invested. Call for brochure. 804-622-2111.

**Sony accessories.** BKH2150-\$4,250.00, BKH2013-\$3,000.00, BKH2012-\$1,500.00, BKH2011-\$750.00, BKM2050, setup board for BVM monitors \$450.00, BYM 2010 Pal Monitors-\$3,000.00, PCM 1610-\$900.00, PCM100-\$500.00, CCU300-\$750.00 Call Video Liquidators-407-826-4143.

**Listec teleprompters**-\$950.00, Grass Valley 8465-\$700.00, TK17B cameras-\$3,500.00, HT1000 (BVH1100 het board) \$300.00, BE cart machines-\$250.00, ViGeotek demods-\$200.00, Elcon Evaluator-offer, Datatec Audio & Video DAs-\$125.00. Call Video Liquidators-407-826-4143.

**Sony BVH 1100 W/TBC**-\$9,500.00. Call Video Liquidators-407-826-4143.

**New Sony Betacam** tape stock, 5 & 10 minute lengths. Grass Valley 3230-offer, 100 meter cable for Betacam-\$350.00, \$5.00 each, case or by the piece. New Sony digital ATR tape stock. Case quantities at \$250.00 each, BVH2000 remote control panels and TBC remote controls-\$350.00. Call Video Liquidators-407-826-4143.

**UHF transmitter,** high band, cabinets 2 K3278H EEB Klystron & circuits. Call Comark 413-569-0116.

## RADIO

### Situations Wanted Management

#### DENNIS R. ISRAEL

- 25 year broadcast veteran
- 13 years group Pres. & CEO
- Major Mkt. G.M.
- Numerous consulting assignments (govt. and private)

Available for interim management, work-outs, receiverships, sales/ transfers.

Excellent credentials. Your confidentiality respected. Reasonable rates. Available for extended periods of time.

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### Situations Wanted Announcers

#### MARK WAINWRIGHT

- 19 years experience as morning and afternoon drive personality
- Interviews, humor, phones and community involvement
- Versatile performer, excellent production skills
- Great fit for news/talk, full-service, or personality adult formats

(914) 949-8596

### Situations Wanted Programing Promotion & Others

#### ST. LOUIS, INDIANAPOLIS, ORLANDO:

I HAVE A GREAT JOB! WITH MY BOSSES BLESSINGS, I'D LIKE TO MOVE. I'M A RATINGS DOMINATE. 10 YEAR PRO. WITH STRONG BACKGROUNDS IN PRODUCTION/ PROGRAMING ADMINISTRATION. LOOKING FOR THE OPPORTUNITY.

REPLY TO BOX Q-14.

## TELEVISION Help Wanted Programing Promotion & Others

### MANAGER PROGRAM PRODUCTION

**THE OPPORTUNITY:** Channels 10/36, top 30 PBS affiliate, is seeking a committed individual to coordinate the planning and implementation of local, regional, and national television productions, to determine personnel requirements, review proposals for future production and oversee budget and activities of production staff.

**THE SUCCESSFUL APPLICANTS:** Individuals must have a Bachelor's degree in Broadcasting, Television, Communications, or related field; and five (5) years of occupational experience in television production, two (2) of which must have been at a supervisory capacity; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities.

**THE PROCESS:** Call 414-225-1800 for an application and complete job description. The deadline is Friday, November 15, 1991. Please indicate on the application the source of your referral for this position. Resumes and letters of application will not be accepted in lieu of a completed application.

#### MATC

MATC is an Affirmative Action/Equal Opportunity Employer

## DIRECTOR

E! Entertainment Television, a young aggressive cable network, is looking for a Director who will be responsible for directing studio-based live to tape programing and participate in all phases of pre-production in the control room including studio set-up.

Background must include a minimum of 5 years experience directing 3-camera studio production including live news or similar programing as well as experience in blocking studio shots and working with producers. Excellent interpersonal and communication skills required.

Please submit resume and salary history to:

**E! Entertainment Television**  
5670 Wilshire Blvd.  
Los Angeles, CA 90036  
Attention: DL

EOE No phone calls please



We'll give you all the credit

FAX (202) 293-FAST



Or mail to: Classified Dept., 1705 DeSales street, NW, Washington, DC 20036  
Deadline is Monday at noon EST for the following Monday's issue

**Help Wanted Programming  
Promotion & Others Continued**

**MARKETING & RESEARCH  
MANAGER**

WKYC-TV, A MULTIMEDIA STATION LOCATED IN CLEVELAND, OHIO IS SEEKING A MARKETING & RESEARCH MANAGER.

RESPONSIBILITIES INCLUDE PREPARATION OF BOTH WRITTEN AND VIDEO SALES PRESENTATIONS, ADMINISTRATION OF BIRCH SCARBOROUGH RESEARCH, PROGRAMING RESEARCH DATA, TREND REPORTS, ETC. MUST HAVE GOOD WORKING KNOWLEDGE OF RATING BOOKS AND BROADCAST SALES. MUST BE COMPUTER LITERATE.

ONLY RESUMES WITH SALARY HISTORY AND REQUIREMENTS WILL BE CONSIDERED. QUALIFIED CANDIDATES SHOULD SEND RESUME TO:

WKYC-TV, DEPT. MRM, 1403 E. 6th STREET, CLEVELAND, OHIO 44114, FAX (216) 344-3477, WKYC-TV IS AN EQUAL OPPORTUNITY EMPLOYER.



**Situations Wanted Management**

**COMMITMENT!**

Manage the property plus invest, if needed, up to 100K for equity participation. TV or radio. GM with major credentials and 22-year track. Anxious to move to next plateau. Chemistry and opportunity will decide. Rush details. Quick decision. Confidential.

Reply Box Q-32

**Programing Services**

NOW, FOR THE FIRST TIME IN AMERICA: CUSTOM TV WEATHERCASTS VIA SATELLITE! NATIONAL WEATHER NETWORKS/JACKSON TELEPORT NOW OFFERS WEATHERCASTS TO LOCAL TV STATIONS VIA Ku BAND SATELLITE. NWN DELIVERS!

SMALL CASH OUTLAY/THEN BARTER! AMS QUALITY, RELIABLE METEOROLOGISTS AND VERY AFFORDABLE. LOCALIZED THE WAY YOU WANT IT. IDEAL FOR WEEKEND OR EARLY A.M. CALL EDWARD ST. PE' (601)352-6673

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California Broadcasters Association

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3 Hear "talking resumes"  
4 To record "talking resumes" and employers to record job openings  
5 Weekly memo to improve your job search technique

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\$1.99 per min. (5 6 2 7)

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SUPPORT!**

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SMALL MARKET - LARGE MARKET  
COMPLETE TRAINING - DEVELOPMENT  
RADIO - TV REFERENCES

Don Hurt & Associates  
407-679-8718

**ALLIED FIELDS**

**Help Wanted Instruction**

**DIRECTOR OF  
TELECOMMUNICATIONS  
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# FATES & FORTUNES

## MEDIA

**Robert McGee**, VP, planning, ABC-TV, named VP, financial planning, ABC Television Network Group, New York, succeeding **William N. Temple** ("Fates and Fortunes," Oct. 14).

**F. Patrick Duffy**, general sales manager, KABC(AM) Los Angeles, joins KRTH(FM) Los Angeles as VP-GM.

**Larry Wexler**, executive VP and GM, WKSZ(FM) Media, Pa. (Philadelphia), named president.

**Ray Barnett**, former VP-GM, KCBS(AM) San Francisco, joins KSSK-AM-FM Honolulu as GM.

**Karen Lee Rice**, programing and creative services manager, KOIN-TV Portland, Ore., named GM.

**Patricia Genson**, from Medical Value Plan, Toledo, Ohio, joins WTOL-TV there as business manager.

**Johanna Antes**, membership director and systems analyst, WCNV-TV Syracuse, N.Y., joins noncommercial WEDU(TV) Tampa, Fla., as membership manager.

**Gene Davis**, air personality, Interstate Radio Network, Chicago, named operations manager.

## SALES AND MARKETING

**Angelica Bengolea**, former account executive, Katz Hispanic Radio, joins ABC Radio Networks, New York, in same capacity.

**Val Carolin**, office manager, CBS Radio Representatives, Chicago, named Central regional manager. **Janet Fischer**, former manager, entertainment programing, ABC Radio Networks, joins CBS Radio Programs, New York, as manager, affiliate sales.

**Lyn Familant**, director of market development, CBS-TV, joins CNBC, Fort Lee, N.J., as VP, marketing.

**Daniel McTigue**, national sales manager, WFYR-FM Chicago, joins Cable Networks Inc. there as account executive.

**Allan Kass**, account executive, KTLA(TV) Los Angeles, named director of sports marketing. **Frank Piantini**, director, on-air promotion, SportsChannel America, joins KTLA as assistant director, advertising and

## MIPCOM MAN

**S**ilvio Berlusconi, chairman of Italy's Fininvest Group, was named man of the year at the MIPCOM marketplace held in Cannes, France, last week (see stories, page 53). The award, the third one given, was presented by Xavier Roy, president of MIDEM, which organized the MIPCOM exhibit. In his speech accepting the award, Berlusconi criticized government regulations, particularly those of the French, which he said continue to inhibit the expansion of media. Among its variety of media outlets, Fininvest owns three Italian TV networks, is a partner in networks in Germany, Spain and France, and had revenue last year of more than \$8 billion, making it Italy's third largest privately held corporation.



promotion.

Appointments at WTVF(TV) Nashville: **Melissa West**, program research assistant, WAGA-TV Atlanta, and **Angela Beasley**, account executive, *Profiles* magazine, Nashville, named marketing consultants. **Judith Barnes**, marketing consultant, named retail team leader.

**Leo Barrieau**, account executive, WTXN(TV) Waterbury, Conn., and **Patrick Paolini Jr.**, account executive, WBRE-TV Wilkes-Barre, Pa., join WVIT(TV) New Britain, Conn. (Hartford), also as account executives.

**Kelly Bailey**, from Ad Pro Inc., joins WGBS-TV Philadelphia as account executive.

**Mark Driscoll**, GM, WPTT-TV Pittsburgh, joins Pittsburgh Pirates baseball team there as advertising sales director.

**Patricia Burke**, account executive, WKBD(TV) Detroit, joins Discovery Network there as account executive, advertising sales.

**Brian Thompson**, account executive, KTTU-TV Tucson, Ariz., joins KGUN(TV) there in same capacity.

**Kevin Moran**, manager, pricing and planning, NBC-TV, joins Lifetime Television, Astoria, N.Y., as manager, pricing and planning, sales.

**Jim Goodland**, local sales manager, WVUE(TV) New Orleans, named VP, marketing. **Dan Wanko**, account executive, WVUE, named local sales manager.

**Eric R. Thornton**, account executive, WVIT(TV) New Britain, Conn. (Hartford-New Haven), joins MMT Sales, New York, in same capacity.

## PROGRAMING

**Dan Cohen**, director, film acquisitions, Showtime Networks Inc., New York, named VP, film acquisitions.



D'Antoni

**James D'Antoni**, senior VP, D'Antoni Productions Group, New York, named head of new Los Angeles office.

**Bob Greenstein**, regional sales manager, Reg Grundy Productions, joins MGM Domestic Television Distribution, Atlanta, as VP, Southeast division.

**Dwight Crawford**, tax advisor, Mobil Corp., Fairfax, Va., joins Discovery Communications Inc., Bethesda, Md., as director of financial services.

**Willow Bay**, co-host and anchor, *Et Cetera Et Cetera*, The Travel Channel, joins NBA Entertainment, Secaucus, N.J., as co-host, *NBA Inside Stuff*.

**John Rubey**, president, PACE Communications, joins Radio Vision International Inc., Hollywood, as chief operation officer.

**Lou Gonzalez**, Midwest regional manager, television sales, United Press International, joins Grove Television Enterprises, Chicago, as VP, sales.

**Jon Gartenberg**, from The Museum of Modern Art's Department of Film, joins Broadway Video Entertainment, New

York, as archivist.

**Cheryl Lindsey**, former supervisor, media and college marketing department, Sony Music, Nashville, joins Emerald Entertainment Group there as talent coordinator.

**Jim Volkman**, air personality, WLUP-FM Chicago, joins KJR(AM) Seattle as morning show host.

**Sean A. O'Boyle**, manager, Mid-South region, Orbis Communications, Chicago, joins Group W Productions there as account executive, Midwest region Group W Productions.

CBS has promoted **Steve Warner** to VP, program planning, from VP, special projects. In new post, Warner will be involved in prime time programming as well as previous areas of responsibility in overseeing development of summer and reality programming.

**Joan Gundlach**, systems manager, Continental Cablevision, Morton Grove, Ill., joins Arts & Entertainment Network, Chicago, as director, affiliate sales, Central region.

**Carol Sinclair**, from Sudbrink Broadcasting, Palm Beach, Fla., joins Showplace program representative firm, Chicago, as senior program executive.

## NEWS AND PUBLIC AFFAIRS

**Ken Rice**, reporter, WTAE-TV Pittsburgh, adds duties as weekend co-anchor.

**Lisa Krysiak**, assignment editor, WSB-TV Atlanta, named assignment desk manager.



Cheng

**Josephine Cheng**, general assignment reporter, KOMO-TV Seattle, adds duties as host, *Rainbow Express*.

**Brad Goode**, morning anchor and reporter, KTVX-TV Salt Lake City, joins WCCO-TV Minneapolis-St. Paul, as reporter and fill-in anchor.

**Scott L. Neuman**, reporter and operations director, WNIU(FM)-WNIU(FM) DeKalb, Ill., joins WILL(AM) Urbana, Ill., as producer and local host, National Public Radio's "Weekend Edition."

**Michael Clark**, from WEVU-TV Naples, Fla. (Fort Myers), joins WSYX-TV Columbus, Ohio, as 6 p.m. and 11 p.m. weekend co-anchor.

**Jackie Brockington**, anchor, WESH-TV Daytona Beach, Fla., joins WMFE-FM Orlando, Fla., as anchor and co-host, *Evening Edition*.

**Matt James**, VP and executive producer,

Creative Communications, Providence, R.I., joins WPDE-TV Florence, S.C. (Myrtle Beach), as news manager.

**Richard J. McCollough**, from Financial News Network, joins WLWT(TV) Cincinnati as weather anchor.

**Patrick Emory**, anchor, CNN, joins KOVR(TV) Stockton, Calif. (Sacramento), as 5 p.m. and 11 p.m. co-anchor.

**Neil Shapiro**, recent graduate, Brooklyn College, New York, joins CNN, Atlanta, as video journalist.

**Ron Merrill**, regional sales manager, BASYS Inc., joins Associated Press Broadcast Services, Dallas, as regional TV executive, sales and marketing division, succeeding **Dave Polyard**, director of networks, Washington.

**Jon Slater**, from KJRH(TV) Tulsa, Okla., joins KOCO-TV Oklahoma City as weekend meteorologist.

**John Harris**, executive news director, WESH(TV) Daytona Beach, Fla. (Orlando), named news director.

**Byron Day**, morning anchor and reporter, WALA-TV Mobile, Ala., joins WHBQ-TV Memphis as 6 p.m. and 10 p.m. anchor.

Appointments at WTVT(TV) Tampa, Fla.: **Cynthia Lynn**, managing editor, WPBF(TV) Palm Beach, Fla., named weekend producer and segment producer; **David Goniagan**, 6 p.m. and 11 p.m. weekend producer, named 11 p.m. producer; **Spencer Briggs**, 11 p.m. producer, named morning producer; **Dan Earp**, photographer, named weekend assignments editor; **Amy Troxler**, weekend assignments editor, named 5 p.m. and 11 p.m. associate producer, and **Patricia DiCarlo**, interim morning producer, named 11 p.m. segment producer.

**Laura Carlson**, reporter, KJZZ(FM) Phoenix, named news director.

**Sal Quijada**, from KVOA-TV Tucson, Ariz., joins KGUN(TV) there as reporter.

**Ron Brouillette**, former GM, Welling International, joins Associated Press, East Brunswick, N.J., as director of operations, communications department. **Linda K. Sachs**, corporate benefits manager, Columbia Pictures Entertainment, New York, joins AP, New York, as director of employee benefits.

**Phil Hayes**, bureau chief, *EDJ* syndicated show, New York, joins WKOW-TV Madison, Wis., as news director.

**Gary Labecki**, assistant national broadcast executive, Associated Press Broadcast Services, Washington, joins ZapNews, Fairfax, Va., as client service manager.

**Jonathan Shelley**, journalism instructor, National High School Institute, Northwestern University, Evanston, Ill., joins WBSG-TV Brunswick, Ga., as assignment editor.

**Cami Rapson**, morning anchor and reporter, KPVI(TV) Pocatello, Idaho, joins KIMT(TV) Mason City, Iowa, as 6 p.m. and

10 p.m. anchor.

**Angela Linsey**, anchor, reporter and photographer, KOMU-TV Columbia, Mo., joins WSAZ-TV Huntington, W. Va., as general assignment reporter.

Appointments at Florida Public Television, Tallahassee, Fla.: **Roger Sockman**, reporter, WMBB(TV) Panama City, Fla., named producer and reporter, and **Wendy Manley**, administrative assistant, named videographer; **Darwin Gamble**, producer and reporter, named senior producer.

## PROMOTION AND PR

**Leslie A. King**, director, Olympic publicity, CBS Sports, joins Turner Broadcasting, Atlanta, as director of public relations, Goodwill Games.



Tennison

**Deborah Tennison**, senior public relations executive, Casey & Sayre Inc., Malibu, Calif., joins International Cablecasting Technologies Inc., Los Angeles, as VP, corporate communications.

**Paul G. Berra**, former cable communications manager, City of St. Louis, joins Continental Cablevision there as director of government and community relations.

**Stacey Seidl**, senior media specialist, communications department, The Discovery Channel, Bethesda, Md., named manager of consumer publicity. **Susan Burleigh**, senior manager, communications department, Discovery, named director of consumer publicity.

**Peter Sereda**, former creative director, Spectrum Video, joins WUAB(TV) Lorain, Ohio (Cleveland), as art director.

**Susanne Hunt**, promotion coordinator, Florida Public Television, Tallahassee, Fla., named communications coordinator.

**Ray Gilmer**, former executive producer, KSDK(TV) St. Louis, joins Dorf & Stanton/Midwest public relations firm, there as director of media relations.

Appointments at MWW/Strategic Communications Inc., River Edge, N.J.: **William P. Murray**, senior account executive, named VP; **Andre Christie**, from G.P. Winter Associates, named comptroller; **Terence Reilly**, associate account executive, named account executive, and **Ira Gottlieb**, account coordinator, named associate account executive.

**Lisa Corcoran**, supervisor and MacIntosh operator, Nobart Inc., joins Keller-Crescent Co., Evansville, Ind., as computer graphics director.

## TECHNOLOGY



Mandeberg

**Richard Mandeberg**, VP-GM, Editel, Chicago, named president.

**Jeffrey Maul**, co-founder and VP, engineering, Digital Support Systems Inc., New York, joins Advanced TechCom Inc., Lawrence, Mass., as VP, systems engineering and service.

**Donald Buck**, senior VP, Video Services Corp., Northvale, N.J., named president, co-owned Atlantic Satellite Communications Inc. **Leonard Schwartz**, VP-GM, Video Dub Inc., Northvale, named group VP for co-owned Video Services Corp.

**Dianne Falcicola**, senior account executive, Audio Plus Video International Inc./International Post, Northvale, N.J., named manager, international sales.

**J. David Wilson**, formerly with Florida Video Systems, Miami, joins Century III, Orlando, Fla., as chief engineer.

**Allan R. Lamberti**, regional manager, Digital Microwave Corp., joins Microwave Networks Inc., Houston, as VP, North American sales.

**Joe Ryan**, Western zone manager, BASF Corp., Bedford, Mass., named national sales manager.

**Carl Twentier**, news director, WCMH-TV Columbus, Ohio, joins NewsMaker Systems, Moorpark, Calif., as VP, marketing and sales.

**Keith Blake**, studio manager and staff engineer, Entourage Studios, Los Angeles, joins Bakery Recording Studio there in same capacity.

## ALLIED FIELDS

New members appointed at Wiley, Rein & Fielding law firm, Washington: **John I. Davis** and **Donna Coleman Gregg**, from Dow, Lohnes & Albertson law firm, continue cable TV practice, and **Michael A. Lewis**, engineering adviser to chief, Private Radio Bureau, Federal Communications Commission, named technology and engineering consultant.

New officers at Washington State Association of Broadcasters, Seattle: **Steve West**, from KXXR(FM) Seattle, president; **Lucy Rice**, from KAQQ(AM)-KISC(FM) Spokane, Wash., VP; **Val Limburg**, Washington State University, Pullman, Wash., secretary/treasurer.

**Elissa Dorfsman**, president, **Elissa Dorfs-**

**man Inc.**, Philadelphia, adds duties as executive director, The Philadelphia Radio Organization.

**Larry King**, host, CNN's *Larry King Live*, Washington, selected as recipient of 1991 Graham McNamee Award by American Sportscasters Association.

**Gary Hanson**, news director, WKBN-TV Youngstown, Ohio, named chairman-elect, Radio-Television News Directors Association.

New board of director officers appointed at Alaska Public Radio Network: **Rich McClear**, from KCAW(FM) Sitka, Alaska, chairman; **Will Peterson**, from KBBI(AM) Homer, Alaska, vice-chairman; **Roy Huhndorf**, from Cook Inlet Region Inc., treasurer, and **Kellie Law**, from KMXI(FM) Kodiak, Alaska, secretary.

## DEATHS

**Tennessee Ernie Ford**, 72, singer and entertainer, died Oct. 17 of liver disease in Reston, Va. Ford was in Washington attending White House dinner in September and became ill before boarding flight home to San Francisco. He had been hospitalized since Sept. 28. Ford had worked at radio stations in Tennessee, California and Georgia before embarking on his career as country music and gospel recording artist whose most popular recording was *Sixteen Tons*. He performed on CBS and ABC radio networks between 1950 and 1954 before launching his TV career. Ford hosted TV musical variety shows including NBC's *Kay Kyser's College of Musical Knowledge* in 1954; *The Ford Show Starring Tennessee Ernie Ford* from 1956 to 1961, and ABC's daytime variety program, *The Tennessee Ernie Ford Show* from 1962 to 1965. Ford had guest appearances on many shows, including *The Colgate Variety Hour*, *The Chevy Show*, *I Love Lucy* and, more recently, *Hee Haw* and *Barbara Mandrell & the Mandrell Sisters*. In 1990 popular artists commemorated Ford's 50 years in show business in an hour-long cable TV special. He is survived by his wife, Beverly, and two sons, Jeffrey and Brion.



Ford



Foxx

**Redd Foxx**, 68, veteran TV comedian, died Oct. 11 of heart attack in Los Angeles. He was stricken while rehearsing for new CBS

TV series, *The Royal Family*. Foxx was best known as junk dealer Fred Sanford on NBC's *Sanford and Son* from 1972 to 1977. In 1977 he starred in ABC's short-lived *Redd Foxx* comedy variety show and in early 1980's returned to NBC in *The Redd Foxx Show*. Foxx's guest appearances included *Today*, *The Tonight Show*, *The Addams Family*, *Mr. Ed*, *Green Acres* and *The Lucy Show*.

**Neil R. Baird Sr.**, 67, owner and operator, KCHS(AM) Truth or Consequences, N.M., died Oct. 8 there. In 1950's he worked at KXOL(AM) Fort Worth and had owned KCHS since 1963. Survivors include his wife, Myma; five daughters, Kathryn, Mary, Marka, Susan and Frances; two sons, Neil Jr., and Joseph.

**Jacqueline Rowles Chirico**, 46, West Coast manager of program schedules, NBC-TV, died of cancer Oct. 7 in Youngstown, Ohio. Chirico joined finance department of NBC, Burbank, Calif., in 1964 as junior secretary in offices of Grant Tinker, then West Coast programming chief. Succeeding posts for Chirico included executive secretary to Hank Rieger, then VP, West Coast press and publicity, and manager, program administration. She had held her most recent position since 1984. Chirico is survived by her husband, Claude; stepdaughter, Lisa, and her parents.

**John W. Kelly**, 28, TV cameraman, WPTV(TV) West Palm Beach, Fla., died in surgery Oct. 7 there. Kelly was putting camera equipment back in truck after shooting footage of traffic accident when he was struck by a motorist. Before joining WPTV in 1986, he worked at WFLP(TV) Springfield, Mass., and freelanced for HBO. He is survived by his daughter, Shannon; his parents, two sisters and three brothers.

**Harry L. Francis**, 62, died Oct. 10 in Woodstock, Vt., of multiple myeloma. Francis was program director at KCMO(TV) Kansas City, Mo. (now KCTV(TV)), and later appointed VP, operations, Meredith Broadcasting Group, New York. Surviving him are two daughters, Alexandra and Elizabeth.

**Evans Nord**, 74, retired GM, KELO-TV Sioux Falls, S.D., died of heart attack Oct. 5 there. Beginning career as radio broadcaster, Nord retired from KELO-TV in 1988. He is survived by his wife; five children; two sisters, and nine grandchildren.

**Regis Toomey**, 93, actor, died Oct. 12 in Woodland Hills, Calif. Toomey's TV stints included *Dante's Inferno*, *Burke's Law* and *Petticoat Junction*. Survivors include two brothers.

**James D. Harbart**, 57, broadcaster, died of pneumonia Oct. 1 in Kansas City, Kan. Harbart owned KSEK(AM)-KMRJ(FM) Pittsburg, Kan., from 1974 to 1982, and later co-founded Wax Works Radio Network. He sold Wax Works in 1989. Survivors include his wife, Mimi; two daughters; seven stepchildren; his mother and sister.

# FIFTH ESTATE

## MATT BLANK: THE PAY'S THE THING

**F**or good or bad, Showtime is often mentioned in the same breath with Home Box Office, its larger competitor in the pay TV market. "Being number two makes you look at the world a little differently, makes you run a little harder," says Matt Blank, president and chief operating officer of Showtime Networks Inc., himself a veteran of HBO.

What makes it even harder for Showtime is being number two in a category that has gone from infancy to maturity (some would say decline) in only a decade. As a man who has helped pay TV grow to a \$3-billion-a-year industry, Blank says he is ready to see the business through its second, and likely more difficult, phase.

Blank, who spent 12 years in various marketing posts at HBO, left the pay TV stronghold four years ago for Showtime, the Viacom International entity headed largely by ex-HBO executives. He left, he says, for the challenge of being second in the market and the opportunity to do more than marketing. The attraction to going to a company "with a very disadvantaged market position" was what it required of him, Blank contends. "We have to be more creative. We can't just throw \$50 million at the problem," he says, referring to HBO's annual marketing budget. "I think we're more innovative in our approach to the marketplace because we have to be."

Not that Showtime sees itself in a fierce fight over control of the market. "It's very difficult to compete with HBO in their share of the market," says Blank. "Our goal is to produce and run this as a nice little business, keep investing in the product, and at the same time produce a nice rate of return for Viacom. All those things are challenges."

One thing Blank did not have to deal with when he moved to Showtime was a cavalcade of unfamiliar faces. Showtime Chairman Winston "Tony" Cox and Viacom CEO Frank Biondi, both of whom helped get HBO off the ground, were there to greet him.

Blank brought to Showtime both a "good strategic mind" and keen marketing ability, an ability Showtime needed, says Cox.

To that point, Blank had spent his entire career in marketing, beginning with positions at Philip Morris and



American Express. But "at age 25," says Blank "it was easier for me to identify with the entrepreneurial world of cable than structured, established businesses," so he moved to HBO.

Blank traveled the country, launching the new service in cable systems. "That was a big deal. We take it for granted now," he says. "But in some states, the governor actually christened the earthdish at the launch party as the first one in the state."

Another of Blank's successes at HBO (aside from meeting and marrying his wife, sister of Turner Broadcasting System Executive Vice President Terry McGuirk) was the launch of its sister service, Cinemax, in 1980. "I wish I hadn't done such a good job," he adds. But Blank believes his biggest achievement was in helping build HBO's marketing organization.

As senior vice president, consumer marketing, for much of the 1980's, Blank was responsible for building "the aggressive, big-spending and capable HBO marketing machine," a machine he now confronts daily as a competitor.

By moving to Showtime, Blank saw his fortunes rise faster than they might

have at HBO. As executive vice president, marketing, his duties extended into creative services, on-air promotion and corporate affairs. Since becoming president in April, he has spent more time dealing with affiliate and fiscal matters, and has worked closely with Cox on network strategy. "Mostly, I'm just trying to keep my ears and eyes open," he says.

There's plenty to watch. The increased channel capacity digital compression will provide is the hot topic in cable, and Showtime is intrigued as well as optimistic. "We have a tremendous advantage. We know a lot about marketing, and this is going to be an aggressive marketing environment," he says.

Although HBO's plan to turn into a three-channel service (Showtime followed suit soon after with plans for a two-channel service) has prompted industry hubbub about multiplexing as a

### Matthew Charles Blank

*President and chief operating officer, Showtime Networks Inc., New York; b. July 10, 1950, Queens, N.Y.; BS, economics, Wharton School of Business, University of Pennsylvania, Philadelphia, 1972; MBA, Baruch College, New York, 1976; marketing trainee, Philip Morris, New York, 1972-75; product manager, American Express, New York, 1975-76; marketing manager, Home Box Office, New York, 1976-78; assistant director of marketing, 1978-79; director of creative services and communications, 1979-80; VP, Cinemax marketing and multipay, 1980-83; senior VP, consumer marketing, 1983-88; executive VP, marketing, Showtime Networks Inc., 1988-91; present position since April 1991; m. Susan McGuirk, May 8, 1982; children—Meredith, 6; Gordon, 3.*

possible savior of pay TV, Blank stresses it may help the category, but it may also cannibalize Showtime, since about 70% of its subscribers have HBO as well. "Far more radical change [than multiplexing] has to occur to help pay TV," he says, but that will occur mostly in marketing, pricing and packaging. Fundamentally, he says, Showtime will remain a monthly, theatrical-driven service.

Although HBO gets credit for taking the lead in the category, Blank contends Showtime is in a better position to bring change to the premium TV marketplace. "When you have as large a share of

the market as HBO does," he says, "I don't think you're as quick to look at change and opportunity...In our case, we're not happy with the current marketplace structure." Showtime is excited by all the pending changes, says Blank. "We like to think Showtime is out front in saying that and trying to make those changes happen." ■

# IN BRIEF

**Full slate awaits FCC at Thursday's open meeting** (Oct. 24). Commissioners will consider changing telco-cable cross-ownership rules, reconsider fin-syn, consider policy proposals for HDTV implementation, establish personal communication services (PCN's) and adopt rules concerning broadcast hoaxes (such as KROQ[FM] Los Angeles's "murder confession").

As anticipated, **Fries Entertainment**, an independent Hollywood producer of telefilms, mini-series and motion pictures, **filed for Chapter 11** bankruptcy protection late last week in Los Angeles. Company statement said that Fries would seek protection for reorganization, which could involve sale or merger with another entity. Financial picture for company took downturn earlier this month when it missed \$932,000 interest payment on its 7½% subordinated de-

bentures. Principal repayment to lender Credit Lyonnais Bank Nederland triggered cross-default in which entire \$29.5-million balance was made due. Fries made prior filing to Securities and Exchange Commission last month, stating that if it failed to restructure its debt payments, bankruptcy protection would be last resort.

**Associated Press** board of directors **has approved 3% rate increase**, effective Jan. 19, 1992, for all members, including 5,800 radio and TV outlets.

**Time Warner spokesman declined to comment on rumors** reported in *The Wall Street Journal* last Thursday **suggesting company would buy-in publicly held shares of 82%-owned subsidiary ATC**, in exchange for newly issued Time Warner securities. Reason for such move, said County NatWest securities analyst John

## 72 HOURS?

**C**BS News in January 1992 will try to expand on the success of *48 Hours* with a new prime time vehicle based on the series, according to a network source. No length or time slot has been set for the show, based on a two-hour special edition of *48 Hours* that aired last month. That special, a Sept. 11 report on the homeless titled "Street Stories," earned the network a 15.4/27. Serving as executive producer on the new series would be *48 Hours* Senior Producer Cathy Lasiewicz. A CBS News spokeswoman declined comment.

Tinker, is that currently Time Warner has to pay interest on any money it is lent by ATC. Tinker suggested two incentives for Time Warner to buy-in ATC shares now; one, that it may be required by Japanese companies Toshiba and C. Itoh, which are rumored to be considering making equity investment in Time Warner. Second, said Tinker, is rebound in cable equity values, which could make further delay costly to Time Warner. Tinker valued private market value of ATC's 19.6 million outstanding publicly held shares at \$62-\$68 per share. ATC rose 4% Thursday, to 52¼, while NASDAQ index declined 1%.

**At least one advertiser has pulled its spots from ABC's *Good & Evil***, which has been the subject of protest by National Federation of the Blind. ("Closed Circuit," Oct. 14). NFB is protesting portrayal of a clumsy blind character in show. NFB is claiming that other advertisers have pulled spots, but that could not be confirmed and ABC declined comment. Estimated cost of 30-second spot on *Good & Evil* is \$85,000.

**Household ratings (NSI) for recently launched weekly children's programming**, as compiled by Petry Television, for week of Oct. 7-13: *Buck O'Hare* (Claster), 3.0 rating/12 share (even with lead-in); *GamePro* (Samuel Goldwyn) 1.0/4 (even); *Little Mermaid* (Saban) 2.0/8 (up); *Mr. Bogus* (Zodiac) 2.8/11 (even);

## RTNDA, SBE TO MERGE EQUIPMENT EXHIBITIONS

**B**eginning in September 1993 at the Miami Convention Center, the Radio Television News Directors Association and Society of Broadcast Engineers will hold "concurrent but entirely separate conferences," while merging their exhibitions, said RTNDA President David Bartlett.

Both associations said they expect to gain considerable savings on exhibit hall expenses and to increase the number of exhibitors, in Bartlett's words, "beyond the sum of the parts."

In a joint statement, Bartlett and SBE President Richard Farquhar described the reasons for merging exhibits as "obvious. The newsroom and the engineering department have a lot in common, and by bringing the exhibits into one hall, everybody—news directors, engineers and exhibitors—will benefit." Despite that common ground, the two organizations will maintain separate registration, agendas and hotels for the two conventions.

"Many believe there are too many shows all around," said SBE spokesman Jerry Whitaker. "Each of us could have gone ahead with separate shows into the future, but the merger will benefit both organizations, the exhibitors and attendees," he added. Farquhar said SBE had discussed merging exhibitions with other organizations, which he declined to identify.

SBE was able to change its tentative plans for 1993, when it will join RTNDA, which was already booked for Miami, and for Los Angeles in 1994, where the two will also hold separate conferences and merge exhibits. Consultant Edward Barker, who manages both associations' exhibits now, will manage the merged exhibits—"one of the reasons we can do it," said Bartlett. RTNDA had discussed an exhibition merger with no other groups, he said.

RTNDA's annual international conference and exhibition has been "wildly profitable...our largest profit center," he said. This year's Sept. 25-28 conference in Denver set a new attendance record (1,593—up from the previous high of 1,553 in Nashville six years earlier). "If we can do that in this economy, watch out for us when it improves," Bartlett said.



*Not Just News* (Twentieth) 1.5/6 (down); *Scratch* 1.6/6 (down); *Way Cool* (Group W) 1.0/6 (down); *Wide World of Kids* (Goodman) 1.6/7 (down).  
**Ratings for children's strips:** *Beetlejuice* (Warner Bros. for FCN) 3.2/9 (even); *Casper and Friends* (Claster) 1.3/7 (even); *Darkwing Duck* (Buena Vista) 4.0/11 (even); *James Bond Jr.* (Claster) 2.0/8 (down); *Saved by the Bell* (Rysher/NBC) 3.2/10 (up) and *Widget* (Zodiac) 1.4/7 (even).

Urging from cable operators to let them carry just one channel of **NBC's pay-per-view Olympics** on systems where they cannot clear full three channels has prompted partial response from NBC. According to PPV Olympics Vice President Marty Lafferty, NBC is sticking to its goal of clearing three-channel event in 40 million homes. If and when aim is achieved, "we will be able to find a solution for the remaining 16 million U.S. cable subscribers residing in severely channel-constrained cable systems," he said. Lafferty would not specify whether solution may include allowing systems to carry just one channel. In other PPV Olympics news, about 65% of NBC broadcast affiliates (including O&O's) have signed up for NBC's per-inquiry plan, which pays them for airing PPV Olympics promotional spots.

**House and Senate conferees approved \$275 million in 1994 funding for Corporation for Public Broadcasting.** Figure, which is included in authorization bill for Labor, Health and Human Services and Education departments, is compromise between House proposal of \$253 million and Senate's \$284 million.

**FCC renewed, with EEO sanctions, licenses of nine radio stations in Alabama and Georgia.** WQPW(FM) Valdosta, Ga., and WBHP(AM) Huntsville, Ala., fined \$15,000 and \$9,000, respectively, for failing to notify alternative or minority oriented recruitment sources and for failing to self-assess their EEO programs. WVNA-AM-FM Tusculumbia fined \$3,000 for incomplete recruitment efforts—while WAPI-AM-FM Birmingham and WHBB(AM)-WDXX(FM) Salem, both Alabama, were not fined—but, like other stations, was renewed subject to reporting conditions.

**Andrew Corp. and Moscow Metro signed joint venture to install and operate wide-band, fiber-optic network covering metropolitan Moscow area by March 1992.** Orland Park, Ill.-based Andrew will own 31%, (Moscow Metro 69%) of 162-

## RADIO'S COVERAGE OF THE THOMAS HEARINGS

**R**adio networks offered their affiliates gavel-to-gavel coverage of the final confirmation hearings for Judge Thomas, including the final debates on the U.S. Senate floor on Tuesday and the final vote (see page 23).

Unistar Radio Networks carried the event live on its special events news channel. Rich Rieman, vice president of news and sports, Unistar Radio Networks, said the regular channel broadcast special one-minute updates, at 25 past each hour, and then again during regular newscasts on the hour and half-hour. Unistar also distributes CNN Radio, which broadcast continuous updates throughout its newscasts of the proceedings.

CBS Radio Networks carried the proceedings live and made the feed available to affiliates of both the CBS Radio Network and CBS Spectrum. It also provided updates at 31 past the hour on the CBS Radio Network. Anchoring coverage for CBS were Mitchell Krause and Rob Armstrong, with executive producer, Charlie Kaye.

ABC Radio Networks provided both anchored and unanchored live coverage, as well as status reports every hour, beginning one hour prior to the daily start and one hour after the hearings ended. Jon Bascom and Vic Ratner served as anchors.

AP Radio News carried full coverage on its Hotline channel and live special reports on the regular channel.

UPI Radio carried live coverage through the vote, anchored by Pye Chamberlayne at the Senate and Bill Small at the White House.

NBC and Mutual Radio offered the affiliates long-form, live anchored coverage. Peter Maer, White House correspondent, and Bonnie Erbe anchored the proceedings. The networks provided two special one-minute reports every hour on their regular channels.

National Public Radio carried live coverage of the hearings in concert with PBS. Tuesday, NPR carried the Senate floor debates, anchored by Nina Totenberg.

## TVB MOVES MEETING TO PRECEDE NAB

**I**n an effort to contain costs and boost attendance, the Television Bureau of Advertising has moved its 1992 annual meeting from March 2-4 to April 10-12, immediately preceding the National Association of Broadcasters (NAB) convention. Both meetings will be held at the Las Vegas Convention Center. According to TVB, the move will allow "time, travel and registration savings" for members of both associations. TVB will pay the NAB a management fee and the NAB will coordinate TVB's entire annual meeting, including registration and catering. TVB President Jim Joyella said the NAB has "an infrastructure designed to handle this and can accommodate the TVB with a slight effort."

The \$495-per-person registration fee for the TVB meeting will include registration for the NAB meeting at no additional cost. The cost of attending the NAB meeting alone is roughly \$295 per person.

mile network and will serve as general manager, supply microwave extensions and manage international sales. Co-venture, said Yvgeny Duchenko, director general of Moscow Metro, will "become carrier's carrier for cellular telephone operators, satellite gateway carriers, banks, radio and television broadcasting companies, cable TV companies and private users."

**District Court for Southern District of New York denied summary judgment motions from both sides in Leonard Kahn v. General Motors** AM stereo patent suit, finding uncontested facts insufficient to render

decision. Kahn alleges tortuous conduct on GM's part and seeks permanent injunction halting sale of GM-Delco radios equipped with Motorola-built AM stereo circuitry, which Kahn says "ignores [his] competitive AM stereo broadcast signals."

**Comsat Video Enterprises and Turner Cable Network signed three-year extension of contract making CNN Headline News one of four free CVE hotel services** through 1994. Agreement, said Paul Beckham, president of Turner network sales, "enhances the visibility of CNN Headline News in [310,000] hotel rooms nationwide."

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## AS THE NOMINATION TURNS

**T**he demise of television drama appears highly overrated, at least if you count the real-life kind played out in the extraordinary Thomas hearings. Not since Iran-Contra, and perhaps not since Watergate, has Capitol Hill provided such riveting television. It was often painful to watch, but it was also gripping and revelatory; at times moving, at others crude. And, primarily thanks to the broad cast of television, it put the issue of sexual harassment in front of the public as has no event before it.

It was a big event for television as well as for its audience. CBS, already bleeding from a billion dollar-plus baseball rights hit, recorded some of the lowest ratings in the history of diamond playoffs when its coverage came up against the powerful combination of Biden to Thomas to Hill. In the process, the hearings helped tumble CBS to third place for the week after it had won the first three of the season. (The network maintains its season-to-date lead.)

Television as a whole benefited from the hearing coverage, with new homes tuning to the medium in droves and some PBS stations recording their highest ratings ever. Network, not-a-network Fox also scored an all-time high for Saturday morning ratings. Although a Fox release trumpeting that news made no mention of the probable causes for that strong showing, its lineup clearly benefited from the massive defections of children who, expecting their favorite animated characters, tuned to the networks to find animated discussions among serious-looking people in suits.

The networks and local stations once again dropped business as usual and forfeited potential millions of dollars in advertising revenue to cover the hearings, joining such services as C-SPAN and CNN, for whom such coverage is business as usual.

In the "the more things stay the same" department, the media caught flak from Congress (ever seeking to shift blame) for breaking the story, even though the information on the allegations was a leak rather than the product of a pass with the muck rake. The press was also accused of turning the proceedings into a media circus. We can't argue that the Fifth Estate was integral in the "media" part of that equation, but it was the Senate that provided the circus.

## DO AS I SAY...

**T**he U.S. government has a seemingly infinite capacity to bemuse if not astound us by its logic.

Turner Broadcasting Service has filed suit against the Treasury Department for blocking the company's attempts to bring its television service to Cuba. The U.S. government opposes such programing because it feels providing such a service to Cuba constitutes a violation of the Trading with the Enemy Act. Turner has been allowed to exchange news with that country for some time, but the addition of other program-

ing to the mix has been nixed as a spur to tourism that would aid and abet the enemy.

If we're not mistaken, however, the U.S. government has itself, against the advice of many including this page, been funding its own television programing service to Cuba, a mix of entertainment programing and news known as TV Marti. If the argument is that TV Marti is a propaganda tool, we would counter that Turner Entertainment programing is likely a better one. We wager more communist Cubans could be won over by a clear picture of technicolor MGM musical opulence than by a fuzzy dose of government issue information sandwiched between reruns.

In any case, we find it difficult to justify the government's ongoing attempts to throw roadblocks in TBS's path while continuing its own aerial assault from a Florida blimp.

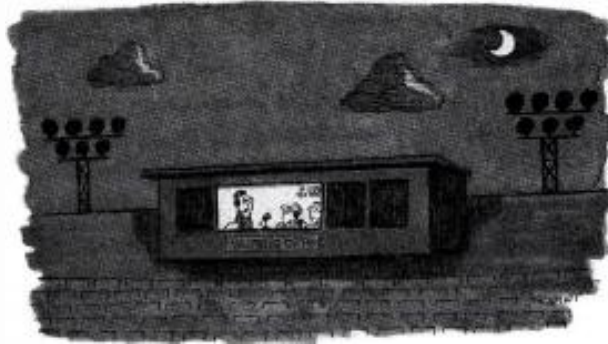
## NOTES AND COMMENT

**W**e'd like to comment briefly on several items from the pages of this week's magazine.

First, if PBS needed any spur to overhaul its decision-making process, it was provided by the news that the John and Mary Markle Foundation, a longtime benefactor that had balked at campaign coverage plans with PBS out of frustration over the pace of decisions there, has turned to the commercial sector, giving its \$3.5 million to CNN instead.

Second, we applaud the RAB's move to cut the admission price of its managing sales conference, an appropriate tone to set for a conference whose theme is "Making the Most of the Economic Recovery."

Third, we noted that at MIPCOM, the programing conclave in Cannes, Yugoslavia's warring Serbs and Croats were forced by necessity—they share the same TV channels—to put civil war aside, at least through their program-buying representatives, to agree on TV shows to buy for the country. We can't help but wonder whether an episode or two of the Ken Burns epic on this country's conflict might provide a useful perspective on the costs of such a struggle.



Drawn for BROADCASTING by Jack Schmidt

"You really have to speed up your post-game show."



A.



C.

# IDENTIFY THESE PEOPLE AND WE'LL PUT YOU IN THE PICTURE.

B.



D.



**S**ixty important people from the world of broadcasting will be profiled in *Broadcasting's* 60th Anniversary Issue. And they will be inaugurated into the first *Broadcasting* Magazine Hall of Fame. You could be 'here for the awards gala in Washington, D.C., if you know your broadcasting history.

Pictured here are people from broadcasting's past and present. Identify them and send us your answers on this official entry form. We'll draw two winners from the correct entries. And the winners and their guests will be whisked away to the *Broadcasting* Magazine Hall of Fame gala in Washington, D.C. on December 10th.

This special Anniversary Issue will be poly-bagged with the regular December 9th issue. Closing: November 27th.



CUT OUT AND MAIL TODAY

## OFFICIAL ENTRY FORM

Identify the people pictured and write in their names below:

A. \_\_\_\_\_ C. \_\_\_\_\_

B. \_\_\_\_\_ D. \_\_\_\_\_

Identify yourself:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Agency/Business: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone: \_\_\_\_\_

Send to: 60th Anniversary Contest, *Broadcasting* Magazine, 630 Third Avenue, NY, NY 10017 Attn: JM. Winners will be drawn from the pool of correct entries no later than November 25th and notified by telephone. The winners and their guests will receive: round-trip transportation to Washington, D.C., ground transportation to and from the awards dinner location, admission to the awards reception and dinner, one night of hotel accommodations, one room double occupancy. No substitutions will be accepted. In the event the winners cannot attend, other winners will be chosen from correct entries. Employees of Cahners Publishing and their families are not eligible to enter.

**BROADCASTING'S 60TH ANNIVERSARY ISSUE.**

Who

will be the  
only Oscar,  
Grammy, and  
Golden Globe  
winner  
to host her  
own show?