

Broadcasting

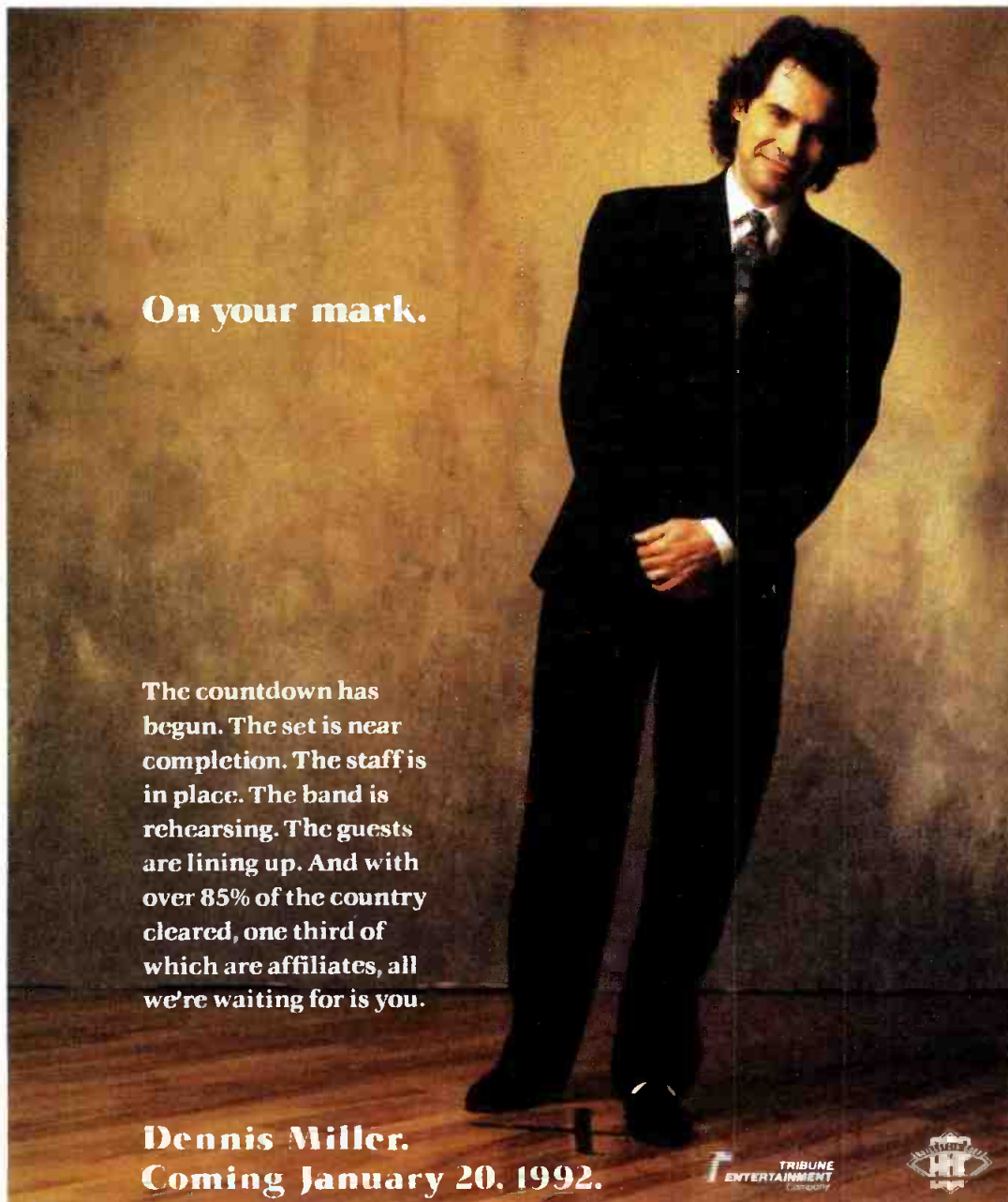
DEC 2

61st YEAR

FIRST IN TELEVISION CABLE RADIO SATELLITE

1991 □ \$2.95

- **ALL-STAR RUMOR OVER NBC; MUCH ADO ABOUT NOTHING? /4**
- **NBC CLAIMS SWEEPS VICTORY; CBS EYES SEASON WIN /26**
- **SALES AND PROMOTION: LOCAL TV'S STRANGE BEDFELLOWS /59**



On your mark.

The countdown has begun. The set is near completion. The staff is in place. The band is rehearsing. The guests are lining up. And with over 85% of the country cleared, one third of which are affiliates, all we're waiting for is you.

**Dennis Miller.
Coming January 20, 1992.**

TRIBUNE
ENTERTAINMENT
Company

UNIVERSITY OF ALABAMA
HIT
League

*****1* 5-DIGIT 35487
#007344386#P JUL92 BR482
PRDCLS ACG
U OF ALABAMA
LIBRARY
DRAWER S
TUSCALOOSA AL 35487

DEC 03 1991

570 UNIVERSITY OF ALABAMA
Serial Dept.

A CAHNS PUBLICATION
**THE RISING TIDE
OF BARTER**
page 3
Vol. 121 No. 23



Actually, it's created
and produced by
Witt-Thomas-Harris,
the same great team
that brings you
The Golden Girls.

Empty Nest

Available Fall 1993.







“Empty Nest
is the only
sitcom
created by
William
Shakespeare.”

Top of the Week

THE NEW ALL-BARTER OFF-NETWORK: NO CASH DOWN, ADS LATER

By Geoffrey Foisie
and Joe Flint

The move to all-barter off-network syndication is a fact. As a sales strategy, it is still controversial among stations. But as an advertising vehicle, its acceptance seems assured among those agency executives contacted last week by BROADCASTING.

Whether it works for the bottom line of its syndicator-originators remains to be seen.

An early example of all-barter is *Highway to Heaven*, distributed by Genesis Entertainment several years ago. But the trend picked up speed in May when Columbia Pictures Television sold *Designing Women* for three minutes of barter time and no cash. Then, several weeks ago, MGM said it would do the same for two hour-long shows: *In the Heat of the Night* and *thirtysomething*, keeping six minutes of advertising time in each show. Just a week later, another cashless package was announced, this time by Warner Bros., which said stations could have *Family Matters* for three minutes of ad time.

What is motivating the cashless strategy, say the studios, is a cash shortage at their customer TV stations. "I think, like everything else, the offers are responsive to the marketplace and to the stations' obvious interest in controlling costs," says Dennis Gillespie, president, worldwide marketing/domestic features and off-



Off-network shows being sold all-barter, *'Designing Women'* (above left) and *'Family Matters'* (above right), join first-run product such as *'Jenny Jones'* (above).

network sales. Peter Lund, former president, Multimedia Entertainment, and currently executive vice president, CBS/Broadcast Group, describes the recent events in barter syndication as "not a question of betting on an economic turnaround but

rather a question of dealing with the present economy."

Some stations, particularly those sporting acquisition debt, are known to be short of cash, but there are also many stations with free cash flow.

The rationale of the all-barter strategy may be subtle and complex. Syndicators appear to

bet that advertising revenue generated once the shows air in one or two years will exceed cash bids offered in a soft marketplace.

The uncertainties of syndication are compounded in all-barter. Says Mike Shaw of Buena Vista Television: "Any syndicator that goes out and decides to do straight barter is assuming more risk; his return is totally dependent on the coverage and rating delivered."

Not only is future advertising demand for the spots unknown, but future ratings and clearances are more crucial. Stations, too, are uncertain, not knowing the ultimate "opportunity cost" of not having those three minutes per half-hour to sell. Thus, both parties feel more comfortable with shorter contracts: one or two years, compared to the four-year-plus term of a typical off-network deal.

Not all broadcasters consider barter relief. Michael Finkelstein, president of group owners, Renaissance Communications, says, "They are asking for too much inventory."

The effective cost of all-barter to a station may vary significantly by mar-

ket. Peter Kizer, president, Federal Broadcasting, says smaller-market stations in general have less inventory pressure and might be more amenable to all-barter. Ward Huey, president, Belo Broadcasting, says the strategy varies by show: "It's like a car: it depends upon the terms of the deal, the desirability of the product and how it fits our schedule."

Still, questions remain as to whether there are enough ad dollars to support the increase in barter inventory, and who, out of network, cable and spot, will lose money to syndication. The latter question is as contentious as ever. Says Seltel's Executive Vice President Ray Johns: "Stations wonder what happened to national spot. All they have to do is look at their own air and count how many barter spots they are running."

Of course, the increase in barter inventory may end up hurting weaker barter shows before side effects are felt. Richard Kostyra, executive vice president, director of media services, J. Walter Thompson, New York, says, "There is a significant demand for high-rated syndicated property and if that is what is being converted to barter, then money should flow from the low-rated syndication properties as well as network and cable."

Media buyer Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather, is not worried about an inventory glut. "A lot of advertisers would love to buy sitcoms; most of what we have are older-skewing shows and magazine shows." Agreeing with her is Aaron Cohen, senior vice president, N W Ayer.

Syndicators may bet on a strong advertising turnaround within two years, but not all are waiting for that to sell inventory. Turner Program Syndication signed Kraft Foods to a multiyear, multimillion-dollar deal on *Wonder Years* almost two years before the show starts, next September. Says Rich Goldfarb, senior vice president, TPS: "Looking back over the past six months, I still feel we made a reasonable deal."

Now it may be the advertiser facing the downside. The Advertiser Syndicated Television Association recently lowered its ad revenue estimates for 1991 from \$1.4 billion to \$1.275 billion. Most media buyers and competitors view those estimates, even with the reductions, with skepticism. ■



THE NBC THAT IS, OR MIGHT BE

Stories of possible sale of some or all of network spread; Wall Street appears to put no credence in scenarios

By Rich Brown

As broadcasters try to make sense of the many industry rumors that have been circulating in recent weeks, the only companies that appear to have been affected so far have been long-distance telephone carriers. Phones have been buzzing with talk of a dismantling of NBC and other rumors, none of which had been substantiated at press time.

The rumors peaked on the afternoon of Friday, Nov. 22, with most of the talk focusing on a dismantling of NBC by General Electric. Some of the rumors said that Paramount would buy the NBC Entertainment Division or the entire NBC Network. Ted Turner was rumored to be interested in buying the NBC News and NBC Sports divisions. Some rumors had GE holding on to the NBC TV Stations Division. Some had Walt Disney Co. buying NBC's Burbank facilities.

Things got so heated that by the time Paramount Communications Chairman Martin Davis went to Washington to attend a Barbara Bush literacy lunch, the trip was suddenly interpreted in the rumor circles as a chance to explain the NBC dismantling to lawmakers. "You can't hiccup without people trying to put some sort of interpretation on it in this kind of climate," said one industry player.

As of last Wednesday (Nov. 27), as the rumors began to die down, nothing had changed. Wall Street didn't

appear to make much of the talk. Hal Vogel, an analyst with Merrill Lynch, said he discounted them immediately. Virtually all of the telephone calls that came into his office regarding the rumors were from reporters scrambling to pin down the story, he said.

"I didn't see any effect on trading," said Vogel. "It was not taken seriously by the street."

Still unclear is exactly how the rumors got started. One line of thinking was that the speculation started when an NBC president's council meeting was called to announce the resignation of Al Jerome as president of the network's TV station group. Another line of speculation traced the rumors to a joke memo that circulated at a competing network. And still another faction of network executives privately insist that where there is smoke, there is fire. Executives from at least one of the networks did not hesitate to spread the rumors to the press.

The first story on the rumors was believed to have been an AP report that moved late in the day on Nov. 22. NBC by that point had already received about 75 phone calls on the topic from reporters. But most national media ignored the story—including *The New York Times*, *The Wall Street Journal* and the network news divisions—and had still not reported on the rumors at press time.

As Jon Mandel of Grey Advertising summarized the rumor mill: "It's an industry full of yentas." ■

TALKERS TRY FOR '92 DEBUT

By Steve McClellan

As this season's new talk shows continue their struggle to find audiences, even newer talk shows are building clearances for next season debut. Genesis Entertainment last week said it has signed 38 stations covering 32% of the country for the new *Whoopi Goldberg Show*. And Viacom Enterprises said it agreed to extend production of the *Montel Williams Show* through April 1992. *Montel*, which launched in the summer with a few stations, was picked up by WCBS-TV New York last week.

Both shows are capitalizing on the recent cancellation of failed first-year talk shows. WCBS-TV New York will use *Montel* in place of *The Chuck Woolery Show*, from Group W Productions. Group W announced it was pulling the show two weeks ago, effective in January.

Phil Oldham, executive vice president, Genesis, says the company was exploiting opportunities opened in late night with the demise of the *Ron Reagan Show*, as well as ABC's decision to give back the post-*Nightline* time period to affiliates.

According to Oldham, 11 affiliates in the top 25 markets have so far picked up *Whoopi*. Among them: WJW-TV Cleveland; KOVR(TV) Sacramento, Calif.; WJZ-TV Baltimore, WFSB(TV) Hartford, Conn.; KHOU-TV Houston; KXAS-TV Dallas; WPLG(TV) Miami; KMGH-TV Denver; WISH-TV Indianapolis, and WXYZ-TV Detroit.

WCBS-TV is putting *Montel* on the air for the second time. It had the show at 9 a.m. last summer, but replaced it with *Woolery*. Last week, the show was picked up by another *Woolery* station, WDIV-TV Detroit. According to Viacom first-run chief Michael Gerber, WDIV-TV is running *Montel* at 3 p.m. against soap operas: "We think it will do well coming in and out of soaps and as alternative viewing to soaps."

Now, *Montel* is cleared in 25% of the country. The show is being offered for cash plus barter, but until coverage reaches 70%, Viacom is giving back the barter to stations to sell locally. *Whoopi* is being sold on straight barter, with three-and-a-half minutes of both local and national time. ■

This Week

ALL-BARTER UNCERTAINTY / 3

A cash shortage at TV stations, studios say, is prompting a trend toward all-barter deals in off-network syndication. Both sides are gambling on the health of the ad market—and the ratings appeal of shows—one or two years down the road.

NBC TAKES NOVEMBER / 26

Although final results aren't available until today (Dec. 2), NBC looks like the November sweeps winner. CBS, however, says that only an "unprecedented collapse" in its prime time performance can keep it from winning the season.

PAY CABLE FIGHTS PPV FOR BOUTS / 36

The Nov. 23 telecast of the Holyfield-Cooper bout did well for HBO, but industry observers—and PPV programmers—wonder why Time Warner ran the fight on pay cable and not PPV.

BEER AD BAN THREAT / 44

Beer and wine makers have begun to include responsible drinking messages in their promotions, but federal agencies are pushing for strictures



All-barter trend picked up speed with CPT's 'Designing Women' offer in May (p.3).

ranging from voluntary guidelines to outright bans. The radio industry believes the goal is admirable, but bristles at the prospect of further regulation.

TELCO ENTRY: STEP BY STEP / 51

Edging rather than jumping into cable, telcos are hoping to persuade the FCC to allow them to acquire a minority interest in local cable systems. The request will likely come Jan. 23, when comments are due in the FCC's video dial tone inquiry.

PIECE OF THE GRANITE / 58

Granite Broadcasting Corp. is hoping that its

offering of 2.75 million shares of common stock will be greeted with a friendly public reception. With \$15 million due its lenders by the end of March, the equity offering will help Granite avoid restructuring or selling one of its stations.

CABLE SYSTEMS BUY OUTAGE MONITORS / 64

When Jim Quesnell created the Cable Watch outage-time monitor two years ago, the idea was to give subscribers a weapon to appeal full-time billings for less than full-time service. So far, though, his only orders have come from cable systems.



Time Warner runs boxing bout on HBO, not PPV (p.36).

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting*® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

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. © 1991 by Cahners Publishing Co.

At Deadline

INDIE WISH LIST

INTV representatives made a swing through the FCC just before Thanksgiving, trying to make sure an upcoming review of the ban against broadcast networks' owning cable systems does not turn into a rush to repeal the ban. A three-page memo left behind says the rulemaking should be neutral—that is, should not tentatively conclude that the ban be repealed or relaxed. Should the FCC opt to relax the ban, it says a new set of must-carry rules should be included.

PUBLIC POSSIBILITY

Metroplex Communications is considering a public stock offering early next year. With that in mind, it has retained Media Venture brokers Charles Giddens and Randy Jeffery to appraise its WPRD(AM)-WMOG(FM) Orlando, Fla. Cleveland-based Metroplex owns five other FM's and four other AM's.

For other late-breaking news, see "In Brief," page 88.

NEWS DEPARTMENTS

Business.....	58
Cable.....	36
Radio.....	44
Technology.....	64
Television.....	26
Top of the Week.....	3
Washington.....	51

FEATURE SECTIONS

Bicoastal.....	28
By the Numbers.....	76
Changing Hands.....	62
Closed Circuit.....	18
Datebook.....	66
Editorials.....	90
Fates & Fortunes.....	84
Fifth Estater.....	83
For the Record.....	77
In Brief.....	88
Monday Memo.....	87
Open Mike.....	70
Ratings Week.....	34

'Star Trek' tops 'Wheel'

'Next Generation' beats game show for first time to take top NSS spot for week ending Nov. 17

By Steve McClellan

Star Trek: The Next Generation, went where no regularly scheduled syndicated series has gone, at least in the past five years—it beat *Wheel of Fortune* in the ratings. According to the Nielsen Syndication Service program rankings (Nov. 11-17), *Star Trek* was the number-one show for the week with an average 15.4 household rating. *Wheel* was number two, with an average 15.0. (*Star Trek* is a one-hour first-run weekly show, while *Wheel* is a strip.)

According to Paramount research, it was the first outright win for *Star Trek: TNG* since its debut in 1987, although it tied *Wheel* last May. The episode that beat *Wheel* was part two of an episode featuring Leonard Nimoy reprising his role from the original series as Mr. Spock.

Jeopardy! was the third-ranked show for the week with a 13.3, the *Oprah Winfrey Show* was fourth with an 11.4 and *Entertainment Tonight* was fifth with a 9.4.

It's unclear exactly how much *Trek* was helped by the Spock episode. The show has been the beneficiary of a lot of press coverage recently. This year is the 25th anniversary of the original *Star Trek*'s debut on NBC, and just over a month ago series creator Gene Roddenberry died. In addition, the sixth "Star Trek" theatrical movie, set to open in theaters this week, is also getting a lot of coverage. As to syndication, Paramount hopes to capitalize on the success of the show with the possible launch of a spinoff first-run companion next season (BROADCASTING, Nov. 25). For the season, *Trek* is up 16% to an average 14.1 rating. ■

NBC PICKS ROHRBECK TO HEAD O&O'S

NBC has named John Rohrbeck, president and general manager, KNBC-TV Los Angeles, to succeed Al Jerome as president of the NBC owned stations division. Jerome is leaving NBC after 17 years to join Dallas-based Spectradyn Inc., as president (BROADCASTING, Nov. 25). Jerome's departure is effective Dec. 16. Rohrbeck, who has run KNBC-TV for more than seven years (and WRC-TV Washington for six years before that), will relocate to New York. Replacing him at KNBC-TV will be Reed



John Rohrbeck



Reed Manville



Bill Bolster



Bill Moll

Manville, currently manager of sales planning for KNBC-TV.

In a related development, Bill Bolster, former president of the Multimedia Broadcasting station group, has been named president and general manager of WNBC-TV New York. He succeeds Bill Moll, who is moving to the group level as vice president, market development, reporting to Rohrbeck. WNBC-TV is currently third among affiliates in the market, sign-on to sign-off. While Moll is well respected and liked inside the company, sources said upper management has been mulling a management change for some time. Bolster has a reputation as a very hard-nosed, aggressive competitor, who is expected to shake things up at the station.

DOES YOUR INVESTMENT BANKER SHARE YOUR VISION?

Seeing is believing.

And believing in your investment banker means seeing results. Not just from time to time. But time and time again.

Furman Selz gets results by sharing your vision. With a sharp focus on the media business. From film to broadcast, from cable TV to publishing, Furman Selz has earned a reputation as a major media investment banker.

That's why you can count on Furman Selz to take you from concept to closing.

Is this the right time to tap into the capital markets? Would it be wise to consider an acquisition? Furman Selz has the expertise you need to make the big decisions. And the clout to make things happen.

It's a Xerox Financial Services Company with a long-term commitment to your success. And that's a smart way to do business.

No matter how you look at it.

If you'd like to find out more, write Furman Selz, 230 Park Avenue, New York, NY 10169.

XEROX
FINANCIAL SERVICES

XEROX® is a trademark of XEROX CORPORATION

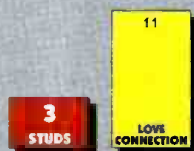


This Is What They Want You To See.

LOVE LOST.

LOVE CONNECTION IS OLD.

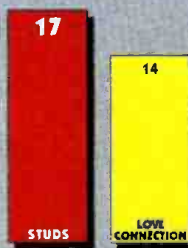
267%
DISADVANTAGE



Adults 50+

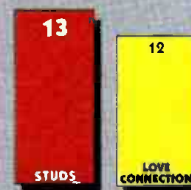
STUDS IS YOUNG.

+21%
ADVANTAGE



Adults 18-34

+8%
ADVANTAGE



Adults 18-49

When it comes to relationships with advertisers, STUDS has youth on its side.



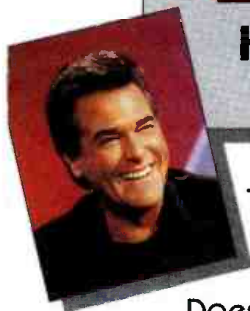
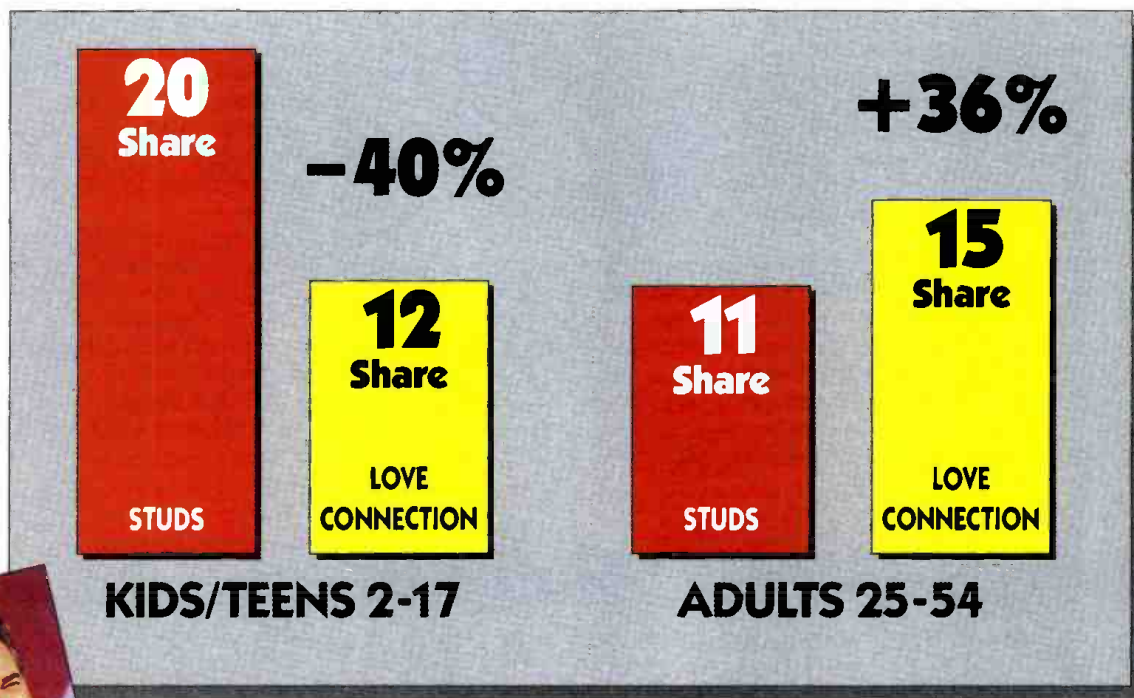
STUDS is TM & © 1991 Twentieth Century Fox Film Corp. All rights reserved. © 1991 STF Productions Inc. All rights reserved.

As seen in Broadcasting, November 25, 1991.

Love Connection—With The Demos And

Love Connection is an
Eric Lieber Production
in association with
Telepictures Productions

This Is What They'll Never Show You.



There has been a lot in the trades recently about "Love Connection" and "Studs." The fact is, when all is said and done, it comes down to one thing. Can you sell the show to your advertisers?

Does it have the kind of adult demos that meet your clients' marketing objectives? Or does it have a lopsided number of kids and teens that add bulk without results? And, most importantly, will responsible advertisers run in the program?

For 9 years "Love Connection" has been satisfying the most demanding and responsible advertisers with the kind of content and demos that those advertisers require. "Love Connection." The original and still the best!

Content That Advertisers Demand.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

CBS, COSTS CANCEL CAROL BURNETT AFTER FOUR AIRINGS

CBS has pulled the plug on *The Carol Burnett Show*. The network says the move was a mutual decision involving CBS, Disney Television and Burnett's Kallola Productions, through which the series was produced. Production ceases immediately, with six episodes of the original 13-episode order produced. CBS will buy out the remaining seven episodes.

Disney attributed the cancellation to "the difficulty inherent in the variety show format and an inability to find the right mix of writing, producing and creative talent to reshape the show after the departure of two of the show's executive producers" three weeks ago.

Dean Valentine, vice president, development, Disney Television, said: "We colluded in the decision not to do the show anymore. The show was expensive to start and was looking to become more expensive. Everybody wanted to hire new producers and a new writing staff, and the production was already way over budget. It had gotten to a point of absurdity," he said. "The problem was, I think, that everybody wanted the



old Carol Burnett show. The question is whether that old show can be done in 1991."

CBS plans a continuing relationship with Burnett and is reportedly in negotiations with the comedienne for a series of specials.

The Burnett series was the remaining show on Friday night from CBS's fall schedule. *Brooklyn Bridge* was moved to Wednesday night last month, and both *Princesses* and *Palace Guard* are on hiatus. CBS will fill the 9-10 p.m. slot with specials and two not-yet-aired episodes of the now defunct show to carry them through December.

Although the numbers for *The Carol Burnett Show* were lower than CBS had hoped, the show offered higher numbers for the network's troubled Friday night lineup than any of the other pieces that made up that night's schedule. For the season, the Burnett show averaged a 9.5 rating and 17 share.

The show moved to CBS this season from NBC where last year it aired as a half-hour show, but NBC would not renew it as an hour. -sc

SENATE ADDS NEW WRINKLE TO INFORMATION SERVICES DEBATE

Companion legislation to Cooper bill softens some bottleneck test provisions; regional Bell operating companies register strong opposition

By Randy Sukow

Telephone companies immediately condemned legislation to restrict regional Bell operating company (RBOC) entry into information services, introduced last Tuesday night (Nov. 26) by Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

The Inouye bill, like an earlier bill (H.R. 3515) introduced by House Telecommunications Subcommittee member Jim Cooper (D-Tenn.), could mean several years of delay in RBOC delivery of content-based information services—such as video yellow pages, newspapers or electronic publishing services—within their local voice telephone services networks.

It could also put another barrier in front of senators seeking to give the RBOC's authority to deliver cable TV service.

The Information Services Diversity Act (S. 2112) attempts to soften some of the strict entry provisions of H.R. 3515 this year (BROADCASTING, Oct. 14). But the telephone industry attacked Inouye's bill—as they did Cooper's—as anticompetitive and excessive regulation.

"While protecting the selfish interests of the American newspaper industry, the Inouye bill undermines the national interest in enhancing America's competitive position in the global telecommunications marketplace," says John Connam, vice president, federal relations, for Ameritech, one of the seven RBOC's.

The American Newspaper Publishers Association (ANPA), Reston, Va., enthusiastically endorsed S. 2112. Inouye "is sending a powerful signal that fair competition and consumer choice in the information marketplace are national priorities," says Cathleen

Black, ANPA president and chief executive officer.

The National Cable Television Association and National Association of Broadcasters have joined ANPA in requests to the U.S. Court of Appeals in Washington to reverse a decision by District Court Judge Harold Greene last July 25 to allow RBOC's to enter information services. RBOC's had been blocked from such services by the modified final judgment (MFJ), the 1984 consent decree directing the breakup of AT&T. Subsequent Supreme Court and appeals court rulings lifted a stay of Greene's decision and cleared the way for RBOC's to establish information services.

"I do not believe that the individual Bell companies or their employees are malevolent. On the contrary, I have found just the opposite to be true," Inouye said in a statement to the Senate. "It is simply that the lack of com-

In New York City, Which 6:00 - 8:00PM Strip Attracts The Highest Share Of Women 18-49?

WABC Eyewitness News
ABC News
Jeopardy
Wheel of Fortune

WCBS Channel 2 News
CBS News
Hard Copy
Entertainment Tonight

WNBC News 4 New York
NBC News
Love Connection
Ruckus

WNYW Golden Girls
Night Court
Fox News
A Current Affair

WPIX Full House
Growing Pains
A Different World
Now It Can Be Told

WWOR Perfect Strangers
Who's The Boss?
Married... With Children
The Cosby Show

Full House: The In 1



M/B

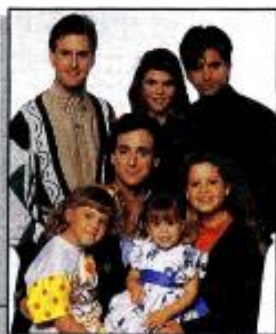
Miller-Boyett
PRODUCTIONS

LORIMAR
TELEVISION

#1 Demo Hit in #1 Market!

New York • Monday-Friday • 6:00-8:00PM		Women 18-49 Share
Rank	Program	
#1	FULL HOUSE	28
#2	Jeopardy	27
#3	Growing Pains	25
#3	Cosby	25
#5	Who's The Boss	24
#6	Wheel Of Fortune	23
#7	Entertainment Tonight	21
#7	Eyewitness News	21
#9	A Different World	20
#10	Golden Girls	18
#10	ABC News	18
#12	Night Court	17
#12	Married... With Childre	17
#14	A Current Affair	15
#15	Hard Copy	13
#16	Love Connection	12
#16	News 4 New York	12
#18	Perfect Strangers/Boss	11
#19	NBC News	10
#20	Ruckus	9
#21	Fox News	8
#21	Now It Can Be Told	8
#23	Channel 2 News	7
#24	CBS News	4

**And Full House Also Achieved WPIX's
Highest Household Rating Of The Entire Day!**



SOURCE: NSI Oct. '91 (All M-F Strips 6-8 PM)

FULL HOUSE



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

petition to the Bell companies gives them substantial incentives to use their undue market power to the detriment of competitors."

Some provisions of S. 2112 are softened versions of equivalent sections in the Cooper bill. The "bottleneck" entry test for information services in an RBOC's service area is the same: at least 50% of residential and business users must have access to an alternative-local telephone com-

pany, and at least 10% of the market must be using the alternative. But unlike the House bill, Inouye proposed a 12-year sunset on the bottleneck test.

Also unlike the Cooper bill, the test is applied to RBOC's on a state-by-state basis rather than to the entire local service area. "Thus, if the test is met in New York but not New Jersey, NYNEX could provide content services in New York but not New Jersey," Inouye said.

Both bills require the RBOC's to form separate subsidiaries before offering information services as a safeguard against cross-subsidization. S. 2112 goes further by codifying the subsidiary rules for non-RBOC's, such as GTE and Contel. However, those companies are already bound by a subsidiary law by a separate consent decree. Non-RBOC's are not required to pass the bottleneck test under S. 2112. ■

NAB board races heating up

New York-New Jersey radio contest between O'Shaughnessy and Bench among more competitive matchups: voting begins Jan. 3 for both TV and radio vacancies

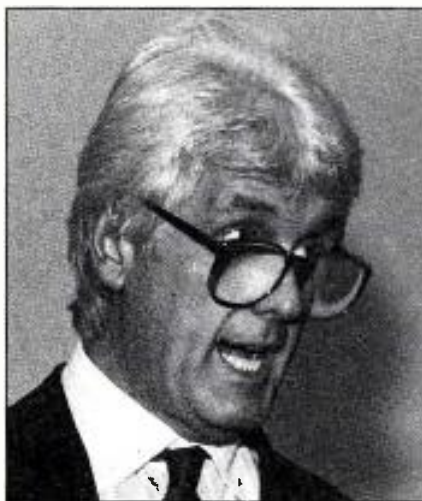
By Randy Sukow

A spirited contest has begun for the second district seat (serving New York and New Jersey) for the National Association of Broadcasters radio board. Former board member William O'Shaughnessy, chief executive officer, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and Mark Bench, vice president and general manager of Bonneville International's WNSR(FM) New York, have begun an active campaign to succeed the current district 2 representative, Radio Board Chairman Richard Novik, president, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.

Ballots for two-year board terms to begin in June 1992 will be mailed to NAB members in one month (Jan. 3). At stake are the even-numbered radio-board districts (2-24) and six TV board seats. Members will have until Jan. 31 to return their votes. (If necessary, run-off ballots for radio board seats will be sent out in February.)

Former radio board member Lee Shoblom, owner and operator, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., is seeking to return to his old seat. Shoblom is a past president of the Arizona Broadcasters Association and was founding president of the Community Broadcasters Association, the low-power television advocacy group.

In the second-district radio race, O'Shaughnessy—a leading advocate of the mid-1980's NAB-National Radio Broadcasters Association merger during his earlier board tenure—is calling for NAB to merge with the troubled Radio Advertising Bureau.



William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and Mark Bench of WNSR(FM) New York oppose each other for the radio board seat being vacated by Richard Novik of WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.



He also plans to push for greater attention to First Amendment issues. "I served on and off [on the radio board] for 10 years," O'Shaughnessy says. "I was always pleased and flattered to be the point man for the First Amendment advocates and waged often lonely battles to keep the NAB elders focused on the dangers inherent in the fairness doctrine and other congressional efforts to hinder and impede our rights."

"I'm a strict First Amendmentarian myself," Bench says. "We run a superb news operation, just having won the [Radio-Television News Directors Association's] Murrow Award."

Bench, a past delegate to three World Administrative Radio Conferences, says he would encourage increased international activity for NAB. He praises NAB projects such as next year's international radio symposium and equipment exhibition in Montreux, Switzerland. "They're going to

have to do a lot more of it.... We live in an international arena and to think that it's only right here in River City is not seeing beyond the tip of your nose," Bench says.

O'Shaughnessy says he is not a "parochial candidate," but criticizes Bench's emphasis on international issues. "I am more concerned about the guy in Batavia, N.Y., and down on the Jersey shore than I am, frankly, about what's going on 'over there.' DAB is not an international issue alone. It's a domestic political issue in which the existing broadcasters have got to be protected from the will and whim of Congress or the commission."

The initials DAB (digital audio broadcasting) and LMA (local marketing agreement) were the most often-raised issues among radio board candidates contacted by BROADCASTING last week.

A complete list of nominees will not

be released by NAB until Dec. 13. But several broadcasters have confirmed their intention to run—TV board incumbents: Robert W. Davis, president and general manager, KMTR-TV Eugene, Ore.; Harry J. Pappas, president, Pappas Telecasting Companies, Visalia, Calif., and Amy McCombs, president and general manager, KRON-TV San Francisco (recently appointed to a vacant seat). TV Board Vice Chairman Michael J. Conly, president and general manager, KENS-TV San Antonio, Tex., is among those ineligible to run in 1992 after completing a second consecutive term.

Radio board incumbents seeking second terms include: Charles A. Blake, vice president, WIKY-AM-FM Evansville, Ind.; Gene Millard, general manager, KEFQ(AM) St. Joseph, Mo.; Don Seehafer, president, Seehafer Broadcasting Corp., Manitowoc, Wis.; Dick Oppenheimer, president, Signature Broadcasting Co., Austin, Tex.; Alan Harris, general manager, KUGR(AM)-KYCS(FM) Green River, Wyo., and Robert L. Fox, chairman-CEO, KVEN(AM)-KHAY(FM) Ventura, Calif.

In addition, Shoblom and T. David Luther, president and general manager, WBTM(AM)-WAKG(FM) Danville, Va., are running for seats being vacated by F. Russell Wood, general manager, KSL(AM) Salt Lake City, and William Eure, general sales manager, WKEZ-FM Yorktown, Va., respectively. ■



AND DILLER MAKES 20

Fox Inc. Chief Executive Barry Diller last week became the 20th "Broadcasting Hall of Fame" nominee to accept induction during the magazine's 60th anniversary celebration next week (Tuesday, Dec. 10). (The other 19, previously announced, are pictured on page 22.) The entire first 60 honorees list will be announced in BROADCASTING's Dec. 9 anniversary issue.

CBA LOOKS FOR SOME REGULATORY RELIEF

Although attendance was down slightly at this year's Community Broadcasters Association fourth annual LPTV Conference & Exposition in Las Vegas (Nov. 23-25), event organizers say it may have been the most successful to date.

The reason, says Peter Tannenwald, CBA legal counsel, is that "the bloom is off the rose. There was a conspicuous absence of speculators this year, so attendees were all serious operators, people either on the air or in the process of building a station. I heard exhibitors did better this year because operators came to buy."

The industry, many agree, is beginning to mature and now has only a few regulatory constraints, including call-letter designations and power limits, impeding day-to-day business operations. CBA wants call letters changed from an alphanumeric system (e.g., W30AL Plano, Ill.) to one more resembling the three- and four-letter calls used by AM and FM broadcasters. CBA says the change could translate into increased revenues by making it easier for both the listening and the ad buying public to recognize community broadcasters, and by enabling some ratings services to include low-power stations. "Some of them can't get our odd call letters into their computers. Some people think we're ham operators. We just want to be recognized as part of the unified television industry," says CBA President D.J. Everett III, who operates W43AG Hopkinsville, Ky.

The CBA has also asked the commission for power and/or reach increases for some, particularly rural, stations, and an FCC service redesignation from low-power to community television. FCC Commissioner James Quello, in a speech delivered on the convention's first day, said the requests were "reasonable."

"He sounds, to us, like he's going to be real supportive," says John Kompas, CBA executive director. "The whole Mass Media Bureau has been super to LPTV. They've gotten our applications out in a rapid manner, and they keep getting us filing windows."

Indeed, Keith Larson, chief of the FCC's LPTV Branch, used the convention's FCC Update panel to announce the next national filing window, Feb. 10-14, with areas within 100 miles of top-30 markets excluded. He also said as many as 60% of the more than 1,200 applications filed during the last window will be granted. With build rates anywhere from 25% to 50%, the FCC expects at least 200 more low-power stations to go on the air; currently, there are about 1,000 in the U.S.

Various community broadcasters have told the Mass Media Bureau that they would accept some, if not all, of the public service requirements that currently apply to full-service broadcasters in exchange for the improvements. A Mass Media spokesperson says: "We're taking a hard look at it, but we'd hate to see low power try to battle full service. That probably wouldn't be in anybody's interest."

Noticeably absent from the CBA wish list is a change in status from secondary to primary. "Everybody would like to have a change from secondary status, [but] it's pretty much something we have to live with. It's a fundamental condition of the game," Tannenwald says. Primary status services have a higher priority to spectrum that might otherwise be used by low-power stations. In top-30 markets, spectrum is already being set aside for HDTV, and many, inside the FCC and out, believe HDTV spells death for low power in urban areas.

Kompas doesn't agree. "We're not all that concerned about HDTV. The use of digital will end up eliminating the UHF taboos for the most part. We'll probably see an increase in spectrum availability rather than a decrease. The future is going to end up with a lot of additional spectrum, especially if compression comes along with it."

Since FCC Chairman Al Sikes has warned broadcasters they must either use or lose HDTV spectrum to other services, some LPTV's that would otherwise get bumped might not. Says Everett: "I don't know if any [broadcaster] is anxious to go out and spend the bucks to make HDTV work." —**PT**

Grade A come



If you're shopping for unbeatable comedy, we've got the freshest show on the market: ALMOST LIVE!

Truly a head of its time, ALMOST LIVE! is hosted by John Keister, the bald new look of comedy. Each weekday Keister and his zany troupe of "irregulars" serve up a farm-fresh, wacky brand of humor that has extra-large appeal!

And ALMOST LIVE! has a winning format. It's not a sitcom, it's not a variety show, it's not stand-up comedy—



dy on sale! (Slightly cracked)



it's a "skit-com!" Each half-hour show is an inspired scramble of monologues and sketches shot before a live audience, commercial parodies and hilarious sketches shot on location! Fans will tune in day after day to see their favorite recurring characters and running gags.

ALMOST LIVE! is one comedy series that will go over easy with your viewers. Put it on your shopping list now!
ALMOST LIVE! IT'S ALMOST HERE!



Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

NARROWING HARBOR

Anti-pornography activist Donald Wildmon visited the FCC last Tuesday, urging officials to narrow the "safe harbor" for broadcasting indecent programming until courts complete review of the absolute ban on indecency. According to one FCC official, Wildmon wants to push back the start of a safe harbor from 8 p.m. to 10 p.m.

The indecency litigation may continue for a long while. The U.S. Court of Appeals in Washington struck down the ban last May, saying the First Amendment requires a safe harbor of some duration since indecency is protected speech. But, hoping for reversal, Wildmon's American Family Association and the Children's Legal Foundation last week asked the Supreme Court to review. The U.S. Solicitor General, which is expected to follow suit later this month, floated a draft of its petition for review at the FCC last week.

BON VOYAGE

FCC Commissioner Sherrie Marshall is accompanying Ambassador Jan Baran, chairman of the U.S. delegation, to next February's WARC conference, and Bell South's Frank Urbany to Japan, Australia and India this week for some pre-WARC politicking. The group will lay out U.S. positions and, as Baran puts it, "seek their reaction and, hopefully, their support." The tour is one in a series. A group led by Baran and including Byron Marchant, an aide to FCC Commissioner Andrew Barrett, returned just last week from a five-country African swing. Baran and others have also been to South America and Europe.

LOS ANGELES

FIXING THE PHONES

International telecommunications



Allowed to set up equipment 10 days earlier for a running start today (Dec. 2), the American Television Alliance—General Instrument and the Massachusetts Institute of Technology—expects its DigiCipher HDTV system to complete testing by late January. That's according to William Fong, associate staff engineer for GI's Advanced Development Group, pictured with the DigiCipher encoder rack at the Advanced Television Test Center in Alexandria, Va., last week. DigiCipher is the first all-digital system, and third of six systems overall, to enter ATTC.

ministries appear ready to grease the squeaky wheels that made broadcaster use of mobile satellite telephones somewhat arduous last winter in the Persian Gulf. Meeting in London, an Inmarsat experts group of the International Maritime Satellite Organization concluded that "existing national regulatory restrictions in many countries are a serious obstacle to transborder use of land mobile earth stations and need urgent revision." The group urged Inmarsat members to unify rates and ease transportation and coordination rules.

MORE WHERE THOSE CAME FROM

Given the ratings performance of MTM's *WKRP in Cincinnati* and LBS Communications/All American Television's *Baywatch* first-run syndicated weeklies, both distributors are developing fall 1992 companion pieces or spin-offs. LBS President Paul Siegel says the distributor is looking at three or four proposals, with the possibility the series will be produced in Canada or Europe. MTM TV Distribution President Kevin Tannehill is developing a com-

panion piece to *WKRP*.

NEW AT GENESIS

Genesis Entertainment, which recently announced *The Whoopi Goldberg Show* as a new talk offering for next season, is developing two additional shows for next season. No word yet on what they are, but an announcement is expected in the next month. Also, the company is currently entertaining bids for a barter sales rep for *Whoopi*. TPE sells the barter in other Genesis shows, but doesn't have a lock on *Whoopi* yet.

NEW YORK

SUPER SPOTS

Word from the ad agency community is that CBS Sports still has at least 35 spots to sell on the 1992 Super Bowl, suggesting that even the nation's premiere sporting event is feeling the pinch of a tight marketplace. That would mean that the network currently has about \$30 million in unsold inventory, based on reports that pricing for a 30-second Super Bowl spot has been flat at \$800,000.

ABC NEWS PLANS KID'S SPECIALS

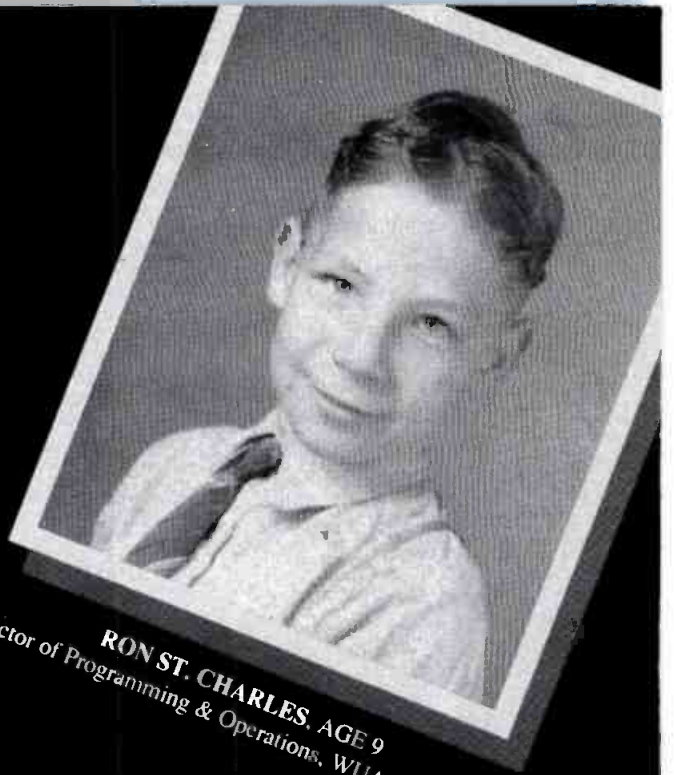
ABC News is targeting an early 1992 debut of one or two Saturday morning children's specials currently in development, including an hour-long look at prejudice. As planned, the specials would feature ABC News anchor Peter Jennings before a live audience of children.

NEW HIRES

So far, at least half of the 50 employees who made up NBC's now-defunct spot sales division have found work. Petry and HRP, which took over for NBC spot sales, have retained 10 NBC staffers and may keep more. Two ex-staffers are now working at other rep firms; another handful took early retirement.

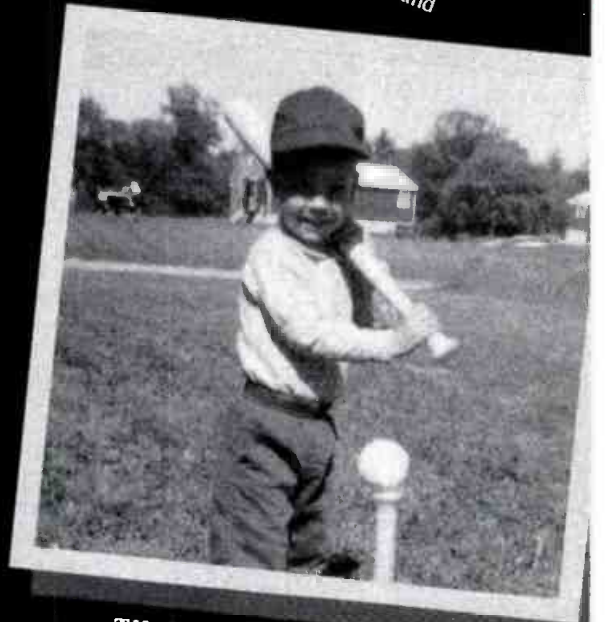


JULIE NUNNARI, AGE 10
VP, Programming, WPIX, New York

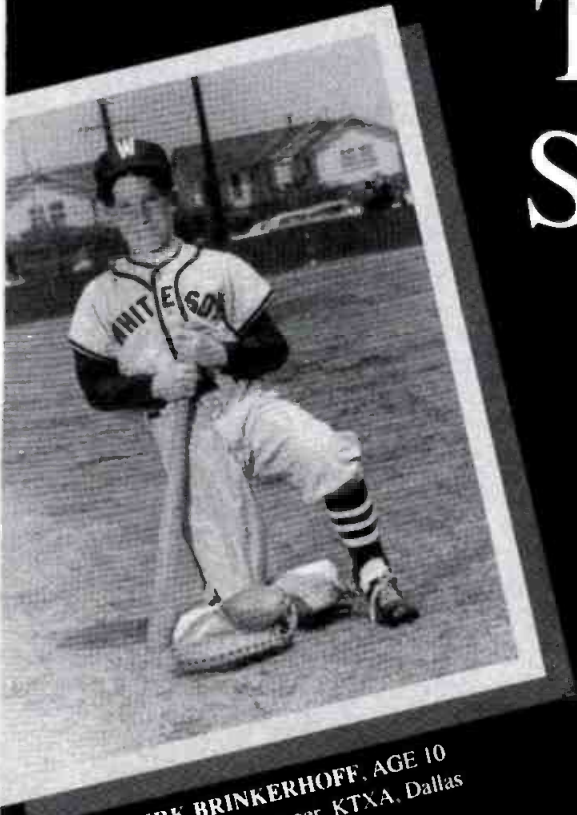


RON ST. CHARLES, AGE 9
Director of Programming & Operations, WUAB, Cleveland

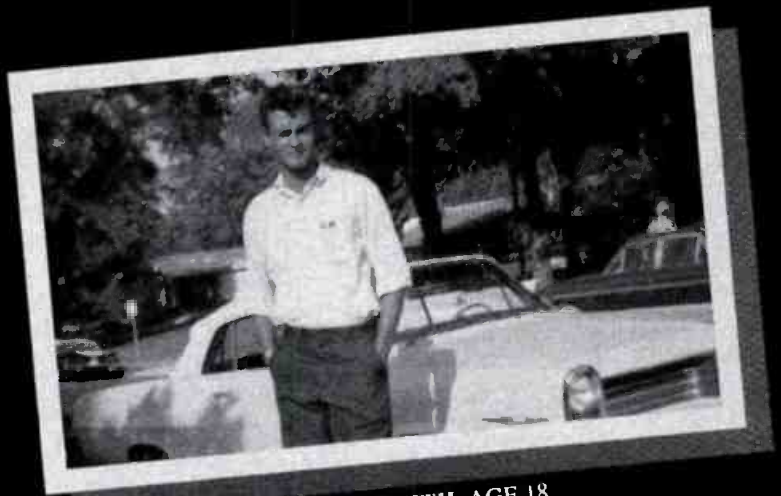
It's No Wonder They're Smiling.



THOMAS ZAPPALA, AGE 4 1/2
Program Director, KTXH, Houston



DIRK BRINKERHOFF, AGE 10
VP, General Manager, KTXA, Dallas



RANDALL SMITH, AGE 18
Executive VP/General Manager, WPHL, Philadelphia

They Have NOW SOLD IN MORE



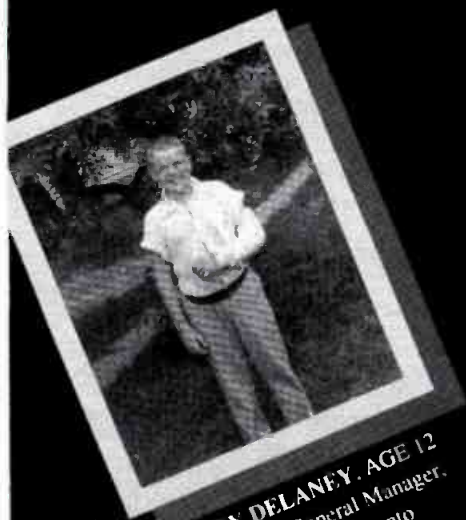
CARMEN SWITAJ, AGE 10 1/2
Program Director, KLSR, Eugene

WPIX, New York
KTTV, Los Angeles
WFLD, Chicago
WPHL, Philadelphia
WTTG, Washington, D.C.
KTXA, Dallas
KTXH, Houston
WUAB, Cleveland
KITN, Minneapolis
WPGH, Pittsburgh
KPLR, St. Louis
KSCH, Sacramento
KNXV, Phoenix

WBFF, Baltimore
WKCF, Orlando
XETV, San Diego
KPTV, Portland
KSMO, Kansas City
WXMI, Grand Rapids
WGNT, Norfolk
KRRT, San Antonio
KXIV, Salt Lake City
WFLX, West Palm Beach
WXXA, Albany
WRIC, Richmond
WJKS, Jacksonville



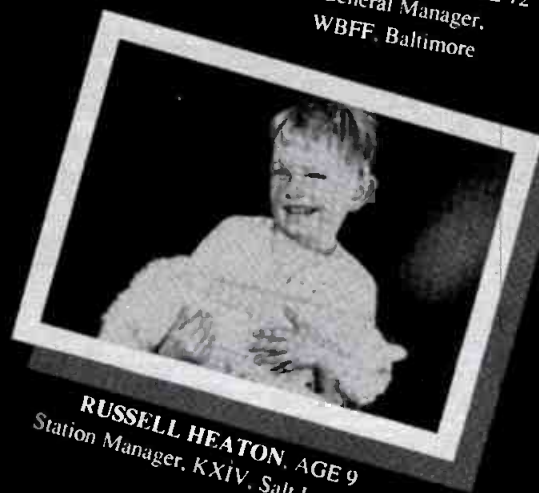
STEVE MARKS, AGE 12
General Manager,
WBFF, Baltimore



HARRY DELANEY, AGE 12
President & General Manager,
KSCH, Sacramento



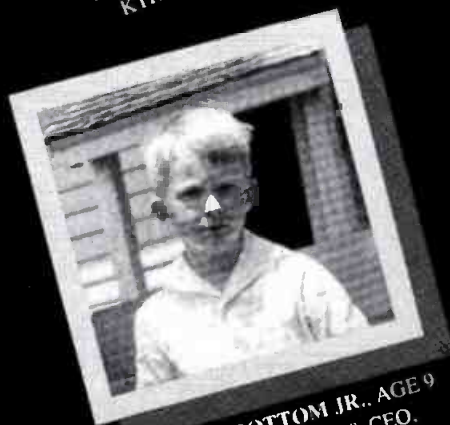
REX McARTHUR, AGE 15
President & General Manager,
KTRV Channel 12, Boise



RUSSELL HEATON, AGE 9
Station Manager, KXIV, Salt Lake City



ALAN FRANK, AGE 12
General Manager, WPGH, Pittsburgh



RAYMOND BOTTOM JR., AGE 9
Chairman of the Board & CEO,
Centennial Communications
WGNT, Norfolk



MURRAY GREEN, AGE 6
VP, General Manager, WFLX,
West Palm Beach

Produced By:
NEW WORLD TELEVISION

The Wonder Years.

THAN 50% OF THE U.S.

KJEO, Fresno
WOKR, Rochester
KBSI, Paducah-
Cape Girardeau
KFBT, Las Vegas
KGAN, Cedar Rapids
WFTX, Ft. Myers
KOOA, Colorado Springs
KTTW, Sioux Falls
KXJB, Fargo
KADY, Santa Barbara
KMST, Salinas-Monterey
KLSR, Eugene

KIMA, Yakima
KRCR, Chico-Redding
WVSB, Columbus-Tupelo
WREX, Rockford
KTRV, Boise
KJTV, Lubbock
KTUU, Anchorage
KIDK, Idaho Falls
KAEF, Eureka
WBKO, Bowling Green
KTVF, Fairbanks
KVOS, Bellingham



DOREETA DOMKE, AGE 15
VP, Director of California Operations
KRCR, Chico-Redding



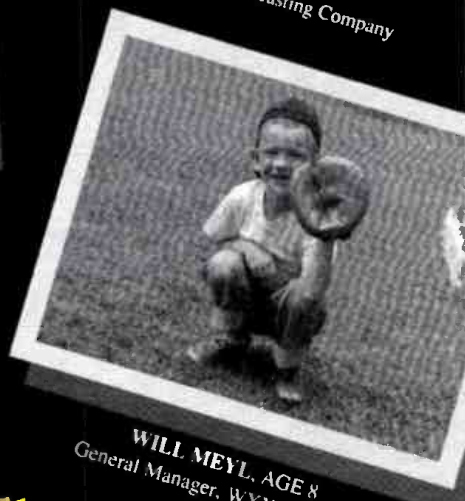
BEN TUCKER, AGE 12
President,
Retlaw Broadcasting Company



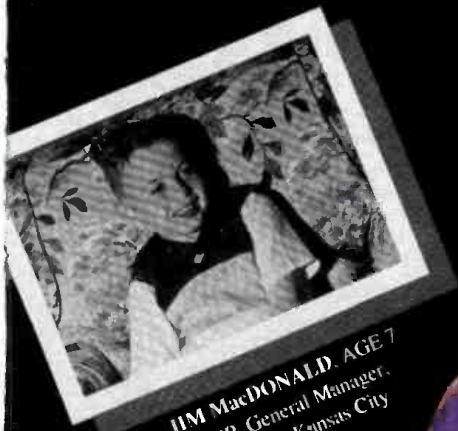
GORDON WHITE, AGE 15
Program Manager, KPTV, Portland



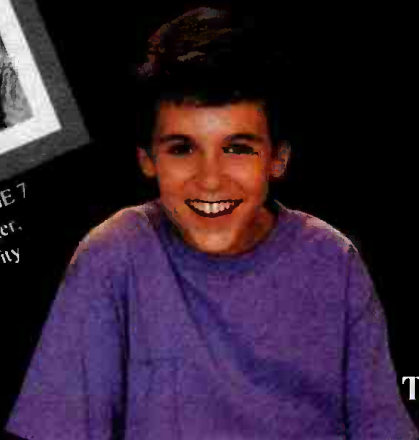
BRAD MORAN, AGE 15
VP, General Manager, KJTV, Lubbock



WILL MEYL, AGE 8
General Manager, WXXA, Albany



JIM MacDONALD, AGE 7
VP, General Manager,
KSMO, Kansas City



The
WONDER
· **YEARS** ·

Distributed By
TURNER PROGRAM SERVICES

THE FIRST SIXTY'S FIRST NINETEEN

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

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

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



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

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

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

Broadcasting

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340

Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman,
David Persson, publisher.

Editorial

Donald V. West, senior vice president and editor.

Mark K. Miller, managing editor.

Harry A. Jessell, senior editor.

Kira Greene, John S. Eggerton,
assistant managing editors.

Washington

Randall M. Sukow, Peter D. Lambert (technology),
Patrick Watson, assistant editors.

Patrick J. Sheridan, Janet Sullivan, John Gallagher,
staff writers.

Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Denise P. Smith, Kenneth Ray, production.

New York

630 Third Ave., 10017; 212-599-2830; Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming).

Rich Brown, Joe Flint, Sharon D. Moshavi,
assistant editors.

Hollywood

1680 N. Vine St., 90028; 213-463-3148; Fax: 213-463-3159

Steve Coe, assistant editor.

Mike Freeman, staff writer.

Reed E. Bunzel, radio editor (West Coast); 408-625-3076.

Advertising

New York

212-599-2830

Lawrence W. Oliver, advertising director.

Leslie Lillien Levy, marketing services director.

Joseph E. Ondrick, East Coast regional sales manager.

Randi T. Schatz, sales manager.

Joan Miller, executive secretary.

Sandy Bacchus, advertising assistant.

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.

Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340

Doris Kelly, sales service manager.

Mitzi Miller, classified advertising manager.

Advertising Representatives

Lewis Edge & Associates (Southern regional and
East Coast equipment); 609-693-7900; Fax: 609-497-0412.

Dave Berlyn & Associates; 914-631-6468.

Yukari Media Inc. (Japan); (06) 925-4452.

Fax: (06) 925-5005.

Business

Philippe E. Boucher, vice president and controller.

Circulation

800-323-4345

P.O. Box 715, Brewster, N.Y. 10509-9873

Fax: 914-878-7317

Production

Harry Stevens, production manager.

Debra D. Funkhouser, production assistant.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Market Place

(formerly The Broadcasting Yearbook)

Editorial

908-464-6800

Circulation

1-800-521-8110

Advertising

212-599-2830

CAHNERS CONSUMER/ENTERTAINMENT PUBLISHING DIVISION

John J. Beni, senior vice president/general manager.

Neil Perlman, senior vice president/group publisher.

Lawrence B. Taishoff, adviser.

CAHNERS PUBLISHING COMPANY

Terrence M. McDermott, president/chief operating officer.

REED PUBLISHING (U.S.A.) INC.

Robert L. Krakoff, chairman/chief executive officer.

ALL THROUGHOUT HISTORY,
MARRIED COUPLES HAVE ARGUED

10,000 BC

" W i l m a ! "

1951

**"Lucy, what have you
done now?"**

1955

**"One of these days,
Alice,
POW, right to the moon!"**

1971

"Stifle it, Edith!"

1987

**"Peg,
where's the remote?"**

...AND AUDIENCES HAVE ROARED!



And Now
The New Show That
Marries Love and
Laughter



THAT'S
A
MORE

1992



Throughout television history, humorous conflicts in marital relationships have provided great entertainment. Now *That's Amore* takes those delightful dilemmas in a new direction - with real married couples airing their differences. It's spontaneous. It's funny. And it's sensitively hosted by Luca Barbareschi, Italy's No.1 box office attraction for three years in a row and the host of the hit Italian series on which *That's Amore* is based. Luca's charm, compassion and wit make his guests - and viewers - feel right at home. *That's Amore*. The engaging new half-hour strip for September 1992.

With love, from Group W Productions

Distributed by
GROUP W PRODUCTIONS
A WESTINGHOUSE BROADCASTING COMPANY
National Advertising: Group W Productions Media Sales

Television

NBC LEADS SWEEPS; CBS LEADS SEASON

NBC claims sweeps victory—CBS not yet ready to concede—but in any event, puts emphasis on what it sees as sure season crown

By Steve McClellan

The November sweeps were not over until last Wednesday (Nov. 27), but with three nights of ratings still to be reported, NBC was declaring victory last week for a seventh consecutive November sweeps win. However, CBS was not conceding any ground last Tuesday, suggesting that its *M*A*S*H* special last Monday night, and two movies to follow, including "The Wizard of Oz," could put the two networks in a tie.

Privately, however, CBS research and planning senior vice president David Poltrack acknowledged the odds were against CBS coming up with the numbers to tie NBC in the sweeps. Much of his sweeps presentation to reporters last week was devoted to showing that CBS would have to have an "unprecedented collapse" in its prime-time performance during the second half of the season not to win the full season.

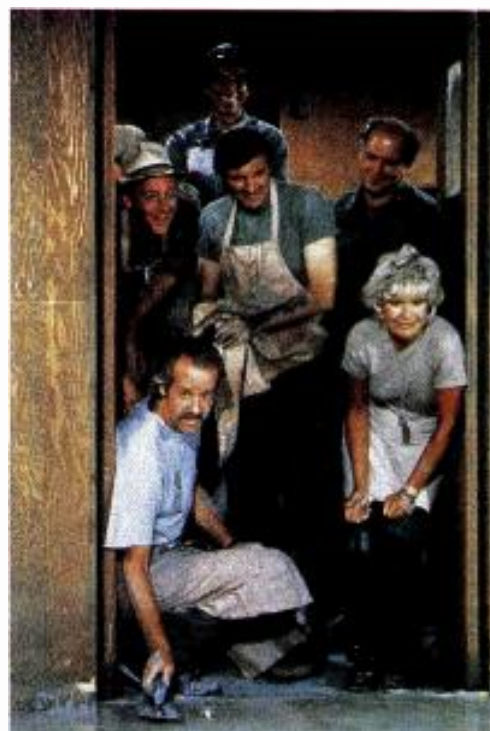
With two days to go in the sweep period (Nov. 25-26) NBC was claiming victory (all numbers cited are Nielsen nationals) with an average 13.1 rating and 21 share, followed by CBS's 12.7/20, ABC's 12.4/20 and Fox's 7.9/12.

For the full 28 days of the sweep, NBC was projecting a win with a 13.1 21, followed by CBS's 12.8/20, ABC's 12.6/20 and Fox's 7.8/12. However, CBS was projecting a possible tie with NBC, with each getting a 13.0/21, with ABC in third with a 12.6/20, and Fox with a 7.9/12.

According to Robert Niles, executive vice president, affiliate relations and research, the best news for NBC coming out of the sweeps is that after two years of audience erosion, it ap-



NBC's 'Gambler Returns: Luck of the Draw' mini-series costarring Reba McEntire helped power NBC to what it hopes will be a sweeps win, while CBS is banking that its 'M*A*S*H' special helped take some wind out of NBC's sails, will help CBS to a season crown.



pears the network has "stopped the bleeding."

Niles also said NBC was particularly pleased with the performance of its second-year series, which helped to boost the network's audience demographics somewhat. The network was up 6% in women 18-49 after a 16% drop a year ago. NBC was up 3% among men 18-49, compared to an 18% drop a year ago.

NBC's second-season *Fresh Prince* was up 14% over a year ago, while *Law and Order* was up 4%, *Blossom* was up 20%, *Seinfeld* was up 24% and *Sisters* was down 10%, but up 13% in women 18 to 49.

Poltrack said last week that part of NBC's success came from the fact that they have already made a number of

mid-season changes that have helped. He cited the addition of *Matlock* to NBC's Friday schedule and *Hot Country Nights* to the Sunday lineup.

Poltrack also reiterated his prediction that CBS would win the season with a 13.5 rating, compared to NBC's 12.5 and ABC's 11.9. Originally, he projected a 13.0 for CBS, but said the network's baseball performance was better than anticipated. He also said that the anticipated addition of *Davis Rules* to CBS's Wednesday night lineup would help improve performance for the network on that night.

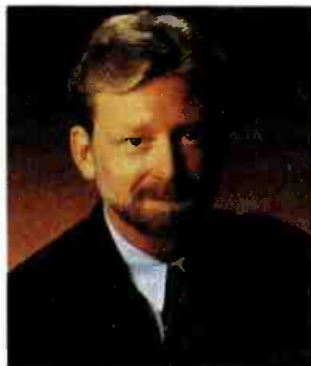
At Fox, the network claimed growth of 30% in rating and 20% in share for November compared to a year ago. A network spokeswoman at-

tributed the growth in part to the network's debut of programs year-round, not the least of which was the new-season debut of *Beverly Hills 90210* this summer.

Fox also posted strong gains in male demographics, becoming number two among men 18-34. The network was first among teens and third with adults 18-34, men 18-49 and children 2-11.

LITTLEFIELD HAILS 'POPULIST' WIN

At a press conference in Los Angeles, Warren Littlefield, president, NBC Entertainment, said NBC's November sweeps performance was "a populist victory because it came from many different sectors," citing the numbers pulled in from new and veteran series, as well as the net-



NBC's Warren Littlefield

work's long-form programming such as *The Gambler Returns*. He also pointed out the double-run of *Back to the Future III*, which attracted an estimated 55 million viewers in its two airings. Littlefield said he is considering double-running "Kindergarten Cop" starring Arnold Schwarzenegger in the February sweeps as a result of the experiment with *Back to the Future III*.

Littlefield also outlined several projects which will make up the network's lineup for midseason. The hour-long *Man and Machine* by Dick Wolf, and John Herzfeld's drama *The Fifth Corner* will be available for February and join the previously announced *Powers That Be* (formerly *Love Child* from Norman Lear, *Home Fires* from Bruce Paltrow, and *Wes Craven's Nightmare Cafe*.

TALK TALK

Although Group W Productions decided last week to pull the plug on its production of *The Chuck Woolery Show*, other rookie first-run syndicated talk strips are showing some signs of ratings growth. Paramount Domestic Television's *The Maury Povich Show*, which picked up two-year commitments (104 weeks) and stronger early fringe clearances from stations, has grown 29% in the Nielsen Syndication Service (NSS) national ratings, going from a debut week 3.1 rating (Sept. 9-13) to a 4.0 rating in the report for the week ending Nov. 10. *Povich* has measured a season-to-date 3.5 rating average nationally. Warner Bros. Domestic Television Distribution's *Jenny Jones Show* has shown 25% growth, going from a 1.5 debut rating to a 2.0 rating in the most recent report. *Woolery*, on the whole, remained flat with a season-to-date 1.4 rating.

□

Viacom Enterprises' *The Montel Williams Show*, which has been undergoing an on-air test in approximately a dozen markets, averaged a 3.8 rating (NSI) during the first three weeks of the November sweeps, improving 16% from its first-week rating (3.2). A competing syndication source says *Montel* may also see boosted numbers with rumors last week that it may regain its morning slot on WCBS-TV New York, which it gave up to Group W

Productions' canceled *Chuck Woolery Show*.

EMERGENCY PERSONNEL

Leonard DePanice, vice president of program development, First Media Entertainment, has been named executive producer of *Emergency Call*, a half-hour weekly reality series syndicated by Genesis Entertainment. Since its 2.4 debut rating (NSS, Sept. 16-22), *Emergency Call*'s ratings have improved 12% to a 2.7 in the weekly report ending Nov. 10. *Emergency Call* is produced at Studio Six Productions (a division of Marriott Corp.'s First Media Entertainment) in Orlando, Fla.

SPORTS HIGHLIGHT

Since being licensed to handle syndication of *George Michael's Sports Machine*, a late-night sports weekly from NBC O&O WRC-TV Washington, ITC Distribution has cleared the show in over 125 markets (according to the NSS report, ending Nov. 10). *Sports Machine* also posted its highest national numbers in the report, with a 3.0 rating nationally, up 20% from its 2.4 season-to-date rating.

NEW FOR CHRISTMAS

Paramount Domestic Television will be offering a newly remastered version of the 1954 theatrical "White Christmas," starring Bing Crosby, Danny Kaye and Rosemary Clooney, for syndication this holiday season.

□

Baruch Entertainment, a Washington-based syndicator, has cleared *Success Through Education: A Salute to Hispanic Excellence*, in over 50 major Hispanic TV markets representing 91% of total Hispanic households. The hour-long special is hosted by Edward James Olmos (*Miami Vice*, "Stand and Deliver") and standup comedian Paul Rodriguez, honoring outstanding Hispanic achievements in space, the environment, technology, engineering, industry and education.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent aggregate rating average/stations % coverage)

1. Star Trek	16.4/246/98
2. Wheel Of Fortune	15.0/222/98
2. Jeopardy	13.3/216/98
4. Oprah Winfrey Show	11.4/223/99
5. Entertainment Tonight	9.4/184/96
6. Current Affair	9.1/171/93
7. Wheel of Fortune (Wknd)	8.9/193/85
8. Cosby Show	8.7/207/98
9. Donahue	7.7/229/99
9. Married... With Children	7.7/167/94
11. WKRP in Cincinnati	7.6/241/98
12. Inside Edition	7.0/126/87
13. Sally Jessy Raphael	6.3/207/97
14. Hard Copy	6.1/169/92
15. Star Search	5.1/195/97

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

'Shew' must go on

Americans apparently can't get enough of spinning plates and Topo Gigio. Following the ratings success of its second *Very Best of The Ed Sullivan Show* special on CBS last week, Los Angeles-based Andrew Solt Productions is busy producing two more Sullivan anthologies for the 1992 and 1993 CBS seasons, as well as a half-hour weekly series for cable or syndication in the fall of 1992. Solt also hopes to be able to strip the "really big shew" in the next 2-3 years.

Norville says she's happy with radio

Former *Today* co-host Deborah Norville categorically denied reports last week that she wanted to make a move back into television and give up her daily three-hour radio talk show for ABC. "I have no plans to go back to TV or quit radio," she said. According to sources, Norville talked to program development types this fall about possibly developing a television talk show for her. Norville's agent Jim Griffin said that any meetings that took place, were taken "in a social context" and not about specific projects. He also stressed that Norville was committed to radio, but acknowledged the "future possibility" of his client taking on a television project. But he said such a project would be "in addition to the radio show. The two things, as Larry King



Andrew Solt Productions hopes the 'shew' will be a fit for the 90's. Above, Ed Sullivan talks with Camelot cast (l-r) Richard Burton, Julie Andrews and Robert Goulet.

and Sally Jesse Raphael have shown, are not mutually exclusive."

Computer glitch

The sweeps was coming down to the wire last week and David Poltrack, CBS planning and research senior vice president, really wanted last Monday night's *M*A*S*H* special ratings for a sweeps wrap-up for the New York press corps last Tuesday. But due to a computer breakdown, Nielsen could not deliver Monday's ratings on Tuesday. Poltrack's frustration with the ratings service was evident at Tuesday's press gathering when he quipped that Nielsen's new slogan is, "When it absolutely has to be there, we will not deliver." He said Nielsen's problem is that its computer system has no backup in the event of a malfunction. A Nielsen spokesman said the company's computer system had plenty of backup. "Can you ever have enough redundancy? Probably not. Every one in a while these things happen, and always at the worst times." The spokesman noted that during the

Persian Gulf War, the networks gave Nielsen "great kudos" for dealing with all the program preemptions and other conflicts that needed to be resolved in order to get the ratings out on time. That praise, he said, was given "mostly privately."

Writer at heart

Although he is often remembered as one of the fathers of syndication, Frederic Ziv prefers being remembered as a writer of many of those shows' episodes. Ziv, who pioneered first-run syndication in the 1950's with such shows as *Cisco Kid* and *Highway Patrol* under the Ziv-TV banner, has remained active in semiretirement since selling the company to United Artists in the early 1960's. Besides holding occasional lectures at university of Cincinnati, Ziv, 86, says he's in the midst of writing several off-broadway plays and has a contract with Putnam, which published several of his stories and plays in the 1930's, for first look on a new manuscript of stories and plays.

TROUBLE IN PARADISE?

ABC story on financial abuses of televangelists prompts investigation

By Rich Brown

Televangelists are going through a new round of problems following an ABC News report on *Primetime Live* last month. The report, which implied possible violations of FCC rules and other allegations, is said to have prompted at least one investigation by the Dallas County district attorney's office.



'Prime Time Live' grabbed its second-highest rating ever for an investigation (broadcast Nov. 21) into the business practices of several TV ministries, including that of Robert Tilton (above).

The Nov. 21 *Primetime Live* telecast averaged a 13.9/23, the second highest rating for the show since its debut in August 1989. Profiled were televangelists W.V. Grant, Robert Tilton and Larry Lea. The last, according to ABC News, was a guest speaker at last year's meeting of the National Religious Broadcasters. A follow-up report was scheduled to have appeared on *Primetime Live* last Thursday.

The ABC News expose has prompted the Dallas County district attorney's office to investigate Tilton's national TV ministry, according to *The Dallas Morning News*. Tilton's Word of Faith Family Church was portrayed in the ABC News telecast as misleading its followers into making contributions of \$80 million a year. Tilton, who declined to be interviewed by *Primetime Live*, has used his national TV program to refute the charges.

"Go ahead and listen to all that negativism. The devil would not be making a play for God's servants over

“By far the best of the new daytime talk programs is ‘Jenny Jones’...”



HOWARD ROSENBERG

Look Who's Talking XXIV

■ **Television:** Maury Povich, Cristina Ferrare, Chuck Woolery and Montel Williams join the horde of talk shows. **Best of the new hosts: comic Jenny Jones.**

By far the best of the new daytime talk programs is “Jenny Jones,” (2p.m. on KNBC Channel 4), with stand-up comic Jones energizing a tired genre by virtue of her luminous personality and playful wit. There is no one funnier or fresher in daytime.

In avoiding topical issues, Jones also avoids the insidious affliction that marks Povich and many of her other counterparts: pretentiousness. Monday was an example. While two sisters were screaming at each other on “Sally Jessy Raphael” on Channel 9, Jones devoted her hour to the CBS daytime soap “The Young and the Restless.”

Because of their popularity, soaps are a talk-show staple in ratings sweeps months. But Jones soared above the mundane by visiting the set and getting, among many things, hands-on instruction from the cast's male hunks on how to do love scenes, with the show's steamy music in the background. When she gave her version of the “long lingering look,” your heart thumped so hard that you popped your buttons.

In the wardrobe room, Jones patted a mannequin on the rear. By not taking itself seriously, *her show* is a refreshing pat on the rear.

—Howard Rosenberg, *Los Angeles Times*
Wednesday, November 20, 1991

**jenny
jones**



In association with
**DAVID SALZMAN
ENTERTAINMENT**



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

© 1991 Warner Bros. Inc. All Rights Reserved.

the last couple, three, four, five years if there wasn't something God's trying to do," said Tilton, according to the *News*.

Primetime Live, which spent four months investigating the televangelists, has only used a portion of the material culled, according to Rick Kaplan, executive producer.

"I've heard their explanations now and we stand by what we did," said Kaplan. "We certainly didn't phony anything or stage anything or do any of those things that at least one of the ministers wants people to believe that we did. I guess he was just too easy to catch."

TV stations that are paid to carry the Tilton broadcasts across the country last week did not appear to be in any rush to drop the program.

"I'm at this point very neutral; I haven't seen any indictment and I haven't seen any charges brought," said John McKay, president, KDFI-TV Dallas, one of the stations which carries the Tilton broadcasts. "I've seen a lot of allegations, none of which to this point have been proven. In view of all that, I see no reason to not broadcast Tilton's ministry." ■



Some 900 people paid tribute to slain All American barter sales executive John Reisenbach at a fundraising dinner in New York. Reisenbach was shot and killed in the city in August 1990. About \$500,000 was raised toward crime prevention awareness programs and scholarships. Shown, l-r: James Rosenfield, chairman, John Blair Co., and Reisenbach Foundation chairman; Larry Schatz, VP, Goodman Entertainment, and foundation president; John Reisenbach's widow, Victoria Reisenbach, and father, Sandy Reisenbach, executive VP, marketing and planning, Warner Bros., and Marlo Thomas and Phil Donahue, who co-hosted the dinner.

XEROX

You can't Xerox a Xerox on a Xerox.

But we don't mind at all if you copy a copy on a Xerox copier.

In fact, we prefer it. Because the Xerox trademark should only identify products made by us. Like Xerox copiers and Xerox printing systems.

As a trademark, the term Xerox should always be used as an adjective, followed by a noun. And it is never used as a verb. Of course, helping us protect our trademark also helps you.

Because you'll continue to get what you're actually asking for.
And not an inferior copy.



The Document Company



**OUR TOP 50
LETTERS OF
RECOMMENDATION...**

'DAVIS RULES' LEAVES ABC FOR CBS

ABC releases show, currently on hiatus, for shot on CBS's Wednesday night lineup with 'Brooklyn Bridge'

Carsey-Werner's *Davis Rules*, on mid-season status at ABC, has been released by the network through the efforts of the producers and has been picked up at CBS, where it will be teamed with *Brooklyn Bridge* on Wednesday night. The pair will air in the 8-9 p.m. time period, with CBS still deciding which show will kick off the night. The series, which stars Jonathan Winters (who won an Emmy last year as best supporting actor in a comedy), received a late renewal last season from ABC but did not make it to

the fall schedule. According to Tom Werner, "ABC's dilemma was too many good pegs for too few holes, and ours was the need to maintain the solid momentum the show had built. With that in mind, we requested permission to seek another buyer for the show, and the ABC executives were gracious enough to allow us to do so." CBS's pickup of the program may pave the way for future Carsey-Werner projects. Last year, CBS picked up Miller-Boyet's *The Hogan Family* after NBC

SHOWCASE 2 TO CABLE-STATION CONSORTIUM

Columbia Pictures Television has reportedly sold its new Columbia Pictures Showcase 2 movie package (including "When Harry Met Sally," "Casualties of War" and "Postcards from the Edge") to the broadcast station-cable consortium including the United Chris-Craft group, WWOR-TV New York, WPWR(TV) Chicago and Lifetime.

Sources estimated that Chris-Craft was putting up around \$550,000 per title (for about 25 titles) and that Lifetime would pay between \$250,000 and \$300,000 per title. WWOR-TV was said to be paying around \$200,000. At deadline, Columbia officials could not be reached for comment. Titles start kicking in as early as next year.

decided not to exercise its option on the series. CBS also received another series from the two producers in the form of *The Family Man*. Both shows didn't survive the season, however. Marcy Carsey said "the manner in which this resolution was concluded has strengthened our working association with both networks. We are delighted with CBS's enthusiasm and look forward to a long run on that network." ABC had given Carsey-Werner a 13-episode commitment and now CBS will assume license fees for 13 episodes that were agreed upon between producers and ABC. ■

Broadcasting

PO Box 715, Brewster, NY 10509-0715

Save \$68 Off The Newsstand Price —

Yes! Please begin my subscription to Broadcasting Magazine:

1 year: \$85 Canadian Rate: \$129 (Price includes GST)

Foreign Rate (Air): \$300 Foreign Rate (Surface): \$149

Payment enclosed Bill me (U.S. only)

ORDER TOLL-FREE USING VISA, MASTERCARD OR AMEX: 1-800-323-4345

Name _____

Title _____

Company _____

Address _____ Home? Yes No

City _____ State _____ Zip _____

Please help us by answering the following questions:

1. What best describes your type of business? (Check one)

- TV/Affiliate Radio/TV/Cable Service Library/University/Student
 TV/Network Organization Attorney/Gov't/Trade Organization
 TV/Independent Manufacturer of Radio/TV/Cable Equipment Other (please describe)
 Radio Station Advertising Agency Advertiser
 Radio Network 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

INTO AFRICA

Gibraltar Entertainment, a Los Angeles-based production company, announced that it has begun production on a new weekly series, *Okavango*, set in Africa and starring Janet Leigh ("Psycho") and William Katt (*Greatest American Hero*). The effort marks theatrical producer Gibraltar's debut in television production. According to a Gibraltar spokesman, production has been completed on approximately 20 of a planned 26 episodes, with partial financing from Pierson, Heddring & Pierson Bank of Amsterdam. International sales, which are being handled by James Phillips Distribution, have been completed with Germany (ARD Degeto network), Spain and Greece. Once a U.S. distributor is locked in, Gibraltar hopes to market the series as a weekly, offered on a straight barter basis.

WABC, NEW YORK
KABC, LOS ANGELES
WLS, CHICAGO
WPVI, PHILADELPHIA
KGO, SAN FRANCISCO
WHDH, BOSTON
WJLA, WASHINGTON, D.C.
WFAA, DALLAS/FT. WORTH
WDIV, DETROIT
KHOU, HOUSTON
WEWS, CLEVELAND
KOMO, SEATTLE
WTSP, TAMPA
WCCO, MINNEAPOLIS
WPLG, MIAMI
WPXI, PITTSBURGH...

Broadcasting's Ratings Week Nov 18-24

	ABC	CBS	NBC	FOX
MONDAY	15.2/23	17.1/26	14.6/22	NO PROGRAMING
8:00	63. MacGyver 10.0/16	15. Evening Shade 16.1/25	22. Fresh Prince 15.5/24	
8:30		8. Major Dad 17.8/26	40. Blossom 13.1/19	
9:00	14. NFL Monday Night Football—Buffalo Bills at Miami Dolphins 16.3/27	3. Murphy Brown 19.9/28	26. NBC Monday Night Movies—Chance of a Lifetime 14.8/22	
9:30		9. Designg Wmn 17.6/25		
10:00		22. Northern Exposure 15.5/25		
10:30				
TUESDAY	14.9/22	19.9/30	11.1/17	NO PROGRAMING
8:00	5. Full House 19.2/29	17. Rescue: 911 15.9/23	63. I'll Fly Away 10.0/15	
8:30	11. Home Improvemnt 17.3/25		46. In the Heat of the Night 12.0/17	
9:00	6. Roseanne 18.6/26	1. CBS Tuesday Night Movie—In a Chlld's Name Pt. 2 21.9/33	56. Law and Order 11.4/18	
9:30	19. Coach 15.8/22			
10:00	72. Homefront 9.1/15			
10:30				
WEDNESDAY	11.2/18	11.6/19	13.4/22	NO PROGRAMING
8:00	43. Dinosaurs 12.9/21	68. Brooklyn Bridge 9.5/15	13. Unsolved Mysteries 16.9/27	
8:30	30. Wonder Years 14.1/22	76. Royal Family 8.3/13	42. Night Court 13.0/20	
9:00	31. Doogie Howser 14.0/22	45. Jake and the Fatman 12.1/19	49. Seinfeld 11.8/19	
9:30	66. Anything But Love 9.9/16	35. 48 Hours 13.7/24	57. Quantum Leap 11.0/19	
10:00	77. Civil Wars* 8.2/14			
10:30				
THURSDAY	9.3/15	12.3/19	16.6/26	12.7/19
8:00		49. Top Cops 11.8/18	17. Cosby 15.9/25	29. Simpsons 14.4/22
8:30	81. ABC Movie Special—The Entertainers 7.0/11	53. 48 Hours 11.6/17	7. A Diffnt. World 18.5/29	68. Drexell's Class 9.5/15
9:00		37. Knots Landing 13.4/22	4. Cheers 19.8/29	37. Beverly Hills 90210 13.4/20
9:30			15. Wings 16.1/24	
10:00	33. Primetime Live 13.9/23		27. L.A. Law 14.6/24	
10:30				
FRIDAY	13.3/23	9.3/16	9.4/16	5.2/9
8:00	24. Family Matters 14.9/26	59. Rescue: 911 10.4/18	86. Fresh Prince 6.1/11	85. America's Most Wanted 6.3/11
8:30	31. Step By Step 14.0/23	71. Carol Burnett Show 9.3/16	61. NBC Movie of the Week—Back to the Future Part III 10.1/17	89. Best of the Worst 4.1/7
9:00	39. Perfect Stmgrs 13.2/22	78. Trials of Rosie O'Neill 8.1/14		89. Totally Hiddn Video 4.1/7
9:30	53. Baby Talk 11.6/19			
10:00	40. 20/20 13.1/23			
10:30				
SATURDAY	10.7/18	8.7/15	12.4/22	6.2/11
8:00	72. Who's the Boss? 9.1/15	80. Bob Newhart Anniversary Special 7.3/12	34. Golden Girls 13.8/23	79. Cops 8.0/14
8:30	75. Growing Pains 9.0/15	70. A Party for Richard Pryor 9.4/16	52. Walter & Emily 11.7/20	72. Cops 2 9.1/15
9:00			24. Empty Nest 14.9/25	88. Charlie Hoover 4.4/8
9:30	55. ABC Sunday Night Movie—Funny Farm 11.5/20		46. Nurses 12.0/21	91. Get A Life 3.3/6
10:00			57. Sisters 11.0/20	
10:30				
SUNDAY	12.2/18	18.3/27	13.1/20	9.1/13
7:00	63. Life Goes On 10.0/15	2. 60 Minutes 21.5/33	46. NFL Post Game 12.0/20	87. True Colors 6.0/9
7:30		10. Murder, She Wrote 17.5/25	84. The Torkelsons 6.6/10	81. Parker Lewis 7.0/11
8:00	19. Am Fun Home Vid 15.8/23		60. Hot Country Nights* 10.3/15	44. In Living Color 12.8/18
8:30	28. Am Fun People 14.5/21	12. The Very Best of Ed Sullivan II 17.1/26	21. NBC Sunday Night Movie—Deception: A Mother's Secret 15.6/23	66. Roc 9.9/14
9:00				36. Married w/Childn 13.5/19
9:30	49. ABC Sunday Night Movie—Dead and Alive 11.8/18			61. Herman's Head 10.1/15
10:00				83. Paul Rodriguez: Crossing Gang Lnes 6.7/10
10:30				
WEEK'S AVGS	12.4/20	14.1/22	13.0/20	8.5/13
SSN. TO DATE	12.2/20	13.9/23	12.8/21	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

KSDK, ST. LOUIS
KXTV, SACRAMENTO
KTSP, PHOENIX
KMGH, DENVER
WMAR, BALTIMORE
WFTV, ORLANDO
KNSD, SAN DIEGO
WISH, INDIANAPOLIS
WTMJ, MILWAUKEE
WCPO, CINCINNATI
KCTV, KANSAS CITY
WCNC, CHARLOTTE
WSOC, CHARLOTTE
WTVD, RALEIGH/DURHAM
WBNS, COLUMBUS, OH...

Broadcasting Cable

HOLYFIELD-COOPER A WINNER FOR HBO, BUT...

Pay bout does well, but others wonder why Time Warner didn't opt for PPV

By Rich Brown

Home Box Office chalked up some healthy numbers for its Nov. 23 Holyfield-Cooper bout, and hopes to do the same with the Foreman-Ellis matchup on Dec. 7. But some industry observers are questioning Time Warner's strategy in placing such heavyweight bouts on pay cable instead of its TVKO pay-per-view arm.

The Holyfield-Cooper fight scored a 19.2/29 in HBO homes, representing about 3.8 million households. The success of the fight left some wondering how much money the fight could have brought to the PPV industry, which already lost out on upwards of \$100 million from the canceled Nov. 8 Holyfield-Tyson bout.

"It seems to me that if we are going to ask the public to pay for the true heavyweight fights on pay per view, all the heavyweight fights ought to be on pay per view," said Jim English, senior vice president, programing, Viewer's Choice.

Viewer's Choice had unsuccessfully tried to persuade Time Warner Sports to offer the Holyfield-Cooper bout on PPV, according to English. He said the event probably could have garnered a 3% buy rate at a \$24.95 retail price, which would have given Time Warner and cable operators a \$15-million pie.

Although cable operators missed a PPV opportunity, a number of those operators said they also recognized the importance of strengthening the pay cable service.

"I think we could have had a reasonable buy rate on it if it were pay per view and could have made a certain amount of money on it," said Ted Livingston, senior vice president, marketing, Continental Cablevision.

MAJOR PPV FIGHTS IN THE LAST YEAR

Bout	Date	Est PPV rev
Holyfield-Douglas	10/90	\$39M
Tyson-Ruddock	3/91	\$35M
Holyfield-Foreman	4/91	\$50M
Tyson-Ruddock	6/91	\$43M

"Whether that's more or less than the benefit it accrues to HBO is sort of hard to assess. It's a very tough one to call."

Time Warner Sports president and TVKO head Seth Abraham last week stood firmly by the decision not to



HBO PICKS A FIGHT

Continuing the boxing-match-as-spectacle promotion that characterized George Foreman's last heavyweight bout, HBO broke a new spot last week on network television for Foreman's upcoming fight against Jimmy Ellis. BBDO New York, which created the spot, said it "takes a satiric look at the ex-boxing champ in training by emphasizing his well-publicized penchant for eating."

have placed the Holyfield-Cooper fight on PPV. Abraham said the only parties who would have made money on a PPV telecast of the Holyfield-Cooper bout would have been the boxers themselves. Holyfield was believed to have been guaranteed a purse in the area of \$7 million; Cooper reportedly picked up about \$750,000.

"There's no chance in the world that the fight could have done any business selling as a pay-per-view fight," said Abraham. "In hindsight, obviously, after the results are known, then everybody says, 'Why didn't you do that on pay per view?'"

Abraham said deciding whether an event goes on HBO or TVKO is an instinctual process with no specific rules. The company each year tries to supply 8 to 10 championship fights to HBO and a monthly PPV card to TVKO.

"It's not like you've got a rule book that you can refer to that says this fight is a pay-per-view fight and this is an HBO fight," said Abraham. "Our assignment is to calibrate them and make sure that HBO has a continued supply of high-quality championship boxing."

Abraham said the Holyfield-Cooper bout appeared to be so one-sided prior to the fight that it was doubtful the event would have drawn significant PPV numbers. Only one hotel in Las Vegas had posted odds on the bout, he said, and those odds were 22-1. Likewise, he said, Jimmy Ellis is a relatively unknown quantity in the upcoming fight with Foreman.

Choosing between pay cable and PPV is not an easy decision, agreed competitor Scott Kurnit, president, Showtime Event Television Pay Per View. He estimated the Holyfield-Cooper fight probably could have garnered a 2 or 3 buy rate on PPV. ■

WLOS, GRNVL/SPARTNBRG

WKBW, BUFFALO

WWMT, GRAND RAPIDS

WVEC, NORFOLK

WWL, NEW ORLEANS

KMOL, SAN ANTONIO

KTVX, SALT LAKE CITY

WMC, MEMPHIS

WPRI, PROVIDENCE

WHP, HARRISBURG/YORK

WPEC, WEST PALM BEACH

WPTV, WEST PALM BEACH

WBRE, WILKES BARRE/SC

WLKY, LOUISVILLE

KGGM, ALBUQUERQUE...

DIGITAL AUDIO OFF AND RUNNING

Three companies introduced CD-quality services in past three months

By Sharon Moshavi

Three CD-quality digital audio services have launched in the past several months, trying to take advantage of several factors in the cable industry. Since digital audio utilizes unused cable trunk space, it does not take up any additional channel capacity. And with many cable systems feeling pressure to keep basic rate increases at a minimum, digital audio provides a new revenue stream without affecting the cost of basic cable service.

Although the services essentially offer a commercial-free variety of musical formats, they are starting to expand to other areas such as children's channels, pay-per-listen offerings and channels devoted to one record label's artists.

While digital audio will provide another revenue stream for cable industries, it will not likely be a major one. Executives at all three services predict 10% to 15% penetration rates, a number that MSO's seem to agree with. While digital audio executives say penetration rates could grow beyond predictions sometime in the future when the services offer 300 instead of 30 channels, they say there is room for all three of the services.

All three services have not quite met the launch estimates they made last year (BROADCASTING, June 25, 1990). Digital Music Express, from International Cablecasting Technologies, so far has the farthest reach. It has been helped by its equity participants, which included Tele-Communications Inc., Viacom, KBLCOM and Scientific-Atlanta. ICT President Tom Oliver said by year's end DMX will be available to one million subscribers, of which 250,000 have "been well-marketed to," adding that it takes time to roll out the service within a cable system.

He expects two million to have the service available by the end of 1992's first quarter, and said the service has commitments for a total of 20 to 22 million households, and from 20 of the top 30 MSO's.

DMX is currently a 30-channel format but operates in a system capable

of 150 channels, "so there's plenty to do on the blue sky side," said Oliver. Most operators are selling the service for about \$10 a month, but in one of its systems, TCI is selling the tuner for \$200 and charging \$4.95 per month.

DMX is already expanding its business and has started an international division, and the company has announced that, internationally, its first foray will be into Europe. DMX has also created a commercial division to sell the service to retail stores, a business Oliver said he expects to be as big as the residential business.

Digital Cable Radio is currently available in 1.7 million homes, with 15,000 paying subscribers, giving it about 0.8% coverage so far. The service was launched to one million of those subscribers in the last three months. DCR expects the buy rate to be 7% after the service is fully marketed in each system.

It takes a while to market the service, according to DCR President David Del Beccaro. He said that in the systems launched in January, DCR has been marketed to only 30% of the subscribers. Those systems are averaging 3% penetration, he said. When the system has been marketed through several times, Del Beccaro said he expects a 1% buy rate.

As other services are added, and DCR moves toward providing a couple of hundred channels, Del Beccaro envisions a take rate of 25% to 30%. Digital audio "will be a billion-dollar retail business by 1997," he predicted.

The service, 50% owned by Jerrold Communications, the rest split between MSO's Cox, Continental and Comcast, has 28 channels, including simulcasts of nine cable networks. DCR needs 500,000 subscribers to break even, a number Del Beccaro expects to reach in two to two-and-a-half years.

Digital Planet, after more than a year of testing its service in three California cable systems, launched its first system in November in San Angelo, Tex., with 26,500 basic subscribers. As Digital Planet continues its rollout, it expects a 15% penetration rate over two years, according to CEO David

Meister. Digital Planet will continue to expand distribution during fourth-quarter 1991 and the first quarter of next year, according to Meister, reaching an initial distribution of 1.5 million homes. Meister said the service has commitments from 23 of the top 50 MSO's to launch the service sometime in 1992.

Like the other services, Digital Planet is being sold on a retail level at about \$10. Initially with 26 channels (including simulcasts of six cable networks and four radio stations), Digital Planet in October leased a second transponder, giving it 52 channels. That additional capacity is being used to provide an East and West Coast feed. ■

C-SPAN holds firm: no tapes of Kerrey joke

By Patrick Sheridan

In the two weeks since a C-SPAN camera captured presidential candidate Robert Kerrey (D-Neb.) telling an off-color joke about fellow candidate, and former California governor, Jerry Brown and two lesbians, C-SPAN has been inundated with requests for copies or transcripts of the tape. Additionally, several C-SPAN staffers have been approached for informal or off-the-record confirmation of Kerrey's remarks.

C-SPAN isn't budging. And although its policy precludes the tape being aired or released, the possibility, however remote, that the tape will become public prevents Kerrey from denying the incident or the extent of the vulgarity used, many say.

Kerrey told the joke to Arkansas governor and presidential candidate Bill Clinton in Bedford, N.H., Nov. 15. Print reporters, including the *San Francisco Examiner's* Chris Matthews, overheard Kerrey's joke and

GREAT STATIONS! SMART BROADCASTERS! CONTINUED DOMINANCE!

WHEEL OF FORTUNE & JEOPARDY!

THROUGH 1994!



ALREADY
CLEARED IN OVER
80%
OF THE COUNTRY!

PRODUCED BY
MERV GRIFFIN
ENTERPRISES
A unit of Merv Griffin Enterprises, Inc.

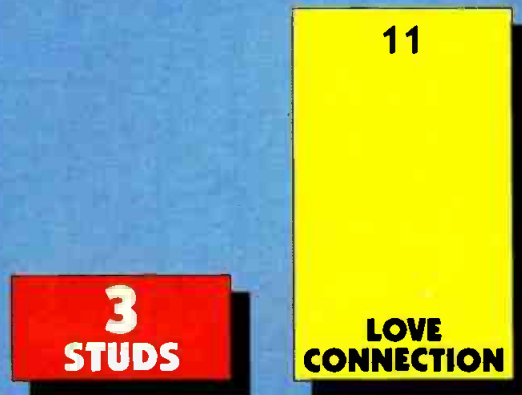
DISTRIBUTED BY
KINGWORLD
The Clean Air Act Of The 90's™

NATIONAL ADVERTISING BY
CAMELOT
A KING WORLD COMPANY

LOVE

LOVE CONNECTION IS OLD.

267%
DISADVANTAGE



Adults 50+

When it comes to relationships with a



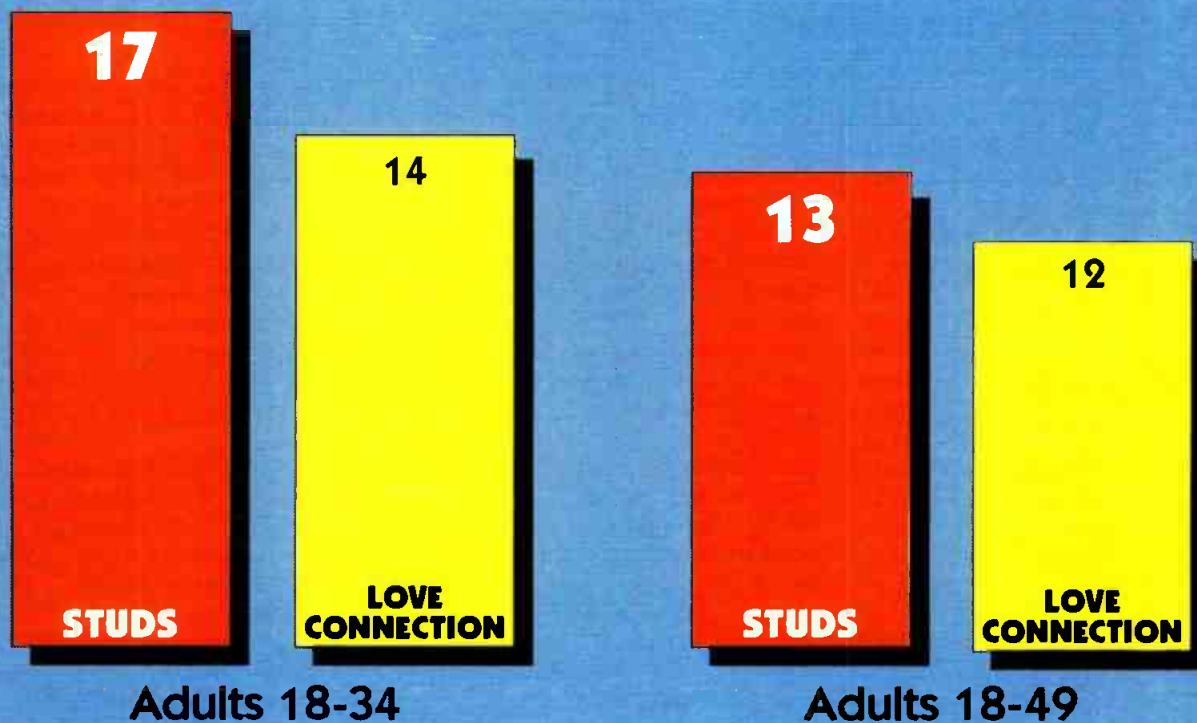
Source: NSI October 1991. Shares Average All Markets 10+ Average

LOST.

STUDS IS YOUNG.

+21%
ADVANTAGE

+8%
ADVANTAGE



Advertisers, STUDS has youth on its side.

STUDS



noticed that a C-SPAN crew was nearby and asked if the conversation had been recorded.

Because the answer was yes, C-SPAN became an unwilling player in what is considered the first, probably of many, gaffes on the campaign trail. Although the conversation was not private—there were plenty of reporters and other followers around both Kerrey and Clinton—the conversation was considered private by C-SPAN standards and thus not suitable for airing, releasing or transcribing.

C-SPAN considers a conversation, even by office seekers in a public place, private “when the subject of the recording is unaware of it and has reason to believe a recording is not

being made,” said Bruce Collins, C-SPAN vice president and general counsel.

He added: “It is C-SPAN’s policy that any private conversation recorded by its crews in the course of the network public affairs coverage will remain private. The conversation recorded in Bedford, N.H., involving Senator Robert Kerrey was private.”

C-SPAN had a role, albeit passive, in Senator Joe Biden’s (D-Del.) withdrawal from the 1988 Democratic nomination campaign by airing speeches in their entirety in which Biden failed to attribute (some say plagiarized) passages originally spoken by others. Biden’s fate was sealed after C-SPAN aired Biden making inaccurate claims

about his academic achievements to a private group at a small coffee house in Claremont, N.H.

Collins said the Kerrey incident differs from that of Biden: “Biden’s conversation was intended to be heard in a public place. He was responding to a question. He knew we were there... Kerrey did not. It wasn’t that tough of a decision for us.”

That C-SPAN recorded a private conversation, embarrassing or otherwise, as part of its *Road to the White House* coverage of the presidential election is neither surprising nor new. Said Collins: “I can’t tell you the number of times we’ve recorded something that we considered private and chose not to run it.” ■

CABLE NETWORKS’ FUTURE: ORIGINAL, INTERNATIONAL

Services hope to carve out niches with unique shows, produced with partners, that will play to audiences around the world

By Steve Coe

John Sie, chairman and chief executive officer, Encore, said the service may offer channel for 50 cents or less in the future as an additional packaging tool for cable operators, and The Family Channel’s president, Tim Robertson, said he “hopes to see a global version of The Family Channel” in the next 10 years with programming indigenous to the different countries. Sie and Robertson were joined by Bob Johnson, president, Black Entertainment Television, and Dennis Miller, executive vice president, TNT, in a Western Cable Show panel that looked at current trends in programming and what the future may hold for cable programming. William Rosendahl, vice president, operations, Century Southwest Cable TV Inc., served as moderator of the closing session of the cable convention (BROADCASTING, Nov. 25).

On the subject of where they hope to see their business expand in the next 10 years, Miller said Turner will be a “vertically integrated global company that will produce and distribute programming around the world.” He added that the growth of the Turner library is a key goal. “Turner will be one of two or three broad-based, adult entertainment services, among many mini, niche-based pay services.”

Robertson added that in addition to a global Family Channel, he expects the company to vertically integrate into other domestic entertainment businesses, including home video and the production of low-cost movies for theaters, which he said would be reminiscent of Saturday matinees of the past.

In terms of current cable programming, Miller said the goal for cable services producing original series or movies should be to offer the viewer product that differs from what can be found on the network. “Future original productions, especially series, need to be different from what’s on free television in order to justify their efforts.” He cited HBO’s *Dream On* and *Tales from the Crypt* as two original series “that broke through and attracted attention to the service.”

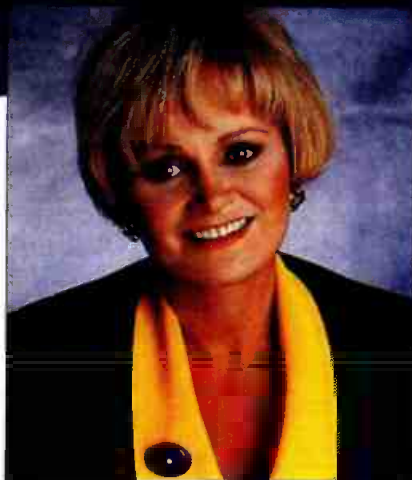
Johnson sees several areas that BET can look to for original programming, including black music videos and black-oriented movies and soaps. However, he said the channel is restricted in its efforts to produce more original programming by “very lean subscriber fees.” He hopes to grow the channel’s production efforts in line with rate guarantees that are in effect for the next 10 years.

The Family Channel manages to make the finances work on its original series by seeking out “like-minded

companies in terms of programming” and establishing co-production deals. Robertson said that The Family Channel series cost about \$450,000 per half-hour, but that the service has to shoulder only about one-third of that cost because the projects are produced with partners. He added that the channel also keeps costs down by exhibiting greater patience with series. “Our philosophy is not to cancel series but to fix them while they are on the air,” he said.

The panelists had mixed opinions on the idea of multiplexing and specifically about Fox’s plan to test a second Fox feed (BROADCASTING, Nov. 25). “Talk of three to four MTV channels, five Discovery channels, etc., is not economic reality unless it can be done for \$10-\$15 per household,” said Sie, noting that current estimates put the per-household figure in the hundreds of dollars to restructure the current system. “Fox’s challenge,” said Miller, “will be to come up with a unique service from their current service.” Bob Johnson agreed, adding “with a need for expanded penetration, the operators may not be amenable to putting another channel [on their systems] of what they perceive is already on television. They want additional programming that will get those people not in, into the web of their business.” ■

Kitty Kelley.



Pilot now in production.
Sure to make waves.

Coming soon from

MCA TV

Radio

INDUSTRY FACES ONGOING BEER AD BAN THREAT

Beer and wine advertisers face recurring scrutiny by government agencies; broadcasters reject 'political Band-Aid' as censorship of free enterprise

By Reed E. Bunzel

As the 1991 holiday season fast approaches, and with it the propensity of some individuals to enjoy a little too much "holiday spirit," beer and wine companies have heightened their sensitivities to proper and responsible use of their products.

So, too, have certain sectors of the U.S. government. In recent weeks the Office of the Surgeon General again has called for review of the relationship between alcohol abuse and advertising, and early this month Surgeon General Antonia Novello will meet with representatives from the beer and wine industries to discuss "volun-

tary" commercial guidelines that would be sensitive to the problem of underage drinking.

Also, following hearings last summer that were critical of both broadcasters and alcohol advertising, the Office of Substance Abuse Prevention within the Department of Health and Human Services soon is expected to call for a total ban on beer and wine advertising. Additionally, OSAP has scheduled an alcohol conference for March 1992 to which representatives of the broadcasting and beer and wine industries were not invited, and at which alcohol advertising is expected to be a major focus, according to a spokesperson for the National Associ-

ation of Broadcasters. "All these sidebar elements were important as indicators of how hard this issue hits up on Capitol Hill over the next year," the spokesperson said.

And up on the Hill is where a recurring threat looms when Congress reconvenes in January. Legislation co-sponsored by Representative Joseph Kennedy (D-Mass.) and Senator Strom Thurmond (R-S.C.) seeks to impose a warning label in the content of all alcohol advertising. For radio, this warning would constitute a cautionary message of at least 10 seconds that would be required to be part of the spot and read in a distinct, clear, measured cadence. One critic of the bill told BROADCASTING: "No beer company is going to buy advertising that spends so much time saying that the product is bad for you. It would force them off the air, which, ultimately, is its thinly veiled intent."

Jeff Becker, spokesman for the Beer Institute in Washington, called any connection between alcohol advertising and product abuse a "pure leap of faith." He said that claims by Surgeon General Novello that beer ads induce young people to drink are fallacious, and questioned the motives of anyone who seeks to "promote a ban on certain types of ads without any evidence to suggest that beer ads do what she says they do." Becker stated that beer commercials increase brand share, not product usage, and said that "the notion that it makes us run for a beer is ludicrous."

Claiming that the beer industry "has done more to prevent abuse of its product than any other industry," Becker said that legislation in the form of the Kennedy-Thurmond bill also could reduce the incentive for beer companies to continue to pay for spots that focus on drunk driving or alcohol



NPR'S STAMBERG HONORED BY WAMU

National Public Radio special correspondent Susan Stamberg (seated center, with Diane Rehm, left, host of WAMU(FM) Washington, D.C.'s *Diane Rehm Show*, and Eleanor Clift, *Newsweek* correspondent and panelist on NBC's *McLaughlin Group*) was presented with WAMU's Founders Award in Washington, D.C. Nov. 23. Stamberg, currently on leave from NPR to write a book, co-hosted NPR's *All Things Considered* for 14 years until 1986, then hosted *Weekend Edition on Sunday*. She began her career at WAMU in 1963 and eventually became the station's general manager.

We can measure our
success on both hands



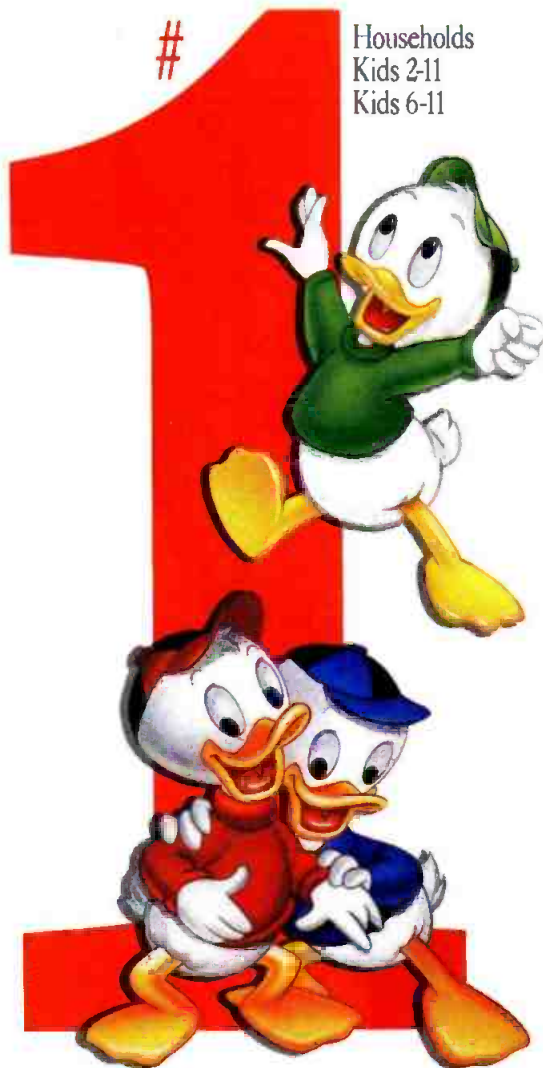
Disney Animation:

The shows may change, but

1987

1988

1989



DuckTales



DuckTales



Chip 'n Dale's Res

Five Years in a Row.

The results remain the same.

1990

1991*

Households
Kids 2-11
Kids 6-11

#

Households
Kids 2-11
Kids 6-11

#

Households
Kids 2-11
Kids 6-11



The Simpsons

TaleSpin

Darkwing Duck

SOURCE: NTA season averages. *1991-92 STD through 11/10.



abuse. "The beer industry is unparalleled to its commitment to solving problems caused by product abuse, and we're concerned that the government's PR efforts will lull people into accepting the idea that it is somehow going to work. A ban would be convenient, it would be quick, but it doesn't solve the problem—and that should be their biggest concern."

Industrywide consensus suggests that a government ban on, or partial regulation of, beer and wine advertising is a theme that won't go away soon. Most industry analysts claim that a total ban would amount to financial apocalypse, although television most likely would suffer more than radio. Still, in an industry where some radio stations realize single-digit net profits, the loss of beer revenue—in some cases more than 10% of a station's total income—would be fatal.

Curiously, however, many broadcasters are more concerned about government intervention in commercial or programing content than they are about potential financial fallout. While the government's concern about alcohol abuse is admirable, the prospect of regulation is even more frightening,

said Steve Berger, president of Nationwide Communications. Berger told BROADCASTING the government restrictions not only would be exceedingly inappropriate, but they also would fly in the face of efforts already being taken by beer companies to increase public awareness of alcohol abuse and drunk driving.

Berger also questions the need for a government watchdog agency to oversee the intelligence of the American public. "The public is certainly smart enough to decide, much like they were with cigarettes, that beer is not going to make them any more or less fun than they already are," he said. The bottom line is that beer and wine are legal products, and beer and wine companies should be able to advertise in a responsible way without threat of restrictions or bans, Berger continued. "It is incumbent upon the station and the advertising agency to regulate itself and not be irresponsible," he said. "I would hate to see a government agency be in charge of commercial content for any product. Who would they hire to police these things: those two guys on *Saturday Night Live* who do the 'Wayne's World' skit?"

Unistar Radio Networks Chairman Nick Verbitsky termed any thought of ban or restriction on beer and wine advertising "ridiculous and wrong." He said that beer and wine companies for years have been particularly aware of the power of dayparting and demographic targeting, and "have done a very responsible job of setting up specific criteria for advertising their products." Verbitsky cautioned that the government would be "out of line" to babysit any product category, including beer and cigarettes. "If people are going to smoke, they're going to smoke, and if they're going to drink beer, they're going to drink beer. There's absolutely no reason for the government to get involved with it."

Verbitsky said that people have to understand that they don't live in a perfect world, and imposing some stop-gap measure on beer advertising isn't going to make an imperfection go away. "Broadcasting is a powerful medium, and it's important that we all understand its power. But commercial regulation isn't the way to approach a much larger problem. People should be big enough boys and girls to regulate and educate themselves, and any ban or restrictions are the first step toward government censorship—which we all should be afraid of."

To many broadcasters, information about a legal product or service is one that the government should not be empowered to restrict, whether that information is family-planning information or beer and wine advertising. According to Westwood One Radio Networks President Bill Battison: "As long as beer and wine are part of our environment and culture, we should support its advertising as a mechanism for providing information to the marketplace for what products are available." Battison said such advertising must be used responsibly to "instill in the minds of users the proper kinds of behavior," but suggested that government intervention or censorship of commercial content is an uncomfortable prospect. "This type of censorship implies on a de facto basis that someone is right and someone is wrong, that someone's attitude or point of view is correct or better than another," he said. "The commercial marketplace is a much better way to determine these things. I'm suspicious of situations where one individual or pressure group intends to dictate both taste and information for the masses."

"I Never Have Enough Time to Think!"

We Will Pay You to Think.

The *William Benton Fellowships in Broadcast Journalism* at the University of Chicago offer mid-career TV and radio reporters, news executives, producers, writers, editors, videographers, and even news graphic artists a 9-month academic program (with stipends generally equivalent to full salary). The program is supported by Encyclopaedia Britannica, Inc.

Come and recharge your brain. You pick the courses. We give you seminars with Nobel Prize winners, headliners, and top professionals in journalism.

The *application deadline* for the 1992-93 program is February 3, 1992.

For more information, write: Director,
William Benton Fellowships, The University of Chicago,
5737 University Ave., Chicago, IL 60637

WILLIAM BENTON FELLOWSHIPS IN BROADCAST JOURNALISM
THE UNIVERSITY OF CHICAGO

Paid commercial advertising is the avenue of information in a marketplace economy, and the marketplace—not the government—should take steps to regulate its functions. “The broadcasting industry historically has taken the first step to establish internal standards,” Battison said. “The courts erased the old NAB code, but the broadcast industry still is far better served by self-regulation through guidelines, standards or accepted practices than to have the government promote either arbitrary or politically motivated controls or regulations.”

Battison said that if product has a potential for abuse, a function of its advertising is to promote the responsible use of that product—a role in which beer companies “have distinguished themselves.” More than most other product categories, beer companies understand the responsibility of creative content and placement of their spots, “and they use common sense to target consumers who can legally use their product,” he said. “The issue here is whether the government should make a blanket condemnation of free information, or whether the media and clients

should work toward using the media effectively to promote responsible drinking habits and behavior.”

Apart from a few spots that a few people might find offensive or perceive as targeted to young consumers, beer

“As long as beer and wine are part of our environment and culture, we should support its advertising as a mechanism for providing information to the marketplace...”

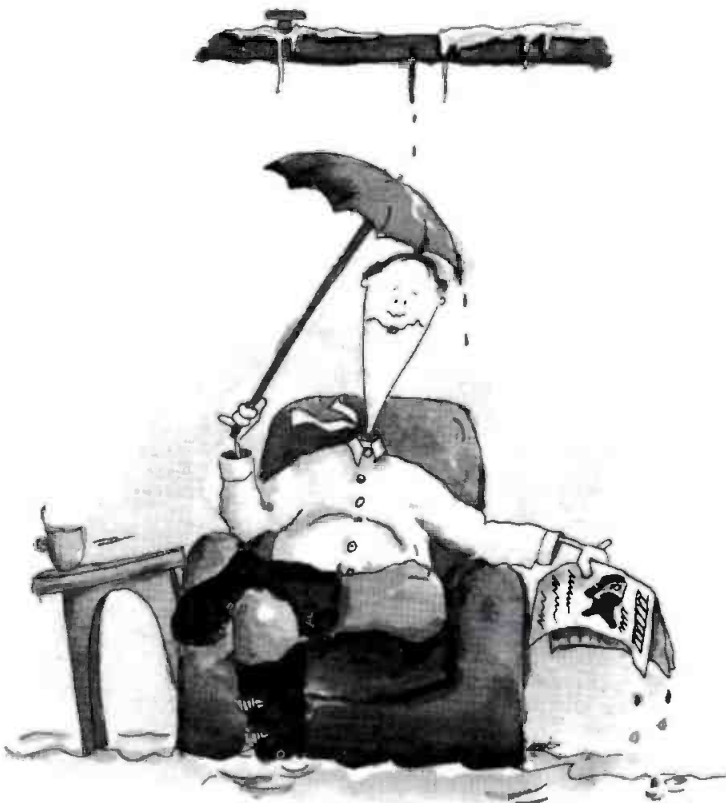
**Bill Battison, president
Westwood One Radio Networks**

companies have marketed their products in “tasteful, realistic terms,” said Jay Williams, president, Sheridan Broadcasting Networks. “Their public service campaigns show that the industry can handle itself responsibly and sensitively. They’ve used radio effectively for local, spot and network. They’re bright

marketers who understand better than most how to target age groups, market segments and specific formats.” Williams said the beer industry “does an excellent job policing itself, and has been very responsible in the way they handle their corporate citizenship.”

Rather than regulate or restrict beer and wine advertising, the Surgeon General should “give the beer and wine companies, and radio and TV stations, high-fives for all their campaigns about designated driving and drinking in moderation,” stated Jim Thompson, president of Group W Radio. “The government should get off their backs and let them have a free marketplace,” not promote a policy that may inflict financial disaster on another industry, Thompson said. “Radio stations that are trying to survive in this industry don’t need that sort of threat. So far the government has done a pretty poor job with its efforts to help people exist in this economy. They should try to put people to work rather than put more people out of work because of these regulations. Let’s do something that fosters economic recovery as opposed to finding something that puts people out of work.” ■

Help Your Viewers and Listeners Prevent A Frozen Pipe Mess



FREE PUBLIC SERVICE MATERIALS

What did 800,000 homeowners have in common during the winters of 1987- 90?

They all suffered from the mess and nuisance of frozen, broken pipes. The good news? You can help your listeners and viewers avoid this mess.

Non-commercial public service announcements stressing what people can do to prevent frozen pipes are available **FREE** to you—along with a prevention how-to brochure for use as a giveaway item.

To get these free materials, just mail in the form below.

Please send me your free “Prevent Frozen Pipes” public service materials.

Name _____

Station _____

Address _____

City _____ State _____ ZIP _____

Materials Preferred: TV PSAs (3/4" tape)
 TV PSAs (1" tape)
 Radio PSAs (reel-to-reel tape)
 Brochures (Quantity needed: _____)

Mail to: Frozen Pipes, Public Relations Dept.

State Farm Insurance

One State Farm Plaza

Bloomington, IL 61710-0001

For Information Call:

(309) 766-2063

State Farm Fire and Casualty Company Home Office: Bloomington, Illinois

RADIO REMEMBERS PEARL HARBOR

Networks commemorate 50th anniversary of bombing with special programming

By Joe Flint

While it certainly is not one of the greatest moments in American history, the bombing of Pearl Harbor is one of the most remembered. And, with Dec. 7 marking the 50th anniversary of Japan's surprise attack on Pearl Harbor, many of the country's radio networks have specials in the works remembering the "day that will live in infamy" and questioning the long-term impact of that attack and World War II on the United States.

ABC Radio Network will air today (Dec. 2) a special edition of *American Agenda*, entitled *World War Two: Who Ultimately Won?* hosted by ABC News anchor Sam Donaldson. Donaldson will be joined by Ben Wattenberg, syndicated columnist and senior fellow of the American Enterprise Institute, and by author-political economist Pat Choate, whose most recent book, "Agents of Influence," analyzes Japanese-U.S. relations and business practices.

CBS chose last weekend to broadcast its specials on the anniversary. The CBS Radio Networks aired *Remember Pearl Harbor*, hosted by CBS News correspondent Charles Kuralt. The network ran 15 three-and-a-half-minute segments that included descriptions of the attack from both Japanese and American pilots as well as grim details from sailor Garlen Eslick, who was trapped in the Battleship Oklahoma for 27 hours during the attack. Also, the network interviewed Tomotso Shimizu, an American soldier who was thrown into the stockade the day of the attack and later fought for the U.S. to prove his loyalty, and did a feature on the Japanese internment camps.

Associated Press Broadcast Services will cover the ceremonies in Hawaii live on Dec. 7, as President Bush will be delivering a speech there. Coverage will be handled by correspondent Bob Moon, who will arrive in Hawaii on Dec. 3 and cover events leading up to the Dec. 7 observance.

Also offering live coverage of the Dec. 7 events is Unistar. The network will air a 30-minute special on both

Dec. 4 and 5 for its affiliates. Features include an interview with Joint Chiefs of Staff General Colin Powell and the reporter who is said to have filed the first attack bulletin from Honolulu.

Westwood One's NBC Radio news will air live coverage Dec. 2-Dec. 7 that includes Bush's speech. Last week, the network aired *Pearl Harbor 50th Anniversary: Still Remembering*, hosted by Steve Futterman. Also, Mutual's Larry King will devote his Dec. 7 broadcast to the anniversary of the

attack.

National Public Radio has several shows in the works leading up to and following the anniversary. Topics include what impact the attack had on U.S. military strategy; how the attack ended the isolation movement; the Japanese fear of the approaching anniversary; the Japanese perception of Pearl Harbor and how it is dealt with in modern-day Japanese education, and how Hawaii has changed since the attack. ■

Katz Radio cuts sales, research staffs

Company's operating plans suggest flat revenues for 1992

By Reed E. Bunzel

The Katz Radio Group last week announced it has cut its sales, research and administrative staffs in six offices, including its New York headquarters. The staff reductions, which total 23, were made in those offices where management determined that remaining staff still could achieve corporate revenue goals and where technological advances would enable delivery of services with fewer personnel.

According to Stu Olds, Katz executive vice president, cuts were made "only after careful evaluation of each division's current situation...and decisions were made only in areas where a reduced staff would be capable of producing revenue goals for 1992. The effect on our competitive advantage and ultimately on our clients was always our foremost concern." Olds explained that upgrades to the Katz mainframe computer system and additional computer capabilities allowed for the redefinition of traditional roles, especially in the research arena. All of Katz's offices now are connected by the system, and next year every account executive will be connected by desktop computer.

Katz President Ken Swetz termed the move "reflective of the current



Stu Olds: Computer upgrade allowed company to redefine traditional roles.

economic environment." He said that Katz's operating plans for 1992 suggest flat revenue at best, "and in some offices we determined that our personnel count was greater than the amount of activity there was going to be." As a result, Katz cut 10 sales jobs in its Banner, Christal and Katz offices, with firings coming in Atlanta, Chicago, Detroit, St. Louis, Los Angeles and New York. "The sales cuts represent less than 5% of our total sales force, and none of those who were cut was with us longer than four years," Swetz said.

The eight cuts in research all came in New York. ■

Washington

TELCOS TO GO FOR HALF A LOAF ON CABLE ENTRY

USTA plans to ask FCC to let phone companies have minority interest in programing

By Harry A. Jessell

The United States Telephone Association believes it will eventually persuade Congress to repeal the law banning telcos from controlling programing and providing cable service where they also provide telephone service.

But realizing that day is still a long way off, the association plans to ask the FCC next January to relax its now strict rules implementing the cross-ownership ban to permit telcos to acquire a minority interest in a local cable system.

The request will come in the FCC's so-called video dial tone inquiry, which the agency launched last October. Comments in the proceeding are due on Jan. 23.

Under the video dial tone regulatory regime the FCC now envisions, telcos would be permitted to transmit video for cable networks and other customer-programers on a common carrier basis. As common carriers, the telcos would have to make facilities available to programers on a first-come, first-served basis and submit to rate regulation.

In keeping with the common carrier model, the FCC proposed keeping its video dial tone providers out of the programing business. But it did request comments on whether the restriction should be relaxed to permit telcos offering video dial tone service to "own a specified percentage of video programing" or "a limited interest in video programing" made available via the service.

What's more, the FCC tentatively concluded it has the authority to relax its crossownership implementing rules, despite their codification by the Cable Act of 1984.



The FCC cited its so-called affiliation rule, which now completely bars "any financial or business relationship" between telephone companies and providers of programing over its facilities. Although Congress clearly intended to bar telcos from the cable business, the commission concluded, it "did not intend...to etch into stone every one of the commission's then-existing definitional interpretations of its rules."

The USTA views the FCC's apparent willingness to modify the affiliation rule and its invitation for comment on telcos' acquiring programing interests as an opportunity to win partial entry into cable TV.

"Our position is that, at a minimum, the affiliation rule has to change," said Ward White, USTA vice president, government and public affairs. If the FCC relaxed the affiliation restriction to permit limited ownership of co-located cable systems, he said, "it would be helpful."

But, White said, merely relaxing the rule would not be "sufficient to provide the incentives we believe are necessary to deploy a broadband network.

"It is necessary for us to have ac-

cess to programing," White said. "Unless we are given a compulsory license of mandatory access [to programing], we have to be able to participate in the development of programing and we should be allowed to do so." Regardless of what the FCC does, the telephone industry will eventually need to repeal statutory cross-ownership prohibition.

(By giving telcos video dial tone privileges alone, the FCC hopes to encourage them to build broadband—possibly fiber optic—networks capable of delivering phone, video and other information services to every home and business.)

The cable industry can be counted on to oppose any change in the affiliation rule as it has any tampering with the crossownership law. Unlike the FCC, it believes Congress did intend to "etch into stone" each of the FCC rules, including the absolute ban contained in the affiliation rule as it is now written.

"As a fundamental matter," said Decker Anstrom, executive vice president, National Cable Television Association, "we will continue to resist any changes in the current crossownership restrictions." ■

UNIVISA WANTS BACK IN TV STATION OWNERSHIP

Azcarraga-owned company asks FCC to raise foreign ownership limit

By Harry A. Jessell

Mexican media baron Emilio Azcarraga, arguably the single most powerful broadcaster in the world, has been pleading with U.S. officials to lift restrictions on foreign ownership of TV stations.

Two weeks ago, he took his case directly to the agency charged with enforcing the restrictions: the FCC.

Univisa, the U.S. subsidiary of Azcarraga's Mexico City-based Televisa, asked the FCC to exercise its authority to relax the restrictions. Since the restrictions are part of the Communications Act, it would be up to Congress to repeal them.

Norman Leventhal, the Washington communications attorney who filed Univisa's petitions as part of the FCC's ongoing "attic-to-basement" review of television regulation, said the FCC can and should permit up to 49% foreign ownership. "There is no reason why higher [foreign] investments should not be made," he said, as long as control of the station remains with a U.S. citizen.

The statutory restrictions, whose roots go back to the earliest days of radio, limit foreign ownership of a broadcast licensee to 20% and of a holding company that owns a licensee to 25%.

According to Univisa, the statute grants the FCC authority to grant waivers of the 25% cap on holding companies if it deems such waivers would be in the public interest. The agency should use the authority, it said.

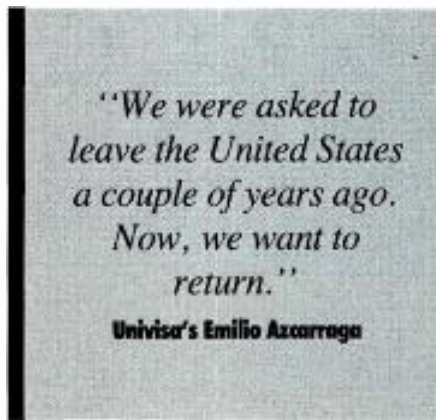
But will it? "I am not convinced there is an overwhelming level of support for that kind of waiver," said an aide to FCC Chairman Alfred Sikes. "You would have a difficult case to make to the commissioners because of the role television has assumed as a kind of cultural mouthpiece."

But the issue does have a few things going for it, the aide said. Sikes and four other commissioners are Bush appointees and, according to the aide, the Bush administration has favored "maximum international investment freedom."

Also, the aide said, three of the commissioners—Andrew Barrett,

Sherrie Marshall and Ervin Duggan—specifically rejected the "xenophobic" arguments made by the networks during the debate earlier this year of the financial interest and syndication rules.

The issue of foreign ownership of broadcast properties is politically charged. Any FCC action aimed at relaxing the restrictions will likely draw fire from Capitol Hill. House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) has introduced a bill that would impose foreign ownership restrictions on



cable.

Leventhal found some encouragement in a cellular telephone action the FCC took last month. In the past, he said, the FCC has been more lenient in applying the foreign ownership restrictions in common carrier matters than in broadcasting. However, in the Continental Cellular case released Nov. 20, he said, the FCC said the statute makes no distinction between common carrier and broadcasting. To him, he said, the ruling suggests that the FCC may be more lenient when the next foreign ownership case involving broadcast properties comes before it.

Azcarraga is actually looking to return to U.S. station ownership. In the mid-1960's, the FCC ruled Televisa had effectively exceeded the restrictions with its minority ownership of several television stations and majority ownership of a Spanish-language network that fed the stations programming. In the wake of the ruling, Televisa sold the stations and the network (Univision) to Hallmark Cards Inc.

If Univisa were allowed to buy into

some television stations, it might bolster the prospect for its Spanish-language network, Galavision. It might also facilitate an oft-rumored merger between Galavision and one of the two other Spanish-language networks with which it competes, Univision and Telemundo. Both own broadcast stations.

Neither Leventhal nor Univisa General Counsel Lawrence Dam would comment on what Univisa might do should the ownership restrictions be lifted to some extent.

Azcarraga's campaign to own U.S. TV stations has been going on for some time. According to a story in the *Los Angeles Times*, during a meeting between Mexican businessmen and Commerce Secretary Robert Mosbacher in California a year ago, Azcarraga arose to demand relief from the restrictions. "We were asked to leave the United States a couple of years ago," he said. "Now, we want to return."

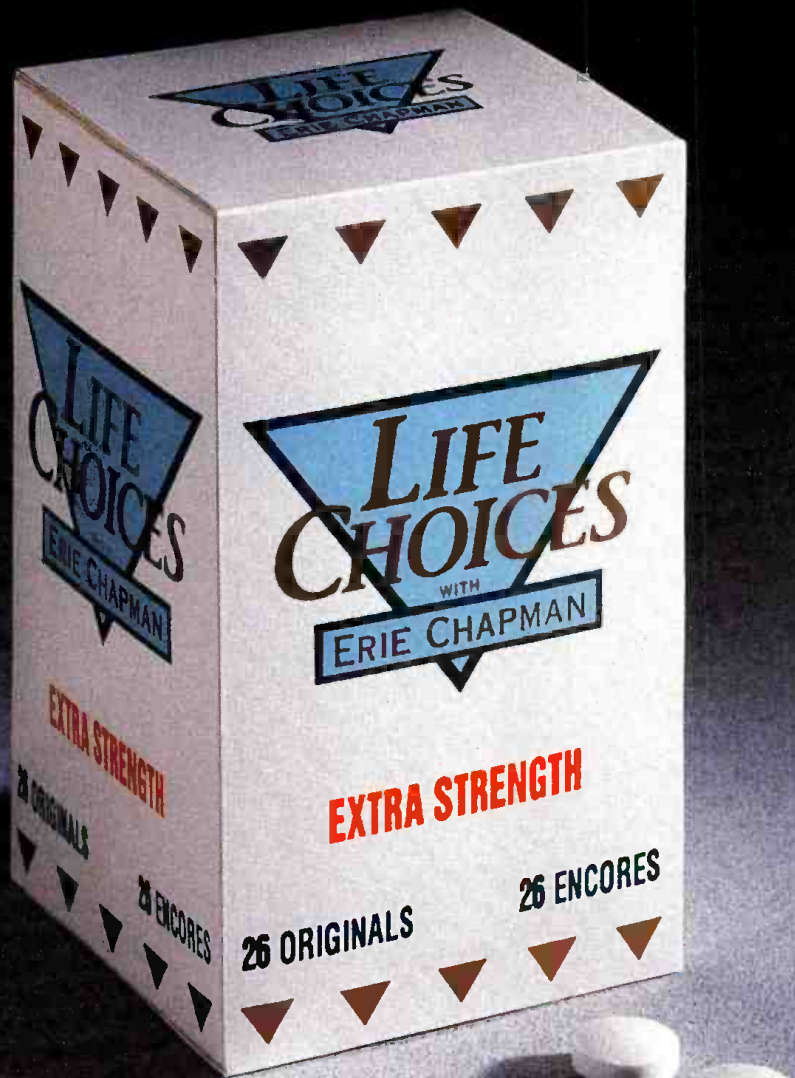
"The current technologically advanced state of broadcasting, the breadth of competitive video alternatives available to the U.S. public, as well as the existence of the global communications market, have rendered the alien ownership restrictions anachronistic and unnecessary," Univisa argues in its petition.

Univisa says relaxation of the restrictions would benefit U.S. broadcasters by introducing new sources of financing. "This, in turn, will permit [stations] to enhance and expand service to the public," it says.

Univisa also raises constitutional questions about the restrictions. "Not only do they impair the rights to freedom of speech and expression of a distinct class of persons who are entitled to express their views in this country, the restrictions limit the public's access to a diversity of viewpoints," it says.

The FCC should view the communications market as the federal government would any other market, Univisa says. "It would seem appropriate, for example, for the U.S. to permit increased foreign ownership for nationals of countries which give U.S. companies equivalent access to their communications markets," it says. ■

Program weekly... and call us in the morning.



Preferred by 7 out of 10 viewers for three years running, LIFE CHOICES with Eric Chapman is your prescription for programming success. An entertaining and enlightening weekly half-hour that dispenses health, medical, fitness and lifestyle reports with a heavy dose of celebrity fun and inspiring personal profiles. LIFE CHOICES is proven effective for bringing fast relief to ratings sufferers. Only LIFE CHOICES goes right to work generating household ratings, delivering key women and men demographics and creating new sources of advertising revenues. LIFE CHOICES with Eric Chapman. Just what the doctor ordered. Call the program specialists at Mansfield Television Distribution Company today, (303) 843-9093.



Hosted by
Eric Chapman



**MANSFIELD
TELEVISION
DISTRIBUTION**

National Advertising Sales
Represented by
The Health Corporation
Phone: (303) 441-9093

**VISIT THE LIFE CHOICES
NATPE BOOTH #771
FOR YOUR FREE
CHOLESTEROL TEST!**

EFFROS BERATES BROADCASTERS OVER S. 12

By Randy Sukow

Steve Effros, president, Community Antenna Television Association (CATA), fired a broadside at broadcasters last Tuesday (Nov. 26). Broadcasters, he said, are maintaining traditional opposition to regulations on themselves and at the same time are driving for even greater restraints on cable by supporting retransmission consent and cable reregulation provisions in the Senate's cable bill (S. 12).

"This type of inconsistency is the worst kind of profit-driven hypocri-



Effros calls broadcasters hypocrites

sy...It's unmistakably clear that, for reasons of their own, broadcasters have declared war on the cable television industry. We will not roll over and play dead," Effros said in a speech to the Washington Metropolitan Cable Club.

The main provisions of S. 12 are retransmission consent (giving broadcasters the right to charge cable systems for carriage of local TV signals) and rate regulation in the form of an "effective competition" definition stricter than the one now on the FCC's books.

The Senate is expected to take up debate on S. 12 on or about Jan. 27, 1992, and is expected to pass it. But the expected introduction of a substitute cable bill by S. 12 opponents could erode veto-proof support for S. 12 (BROADCASTING, Nov. 18). Meanwhile, House Telecommunications Subcommittee member Dennis Eckart (D-Ohio) has introduced companion legislation in two separate bills, one covering retransmission consent (H.R. 3380) and the other covering rate regulation (H.R. 3560). S. 12 supporters

hope similar House legislation can pass by early spring.

Effros predicted passage of S. 12 or some other form of cable reregulation in the Senate in early 1992. "What the House will do is a totally different question. The House, when they get to a complex issue such as retransmission consent or copyright, has proved far more responsible, frankly, than the Senate in looking at the details," he said.

Effros also attacked the broadcasters' lobbying tactics. "Rather than talking about their strengths, they have chosen to talk about their weak-

nesses. Rather than talking about what they can do, they've chosen to talk about what they can't do. And they've also chosen a solution—a government bailout and government restrictions on their competition," he said.

The S. 12 battle is wasting time and resources for broadcasters and cable while both are faced with a common threat. Telephone companies want to get into the video business "and they've got some very big friends at the FCC. If broadcasting really wants to look at what its future is or what it might not be, it better look at who its allies are and who its allies are not." ■

WASHINGTON WATCH

WIRELESS CLARIFICATION

The FCC clarified recent rule changes that allowed wireless cable operators access to Operational Fixed Service channels by stating ITFS is still available to television broadcasters for studio-to-transmitter linkage. The FCC said of the OFS channels, only 6 mhz in the 18 ghz band are now available for wireless point-to-point use, while broadcasters may continue using the 21.8-22.4 and 23.0-23.6 ghz bands. Clarification of the new rule was sought by Microwave Radio Corp. The FCC also rejected the Utilities Telecommunications Council's petition for reconsideration of a rule change that makes it easier for wireless operators to colocate channels for video delivery.

INTERNATIONAL GAME PLAN

At last Tuesday's board meeting, the Corporation for Public Broadcasting voted to spend \$50,000 to develop a plan for creating strategic alliances with international programing and funding sources. Currently a third of public television's prime time schedule is acquired from foreign programers or produced outside the U.S. CPB's objective is to create long-term programing commitments while dealing more directly with foreign programers to make the domestic U.S. schedule more

responsive to American viewers.

The board also adopted five funding recommendations designed to insure stable and permanent federal and state funding for public broadcasting. Among the recommendations include CPB's call for federal support to increase \$500 million annually by 1999; individual stations relying on increased individual support; an increase in long-term relationships with corporate underwriters; cooperation between public stations to increase revenues, and the exploration of resource-generating entrepreneurial activities.

NOT NEEDED

The National Association of Broadcasters attacked the proposed establishment of news, weather, sports and other services by cellular telephone companies in comments to the FCC last week. Such "pay-to-use radio services" are already provided free on broadcast radio, said NAB, and use of cellular spectrum to transmit them could use up cellular frequencies needed to complete regular voice telephone calls. "Cellular spectrum should be reserved for the two-way communication for which it is designed. One-way transmission would be a misuse of this spectrum and a needless duplication of broadcast services," NAB said.

New! From SRDS.

The multi-media resource of advertising and marketing information targeting The Midwest!

MediaScope

Look to **MediaScope** from SRDS when your advertising and marketing target is the Midwest. This NEW comprehensive resource provides insights and information on over 2,000 media vehicles targeting Illinois, Indiana, Michigan, Ohio and Wisconsin.

The essential media planning tool.

Unmatched for its scope of standardized data on regional advertising and marketing opportunities, **MediaScope** profiles not only all major Midwestern print and broadcast media, but also outdoor, transit, airport, yellow pages and local direct mail coupon books. It's essential for instantly identifying Midwestern media opportunities, comparing local and regional media vehicles and costing out complete, efficient and effective campaigns aimed at the Midwest market.



The unique media & marketing resource.

MediaScope provides a depth of data that's not available from any other source. In addition to basic media profiles which include description, contact information, advertising rates, circulation, issue and closing dates/times, **MediaScope** includes hard-to-locate retail advertising rates and detailed zone and combination rates.

See for yourself how **MediaScope** can help you target your marketing efforts in the Midwest. As a charter subscriber, you can subscribe at the special low price of \$129.00, a **\$20 savings** off the regular price of \$149.00. Use it FREE for 20 days to develop your media and marketing strategies. If it doesn't prove to be invaluable, return it with no further obligation.

TO: Circulation Department
STANDARD RATE & DATA SERVICE
3004 Glenview Road, Wilmette, IL 60091

srds

Yes, send me _____ subscriptions to **MediaScope** for only \$129 each, including shipping and handling, **\$20 savings** off the regular price of \$149.

Please send me my **MediaScope** on a 20-DAY FREE TRIAL! If I am not completely satisfied with this market targeting resource, I will return it within the 20-day trial period and owe nothing. If I keep it, I agree to pay the invoice, which will be sent to me after the trial period. (Orders cannot be processed without a signature and company name.)

PLEASE SIGN (Signature required on all orders)

FZBC-1

Send me more information.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE () _____

TYPE OF BUSINESS _____

"Bringing Washington to

Luck and Timing

When I came to Capitol Hill right after college, I had no job lined up, no connections and nothing wired in advance. But luckily for me, I had good timing. And timing certainly was on my side when I walked into Senator Henry "Scoop" Jackson's office the day the receptionist gave notice. Now, as a recent college graduate who felt she knew it all — the thought of being a receptionist was a little disappointing. However, it turned out to be an excellent introduction to the legislative process. And it paid off. A few months later, I became a legislative assistant and had the opportunity to staff a wide array of issues for the senator including those that came before the Commerce, Science and Transportation Committee. It was at this point that I was first introduced to the cable industry.

Nine Years Later

During my work as a legislative assistant, I became more and more interested in telecommunications policy-making. So, when I left the Hill, it made perfect sense to take a government relations position with the National Cable Television Association. It was a very exciting time to work for the industry and to have been a part of the team that gained passage of the Cable Act. But after nine years in Washington D.C. — four with Senator Jackson and five with NCTA — I was ready to return home to Washington state and to the lifestyle it offers.

When I got back to Seattle, I took a position as director of marketing, advertising and membership services for the Seattle-King County Convention and Visitors Bureau. During the GoodWill Games, I ran into some TCI executives who informed me about a job possibility with TCI West — based in the Seattle area. Needless to say I jumped at the chance, and I've been with TCI for about a year now. I'm thrilled to be back in the industry.

On a Mission

As government affairs director for TCI West, part of my job is to support local system management in communicating the value of cable to their community

leaders and government officials. TCI and its systems are very involved in community support projects, from Muscular Dystrophy fundraising efforts to promoting the TCI Education Project. My work with the systems involves spreading the news about this involvement and about cable's commitment to the community. It's critical to the future of TCI and the rest of the cable industry that we proactively communicate what we do, how we go about doing it, and most importantly, how it benefits the communities we serve.

Elections Around the Corner

When speaking with government officials and other opinion leaders about cable, it's essential to talk about C-SPAN. Most elected officials are familiar with the network, but they don't make the connection between C-SPAN and their cable operator. They don't realize that the cable industry is solely responsible for bringing this valuable public service to their constituents. And with the elections just around the corner, C-SPAN's and cable's value is more apparent than ever. Through C-SPAN's comprehensive, primary source election coverage, Americans have a unique perspective on the candidates, the campaigns and the issues.

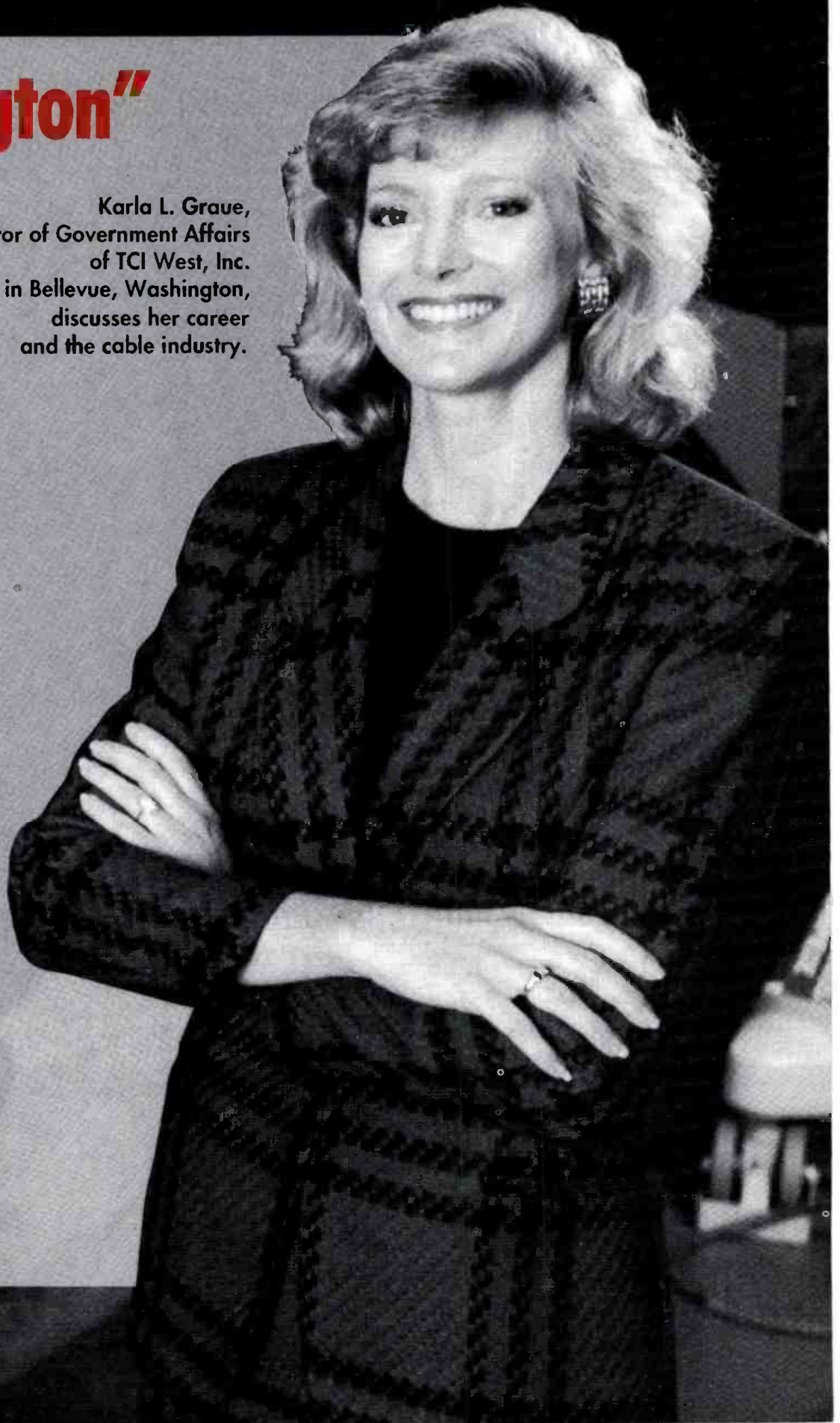
Closer to Home

I have always been fascinated by government and politics in general. However, I come from a part of the country where people, in the past, may have felt somewhat disenfranchised from the political process. The nation's capital seemed so far away. But cable television has changed all that. For the past 12 years, C-SPAN has been bringing Washington to Washington, and in doing so, has brought our government much closer to home.

C-SPAN

Washington"

Karla L. Grave,
Director of Government Affairs
of TCI West, Inc.
in Bellevue, Washington,
discusses her career
and the cable industry.



Business

GOING PUBLIC: GRANITE AND GOLDWYN

By Geoff Foisie

Granite Broadcasting Corp. is hoping that investors will overlook the present state of the broadcasting industry. So far, in 1991, cash flow at all four of its middle-market TV affiliates is down. Nonetheless, the company is trying to go to market with an initial public offering of 2.75 million shares of non-voting common stock.

Part of the sales pitch for the stock is that the company has improved audience share and financial performance since acquiring the four stations: KNTV(TV) San Jose, Calif.; WEEK-TV Peoria, Ill.; WPTV(TV) Fort Wayne, Ind., and KBJR-TV Superior, Wis.

Granite's strategy, it said, starts with acquisition, to buy stations that have the potential to be "news leaders" but have not fully exploited the revenue possibilities. It has also attempted to "amortize" the news programming budget over more hours of the station schedule or on nearby radio and/or cable systems.

The New York-based group owner promotes its "value added" advertising vehicles, including "high-quality prime time programming of local interest or sponsored community events directed at targeted audiences."

Granite said it has also been tough on costs, from programming expenses to staffing levels to the company's pension plan.

Helped by a boost from political advertising dollars, Granite's strategy substantially boosted cash flow at three of the four stations. But the political comparisons this year are unfavorable, and revenue is down 2% while operating income is off 18%. Also cited for the decline are weak spending by local auto advertisers and reduced compensation at the company's two NBC affiliates—the other

two stations are affiliated with ABC. Year-end results will likely fall below last year's \$34.6 million in revenue and \$7.2 million in operating income.

By comparison with most of the industry, Granite's national spot revenue has been doing well. Jim Greenwald,

In addition to Oprah Winfrey, other major investors in Granite include Katz President Jim Greenwald and investment bankers Goldman Sachs.

president of Katz, which represents two of the stations, is a major investor in Granite. Other well-known shareholders are television personality Oprah Winfrey and the New York-based investment banking firm Goldman Sachs.

Why Granite would want to sell an initial public stock offering using declining results might be explained by the company's debt situation. By the middle of the year, Granite had fallen out of compliance with a senior debt-to-cash-flow covenant in its bank credit agreement.

The loan agreement has since been modified, but the group owner still has \$15 million due to its lenders by the end of March. Without an equity offering Granite would be forced to restructure or put at least one station on the block.

One investor said he thought Granite could get the offering completed, opining that the two underwriters, Alex Brown & Sons and an affiliate of Bankers Trust, have enough clout to place this relatively small offering. However, at the middle of a planned

\$8-\$10 offering price, investors would be buying into the affiliate TV station business at a multiple of 10 times running-rate 1991 cash flow.

Also helping the company attract investors is the fact that acquisitions have been and should continue to be eligible for minority tax certificates, giving Granite an edge in buying properties at lower prices. Don Cornwell, chairman, CEO and 55% owner of the voting stock, is black. The company's president and treasurer, Stuart Beck, owns the remaining 45%.

Syndicator seeks 'back door' public offering via merger

One year ago, Heritage Entertainment filed for protection from its creditors using Chapter 11 of the federal bankruptcy laws. The company is now on the verge of leaving bankruptcy by merging itself with the The Samuel Goldwyn Co. In seeking to go public via Heritage, Goldwyn has made public its financial statements for the first time, revealing that half its revenue comes from television.

Most people associate the company with theatrical films because of its namesake, Samuel Goldwyn Jr., son of the Hollywood mogul. Goldwyn Jr., 64, started the company in 1979, specializing in producing and distributing foreign and other limited-release films considered more artistic than mass-appeal. Recent films distributed include "Henry V," "Wild at Heart," "City of Hope" and "Black Robe."

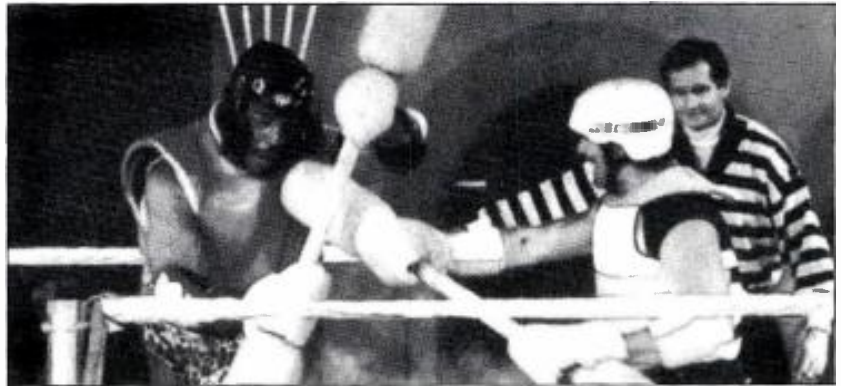
By merging with Heritage, Goldwyn would pick up the former's movie theater division, many of whose screens carry the high-culture fare Goldwyn distributes. Besides such vertical integration, Goldwyn hopes the theater business will provide the

Los Angeles-based company with a "more predictable source of cash flow." The combined companies' revenue would probably exceed \$80 million.

On the TV side, the acquisition of Heritage would add very little. Goldwyn is already distributing two ever-green series from Heritage whose 122-film library contains only 50 films of "sufficient quality...to attempt to exploit."

Goldwyn has a library of 350 films, including those produced by Goldwyn Sr. The company has licensed 99 of them to TNT and another 29 to the USA Network. Goldwyn also has a pay TV and home video exclusive output deal with HBO for 14 future films.

American Gladiators is owned and distributed by Goldwyn, and with a 3.2 rating/11 share is continuing to show ratings improvement in its third season. The company also syndicates *Body by Jake* and *Gamepro*. It plans on more series and on placing one new movie package in syndication each



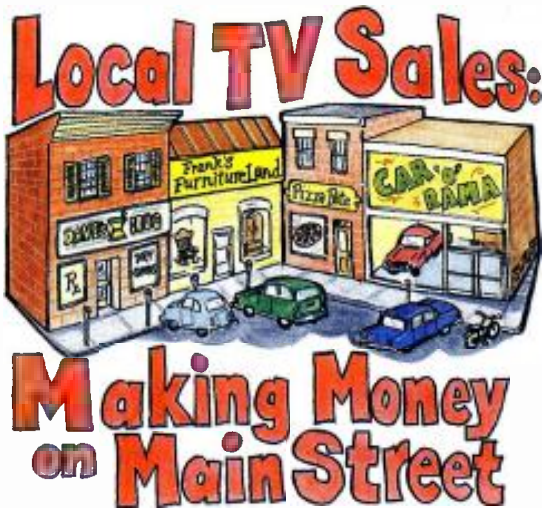
Goldwyn's 'American Gladiators': showing ratings improvement in its third season

year (it already has 11). The company is even talking about producing prime time shows for the networks.

The planned production expansion, combined with plans to increase the number of films and add theaters, will require capital. Goldwyn has in recent years been steadily drawing on a \$90-million bank facility.

Going public should provide other financing options, while not diminish-

ing the grip of Goldwyn Jr., who, through a trust in his name, would control 87% of the equity even after the Heritage merger. In addition to their salaries, he and President Meyer Gottlieb will each receive 2½% of any net income in excess of \$3 million a year. Each of them also has a separate company that charges Goldwyn for film development and production work. ■



By Joe Flint

Last of a four-part series

TV stations have been spending the last several years adjusting to a shrinking national spot pie. Part of that adjustment has included the growing use of "value-added" promotions, and that has forced departments that once worked independently to work together. Like any forced pairing, theirs at times is a reluctant partnership with unresolved issues. Overall, however, promotion and sales employees seem to be willing

to put their differences aside for the greater good.

Just as the industry has created buzz words for new marketing efforts ("value-added"), promotion executives are now asked by their superiors to be "revenue-driven." Explained Rod Bacon, general manager, WXXX(TV) Waterbury, Conn.: "A few years ago, salespeople did not even walk into the promotion department; it was as if they were going in different directions. Today it seems promotion directors are more in tune with the station."

Jim McDonald, general manager, KSMO(TV) Kansas City, Mo., can also

remember a time when, as a general sales manager, he "went to war with promotion." Recalled McDonald: "We hated each other's guts." One problem between the two worlds of sales and promotion are personality conflicts. Promotional people, McDonald said, tend to be creative, which can conflict with the bottom-line mentality of sales people.

That conflict can often lead to debates over quality of material and what the client wants versus what the promotion producer wants to do.

Peter Smith, vice president, marketing for Pulitzer Broadcasting, cited the differences in the missions of the two departments as a potential problem. Said Smith: "The sales department, while mindful of maintaining a certain image in the community, has a first priority to build revenue, and they are under pressure to close these deals." The promotion department, on the other hand, is there to enhance the image of the station and, Smith said, the "deals the sales department comes up with are not always designed to enhance the image of the station, but rather the image of the advertiser."

Added Wayne Godsey, general manager, KOAT-TV Albuquerque, N.M.: "Because there is a third party in the form of a client, promotion people have to understand that compro-

\$670,000,000

The Freedom Forum
(Formerly Gannett Foundation, Inc.)

Gannett Co., Inc. has repurchased
15.9 million shares of
Common Stock

The undersigned acted as financial advisor to
The Freedom Forum.

Salomon Brothers Inc

\$2,760,000,000

Time Warner Inc.

Common Stock Rights Offering

The undersigned lead managed this offering.

Salomon Brothers Inc

\$2,000,000,000

CBS Inc.

Stock Repurchase

The undersigned acted as financial advisor to
CBS Inc. in its stock repurchase.

Salomon Brothers Inc

Banco Bilbao Vizcaya, S.A.

has sold

Espasa Calpe, S.A.

to

Planeta GLCI, S.A.
a company jointly owned by Editorial
Planeta, S.A. and Groupe de la Cité, S.A.

The undersigned acted as financial advisor to
Banco Bilbao Vizcaya, S.A.

Salomon Brothers Inc

U S WEST, Inc.

has acquired all publicly held shares
of its cellular subsidiary

**U S WEST NewVector
Group, Inc.**

The undersigned acted as financial advisor to
U S WEST, Inc.

Salomon Brothers Inc

\$189,000,000

Enquirer/Star Group, Inc.

Common Stock

The undersigned co-managed this
initial public offering.

Salomon Brothers Inc

SALOMON BROTHERS MEDIA:

In 1991, Salomon Brothers executed transactions for eight of the nation's top ten public media companies (in the interests of confidentiality not all can be disclosed). It's a performance that highlights the commitment we have made to media.

We work for clients of all sizes. In all segments of the market. In many parts of the world. This broad exposure produces the insights and experience so important to understanding and meeting your specific needs.

Our performance means expertise you can count on.

**Century
Communications Corp.**
and
Citizens Utilities Company
have combined their cellular operations within
Century Cellular Corp.

The undersigned acted as financial advisor to
Century Communications Corp.

Salomon Brothers Inc

**General Cinema
Corporation**
has purchased
**Harcourt Brace
Jovanovich, Inc.**

The undersigned acted as financial advisor to
General Cinema Corporation.

Salomon Brothers Inc

\$250,000,000
Capital Cities/ABC, Inc.
8⁷/₈% Debentures Due 2021

The undersigned lead managed this offering.

Salomon Brothers Inc

\$81,500,000
**Vanguard Cellular
Systems, Inc.**
Class A Common Stock

The undersigned co-managed this offering.

Salomon Brothers Inc

Really Useful Holdings PLC
Placement of a minority stake with
Polygram International Ltd.

The undersigned acted as financial advisor to
Really Useful Holdings PLC in this
private placement.

Salomon Brothers Inc

Carolco Pictures Inc.
has sold
\$20,000,000
of equity to
**Rizzoli Corrieri
della Sera Group**

The undersigned represented Carolco Pictures Inc.
in this transaction.

Salomon Brothers Inc

LEADERSHIP COUNTS.

Salomon Brothers

mises will have to be made on their part, too."

Artistic differences aside, a bigger debate often comes up over the allocation of spots for station promotion versus spots to be sold in some sort of value-added packages. "One area where it [promotion and sales working together] becomes tricky," said Peter Temple, general manager, WLVI-TV Boston, is whose inventory is going to be used. The sales department often wants the promotion department to commit the time because they [sales] see it as free time. In reality, that time is not free. It is there to promote the station and at that point the general manager has to get involved."

Another area where the general manager may find himself getting more involved is compensation. With promotion employees taking on more responsibilities and working more on the sales side of the business, many have been suggesting quietly (and not so quietly) that some form of commission be designed for promotion executives. The idea is getting mixed reviews from general managers.

KSMO Kansas City is one station that has a compensation system in place for promotion staffers. Said KSMO's McDonald: "We have set up a system where the promotion manager's salary is tied to achieving more revenue from promotions. It can't help but make the whole department generate more revenue."

For other stations, though, commissions are not the answer for promotion departments. "I would not want promotion managers to do promotions where they are motivated by money," said WTXX's Rod Bacon. Said Pulitzer's Smith: "We have not been presented with the commission idea, although I have heard of others asking about that. To me, it is a symptom of the problem; if they are spending so much time on sales, then someone is not minding the store. They should not be spending that much time on sales, so they want commission."

In the end, though, it may come down to personalities in order for this relationship to work. Said KSMO's McDonald, a former sales manager: "Salespeople need to do a better job of selling internally. They can be perceived as money grubbers who take everybody for granted; they need to be careful and sensitive of promotion people who do not make nearly what a sales manager makes." ■



Miller Lite rolled out a new ad campaign last week designed to reinforce its new theme, "Miller Lite: It's It and That's That." Seven spots were produced by Miller Lite's agency, Leo Burnett U.S.A., including a spot featuring country-western performer Clint Black, whose tour is being sponsored by Miller Lite. Another spot features vocalist Luther Vandross.

Changing Hands

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

WWNZ(AM)-WZTU(FM) Orlando-Cocoa Beach and WINZ(AM)-WZTA(FM) Miami-Miami Beach, both Florida □ Sold by Guy Gannett Publishing Co. to Paxson Enterprises Inc. for \$18.3 million. Terms: \$16.287 million cash at closing, which includes \$3.6 million two-year noncompete covenant, and \$2.013 million escrow deposit. Seller is headed by James Shaffer, and is licensee of WICS(TV) Springfield, Ill.; KGAN(TV) Cedar Rapids, Iowa; WGME-TV Portland, Me., and WGGB-TV Springfield, Mass. It also owns newspaper and commercial printing operations. Buyer is headed by Lowell W. Paxson, and is licensee of WCRJ-FM Jacksonville, Fla., and recently purchased WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, Fla. ("Changing Hands," July 8). Paxson is attributable shareholder of Home Shopping Network Inc., whose subsidiary HSN Communications Inc. is parent company of licensees of WSHS(TV) Marlborough, Mass.; WHSE(TV) Newark, N.J.; WHSI(TV) Smithtown, N.Y.; KHSH(TV) Alvin, Tex.; KHSC(TV) Ontario, Calif.; WHSP(TV) Vineland, N.J.; WQHS(TV) Cleveland; WEHS(FM) Aurora, Ill.; KHSX(TV) Irving, Tex., and WYHS(FM) Hollywood and WBHS(TV) Tampa, both Florida. WWNZ has news-talk format on 740 khz with 5 kw day and 1 kw night. WZTU has contemporary

easy listening format on 104.1 mhz with 100 kw and antenna 1,609 feet above average terrain. WINZ has all-news format on 940 khz with 50 kw day and 25 kw night. WZTA has classic rock format on 94.9 mhz with 98 kw and antenna 1,007 feet above average terrain. *Broker: Media Venture Partners.*

KDAL-AM-FM Duluth, Minn. □ Transfer within licensee, Shockley Communications, for \$1.85 million. Sale of approximately 23% of shares to shareholders will help finance purchase of WZTR(AM) Milwaukee for \$4.9 million ("Changing Hands," June 24), and will reduce combined 53.58% interest of shareholders Terry K. and Sandra K. Shockley, husband and wife, to 29.8%. Shockley Communications is also licensee of WOLX(FM) Baraboo, Wis. KDAL(AM) is fulltimer with diverse format on 610 khz with 5 kw. WDAL-FM has AC format on 95.7 mhz with 100 kw and antenna 830 feet above average terrain.

KMNS(AM)-KSEZ(FM) Sioux City, Iowa □ Sold by Legend Communications of Iowa Ltd. to Chesterman Communications Sioux City Inc. for \$1.5 million. Seller is headed by W. Lawrence Patrick, and recently sold WYCL(FM) Boyertown, Pa. ("Changing Hands," Sept. 23), and is in process of

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$0 □ 0

FM's □ \$2,101,000 □ 6

AM-FM's □ \$26,273,275 □ 9

TV's □ \$250,000 □ 1

Total □ \$28,624,275 □ 16

Year to Date:

AM's □ \$70,117,999 □ 240

FM's □ \$211,593,609 □ 263

AM-FM's □ \$327,946,849 □ 198

TV's □ \$1,054,104,400 □ 77

Total □ \$1,663,762,857 □ 778

For 1990 total see Jan. 7, 1991 BROADCASTING.

selling WSOM(AM)-WQXX(FM) Sioux City, Iowa ("Changing Hands," Nov. 11). Patrick also has interests in Signal Communications, licensee of WMTR(AM)-WDHA-FM Morristown-Dover, N.J. Buyer is headed by Cy W. Chesterman (24.46%), who also has interests in Chesterman Communications, licensee of KSJB(AM)-KSJZ(FM) Jamestown, N.D. KMNS is fulltimer with C&W format on 620 khz with 1 kw. KSEZ has AOR format on 97.9 mhz with 100 kw and antenna 643 feet above average terrain.

WMLO(FM) Havana, Fla. (Tallahassee) □ CP sold by Ed Winton to John H. Phipps Inc. for \$725,000 cash. Sale in 1990 for \$2.2 million fell through ("Changing Hands," Jan. 29, 1990). Seller also has interests in WEZI-AM-FM Memphis and KCKI(AM)-KCBQ(FM) Roswell, N.M. Buyer is headed by John E. Phipps and Dennis O. Boyle, and is also licensee of WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), and has partnership interest in WPBF(TV) Tequesta, Fla. (West Palm Beach). WMLO has beautiful music format on 104.9 mhz with 2.1 kw and antenna 400 feet above average terrain.

KLGN(AM)-KBLQ-FM Logan, Utah □ Sold by Logan Broadcasting Co. to Sun Valley Radio Inc. for \$572,279.37. Seller is headed by James Epstein, who has interests in WSTJ(AM)-WNV(FM) Johnsonbury and WIKV(AM) Newport, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. Buyer is headed by Marvin K. Frandsen (100%), and owns Western Communications Inc., licensee of KECN(AM)-KLCE(FM) Blackfoot and KIKN(AM) Idaho Falls, both Idaho. KLGN has country format on 1390 khz with 5 kw day and 500 w night. KBLQ has AC format on 92.9 mhz with 50 kw and antenna 154 feet above average terrain.

KWLI(FM) Eagle, Colo. □ Sold by Joyce Communications Inc. to High Country Communications Inc. for \$500,000. Seller is headed by Robert J. Joyce, and has no

other broadcast interests. Buyer is headed by Burke Kaplan, and has no other broadcast interests. KWLI has AC format on 101.5 mhz with 36 kw and antenna 2,210 feet above average terrain.

KKHR(FM) Anson, Tex. Sold by George L. Chambers to Mayflower Broadcasting Corp. for \$475,000. Seller has interest in KHJM(FM) Taft, Okla., and has interest in CP's for KGBM-FM Randsburg, Calif., and KWQA(AM) Hawley, Tex. Buyer is headed by Charles L. Webster, who was recently granted license of KGDD(AM)-KBUS(FM) Paris, Tex. KKHR has Spanish, urban contemporary format on 98.1 mhz with 50 kw and antenna 292 feet above average terrain.

KUKI-AM-FM Ukiah, Calif. □ Sold by James D. Johnson to Ukiah Broadcasting Corp. for \$465,000. Seller is trustee for estate of Fenton Broadcasting Inc.; he has no other broadcast interests. Buyer is headed by Keith Bussman and John LaRue. LaRue is permittee of KSPY(FM) Quincy, Calif. KUKI(AM) is fulltimer with AC format on 1400 khz with 1 kw. KUKI-FM has C&W format on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain. Broker: William A. Exline Inc.

WSRX(FM) Fort Myers, Fla. □ Sold by Youth Foundation of America Inc. to Radio Training Network Inc. for \$375,000. Seller is headed by Lloyd Sheehan, and has no other broadcast interests. Buyer is headed by Bill Watkins and James L. Campbell, and has interests in WLFJ(FM) Greenville, S.C.; WJIS(FM) Bradenton, Fla., and WFDR(AM)-WVFI-FM Manchester, Ga. WSRX has CHR format on 91.5 mhz with 3 kw and antenna 285 feet above average terrain.

WKDE-AM-FM Altavista, Va. □ Sold by Fernbrook Broadcasting Corp. to DJ Broadcasting for \$300,000. Seller is headed by Mark I. Jacob, and has no other broadcast interests. Buyer is headed by David P. Hoehne, who is account executive at WVFT(TV) Roanoke-Lynchburg, Va. WKDE(AM) has religious format on 1000 khz with 1 kw day. WKDE-FM is on 105.5 mhz with 3 kw and antenna 328 feet above average terrain. Broker: Snowden Associates.

KODI(AM)-KTAG(FM) Cody, Wyo. □ Sold by Randy L. Royal to Yellowstone Ventures Inc. for \$286,000. Seller is bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Donald G. Price, and has no other broadcast interests. KODI is fulltimer with AC format on 1400 khz with 1 kw. KTAG has CHR format on 97.9 mhz with 100 kw and antenna 1,901 feet above average terrain.

KTNL(TV) Sitka, Alaska □ Sold by Dan and Kathie Etulain, husband and wife, to Sitka News Bureau Inc. for \$250,000. Seller has no other broadcast interests. Buyer is TV production company headed by Marty W. Baggen; it has no other broadcast interests. KTNL is CBS and ABC affiliate on ch. 13 with 199 w visual, 30 w aural and antenna 782 feet below average terrain.

SOLD!

WINZ-AM/WZTA-FM,
Miami, Florida and WWNZ-
AM/WZTU-FM, Orlando,
Florida from Guy Gannett
Publishing Company to
Paxson Broadcasting, Inc.

Randall E. Jeffery
and
Brian E. Cobb
Brokers

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results.

ELLIOT B. EVERS
415-391-4877

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval

Technology

SYSTEMS BUYING MONITORS DESIGNED FOR CONSUMERS

Operators may use new technology for preventive maintenance

By Peter Lambert

Jim Quesnell may still sell his new \$39.95 Cable Watch cable TV system outage-time monitor to cable subscribers. But so far, all his 200 orders have come from cable systems.

"We've always been proactive for our subscribers," said one buyer, Daniel Faray, technical operations manager for Daniels Cablevision in Carlsbad, Calif., who received his test unit last week. Noting that the Cable Watch monitor was "born out of subscriber dissatisfaction," Faray said that, if the equipment tests satisfactorily, units placed at 25 to 30 strategic spots "would give us a pretty good snapshot" for troubleshooting in any chronic cable and power supply problems. Daniels' 49,000-subscriber Carlsbad system.

When Quesnell teamed up with engineer Ken Lefner to found New Era Technology two years ago, the idea was to create a weapon for subscribers to appeal full-time cable bills for less than full-time service. "Now 23 of the top 50 MSO's have purchased the unit or inquired about it," he said. And several city franchise boards have expressed interest. "We never expected them or the cable operators," he said last week.

All the interest has preceded New Era Technology's marketing launch slated for next January, when a Hong Kong-based manufacturer with a plant in Tennessee is expected to deliver the first large order of 2,500. Another 12,500 should become available in February.

The units are AC powered and feature liquid crystal display of outage time. New Era plans to suggest the consumer place it between the interior wall and the first TV.

Faray, who said his first unit passed a simulated outage test, said he found the readout in percentage of on time useful. Deployment of the units in Carlsbad, he said, would fall within an overall preventive maintenance program that has included closer relations with the local power company; placement of standby power supplies as it upgrades from 35 to 60 channels; reducing amplifier cascades to a maximum of 19 at any stretch, and creation of a management-field staff task force to perfect a maintenance program.

"We're already finding that our standby power meters give us data on power outages which has proved use-

ful to us and the power company," he said. But if Cable Watch proves reliable, Faray might purchase enough to monitor all plant segments. The number of units needed, he said, "would basically be a function of the number of power supply locations in your system."

An upgraded design, following the first 10,000 or so, will feature a 40% reduction in the size of Cable Watch, which originally measures about three-and-a-half by six inches.

"I thought the cable companies would have hit men out after me," said Quesnell. "But they've responded remarkably." ■

SATELLITE FOOTPRINTS

TONGA TELECOM

Tongasat has authorized Denver-based Unicom Satellite Corp. to operate regional satellites in two orbital positions claimed by the Kingdom of Tonga in the South Pacific. Unicom said it has contracted to purchase two hybrid C-Ku band birds from Fairchild Space and Defense Corp. and that it has received a proposal from McDonnell Douglas to launch its first satellite in early 1994. Unicom proposes domestic Asian and international services.

RENO LINEUP

Ron Bernard, president of Viacom Network Enterprises, and James Bunker, president of the VideoCipher Division of General Instrument, are among "Industry Leaders" panelists lined up for a 4-5:15 p.m., opening-day session

during the Satellite Broadcasting and Communications Association trade show, Feb. 12-14, 1992. They will be joined by Charles Ergen, president of Echosphere Corp. and Taylor Howard, director of research for Chaparral Communications.

SEVEN UP

Conus Satellite News Cooperative claimed seven new members last week. They are four ABC affiliates: KAAL(TV) Austin, Minn.; KAIT-TV Jonesboro, Ark.; KHBS(TV) Fort Smith, Ark., and WPRI-TV Providence, R.I.; CBS affiliate WANE-TV Fort Wayne, Ind., and two independent stations: KMPH(TV) Visalia, Calif., and WFND(TV) Findlay, Ohio—bringing the cooperative's membership to more than 150 worldwide.

Conus also has installed five video feed locations in the Hubert H. Humphrey Metrodome in Minneapolis.

Date Book

■ Indicates new listing or changed item.

THIS WEEK

Dec. 2—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Ken Auletta, author, "Three Blind Mice," will discuss his book with Charlie Rose, host of Charlie Rose Show on WNET-TV, New York. Copacabana, New York. Information: (212) 768-7050.

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

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

Dec. 3-4—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Atlanta Airport Hilton. Information: Ellen Neill-Dore, (703) 691-8875.

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

Dec. 5—*International Radio and Television Society*

seminar. Theme: "The Sports Listener: Who are they? Where are they? How do we know?" Gannett Conference Room. New York. Information: (212) 867-6650.

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

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

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

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

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

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

Dec. 6—Deadline for entries in International Broadcasting Awards for "world's best radio and TV

commercials," sponsored by *Hollywood Radio and Television Society*. Information: (818) 769-4313.

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

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

ALSO IN DECEMBER

Dec. 9—*CBS Inc.* meeting for prospective minority purchasers of KLOU(FM) St. Louis. CBS Headquarters, New York. Information: Mark Perlman, (212) 975-6339.

Dec. 9-13—*PaineWebber* 1991 media conference. McGraw-Hill Building, Mezzanine level, New York. Information: (212) 713-1460.

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**—*Advertising Women of New York* showcase luncheon. Grand Hyatt, New York. Information: (212) 593-1950.

Dec. 10—*BROADCASTING* magazine 60th anniversary

MAJOR MEETINGS

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. 7-9, 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 4-7, 1992—23rd *Country Radio Seminar, City/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Informa-

sponsored by *Country Radio Broadcasters*. Information: (803) 777-3324 or (412) 357-3210

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

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

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

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

■ **April 12-16, 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* Opryland Hotel, Nashville.

March 25-28, 1992—*National Broadcasting So-*

and Television 41st annual convention. Phoenix.

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

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

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

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

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

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

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

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

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

sary dinner and Hall of Fame inauguration. Mayflower Hotel, Washington. Information: Joan Miller, (212) 599-2830.

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

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

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

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

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

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

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

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

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

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

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

Dec. 10—*Hollywood Radio and Television Society* holiday party. Century Plaza, Los Angeles. Information: (818) 769-4313.

Dec. 19—*New York Women in Film* 14th annual Christmas luncheon. Guest speaker: Academy award actress-director Jodie Foster. Waldorf-Astoria. Information: (212) 679-0870.

Dec. 31—Deadline for applications for advanced management training for public broadcasting executives being held in February. Sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Information: Karen Cox, (907) 277-2776.

JANUARY 1992

Jan. 6—Deadline for entries for the 42nd annual Green Eyeshade Award honoring excellence in journalism sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Winners chosen in 26 categories. Full time journalists from the southeastern states are eligible. Works must have been printed or aired between Jan. 1, 1991 to Dec. 31, 1991. Information: Kat Yancey, (404) 496-9957.

Jan. 7—Deadline for entries for Commendation

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

Awards sponsored by *American Women in Radio and Television*. Information: (202) 429-5102.

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

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

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

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

Jan. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Anne Sweeney, senior vice president, program enterprises, Nickelodeon/Nick at Nite. Copacabana, New York. Information: (212) 768-7050.

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

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

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

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

Jan. 10—Deadline for entries for Community Radio Program Awards honoring the best community radio broadcasts, station-based and independent productions that exemplify outstanding and creative use of radio. Sponsored by *National Federation of Community Broadcasters*. Information: Wendy Muzzy, (202) 393-2355.

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

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

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

Jan. 15—Drop-in luncheon sponsored by *National*

Academy of Television Arts and Sciences, New York chapter. Speaker: Jennifer Lawson, executive vice president, national programing and promotion services, PBS. Copacabana, New York. Information: (212) 768-7050.

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

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

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

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

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

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

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

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

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

Jan. 31—Deadline for entries for the 24th annual Robert F. Kennedy Journalism Awards sponsored by the *Robert F. Kennedy Journalism Awards Committee* and the *Robert F. Kennedy Memorial*. Entries must have been published or broadcast in the United States for the first time in 1991. Information: Jennifer Phillips, (202) 333-1880.

Jan. 31—Deadline for application to *Harvard University Neiman Fellowships for Journalists*. Applicants must be full time news, editorial employees or photographers with newspapers, press services, radio, television or magazines (except for trade journals); have three years of professional experience in the media and must obtain their employer's consent for a leave of absence for the academic year. Information: (617) 495-2237.

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

FEBRUARY 1992

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

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

Feb. 4—Deadline for entries in 1992 National Media Owl awards sponsored by *Retirement Research Foundation*. Entries must have been produced in the United States and broadcast between January 1 and December 31, 1991. Information: (312) 915-6868 or (312) 664-6100.

Feb. 4-5—*South Carolina Cable Television Associa-*

tion winter meeting. Downtown Marriott, Columbia, S.C. Information: Nancy Horne, (404) 252-2454.

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

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

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

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

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

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

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

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

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

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

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

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

Feb. 17-19—*Broadcast Cable Credit Association* credit seminar. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

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

Feb. 20—*Federal Communications Bar Association* luncheon. Speaker: Sharon Percy Rockefeller, president of WETA. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

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

Feb. 24-29—Advanced management training seminar for public broadcasting executives sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Palo Alto, Calif. Information: Karen Cox (907) 277-2776.

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

MARCH 1992

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

ERRATA

Sale of wbos(fm) Brookline, Mass. (Boston), by Ackerley Communications to Granum Communications for estimated \$9 million reported in Nov. 25 "Changing Hands" was brokered by Gary Stevens & Co.

sored by *Country Radio Broadcasters*. Opryland Hotel, Nashville.

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

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

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

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

March 12-15—*National Federation of Community Broadcasters* annual conference. Seattle. Information: Wendy Muzzy, (202) 393-2355.

March 14—The Green Eyeshade Awards program sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Atlanta Airport Marriott, College Park, Ga. Information: Kat Yancey, (404) 496-9957.

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

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

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

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

APRIL 1992

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

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

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

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

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

April 12-16—*National Association of Broadcasters* 70th annual convention Las Vegas Convention Center, Las Vegas.

April 22—"Getting to the Top: Negotiating the Obstacle Course," breakfast sponsored by *American*

Women in Radio and Television, New York City chapter. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 5234.

April 22-24—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York.

April 23—*Federal Communications Bar Association* luncheon. Speaker: Cathleen Black, president of American Newspaper Publishers Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

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

MAY 1992

May 2-4—*Public Radio* annual conference. Sheraton Hotel, Seattle

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

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

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

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

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

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

JUNE 1992

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

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

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

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

June 23-26—*National Association of Broadcasters* joint board meeting. Washington.

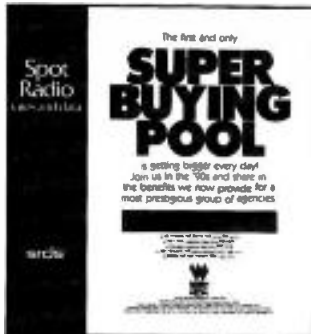
JULY 1992

July 2-7—14th *International Broadcasting Convention*. RAI Center, Amsterdam. Information: London-44 (71) 240-1871.

July 19-21—*South Carolina Cable Television Association and North Carolina Cable Television Association* joint summer meeting. Westin Resort, Hilton Head, S.C. Information: Nancy Horne, (404) 252-2454.

★ ★ ★ TUNE INTO SRDS ★ ★ ★

THREE GREAT WAYS TO BUY TIME!



Subscribe now to these three essential and timesaving resources from SRDS — for instant access to comprehensive, accurate, up-to-date broadcast media and market data.

Spot Radio Rates and Data from SRDS is an invaluable resource for planning, budgeting and buying successful radio ad campaigns. Published monthly, it features profiles of *over 5,000 AM and FM radio stations*, arranged geographically by MSA and non-MSA and alphabetically by call letters. It also contains Birch Ratings for the 18-34, 25-54 and 35-64 demographic segments and an Agri-Radio section, covering Agri-Reps, Agri-Networks and individual station listings. Use it to get your message on the air and targeted to the right audience. **Only \$377**

Spot Television Rates and Data from SRDS is the industry standard for comprehensive, current, efficient TV media/market data. Published monthly, each updated issue offers in-depth listings of *over 1,100 TV stations, cable systems, national/regional networks, and TV groups*, arranged alphabetically by state, city and call letters. Also included is an Agri-Television section, covering Agri-Reps, Agri-Networks and individual station listings. Use it to buy on-target television time and channel your resources more cost-effectively. **Only \$357**

Spot Radio Rates and Data/Small Markets Edition completes the SRDS network of broadcast media resources. It contains comprehensive media and market data on *4,000 radio stations in markets with populations of 25,000 or less*. Published semi-annually, it lists call letters by city of license, network or group affiliation, as well as rate information and key audience demographics. Use it to plan and buy more cost-effective, targeted radio ad campaigns aimed at specific U.S. communities. **Only \$127**

With this SRDS network of broadcast media resources on your marketing team, you'll have all the information you need to buy TV and radio time with confidence.



Evaluate broadcast advertising opportunities; identify and compare markets; make media decisions that are on-target, cost-effective and always in tune with the times!

FOR FASTER SERVICE, CALL: 1-800-323-4588
In Illinois, CALL: 1-708-256-8333
FAX: 1-708-441-2252

TO: Circulation Department
STANDARD RATE & DATA SERVICE
3004 Glenview Road, Wilmette, IL 60091-3092

YES, enter my order for _____ annual subscription(s) to **Spot Radio Rates and Data** for only \$377 each (12 issues).

YES, enter my order for _____ annual subscription(s) to **Spot Television Rates and Data** for only \$357 each (12 issues).

YES, enter my order for _____ annual subscription(s) to **Spot Radio Rates and Data/Small Markets Edition** for only \$127 each (2 issues).

Send me more information.

Check enclosed. Bill my company.

Please rush the above copies to my attention so I can begin making more informed broadcast media planning and buying decisions. (Orders cannot be processed without a signature and company name.)

FZBC

PLEASE SIGN (Signature required on all orders)

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE() _____ TYPE OF BUSINESS _____



Open Mike

SOUNDS LIKE...

EDITOR: A letter by Jim Douglas of New York in the Oct. 28 edition of BROADCASTING prompts me to write and vent my feelings on other abuses of the English language.

Two pet peeves of mine are the mispronunciation of the word "a" and "the," usually by news personnel, and frequently by network news personnel.

As far back as the first grade, I was taught that "a" was pronounced "ah" when indicating the indefinite article. A college instructor further underscored this when, in his excellent "Newswriting Handbook" (Wimer & Brix), he instructs news readers that the only time "a" is pronounced to rhyme with "day" is when you are using it to separate items in a list, such as "A. Take out the garbage. B. Feed the cat." At all other times, it is pronounced "ah."

Finally, "the" is only pronounced "thee" when the word following begins with a vowel. (Just in case some readers are unfamiliar, vowels are the letters A-E-I-O-U and sometimes Y when its sound is similar to an E or I.) At all other times, "the" is pronounced "thuh."

I have fought a running (and losing) battle with my own news department over these two for many years. I can't figure out what the problem is. Maybe someone can suggest any way to solve it. If I can find one, I'll make the "NBC Handbook of Pronunciation" required reading.—*Russ Hamnett, station manager, KNAU(FM) Flagstaff, Ariz.*

DEFENDER OF THE FAITH

EDITOR: I share with Oscar Wein ("Open Mike," Nov. 18) his dismay over the proliferating deterioration of English grammar and pronunciation among professional broadcasters today. Broadcasting has fallen far from its former pinnacle of being an exemplar of American English; like so many other media, broadcasting is gravitating toward the lowest common denominator of our culture,

thereby—in my opinion—contributing to culture's further decline.

I suppose it's futile at this late date to implore broadcasters to quit using "media" in a singular sense. Sources such as the "Oxford American Dictionary," for instance, emphasize that media is only plural (just as "data" once was). Why are print and broadcast media themselves perpetuating its misuse?—*R.H. Coddington, Richmond, Va.*

FORMAT KUDOS (CONT.)

EDITOR: Congratulations on the new format! It looks terrific to me, and it is nice to know that BROADCASTING magazine always keeps up with the times.—*Stanley S. Hubbard, president, Hubbard Broadcasting Inc., St. Paul.*

EDITOR: BROADCASTING's new format is wonderful! Breezy, easy-reading, striking! Now, if you can direct your lobbyists to stimulate the U.S. Post Office to get my issues to me on time, not four-to-eight days later, it would make everything perfect.—*John G. Chanin, broadcasting consultant, Spectrum Enterprises Inc., Longwood, Fla.*

EDITOR: The updated magazine looks and reads great (especially the radio section). Congratulations and best wishes to the editorial staff of BROADCASTING.—*Floyd E. Vasquez, founder, Vision Broadcasting Network, New York.*

EDITOR: The new BROADCASTING looks fabulous. I love having the news in the front and the bigger type is great for us aging media types. I find the layout and color photos much more exciting than the previous version. I guess you could say BROADCASTING is becoming readable. I am glad it has worked out so well.—*Char Beales, vice president, program development, Comsat Video Enterprises, Clarksburg, Md.*

MORE ALUMNI

EDITOR: I was interested in your Nov. 18 story concerning Dick Wi-

ley's alumni at the FCC. Fletcher, Heald & Hildreth is also well represented in the corridors of the commission with former associates. Currently, the following FH&H alumni hold staff positions at the commission: Robert Pettit (general counsel), Rick Esbensen (member of the review board), Peggy Reed Green (review board, former general counsel), Rod Porter (deputy chief, Mass Media Bureau), Kathleen Abernathy (special assistant to the general counsel) and Kathy Dole (legal adviser, Review Board).—*Vincent J. Curtis Jr., Fletcher, Heald & Hildreth.*

WINDY CITY REVENUE

EDITOR: I enjoyed your Nov. 11 article on radio revenue. I was surprised, though, that you did not cover the Chicago revenue picture. Our market has been somewhat healthier than the rest of the country.

Year-to-date (October), local is down 2%, but national is up 13%, giving us a 2% increase for the year. This isn't what we are used to in Chicago, but I think it shows the strength of our economy and the strong performance by Chicago radio under difficult circumstances.—*John Gehron, general manager, WNUA(FM) Chicago.*

REDHEAD REQUEST

EDITOR: I'm doing research for a book on the life and times of another creature of 1930's radio in Washington—Arthur Godfrey. I'd very much appreciate hearing from anyone who can contribute any reminiscences, photographs, history, early recordings or directions to others who may be of help.

Specifically, I am trying to locate personnel from CBS and NBC and the old WJTV in Washington and WFBR in Baltimore. Who can help me in locating the engineer and a complete copy of Godfrey's broadcast of FDR's funeral, and who can help me find Arthur's son, Bay Area radio personality Richard Godfrey?—*Lee R. Munsick, 20 Harriet Dr., Whippany N.J. 07981; (201)-386-1920.*

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Working sales manager: Small market Northern California combo requires an aggressive idea person to direct local and regional sales efforts. If you've been trained by a pro & believe in yourself... send resume to: KARZ/KHTE Manager, PO Box 492890, Redding, CA 96049. EOE.

GM's/GSM's needed for expanding group. Must be computer literate and love to teach. Send your resume, a sales kit, your earnings history and an overview of your sales and management philosophies to: 723 Lari Dawn, San Antonio, TX 78258. EOE.

Need exceptional Country 3-station group PD Mid-West based PD for new Country FM. ready to take on established Country giant. Resume ASAP. EOE. Reply Box R-35.

General sales manager: WSLR/WKDD-FM, Barnstable Broadcasting's Akron, Ohio powerhouse combo, seeks an experienced, dynamic sales manager to lead 12-person sales staff into 1992 and beyond. If you have at least three years of successful radio sales management experience and are seeking to join a solid company with real personal and career growth opportunity, we would like to hear from you. Send letter and resume with performance and income history to: Andy Graham, VP/GM, WSLR/WKDD-FM, 1867 West Market Street, Akron, OH 44313. Women and minorities are encouraged to apply. EOE.

General manager needed for medium market. Sales background necessary. Emphasis on understanding AOR, Hot AC and adult demos. Working knowledge of programing and research necessary. Excellent opportunity for the right person. EOE. Send resume, salary requirements and photo to Box T-1.

General manager: Aggressive leader needed for small market AM/FM combo in Northeast WI. Qualified candidates will have successful track record, good leadership skills, and be a hard worker. Outstanding potential to obtain equity ownership! Send resume in confidence to: ATS, 16535 W. Bluemound Rd., Suite 100, Brookfield, WI, 53005. EOE.

Sales manager needed-WOWO AM/FM, Fort Wayne. Aggressive, assertive motivator needed to take young sales staff to their top billing potential. Must have experience in radio sales management and AM full service/sports sales know-how a plus. Rush resume in confidence to General Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. EOE.

Wanted: Sales manager for small to medium size market in the Atlantic Coast region for an AM and FM facility. Starting salary will be in the \$50,000.00 range with override on increased sales that should increase income to \$75,000.00 or \$100,000.00. We are looking for an aggressive well organized experienced sales person who can lead by doing as well as showing, in a proven successful market, with 2 highly rated stations. Please no sitters should apply. This is for a dedicated active sales person who wishes to be in the sales manager role for several years. We are an equal opportunity employer. Reply to Box R-44.

Attention medium/small market persons with goals! Do you know sales, sports, management? Need help reaching your goals? We have upgrade to 100KW, Albuquerque market. Just built FM in Wisconsin. If you want to grow and will work to do it, call Cliff Somers at 505-864-2622 in Belen, New Mexico. Position in New Mexico. Leave message and number. EOE/MF.

HELP WANTED SALES

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

Well, I have interviewed a lot of potential sales reps and have found a few great employees. But I need more for MN, CO, UT, TX, GA, NC, and NE. If you are aggressive, know how to sell and close, want to earn an excellent income while traveling selling our products to radio stations just FAX me your resume at 615-646-3628. EOE.

HELP WANTED TECHNICAL

Broadcast engineer, radio: WNYC public radio & TV currently seeks a broadcast engineer to work in the radio operations and engineering department. Primary responsibilities include maintaining equipment in the radio studios and control rooms and at the transmitter sites. Requirements include a sound understanding of electronics and good practical troubleshooting skills. An undergraduate degree in electrical engineering or in an allied discipline is highly desirable. A motor vehicle driver's license valid in NY is required. If interested, please send resume and salary requirement to WNYC - Personnel, 1 Centre Street, 26th Floor, NY, NY 10007. EOE.

Chief engineer: Midwestern 5KW AM/100KW FM seeks experienced with strong maintenance skills, IBM-PC literate, FCC license. Send letter and resume to: Jon Jenkins, KWMT, PO Box 578, Ft. Dodge, IA 50501 EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

News director needed for a very active 12 person news department. Chicagoland station is locally oriented, news/talk format. Must be currently or very recently employed as a news director. Send employment and compensation history to Box R-34. EOE.

Production director/morning person for established Midwest AM/FM. Top-notch production equipment, professional yet fun staff, excellent opportunity. Located 1-1/2 hrs from Chicago in beautiful Illinois River Valley area. Send resume and tape to Joe Hogan, Operations Mgr., WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

SITUATIONS WANTED MANAGEMENT

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

Interim general manager: Watch over your property in transition. Improved ratings and profit while station had three different owners in 12 months. Strong people skills, heavy on sales. Also available for long term situation. Phone Ken Brown, 317-574-9088.

SITUATIONS WANTED SALES

Former all around broadcaster. Former combo man, salesman-announcer of the 60's-70's. Reliable and plenty sales experience. Prefer MOR, Country in the Southeast or Southwest. Reply to Box T-2.

SITUATIONS WANTED PERSONALITY/TALENT

Radio personality. Looking for morning drive or PM drive. 20 yrs. radio experience. Hatter, 319-752-0394.

SITUATIONS WANTED ANNOUNCERS

Announcer, 18 years in radio, seeks stable position at AC station. Other formats considered. Mike, 904-255-6950.

SITUATIONS WANTED TECHNICAL

Lifetime broadcast engineer 31 years. Experience all phases radio. Must relocate. Salary open. Leave message for resume 318-387-2001.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

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

LSM, CBS/WBMG-TV in Birmingham, Alabama, looking for assertive and innovative manager to lead 6 person staff. Terrific opportunity in a great city. Experience preferred. Candidate must be able to start 1/6/92. Send resume with references and salary requirements to GSM, WBMG-TV, PO Box 59496, Birmingham, AL 35209. No phone calls, EOE.

Northeast affiliate seeks national sales manager. If you have fire in your belly and it's not heartburn, you should apply. Experience is a plus, but attitude will win out. Reply to Box T-3. EOE.

Local sales manager: Candidate must have minimum three years TV sales experience, a strong knowledge of ratings, research, marketing and sales. Management experience preferred but would consider a hard charging account executive looking to move up with a great company. Rush resumes to Personnel Department, WUTV-TV, 951 Whitehaven Road, Grand Island, NY 14072. No phone calls please. EOE.

Program/production manager: Midwest network affiliate seeks experienced individual to manage program/production area. Skills must include program acquisition, scheduling, contracts, ratings analysis and an understanding of FCC rules and regulations. Applicants must have strong production backgrounds along with good people and organizational skills. Reply to Box T-4. EOE.

Director of development, WVPT(TV), Harrisonburg, VA: WVPT(TV) seeks a director of development, a self-motivated, creative, fundraising manager who can lead an experienced staff of five in continued growth of membership, auction, underwriting and major donor campaigns. Qualifications include demonstrated fundraising success, management experience, and bachelor's degree or comparable training/experience in marketing, public relations or related field. Send resume and letter of application including salary requirement to Arthur Albrecht, President, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801 by December 13. Equal opportunity employer.

Local sales manager: Mid-Atlantic, top fifty, strong, growing affiliate looking for an exceptional sales leader. The winning candidate will be highly motivated, a real team player and a television marketing professional for the 90's. Major emphasis on new business, vendor, selling value, and growing the television market. Position available immediately for the right individual. Resumes to Box T-5. An EOE-M/F station.

General manager: Indy station, Florida. Successful candidate will have strong local sales background. References and salary history in first letter. Send resumes to Box T-6. AA/EOE.

HELP WANTED SALES

Sales professionals for dynamic S.E. TV station. Experience a must. Only the proven best need apply. Resume and references to Box T-7. AA/EOE.

Sales manager: Fast growing television program communications company is seeking a person who possesses team leadership skills and creativity. If you have a smile in your voice and if you have what it takes to live on \$2,000-\$3,000 a month in commissions while you build it into a six-figure annual income, send resume to: TLC Communications, Attn: Randy Ahr, 17150 Newhope St., Ste. 106, Fountain Valley, CA 92708. Please no calls. EOE.

We need a hustler! Mid-sized syndicator looking for a strong West Coast salesperson to work large and small market territory. Willingness to travel hard, work the phones, and be a team player are necessary requirements. Send resume to Box T-13. EOE.

HELP WANTED TECHNICAL

Maintenance engineer needed for state of the art facility. Position requires thorough knowledge of studio maintenance and UHF transmitters. FCC and/or SBE certification required with a minimum of 2 years experience. Send resume to: WHSL-TV, 1408 N. Kingshighway, Suite 300, St. Louis, MO 63113. No telephone calls. EOE.

TV RF maintenance engineers needed: Shall maintain UHF facility with (7) translators and microwave interconnect system, currently under outside maintenance contract. Aggressive PBS station in university town. Rural setting near major urban areas. State of the art transmitter system being purchased for mid-'92 installation. General Class or SBE TV certification required. TV RF maintenance manager: Minimum 5 years experience in UHF TV maintenance required. Salary, mid-thirties, plus good benefits. TV RF maintenance engineer: Minimum 3 years experience in UHF TV maintenance required. Salary, mid-twenties, plus good benefits. Send resume to: WNPB-TV Personnel, PO Box TV 24, Morgantown, WV 26507-1316. EOE.

Maintenance engineer: NBC affiliate in Southeastern region needs engineer with at least 3 yrs. TV broadcast experience in maintenance of all studio, master control room, production, news remote and transmission equipment. Should be familiar with Sony Beta camera 3/4" Umatic VTR machines, ACR 25, studio cameras, and satellite equipment.

Assistant chief engineer: TV broadcast station needs engineer with minimum of 5 yrs. experience in TV broadcast equipment maintenance. Should be knowledgeable of satellite uplinking/downlinking and analog studio equipment. Responsible for daily maintenance of broadcast studio and audio equipment. Supervisory experience a plus. **Chief engineer:** Experienced engineer needed to manage engineering department in TV broadcast station in the Southeast. Strong electronics background a must. Minimum 5 yrs. experience in broadcast equipment maintenance of broadcast systems and satellite equipment maintenance, and at least 3 yrs. management experience. Responsible for ensuring that all equipment is maintained for smooth operation of TV broadcasts and in a manner that will comply with current TV standards and good engineering practices. B.S. degree in Electrical Engineering a plus. Mail resumes & salary requirements to Box T-8. EOE. State which position.

Television uplink/maintenance engineer: Television maintenance engineer needed to participate in design, maintenance and operation of live 24-hour broadcasting operation. Heavy emphasis placed on uplink experience. Requires 3-5 years current hands-on maintenance experience, ability to troubleshoot to the component level, and commitment to engineering excellence. Must be a team player. AS degree in Electronics or equivalent experience. If you would like the excitement of live television and want to work for America's #1 cable shopping network, then mail or fax your resume to: Mike Cavanaugh, QVC Network, Goshen Corporate Park, West Chester, PA 19380, FAX 215-430-2368. An equal opportunity employer, M/F.

HELP WANTED NEWS

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

Executive producer: We are looking for a team leader with great news judgment, excellent people skills, superb writing ability, and extraordinary producing talents. Successful candidate should have a college degree and significant experience as large market producer or previous experience as an executive producer, managing editor, or news director. Send resume and cover letter to: Bob Cashen, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. EOE.

Reporter: Are you an excellent storyteller with a lot of hustle? If so, you may be the person to fill our prime reporter opening. We are an NBC affiliate with an expanding news operation and all the toys. Interested? Send resume, statement of news philosophy and non-returnable VHS tape to Robert Cizek, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls or beginners. EOE.

TV weathercasters wanted: Seeking to build a TV weather dept. from scratch. At least one year on-air experience. Colorgraphics weather system experience a plus. Send air tape to: National Weather Network, PO Box 786, Jackson, MS 39205. EOE.

Reporter: Still looking for a strong, creative hard-nosed reporter. Editing a plus. Some anchoring. College degree, one year experience. Non-returnable 3/4" tape, resume and references to Mac Thompson, News Director, WCBD-TV, Box 879, Charleston, SC 29402. No calls. EOE. Drug test mandatory.

Imagine: Your brilliant news teases will capture our viewers! Major-market, network affiliate looking for bright, clever news tease writer. Send resume to Box T-9. EOE.

Reporter: High quality news operation seeks general assignment reporter with 2 years or more experience. Candidates applying should believe in substance, depth and commitment to journalism with a capital "J". Send resume and non-returnable tape to Alan Griggs, News Director, WSMV-TV, PO Box 4, Nashville, TN 37202. No phone calls, please. Minorities are encouraged to apply. WSMV-TV is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director: Number one station in U.S. seeking talented, creative and flexible director to work weekends. Must have heavy experience in news, public affairs and entertainment. Needs to be a team player and have the ability to work in high pressure environment and under tight deadlines. Previous experience a must, and AD experience preferable. No calls or faxes please. Send tape and resume to: Joseph Cook, Production Manager, 7 Lincoln Square, New York, NY 10023. We are an equal opportunity employer.

Producer/director: NBC affiliate in top 100 market is looking for an experienced producer/director. Creativity and ability to work with staff and clients a must! Experience in all facets of television production required. Minimum 2 years producing/directing experience. Send resume and salary requirements to: Box R-42. EOE.

Producer: Top 50-75 Northeast market. Major independent. Strong writing skills a must. Take traditional news into the 90's with creative flair for visuals. "1:30 stackers" need not apply. Reply to Box T-10. EOE.

TV producer-director, Queens, NY. Assumes the responsibility of directing and producing various TV programs, determines the news worthy stories and contents of other programs such as arts, commercial ads, and sports; supervises the gathering and preparing of materials for various programs; selects cast and interacts with the cast and technicians to achieve the best effect of the programing such as the fade-ins and fade-outs, long, medium and short shots and the best audio and video effect; directs and supervises the editing of the preliminary work product and reviews and finally determines the ultimate versions of the programs. Use TV camera, video and editing equipment 3 years experience in job offered or 3 years movie producer and/or director. B.A. in TV & Radio Arts; Mandarin Chinese, both oral and written; \$32,000/yr. Resume and letters in duplicate to CJ-119 Room 501. One Main Street, Brooklyn, NY 11201. EOE.

Television Marti, office of Cuba Broadcasting. Experienced TV production specialist (director), electronics technician and videotape librarian needed to work in Washington, DC for the U.S. Government's television broadcast to Cuba. Production specialist must be able to direct multi-camera live studio and speak Spanish fluently. ET must be able to maintain and repair TV equipment and facilities. Librarian must be able to manage an automated videotape library. Positions require work at night and on holidays. Starting salary depends on experience and salary history and may range from \$25,717 to \$48,481. An equal opportunity employer. 202-401-7114. Apply on Form 171 by December 13, 1991 to: USIA/Office of Cuba Broadcasting, Attn: B/CP, 400 6th Street, SW, Washington, DC 20547. EOE.

SITUATIONS WANTED MANAGEMENT

Consulting: Manager highlighted in WSJ article about LPTV available for consulting. More than seven years experience managing profitable LPTVs. For rates contact Ken Shapiro 312-951-0871, 1636 North Wells Street, Chicago, IL 60614.

I've achieved what many can't imagine or understand. If you seek new revenues and profits for the 90's; a manager that achieves what he plans and believes in maximum human resource development. Call Jim 609-896-8143.

SITUATIONS WANTED SALES

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

SITUATIONS WANTED NEWS

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

Motivated U. MA grad seeks challenging position in Seattle area TV industry w/ advancement possibilities. Top market news writing exp. Sports broadcasting background. Scott Kavanagh 206-447-0990.

AMS weather personality available soon. Experience in top 10 & top 20. Looking for "lifestyle" move. Call 305-536-0146 for tape.

SITUATIONS WANTED PERSONALITY/TALENT

Hardworking minority female seeking entry-level talent and/or trainee position - prefer the weather department. Please reply to Box T-11.

MISCELLANEOUS

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

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships: Assignments for qualified MA candidates. NPR public radio station or student operated radio station; involvement in programming, news, marketing, audio production; TV/film production; monitor performance, production, and news labs. Tuition waiver plus stipend up to \$5,000 per academic year. Begins Fall 1992. Contact - Dr. William R. Rambin, School of Communications, Northeast Louisiana University, Monroe, LA 71209-0320. 318-342-1390. EOE/AA.

Journalism and Mass Communications: Iowa State University's department of Journalism and Mass communication seeks a 9-month tenure track assistant professor to teach graduate and undergraduate courses in one or more of several areas including Electronic Media, Science Communication, Design, Mass Communication Law and Public Relations. Qualifications: Ph.D. or equivalent degree, ability to earn promotion and tenure on the basis of scholarly or creative activity, appropriate professional media experience. Position subject to final budgetary approval. Send letter of applications, curriculum vita, up to three examples of scholarly or creative work, and names and addresses of three references to Dr. Eric Abbott, chair, Search Committee, 204B Hamilton Hall, Iowa State University, Ames, Iowa 50011. Application deadline January 1, 1992, or until position is filled. Iowa State University is an equal opportunity/affirmative action employer. Women, minorities and members of other protected groups are encouraged to apply.

Media specialist, senior. ASU West Media Services. ASU West has an exciting opportunity for you to blend high touch with high tech. Let your experience in the classroom and in the studio blend. Introduce hightech instructional media to faculty and staff using your high touch personality and media-related background. Bachelor's degree required in a media-related field and 7 years experience in media production and design. Master's degree, classroom teaching & some public television experience a plus. Salary \$23,453-\$37,855 DOE. Applicants interview at own expense. Applications accepted through 12/11/91. Apply to ASU West, Human Resources, 4701 W. Thunderbird, PO Box 37100, Phoenix, AZ 85069-7100. 602-543-8400. AA/EEO.

Bradley University, Division of Communication: Assistant/associate professor, tenure-track position, in radio-television beginning August 1992. Earned doctorate preferred, professional experience required. Must be able to teach courses in audio and video production/editing. Opportunities exist for developing other courses. Evidence of teaching effectiveness and professional development (publication, creative production) required. Bradley University is an independent, non-sectarian, comprehensive university serving approximately 6,000 students. Peoria, located in central Illinois, has a population of approximately 113,000 and is served by four television stations and 14 radio stations. Send letter of application, resume and three current letters of recommendation to: Dr. Paul Gullifor, chair, Radio/TV Search Committee, Bradley Hall 225, Bradley University, Peoria, IL 61625. To assure full consideration, applications should be received by February 15. Screening will continue until position is filled. Bradley University is an equal opportunity, affirmative action employer.

Broadcast journalism educator. Rank: Open. The E.W. Scripps School of Journalism is seeking a broadcast journalism educator with extensive professional experience. A master's degree is preferred. Teaching would focus on all aspects of broadcast journalism, including radio/TV news production, ENG, and other related courses. The school has more than 800 majors in six fully accredited undergraduate sequences and master's and Ph.D. programs. Salary range: \$35,000-\$42,000. Application deadline: January 31, 1992. Send resume to: Robert K. Stewart, Search Chair, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701-2979. An equal opportunity employer.

HELP WANTED MANAGEMENT

Corporate & foundation relations assistant: West Michigan public broadcasting. Must have radio/TV sales experience. Knowledge of Arbitron ratings/NPR guidelines preferred. College degree preferred, or equivalent sales experience. Travel required. Salary: \$22,300 - \$25,000. Application deadline is December 6, 1991. Send letter of application and resume to: Jan McKinnon, Underwriting Manager, WGUV/WGVK-TV and WGVU-FM, 301 W. Fulton, Grand Rapids, MI 49504-6492. EOE/AA. West Michigan Public Broadcasting is licensed by Grand Valley State University.

Society of Professional Journalists: Executive director. Experienced administrator to direct the activities, programs and national headquarters staff of the Society of Professional Journalists and the Sigma Delta Chi Foundation. The executive director will supervise the Society's headquarters near DePauw University, Greencastle, IN. He/she will coordinate its 300 plus professional and campus chapters and various national committees, be responsible to the Society's board of directors and have responsibility for publishing QUILL magazine. Candidates must have strong experience in finance and management. Fundraising, membership development, marketing skills and an ability to inspire support within the Society and the industry are desirable. A background in journalism and knowledge of current journalism issues is preferred. Send letter of application, resume, references and salary history to: SPJ Search Committee, c/o Georgiana Vines, Knoxville News Sentinel, PO Box 59038, Knoxville, TN 37950-8186. Deadline for applications is December 20, 1991. EOE.

HELP WANTED TECHNICAL

Challenging employment opportunity: Major supplier for Broadcast Computer System for radio and TV is immediately seeking several support team members. Products include Broadcast System III, Real World Accounting, WordPerfect, and X-Windows/MOTIF. The mission of the Decision, Inc. support team is to install computer systems and to train and support the operators. The position involves frequent travel including some international travel. Must have strong teamwork attitude. Applicants with an understanding of radio/TV broadcasting and some knowledge of computer operations will be considered first. Mail resume and cover letter to Business Manager, 402 South Ragdale, Jacksonville, TX 75766 or fax complete information to 903-586-6751. All replies held confidential. EOE.

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. 914-937-1719. Julie Eckhart, Eckhart Special Productions.

TV weathercasting workshop: Produce your on-air demo tape in studio with two camera set-up, chroma key, colorgraphics computer system, weather set etc... and get not only a demo air tape... but real experience in front of the camera. Professional AMS TV weathercaster with 10 years experience on-air will coach and critique you and assist. Weekend workshop bookings available. Other times by appointment. Call National Weather Network: 601-352-6673 for dates & info.

WANTED TO BUY EQUIPMENT

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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

FOR SALE EQUIPMENT

BE-FM30, 1981. Factory rebuilt, retuned, warranted, w/FX-30. Transcom 800-441-8454.

AM transmitters: Continental/Harris 1KW, CCA/MCM 2.5KW, CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

FM transmitters: RCA 20KW, Collins 10KW, CCA 2.5KW, Collins 1KW. 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 60 KW 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, Sunbelt 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. We do start-up business.

Colorgraphic Systems Inc. Live Line III graphics unit. Includes computer mainframe (Cremco). Terminal w/keyboard. Digipad 5 includes power supply, Palette interface and stylus. \$5,000 contact Brenda 317-552-0804.

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.

Used television production equipment: List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. - Celebrating 10 years of excellence. 918-252-3600.

RADIO

HELP WANTED SALES



SPRINGFIELD, MA's

Classic Rocker, WAQY, is looking for a **super aggressive sales star**. We are a Saga station and offer a **top list** and a great career. EOE.

Call **Larry Goldberg, GSM**
at 413-525-4141
or fax resume to
413-525-4334

PROGRAMING SERVICES



Lum and Abner Are Back

... piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ PO Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

BOOKS

BOOST YOUR BILLING!

Media veteran Lee White tells the secrets that unlock big sales in *How To Sell Radio Time To A Savvy Media Buyer*. \$9.95 + 1.25 P&H. MD residents add 5% sales tax.

CMC Communications

712 S. Charles St.
Baltimore, MD 21230-3840

TELEVISION

HELP WANTED MANAGEMENT

RESEARCH MANAGER

KCAL-TV, California 9, in Los Angeles, is currently seeking a Research Manager.

To qualify you will need 4-5 years television research experience, a substantial presentation writing background, and computer literacy with IBM compatible software. Must be capable of excelling in a fast-paced, deadline-oriented environment. Supervisory experience preferred.

We offer a creative environment, an excellent benefits package, and salary commensurate with experience. Please send resume, salary history, references, and presentation samples to:

Dept. LDM-001
Human Resources
KCAL-TV

5515 Melrose Ave.
Los Angeles, CA 90038

No Phone Calls, Please.
Equal Opportunity Employer

HELP WANTED NEWS

ASSISTANT NEWS DIRECTOR/ EXECUTIVE PRODUCER

WCNC-TV, the NBC affiliate in Charlotte, NC, needs an experienced journalist to join our EMMY award winning team and assist in running our news operation. Our ideal candidate has recent management experience plus a background as an executive producer or producer who has successfully produced newscasts, series, specials and special events. We require a minimum of ten years experience and a college degree. If this sounds like the situation you have been waiting for, please send resume, description of current duties and news philosophy, references and a non-returnable tape showing your creative capabilities to:

Ken Middleton, News Director
WCNC-TV,
1001 Wood Ridge Center Drive,
Charlotte, NC 28217-1901.

EOE. M/F.

HELP WANTED NEWS CONTINUED

SCIENCE TELEVISION JOURNALIST

Network seeking Science TV Reporter. Daily deadlines and extensive traveling. Qualifications: Undergraduate degree in science field, 4 years as science journalist, 2 years reporting science on TV. No calls. Send resume, print samples to Box T-12. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS

MANAGER FOUNDATION FUNDRAISING

An innovative producer of national/international television programs has a challenging opportunity for a proven fundraising professional. Responsibilities include the management of entire foundation fundraising effort including research, project proposal writing, proposal development, submission and monitoring. Position requires financial administration, liaison between foundations, public television institutions and MPT staff.

Requires Bachelor's degree and four years fundraising experience with major non-profit institution. Proven track record in foundation or associated fundraising endeavor. Public television experience preferred.

Competitive salary plus generous State of Maryland benefit package.

Send resume and salary requirements by December 27, 1991 to:

Dept of Human Resources
Maryland Public TV
Owings Mills Blvd.
Owings Mills, MD 21117

ALLIED FIELDS

EMPLOYMENT SERVICES

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

TV'S JOB LISTING LEADER

As little as a TOTAL OF \$6 PER WEEK taps you into MediaLine's unparalleled TV job listing service

NO OUTRAGEOUS PER MINUTE CHARGES

NO STALE, OUTDATED LISTINGS

JUST 60-75 NEW, CONFIRMED

TV LISTINGS PER WEEK

TV'S JOB LISTING LEADER SINCE 1986

To subscribe call 800-237-3073/California 408-648-5200



THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

EMPLOYMENT SERVICES CONTINUED

JOBPHONE

- Press: 1 Radio jobs, updated daily
 2 Television jobs, updated daily
 3 Hear "talking resumés"
 4 To record "talking resumés" and employers to record job openings
 5 Weekly memo to improve your job search technique

1-900-726-JOBS

\$1.99 per min.

(5 6 2 7)

HotLine
 TV Anchor, Weather, Reporter, Sports, Sales, Producer & Entry Level.
1-900-786-7800
 Info. from all markets \$1.99 per min.
 Radio Disc Jockey, News, Sales Program Director & Entry Level.
 117 W. Harrison Blvd. 6th Fl. St. R-347 Chicago, IL 60605

MISCELLANEOUS

Money Machine
 Blows money and/or coupons
 Patrons try to catch as many as they can
 (309) 788-0135

BUSINESS OPPORTUNITY

NATIONAL SALES MANAGERS

I have mega-budgets for infomercial placement on local air and cable, superstations, and cable nets now! Programs cleared by majors. Top 20 markets or nationals only. Send info, rates and contact name to:

**Media Dept.,
 4818 Coronado Parkway
 Cape Coral, FL 33904**

WANTED TO BUY EQUIPMENT

OPENING NEW STATION

NEED CD LIBRARIES FOR AOR, CLASSIC ROCK AND OLDIES FORMATS.

**CONTACT LARRY
 1-800-238-0220**

LEGAL SERVICES

FCC PROBLEMS?
 Call
BROADCAST MEDIA LEGAL SERVICES™
 a service of McCabe & Allen
1-800-433-2636
 FLAT FEE LEGAL AND PARALEGAL SERVICES
 MC-VISA-AMEX Accepted

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 202-659-2340 (Information only).

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

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

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

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

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

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

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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

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

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

FOR SALE STATIONS

SUNBELT C3 WORG - Orangeburg County SC

3 acres, 365ft tower, 5 bay FM, 25kw
 City grade signal across Orangeburg SC
\$250,000 down - 10 year owner financing
 to financially qualified buyer

Brokers Protected

803-854-2671

MEDIA BROKERS • APPRAISERS
 RADIO • TV • LPTV
 A Confidential & Personal Service
BURT SHERWOOD INC.
 4171 Dundee Rd., Suite 269, Northbrook, IL 60062
708-272-4970

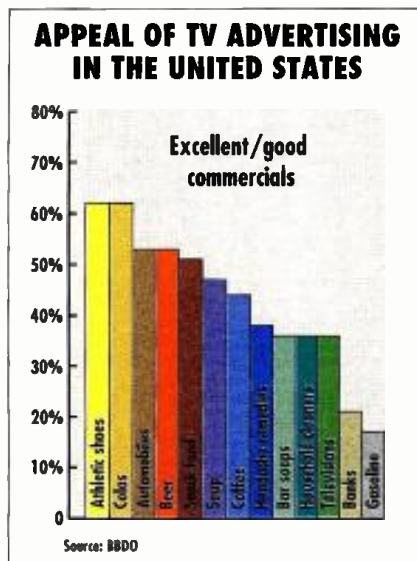
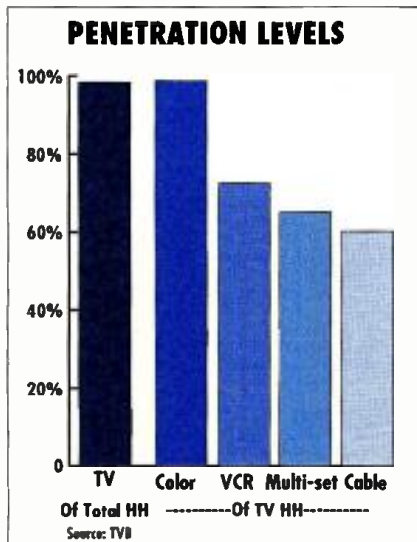
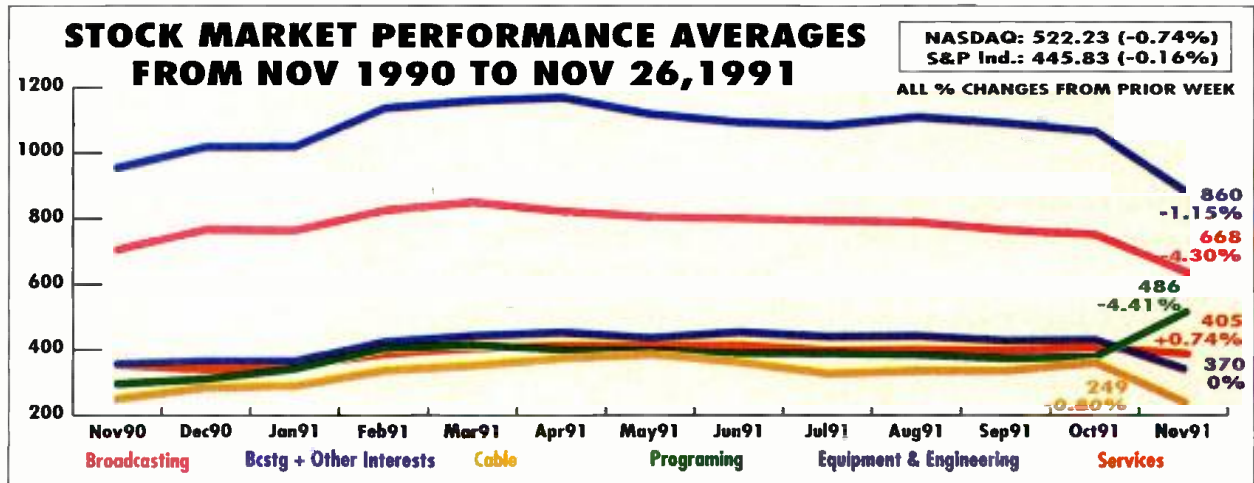


W. John Grandy
 BROADCASTING BROKER
 117 Country Club Drive
 San Luis Obispo, CA 93401
 Phone: (805) 541-1900
 Fax: (805) 541-1906

SUNNY FLORIDA DEALS!
 AM EAST COAST \$25K DOWN \$200K
 FM "GATOR COUNTRY" TERMS \$850K
 AM/FM CENT. FLA. 50KW "SUPER" \$1.20K
 AM/FM WEST COAST 50KW C/F \$1.80M
HADDEN & ASSOC.
 • ORLANDO •
 1-407-365-7832

THIS PUBLICATION AVAILABLE IN MICROFORM
University Microfilms International
 300 North Zeeb Road.
 Dept. P.R., Ann Arbor, MI 48106

Broadcasting's By The Numbers



SUMMARY OF BROADCASTING & CABLE

BROADCASTING

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

CABLE

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

¹ Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

For the Record

As compiled by BROADCASTING from Nov. 18 through Nov. 22 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KTNL(TV) Sitka, AK** (BALCT91113KI; ch. 13; 199 w-V; 30 w-A; ant. -782 ft.)—Seeks assignment of license from Dan and Kathie Etulain, husband and wife, to Sitka News Bureau Inc. for \$250,000. Sellers have no other broadcast interests. Buyer is headed by Marty W. Baggen, and has no other broadcast interests. Filed Nov. 13.

■ **KPAL(AM) North Little Rock, AR** (BTC910912EE; 1380 khz; 5 kw-D, 2.5 kw-N)—Seeks transfer of control from Ainsley Communications Corp. to Darlene Bell as part of divorce settlement. Transferor is headed by Melvyn Bell, and is subsidiary of Bell Equities, licensee of KRZB-TV Hot Springs, AR. Transferee has no other broadcast interests. Filed Sept. 12.

■ **KWLI(FM) Eagle, CO** (BALH911029HO; 101.5 mhz; 36 kw; ant. 2,210 ft.)—Seeks assignment of license from Joyce Communications Inc. to High Country Communications Inc. for \$500,000. Seller is headed by Robert J. Joyce, and has no other broadcast interests. Buyer is headed by Burke Kaplan, and has no other broadcast interests. Filed Oct. 29.

■ **WSRX(FM) Fort Myers, FL** (BALED911024HU; 91.5 mhz; 3 kw; ant. 285 ft.)—Seeks assignment of license from Youth Foundation of America Inc. to Radio Training Network Inc. for \$375,000. Seller is headed by Lloyd Sheehan, and has no other broadcast interests. Buyer is headed by Bill Watkins and James L. Campbell, and has interests in WLFJ(FM) Greenville, SC; WJIS(FM) Bradenton, FL, and WFDR(AM)-WVVFJ-FM Manchester, GA. Filed Oct. 24.

■ **WMLO(FM) Havana (Tallahassee), FL** (BAPLH911107HI; 104.9 mhz; 2.1 kw; ant. 400 ft.)—Seeks assignment of CP from Ed Winton to John H. Phipps Inc. for \$725,000. Seller also has interests in WEZI-AM-FM Memphis, TN, and KCKJ(AM)-KCBQ(FM) Roswell. Buyer is headed by John E. Phipps and Dennis O. Boyle, and is also licensee of WCTV(TV) Thomasville (Tallahassee, FL), GA, and has partnership interest in WPBF(TV) Tequesta (West Palm Beach), FL. Filed Nov. 7.

■ **WAYP(FM) Holmes Beach (Sarasota-Bradenton), FL** (BAPH911106HJ; 98.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from 98.7 Partnership to Alpalm Broadcasting Corp. for \$2.3 million ("Changing Hands," Nov. 18). Seller is headed by C.E. Pierce, managing partner, and has no other broadcast interests. Buyer is headed by Norman R. Alpert (80%), who is also 91% owner of Alpine Broadcasting Corp., licensee of WAVV(FM) Marco (Fort Myers), FL. Filed Nov. 6.

■ **WINZ(AM)-WZTA(FM) Miami-Miami Beach, FL** (AM: BAL911105HB; 940 khz; 50 kw-D, 25 kw-N; FM: BALH911105HC; 94.9 mhz; 98 kw; ant. 1,007 ft.)—Seeks assignment of license from Guy Gannett Publishing Co. to Paxson Enterprises Inc. for \$18.3 million. Assignment includes WWNZ(AM)-WZTU(FM) Orlando-Cocoa Beach, FL (see below). Seller is headed by James Shaffer, and is licensee

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Dtx.—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—presurveillance 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.

of WICS(TV) Springfield, IL; KGAN(TV) Cedar Rapids, IA; WGME-TV Portland, ME, and WGGB-TV Springfield, MA. It also owns newspaper and commercial printing operations. Buyer is headed by Lowell W. Paxson, and is licensee of WCRJ-FM Jacksonville, FL, and recently purchased WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, FL ("Changing Hands," July 8). Paxson is attributable shareholder (but not officer or director) of Home Shopping Network Inc., whose subsidiary HSN Communications Inc. is parent company of licensees of WSHS(TV) Marlborough, MA; WHSE(TV) Newark, NJ; WHSI(TV) Smithtown, NY; KHSH(TV) Alvin, TX; KHSC(TV) Ontario, CA; WHSP(TV) Vineland, NJ; WQHS(TV) Cleveland; WEHS(FM) Aurora, IL; KHSX(TV) Irving, TX, and WYHS(FM) Hollywood and WBHS(TV) Tampa, both Florida. Filed Nov. 5.

■ **WWNZ(AM)-WZTU(FM) Orlando-Cocoa Beach, FL** (AM: BAL911105GZ; 740 khz; 5 kw-D, 1 kw-N; FM: BALH911105HA; 104.1 mhz; 100 kw; ant. 1,609 ft.)—Seeks assignment of license from Guy Gannett Publishing Co. to Paxson Enterprises Inc. for \$18.3 million. Assignment includes WINZ(AM)-WZTA(FM) Miami-Miami Beach, FL (see above). Filed Nov. 5.

■ **WVPI(FM) Macon, GA** (BAPH91112GI; 92.3 mhz)—Seeks assignment of CP from Macon Radio Associates Ltd. to Radio Macon Inc. for \$20,000. Seller is headed by Allison P. Leonard, and has no other broadcast interests. Buyer is headed by C. A. McClure (75%), who is 94% owner of Cherokee Broadcasting licensee of WCHK-AM-FM Canton, GA, and 87% owner of WGBA Inc., licensee of WRCG(AM)-WCGQ(FM) Columbus, GA. Joseph W. McClure and Robert W. Bishop Sr., who have interests in assignee, also have interests in permittee of WYAZ(FM) Lumpkin, GA. Filed Nov. 12.

■ **KMNS(AM)-KSEZ(FM) Sioux City, IA** (AM: BAL911113EB; 620 khz; 1 kw-U; FM: BALH911113EC; 97.9 mhz; 100 kw; ant. 643 ft.)—Seeks assignment of license from Legend Communications of Iowa Ltd. to Chesterman Communications Sioux City Inc. for \$1.5 million. Seller is headed by W. Lawrence Patrick, and recently sold WYCL(FM) Boyertown, PA ("Changing Hands," Sept. 23), and is in process of selling WSOM(AM)-WQXK(FM) Sioux City, IA (see above). Patrick also has interests in Signal Communications, licensee of WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey (see "Actions," below). Buyer is

headed by Cy W. Chesterman (24.46%), who also has interests in Chesterman Communications, licensee of KSJB(AM)-KSJZ(FM) Jamestown, ND. Filed Nov. 13.

■ **WSSW(FM) Mackinaw City, MI** (BAPH911114GE; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Shenandoah Broadcasting to Robert A. Naismith for \$6,000. Seller is headed by Sonora S. Wray, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 14.

■ **KAVT-FM Austin, MN** (BALED911017HL; 91.3 mhz; 135 w; ant. 221 ft.)—Seeks assignment of license from Independent School District #492 to Mankato State University; KAVT-FM will serve as repeater station for KMSU(FM) Mankato, MN. University agrees to broadcast series of underwriting acknowledgement announcements on KMSU as consideration for assignment. Seller has no other broadcast interests. Buyer is headed by Margaret R. Preska, and has no other broadcast interests. Filed Oct. 17.

■ **KDAL-AM-FM Duluth, MN** (AM: BTC911107HD; 610 khz; 5 kw-U; FM: BTCH911107HE; 95.7 mhz; 100 kw; ant. 830 ft.)—Seeks transfer of control within licensee Shockley Communications Corp. for \$1.85 million. Transfer includes WOLX(FM) Baraboo and WZTR(FM) Milwaukee, both Wisconsin (see below). Sellers are Terry K. Shockley and Sandra K. Shockley, husband and wife, and are reducing their combined 53.58% interest in Shockley Communications to combined 29.8%, to be sold to shareholders. Filed Nov. 7.

■ **WGHP-TV High Point, NC** (BALCT911104KH; ch. 8; 316 kw-V; 63.1 kw-A; ant. 1,270 ft.)—Seeks assignment of license from Taft Broadcasting Partners Ltd. to Great American Television & Radio Co. Inc. for \$28 million ("Changing Hands," Nov. 18). Seller is headed by Dudley Taft, and is also selling majority control of WPHL(TV) Philadelphia. Buyer is headed by George E. Castrucci, John P. Zanotti and David H. Crowl, and recently sold WDVE(FM) Pittsburgh and WNDL(AM)-WFBQ(FM) Indianapolis ("Changing Hands," Oct. 14). Great American is also licensee of WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN(AM)-WLWQ(FM) Columbus, both Ohio; WBRC-TV Birmingham, AL; WRIF(FM) Detroit; WLZR-AM-FM Milwaukee; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKLS-FM Atlanta; KEX(AM)-KKRZ(FM) Portland, OR; WTSP-TV St. Petersburg and WXTB(FM) Clearwater, both Florida; KTSP-TV Phoenix, AZ; KSEG(FM) Sacramento, CA, and KBPI-FM Denver. Filed Nov. 4.

■ **WSOM(AM)-WQXK(FM) Salem (Youngstown-Warren), OH** (AM: BAL911104HK; 600 khz; 1 kw-D, 45 w-N; FM: BAPLH911104HM; 105.1 mhz; 88 kw; ant. 430 ft.)—Seeks assignment of license from Legend Communications of Ohio Ltd. to Reach Radio Inc. for \$6 million ("Changing Hands," Nov. 11). Seller is headed by W. Lawrence Patrick, and recently sold WYCL(FM) Boyertown, PA (see "Actions," below), and is in process of selling KMNS(AM)-KSEZ(FM) Sioux City, IA (see above). Patrick also has interests in Signal Communications, licensee of WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey (see "Actions," below). Buyer is headed by Albert L. Wertheimer, who has interests in The Lincoln Group Ltd., licensee of WHAM(AM)-WVOR-FM Rochester and WBUF(FM) Buffalo, both New York. Filed Nov. 4.

■ **KKHR(FM) Anson, TX** (BALH911108HH; 98.1 mhz; 50 kw; ant. 292 ft.)—Seeks assignment of license from George L. Chambers to Mayflower

Broadcasting Corp. for \$475,000. Seller has interests in KHJM(FM) Taft, OK, and has interests in CP's for KGBM-FM Randsburg, CA, and KWQA(AM) Hawley, TX. Buyer is headed by Charles L. Webster, who was recently granted license of KGDD(AM)-KBUS(FM) Paris, TX. Filed Nov. 8.

■ **KMOW(AM)-KEYI-FM** Austin-San Marcos, TX (AM: BAL911113ED; 1490 khz; 1 kw-U; FM: BAL-H911113EE; 103.5 mhz; 100 kw; ant. 1,260 ft.)—Seeks assignment of license from KEYI-FM Partners Ltd. to Mercury Broadcasting Co. Inc. for \$3 million. Seller is subsidiary of Pegasus Broadcasting Inc., which is wholly owned subsidiary of General Electric Capital Corp. Sale is contingent upon Pegasus Broadcasting Inc. replacing Degree Communications Associates III as general partner of licensee ("Changing Hands," Sept. 30). Pegasus Broadcasting is headed by Thomas A. Crowley and Paul A. Street, and is licensee of WAPA-TV San Juan, PR; WJBF(TV) Augusta, GA, and KSCH-TV Stockton, CA. G.E. Capital's parent, Genral Electric Corp., owns National Broadcasting Corp., which owns and operates six TV's. Buyer is headed by Van H. Archer III, and has no other broadcast interests. Filed Nov. 13.

■ **KLGN(AM)-KBLQ-FM** Logan, UT (AM: BAL911108EA; 1390 khz; 5 kw-D, 500 w-N; FM: BAL-H911108EB; 92.9 mhz; 50 kw; ant. 154 ft.)—Seeks assignment of license from Logan Broadcasting Co. to Sun Valley Radio Inc. for \$572,279.37. Seller is headed by James Epstein, and has interests in WSTJ(AM)-WNKV(FM) St. Johnsbury and WIKE(AM) Newport, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, WY. Buyer is headed by Marvin K. Frandsen (100%), and owns Western Communications Inc., licensee of KECN(AM)-KLCE(FM) Blackfoot and KIKN(AM) Idaho Falls, both Idaho. Filed Nov. 8.

■ **WYPA(FM)** South Boston, VA (BTCH911031GR; 95.3 mhz; 2.69 kw; ant. 151 ft.)—Seeks transfer of control within licensee Virginia Broadcasting Inc. for no cash consideration; purpose is to consolidate with WHLF(AM) South Boston to form one corporation. Amy Moran is transferring 51% of stock to husband Timothy Moran, who owns 75% of WHLF, and also owns Moran Communications Inc., licensee of WSMY(AM)-WPTM-FM Weldon-Roanoke Rapids, NC. Filed Oct. 31.

■ **WOLX(FM)** Baraboo and WZTR(FM) Milwaukee, both Wisconsin (WOLX: BTCH911107HF; 94.9 mhz; 37 kw; ant. 1,299 ft.; WZTR: BTCH911107HG; 95.7 mhz; 34 kw; ant. 610 ft.)—Seeks transfer of control within licensee Shockley Communications Corp. for \$1.85 million. Transfer includes KDAL-AM-FM Duluth, MN (see above). Filed Nov. 7.

■ **KODI(AM)-KTAG(FM)** Cody, WY (AM: BAL911114EA; 1400 khz; 1 kw-U; FM: BAL-H911114EB; 97.9 mhz; 100 kw; ant. 1,901 ft.)—Seeks assignment of license from Randy L. Royal to Yellowstone Ventures Inc. for \$286,000. Seller is bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Donald G. Price, and has no other broadcast interests. Filed Nov. 14.

Actions

■ **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.)—Granted 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 KAL[AM] San Gabriel, CA, above). Action Nov. 12.

■ **WYST-AM-FM** Baltimore (AM: BTC910927EH; 1010 khz; 1 kw-D, 26 w-N; FM: BTCH910927EI; 92.3 mhz; 10 kw; ant. 709 ft.)—Granted 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 KAL[AM] San Gabriel, CA, above). Action Nov. 12.

■ **WKDM(AM)** New York (BTC910927EA; 1380

khz; 5 kw-D)—Granted 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 KAL[AM] San Gabriel, CA, above). Action Nov. 12.

■ **WJMO-AM-FM** Cleveland Heights, OH (AM: BTC910927EF; 1490 khz; 1 kw-U; FM: BTCH910927EG; 92.3 mhz; 40 kw; ant. 548 ft.)—Granted 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 KAL[AM] San Gabriel, CA, above). Action Nov. 12.

■ **KNCO-AM-FM** Grass Valley, CA (AM: BTC911003EB; 830 khz; 5 kw-U; FM: BTCH911003EC; 94.3 mhz; 290 kw; ant. 980 ft.)—Granted 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. Action Nov. 15.

■ **KAL(AM)** San Gabriel, CA (BTC910927EB; 1430 khz; 5 kw-U)—Granted 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 McColi 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. Action Nov. 12.

■ **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 KAL[AM] San Gabriel, CA, above). Action Nov. 12.

■ **WXVQ(AM)** DeLand, FL (BAL910930EC; 1490 khz; 1 kw-U)—Granted 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. Action Nov. 8.

■ **WMJK(AM)** Kissimmee, FL (BTC910916EJ; 1220 khz; 1 kw-D)—Granted 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 have no other broadcast interests. Action Nov. 4.

■ **WGML(AM)** Hinesville, GA (BAL910828EA; 990 khz; 250 w-D, 76 w-N)—Granted assignment of license from Liberty Broadcasting Co. Inc. to Bullie Broadcasting Corp. as part of settlement of comparative hearing for new FM at Hinesville, GA, and in consideration for issuance of 210 shares of Bullie Broadcasting stock to E.D. Steele. Seller is headed by Steele, and has no other broadcast interests. Buyer is headed by Virginia B. Frankenthaler and Steele, and has interests in new FM at Hinesville, GA. Action Nov. 14.

■ **WJBM(AM)** Jerseyville, IL (BAL910920ED; 1480 khz; 500 w-D, 32 w-N)—Granted 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. Action Oct. 31.

■ **KMBS(AM)** West Monroe, LA (BAL910925EA; 1310 khz; 5 kw-D, 49 w-N)—Granted 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. Action Nov. 7.

■ **WHRF(AM)** Bel Air, MD (BAPL910925EB; 1520 khz; 250 w-D)—Seeks assignment of CP from Harford County Broadcasting Co. Inc. to New Harford Group Inc. for \$80,000. Buyer is headed by Patrick L. McDonough, and has no other broadcast interests. Action Nov. 5.

■ **WTRI(AM)** Brunswick, MD (BAPL910917EP; 1520 khz; 500 w-D, 250 w-CH)—Granted assignment of CP from Elektra Broadcasting Corp. to Tri-State Broadcasting Inc. for \$115,000. Seller is headed by W. Allen Salisbury, and has no other broadcast interests. Buyer is headed by Sally Heldrich (40%), and has no other broadcast interests. Action Nov. 8.

■ **WTUR(FM)** Truro, MA (BAPH891027HY; 102.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Gregorio Rivera and Eric Reid to Truro Wireless Inc. for no financial consideration. Seller has no other broadcast interests. Buyer is headed by Karl Nurse, Rivera and Jacqueline A. Gibbs and has no other broadcast interests. Action Nov. 8.

■ **KSCR-AM-FM** Benson, MN (AM: BAL910927ED; 1290 khz; 500 w-D; FM: BAL-H910927EE; 93.5 mhz; 3 kw; ant. 200 ft.)—Granted 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. Action Nov. 8.

■ **KHST(FM)** Lamar, MO (BAPH910610HL; 99.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Michael Lee Husmann to Russell D. Weeks Jr. for \$12,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 14.

■ **KKUL(AM)** Hardin, MT (BAL910924EC; 1230 khz; 1 kw-U)—Granted 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. Action Nov. 4.

■ **WMTR(AM)-WDHA(FM)** Morristown, NJ (AM: BTC910702HD; 1250 khz; 5 kw-D, 1 kw-N; FM: BTCH910702HE; 105.5 mhz; 3 kw; ant. 564 ft.)—Granted transfer of control from E. Burke Ross Jr. Family Trust No. 1 to E. Burke Ross Jr. Family Trust I for no consideration in transfer of shares. Licensee Signal Communications Inc. purchased stations in June for \$7.3 million ("Changing Hands," June 3). Trusts are headed by Edmund B. Ross, Margaret H. Ross, Amory L. Ross, Benson T. Ross and Mary Ann Badalamenti. W. Lawrence Patrick, a director and stockholder of general partner of licensee, and Stuart F. Carwile, an officer of Signal Corp., also hold minority interests in Legend Communications Corp., general partner of licensee of WSOM(AM)-WQXK(FM) Salem, OH, and KMNS(AM)-KSEZ(FM) Sioux City, IA, which were recently sold (see "Applications," above). Action Nov. 7.

■ **WTJA(TV)** Jamestown, NY (BALCT900802KF; ch. 26; 715 kw-V; 71.5 kw-A; ant. 597 ft.)—Dismissed app. of assignment of license from Jamestown TV Association to ACT III Broadcasting Inc. for no financial considerations. Seller is headed by Craig L. Fox and George W. Kimble, who have interest in WNYR(AM) Syracuse and WNYS(AM) Canton, both New York; WOLF-TV Scranton, PA, and WFFY-TV Watertown, NY. Fox has interest in WACA-TV Ithaca and WTUV(TV) Utica, both New York, and WWLF(TV) Hazleton, PA. Buyer is headed by Bertram Ellis Jr., Thomas McGrath, John Delorenzo, Warren Spector, Norman Lear, William Castleman, Seymour H. Knox III and Robert O.

Swados, and is licensee of WUTV(TV) Buffalo, NY, and has interest through various subsidiaries in WTAT-TV Charleston, SC; WVAH-TV Charleston, WV; WRTG-TV Dayton, OH; WZTV-TV Nashville, TN; WNRW-TV Winston-Salem, NC; WRLH-TV Richmond, VA, and WUHF-TV Rochester, NY. Action Nov. 18.

■ **WZFX(FM) Whiteville, NC** (BTCH910926GW; 99.1 mhz; 100 kw; ant. 1,000 ft.)—Granted 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. Action Nov. 13.

■ **KFGO-AM-FM Fargo, ND** (AM: BTC910729EA; 790 khz; 5 kw-U; FM: BTCH910729EB; 101.9 mhz; 100 kw; ant. 866 ft.)—Granted transfer of control from KFGO Inc. to Mid-States Development Inc. for \$1 million worth of Otter Tail Power Co. common stock. Sellers are Richard C. Voight and Carroll J. Voight, husband and wife, and Larry A. Ristvedt and Robert Eschen, and have no other broadcast interests. Buyer is headed by N. Bruce Thom. Minnesota Dakota Generating Co., of which 96% is owned by Otter Tail Power Co. (publicly held), owns 100% of Mid-States Development. Action Nov. 5.

■ **KVNR(FM) Alva, OK** (BAPH910925GP; 104.7 mhz; ant. 299 ft.)—Granted 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. Action Nov. 13.

■ **WAHT(AM) Annville-Cleona, PA** (BAL910917EO; 1510 khz; 5 kw-D)—Granted assignment of license from Valley Communications Inc. to R & R Industries Inc. for \$1,000. Seller is headed by Laura M. Anspach, administrator of estate of John H. Anspach, and has no other broadcast interests. Buyer is headed by Ruth S. Moyer (50%), and has no other broadcast interests. Action Oct. 30.

■ **WYCL(FM) Boyertown (Reading), PA** (BALH910910HK; 107.5 mhz; 29.9 kw; ant. 611 ft.)—Granted assignment of license from Legend Communications of Pennsylvania Ltd. to WDAC Radio Co. for \$3 million ("Changing Hands," Sept. 23). Seller is headed by Lawrence Patrick, and is selling WSOB(AM)-WQXK(FM) Salem, OH, and KMNS(AM)-KSEZ(FM) Sioux City, IA (see "Applications," above). Patrick also heads Signal Communications of New Jersey, licensee of WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey (see above). Buyer is headed by Richard T. Crawford (33.3%), and is licensee of WDAC(FM) Lancaster, PA. Action Nov. 4.

■ **WCXJ(AM) Pittsburgh** (BAL910912EB; 1550 khz; 1 kw-D, 4 w-N)—Granted assignment of license from Unity Broadcasting Corp. to Home-wood-Brushon Revitalization & Development Corp. for \$112,500. Seller is headed by J.V.A. Winsett, and has no other broadcast interests. Buyer is headed by Pamela Brown and other board members, and has no other broadcast interests. Action Nov. 5.

■ **KXYL-AM-FM Brownwood, TX** (AM: BAL910930EA; 1240 khz; 1 kw-U; FM: BALH910930EB; 104.1 mhz; 78 kw; ant. 62 ft.)—Granted 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. Action Nov. 8.

■ **KERB-AM-FM Kermit, TX** (AM: BAL910920EB; 600 khz; 1 kw-D; FM: BALH910920EC; 106.3 mhz; 3 kw; ant. 276 ft.)—Granted 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. Action Nov. 4.

■ **KLV(AM)-KYKR-FM Beaumont-Port Arthur, TX** (AM: BAL911004EB; 560 khz; 5 kw-U; FM: BALH911004EC; 93.3 mhz; 100 kw; ant. 480 ft.)—Granted assignment of license from Hicks Broad-

casting Corp. to Textstar Communications Partners Ltd. for \$1.8 million. Seller is headed by R. Steven Hicks, who owns Hicks Capital Corp., which is 60% partner of assignee. He also owns Capstar Communications, which operates WJDX(AM)-WMSI(FM) Jackson, MS; WXXL(AM)-WSSL(FM)-FM Greenville, and WSIX-AM-FM Nashville, TN. Buyer is headed by Hicks Capital Corp. (60%) and limited partner Thomas O. Hicks (40%), brother of assignor; he has no other broadcast interests. Action Nov. 15.

■ **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.)—Granted 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. Action Nov. 6.

■ **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.)—Granted 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, and WJJO(FM) Watertown, WI (see above). Transferor is A. Thomas Joyner, who is transferring 60% of interest in licensees. He also has interests in WTRG(FM) Rocky Mount, NC. Transferee is David Weil; he has no other broadcast interests. Action Nov. 13.

■ **KIX(AM) Seattle** (BAL910927EL; 880 khz; 50 kw-D, 10 kw-N)—Granted assignment of license from Noble Broadcast of Seattle Inc. to Sandusky Radio Group for \$3.5 million ("Changing Hands," Oct. 7). Seller is headed by John T. Lynch, and owns KBCC-AM-FM Boulder, CO; WBAB(AM) Freeport and WBAB-FM Babylon, both New York; KYOK(AM)-KMJQ(FM) Houston; WKKU(AM) Boston and WSSH-FM Lowell, both Massachusetts; XETRA-AM-FM Tijuana, Mexico (San Diego); KMJM(FM) St. Louis; KBZR(AM)-KBEQ(FM) Kansas City, MO; WVKV(FM) Toledo, OH, and WAVZ(AM)-WKCI(FM) New Haven, CT. Buyer is headed by Norman Rau and recently sold KRMX-FM San Diego for \$10.1 million ("Changing Hands," Aug. 5). Sandusky Radio, through subsidiaries, owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), AZ; and KLSY-AM-FM Bellevue (Seattle-Tacoma), WA. It is in process of divesting KLSY(AM) Bellevue to avoid multiple ownership rule violations. It is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. Action Nov. 15.

■ **WPDX-AM-FM Clarksburg, WV** (AM: BAL910624HH; 750 khz; 1 kw-D; FM: BALH910624HI; 104.9 mhz; 2.5 kw; ant. 321 ft.)—Granted assignment of license from WPDX Inc. to Earl Judy Jr. for \$405,000. Seller is headed by Patrick H. Kelly, and has no other broadcast interests. Buyer is headed by Earl Judy Jr., who is 100% stockholder of Tschudy Communications Corp., licensee of WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Westover, WV; WCRO(AM) Johnstown, PA, and WSKO(FM) Buffalo Gap, VA. Judy is president and 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG(FM) Mount Jackson, VA; 49% stockholder of Slocumedia Inc. licensee of WZKT(AM) Waynesboro, VA; Virginia Mountain Broadcasting Corp., licensee of WKOY(AM)-WKMY(FM) Bluefield-Princeton, WV, and recently sold WALI(AM)-WROG(AM) Cumberland, MD. Action Nov. 5.

■ **WTUS(FM) Mannington, WV** (BAPH910920HO; 102.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Sandy S. Garitz to Joseph D. Powers for \$23,000. Seller also owns WKMM(FM) Kingwood, WV. Buyer also owns WSKR(FM) Petersburg, NJ, and recently sold WIBG(AM) Ocean City and WREY(AM) Millville, both New Jersey ("Changing Hands," Sept. 16). Action Nov. 15.

■ **WPKR(FM) Waupun (Oshkosh), WI** (BTCH910912HH; 99.5 mhz; 50 kw; ant. 300 ft.)—

Granted transfer of control from individual stockholder to family trust. Licensee is Midwest Dimensions, headed by James R. Coursolle and Diane C. Coursolle (87%); they have no other broadcast interests. Action Nov. 7.

■ **WYNE(AM) Kimberly, WI** (BAL910918EA; 1150 khz; 5 kw-U)—Granted assignment of license from Fox Valley Broadcasting Inc. to Woodward Communications Inc. for \$965,000. Seller is headed by Thomas L. Bookey, and is also licensee of WROE(FM) Neenah-Menasha, WI. Bookey has 50% interest in WTAX(AM)-WDBR(FM) Springfield, IL. Buyer is headed by F.R. Woodward (51.32%) and William F. Skemp, and is also licensee of KDTH(AM)-KATF(FM) Dubuque and WHBY(AM)-WAPL-FM Appleton, both Wisconsin. Action Nov. 13.

■ **WJJO(FM) Watertown, WI** (BTCH910926GZ; 94.1 mhz; 50 kw; ant. 476 ft.)—Granted transfer of control within licensee Joyner Radio Inc. Transfer is stock swap; no valuation of stock is disclosed. Transfer includes WROV-AM-FM Roanoke-Martinsville, VA, and WZFX(FM) Whiteville, NC (see above). Action Nov. 13.

NEW STATIONS

Applications

■ ***Chico, CA** (BPED910923MF)—Western Inspirational Broadcasters Inc. seeks 92.7 mhz; 4 kw; ant. 119 m. Address: 6363 Hwy. 50 E, Carson City, NV 89701. Applicant is headed by Robert T. Hesse and Stephen A. Backe, and is licensee of KCSP(FM) Casper, WY, and also holds licenses or CP's for 15 FM translator stations in California and Nevada. Filed Sept. 23.

■ **Chico, CA** (BPH910925MC)—The Park Lane Group Inc. seeks 92.7 mhz; 3 kw; ant. -23 m. Address: 750 Menlo Ave. Suite 340, Menlo Park, CA 94025. Applicant is headed by James H. Levy (35.05%). Filed Sept. 25.

■ **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.

■ **Gridley, CA** (BPH911029MA)—Barney L. Dewey seeks 101.5 mhz; 6 kw; ant. 18.8 m. Address: 6551 Circle Hill Dr., San Jose, CA 95120. Applicant has no other broadcast interests. Filed Oct. 29.

■ **Pennsuo, 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, and has no other broadcast interests. Filed Sept. 12.

■ **St. Marys, KS** (BPH910912MI)—James D. Keck seeks 102.9 mhz; 50 kw; ant. 150 m. Address: 2301 Summer St., Lincoln, NE 68502. Applicant has no other broadcast interests. Filed Sept. 12.

■ ***St. Marys, KS** (BPED910912MF)—Kansas Nebraska Christian Broadcasting Inc. seeks 102.9 mhz; 35.5 kw; ant. 181 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. 12.

■ ***Bronson, MI** (BPED910916MA)—Michiana Christian Broadcasters Inc. seeks 94.7 mhz; 6 kw; ant. 100 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.

■ **Garapan, Saipan, MP** (BPH911024MA)—Commonwealth Radio Ltd. seeks 100.3 mhz; 1.3 kw; ant. 454 m. Address: 530 West O'Brien Dr. Agana, GU 96910. Applicant is headed by Lee M. Holmes. Shareholders of Commonwealth Radio also hold interests in KFVE(TV) Honolulu and KOKU(FM) Agana, GU, and in cable systems serving Guam, Saipan, and Tinian. Filed Oct. 24.

■ **KallsPELL, 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 A. Himsel (33.33%), and has interests in Skyline Broadcasters Inc., licensee of KGEZ(AM) Kalispell, MT. Filed Sept. 25.

■ **Manahawkin, NJ** (BPED910816MA)—New Jersey Public Broadcasting Authority seeks 89.9 mhz; .005 kw-H, .4 kw-V; ant. 50 m. Address: CN 777, Trenton, NJ 08625. Applicant is headed by Robert Berkowitz, and is licensee of public TV's WNJT(TV) Trenton, WNJB(TV) New Brunswick, WNJM(TV) Montclair and WNJS(TV) Camden, all New Jersey. It is also permittee of new ITFS stations WHR821 Montclair-Newark, WHR822 New Brunswick and WLX250 Trenton, all New Jersey. Filed Aug. 16.

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

■ **Del City, OK** (BPED910920MC)—Everlasting Gospel Lighthouse Inc. seeks 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 S. Sunnyslane, 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, 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 owned by partners Albert W. De Hope III (50%), Elizabeth H. Davis

(25%) and Sharon H. Davis (25%). DeHope is 23% stockholder of WPCN(AM) Mt. Pocono, PA, and 100% owner of WCRE(AM) Cheraw, SC. Filed Sept. 23.

Actions

■ **Hartselle, AL** (BPH890216MA)—Granted app. of Dorsey Eugene Newman for 106.1 mhz; 3 kw; ant. 100 m. Address: WHRT, 809 North Sparkman St., Hartselle, AL 35640. Applicant has no other broadcast interests. Action Oct. 25.

■ **Westport, IN** (BPED880804MB)—Granted app. of Good Shepherd Radio Inc. for 91.5 mhz; 14.55 kw-H; ant. 93 m. Address: 725 E. North St., Greensburg, IN 47240. Applicant is headed by Ruth A. Bausback, and has no other broadcast interests. Action Oct. 30.

■ **Russell Springs, KY** (BPH900419MT)—Granted app. of Twinlakes Communications for 92.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 471, Columbia, KY 42728. Applicant is owned by general partners Alan W. Reed, Jane Reed, William D. Harris and Sharon K. Harris, and has no other broadcast interests. Action Oct. 25.

■ **Larose, LA** (BPH880630MP)—Granted app. of Electronics Unlimited Inc. for 100.3 mhz; 3 kw; ant. 100 m. Address: P.O. Drawer 1350, Larose, LA 70373. Applicant is headed by Jerry Gisclair, and has no other broadcast interests. Action Oct. 24.

■ **Oswego, NY** (BPED910530MG)—Granted app. of State University of New York for 88.9 mhz; .1 kw; ant. 3 m. Address: State University Plaza, Albany, NY 12246. Applicant has no other broadcast interests. Action Oct. 29.

■ **Medford, OR** (BPCT871002KI)—Granted app. of Junko K. and Bobby C. Shehan for ch. 27; 1000 kw; ant. 401 m. Address: 2032 Amsterdam Lane, Modesto, CA 95356. Applicants have no other broadcast interests. Action July 31.

■ **Greer, SC** (BPH880504MD)—Granted app. of Greer Communications Ltd. for 103.3 mhz; 3 kw;

ant. 100 m. Address: 153 Henson St., Spartanburg, SC 29302. Applicant is headed by general partner K. Joseph Sessoms (51%), who also owns 24% of New South Broadcasting Corp, licensee of WAS-C(AM) Spartanburg, SC. Action Oct. 30.

FACILITIES CHANGES

Applications

AM's

■ **Wickenburg, AZ** KTIM(AM) 1250 khz—Oct. 23 application of Circle S Broadcasting Co. Inc. for CP to reduce power to 350 w; change antenna system and change TL to 3.46 km SW of Wickenburg city limits on Vulture Mine Rd., and .45 km W of Rd., Wickenburg, AZ: 33 55 32 - 112 47 38.

■ **La Grange, IL** WTAQ(AM) 1300 khz—Oct. 25 application of Illinois Lotus Corp. for mod. of CP (BP861106AA) to augment standard nighttime pattern.

■ **Eddyville, IA** KKS(AM) 101.5 mhz—Oct. 16 application of "O" Town Communications Inc. mod. of (BPH-880303MC) to change; change ERP: 49 kw (H&V); ant. 151.8 m.

■ **Youngstown, NY** WTOR(AM) 770 khz—Oct. 24 application of Jeffrey N. Eustis for mod. of CP (BP900702AF) to change TL to .95 km NE of intersection of Langdon Rd. and Porter Center Rd., Lewis Township, NY: 43 13 05 - 78 56 53.

■ **Dillon, SC** WDSC(AM) 800 khz—Oct. 24 application of Banking Services Corp. for CP to change antenna system.

■ **Ripley, TN** WTRB(AM) 1570 khz—Oct. 25 application of Lauderdale Broadcasting Co. for CP to reduce pwr to 28 kw, 534 w and change antenna system (including increasing antenna height).

FM's

■ **Hartselle, AL** (no call letters) 106.1 mhz—Oct. 15

SERVICES

BROADCAST DATABASE
dataworld[®]
MAPS
Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS
BROADCAST DATA SERVICES
A Div. of Moffer, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

Teletech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact
KENNETH W. HOEHN 23400 Mich. Ave.
(313) 582-6873 Dearborn, MI 48124

dataworld[®]
LPTV/TV Translator
Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

SOFTWARE
FM & TV CHANNEL SEARCH
FCC databases for MS-DOS
Broadcast Technical Consulting
V Doug Vernier
Broadcast Consultant
1800 Picturesque Drive
Cedar Falls, Iowa 50613
319 266-8402

DSI
COMMUNICATIONS INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4661

SG Communications
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
800-824-7865 Tucson, AZ
800-874-5449 Tampa, FL
215-699-6284 N. Wales, PA

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803 251-8000 • FAX 251-8080

LDL
COMMUNICATIONS, INC.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

New towers, transmitter buildings, earth stations, turnkey site development.
Tower Structures, Inc.
1809 Nirvana Avenue
Chula Vista, CA 92011
619/421-1181
Fax: 619/421-0533 Lic. No. 254513

Utility Tower COMPANY
SERVING BROADCASTERS
FOR OVER FORTY YEARS
(405) 946-5551

Broadcast Video Tape
Great Service • Excellent Prices
CoarcVideo[™]
New Quality Stock • Custom Reeloids
BETACAM • U-MATIC • VHS
1-800-888-4451

FOR WORLDWIDE
SATELLITE TRANSMISSION
SERVICES CONTACT:
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-838-6374

TOWER NETWORK SERVICES
NATIONWIDE SERVICE
(305) 989-8703
WE • STROBE LIGHT SYSTEMS
SERVICE • TOWERS AND ANTENNAS

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. King, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES & CULVER

Consulting Radio-TV Engineers
1156 15th St., N.W., Suite 608
Washington, D.C. 20005
(202) 296-2722



Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN

8601 Georgia Ave. #910
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telex: (202) 659-0360
Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspection, Erection, Etc
6867 Elm St., McLean, VA 22101 (703) 556-9765

C.P. CROSSNO & ASSOCIATES

CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400

COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

**LAWRENCE L. MORTON
ASSOCIATES**
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93634

LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
3775 West Dugger Ave.,
West Terre Haute, Indiana 47885
812-535-3831
Member AFCCE

• FCC Data Bases
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• AM-FM-CATV-TFS-LPTV

OWL ENGINEERING, INC.
Consulting Communications Engineers
1306 W. County Road F, St. Paul, MN 55112
(612) 631-1338 "Member AFCCE"

Datel Corporation

BROADCAST CONSULTANTS
Applications • Inspections

Call Toll-Free
(800) 969-3900
1515 N Court House Rd. Arlington, VA 22201

W. Lee Simmons & Assoc., Inc.

Broadcast Telecommunications
Consultants
1036 William Hilton Pkwy., Suite 200F
Hilton Head Is., S.C. 29928
800-277-5417 803-785-4445
FAX 803-842-3371

RADIO ENGINEERING CO.

1660 Primavera Lane
Norpo, CA 93444
CONSULTANTS
ALLOCATIONS, INSTALLATIONS, FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
Serving Broadcasters Over 25 Years
Norwood J. Petterson Tel: (805) 829-1968
FAX: (805) 829-5671

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers - Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers
- 1989 Readership Survey showing 37 readers
per copy

contact
BROADCASTING MAGAZINE

1705 DeSales St., N.W.
Washington, D.C. 20036
for availability
Phone: (202) 659-2340

**George Jacobs
& Associates, Inc.**

Consulting Broadcast Engineers
Domestic & International
Member AFCCE
Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion

26 weeks - \$60 per insertion

13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

application of Eugene Newman for mod. of CP (BPH-890216MA) to change ERP: 6 kw (H&V).

■ **Berkeley, CA KPFB(FM)** 89.3 mhz—Oct. 17 application of Pacifica Foundation Inc. for mod. of CP (BPED-910115IB) to change antenna pattern.

■ **Morgan Hill, CA KSQQ(FM)** 96.1 mhz—Oct. 9 application of Coyote Communications Inc. for CP to change ERP: 1 kw (H&V).

■ **Newport Beach, CA KOCM(FM)** 103.1 mhz—Oct. 10 application of Kelsho Communications Ltd. for CP to change ERP: 3.3 kw (H&V), coordination with Mexico as international class B station requested.

■ **Santa Monica, CA KSRF(FM)** 103.1 mhz—Oct. 10 application of Kelsho Communications Ltd. for CP to change ERP: 4.5 kw (H&V), ant. 99 m., coordination with Mexico as international class B station requested.

■ **Longmont, CO KQKS(FM)** 104.3 mhz—Oct. 9 application of Western Cities Broadcasting Inc. for CP to change ERP: 58.34 kw (H&V); ant. 370 m.; TL: 19 km SE of Central Longmont, CO, at 297 ft. true.

■ **Claxton, GA WCLA-FM** 107.1 mhz—Oct. 15 application of Evans County Broadcasting Co. Inc. for CP to change ERP: 25 kw (H&V); ant. 100 m.; TL: .6 km NNE of US 301 and US 280 intersection, Evans County, Claxton. Change freq. from 107.1 to 107.3, change to class C3 (per MM docket #90-536).

■ **Emporia, KS KEGS(FM)** 101.7 mhz—Oct. 15 application of Communications Group Inc. for CP to change ERP: 39 kw (H&V); ant. 169 m.; TL: Rural Greenwood County, KS, 4.8 km west and 1.3 km south of Madison, KS; change to class C2 (per MM docket #90-65).

■ **Saco, ME WHYR(FM)** 95.9 mhz—Oct. 16 application of Vacationland Broadcasting Services Inc. for CP to change ERP: 6 kw (H&V); ant. 100 m.; TL: 950 m. south of intersection of Burnham Rd. and Broad Turn Rd., 900 m. north of Saco in Cumberland County, ME.

■ **Cambridge, MN KXLV-FM** 105.3 mhz—Oct. 3 Monday Media Inc. mod. of (BPH-900917ID) to change ERP: 25 kw (H&V); ant. 91 m.; TL: Emerson Ave., .8 km NW of Cambridge, Isanti County, MN.

■ **Woodward, OK KWFX(FM)** 93.5 mhz—Oct. 15 Fuchs Communications Inc. CP to change ERP: 100 kw (H&V); ant. 299 m.; TL: 5.6 km SW of Woodward; change freq.: 93.5 to 100.1 change to class C1 (per MM docket #90-286).

■ **Elko, NV KNCC(FM)** 91.5 mhz—Oct. 11 application of Northern Nevada Community College for CP to change ant.: 1 kw (H&V); TL: Elko Mountain Communications Site; 14.7 km at 245 ft. from Elko.

■ **Fayetteville, TN WYTM-FM** 105.5 mhz—Oct. 9 application of Time Broadcasters Inc. for CP to change ERP: 2.25 kw (H&V); ant. 151 m.

■ **Lufkin, TX KSWP(FM)** 91.1 mhz—Oct. 15 application of Lufkin Educ. Broadcasting Foundation for CP to change ERP: 30 kw (H&V); ant. 240 m.; TL: 8 km NE of Lufkin, Angelina County, TX, 2.9 km N of intersection of county roads 103 and 326, change freq. 91.1 to 90.9, change to class C1.

■ **Nacogdoches, TX KTBQ(FM)** 107. mhz—Oct. 15 Center City Communications Inc. for CP to change TL: 1.4 km WNW of intersection of hwy 259 and route 698.

■ **Prairie View, TX KPVO(FM)** 91.3 mhz—Oct. 18 application of Prairie View A&M University for CP to change ERP: 17.3 kw (H&V). ant.: 145 m., TL: SW corner of Prairie View A&M University campus at corner of FM 1098, change to class 2.

Actions

AM's

■ **Juneau, AK KINY(AM)** 800 khz—Oct. 31 application of Alaska-Juneau Communications Inc. granted for CP to change Nott Unipole feed system mount 5 bay FM antenna on tower and correct coordinates: 58 18 05-134 26 26.

■ **Miami WFBA(AM)** 990 khz—Oct. 31 application of Community Broadcasters Inc. granted for mod. of CP (BP780906AH) to change TL to: NW corner of 137th Ave., NW and 74th St. (SE corner of section 10, T53S-R39E; near Sweetwater, FL, and change antenna system: 25 50 34 - 80 25 12.

FM's

■ **Fairbanks, AK KWLF(FM)** 98.1 mhz—Oct. 31 application of Borealis Broadcasting Inc. granted for CP to change ERP: 28 kw (H&V).

■ **Oildale, CA KLLY(FM)** 95.3 mhz—Oct. 31 application of Buckley Broadcasting Corp. of California granted for CP to change ERP: 12.5 kw H&V; class: B1 (per MM docket #87-332).

■ **Santa Rosa, CA KZST(FM)** 100.1 mhz—Nov. 1 application of Redwood Empire Sterocasters Inc. returned for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **Columbus, KS KOCD(FM)** 98.3 mhz—Nov. 2 application of Saturn Communications Inc. granted for CP to change freq.: 105.3 (per MM docket #90-453); ERP: 25 kw H&V; ant. 64 m.; TL: Township 34 South, range 23 east, section 31 of Cherokee County, KS, intersection of hwy 69 and 166, 15 km south of Columbus, class: C3 (per MM docket #90-453).

■ **Hutchinson, KS KIUS(FM)** 97.1 mhz—Oct. 10 application of Great American Broadcasting of Hutchinson granted for mod. of CP (BPH-881116MF) to change ERP: 12.5 kw (H&V), ant.: 141 m., TL: southwest Reno County, KS, 3.2 km east and 2.6 km north of Yoder, KS; change to class 3 (per docket #89-577).

■ **Elizabethtown, KY WKUE(FM)** 90.9 mhz—Oct. 28 application of Western Kentucky University granted for CP to change ERP: 5.2 kw (H&V); ant. 193 m. (H&V).

■ **Bar Harbor, ME WPRG(FM)** 99.1 mhz—Nov. 1 application of Bar Harbor Communications Ltd. returned for CP to change ERP: 16.67 kw (H&V); ant. 123 m.; TL: Mount Cromer; Gouldsboro Twnshp; Hancock County, ME. Employ 6 bay circularly polarized directional FM antenna.

■ **Dearborn, MI WHFR(FM)** 89.3 mhz—Oct. 22 application of Henry Ford Community College granted for CP to change ERP: .445 kw H&V, ant. 30 m.

■ **Spring Arbor, MI WSAE(FM)** 106.9 mhz—Oct. 11 application of Spring Arbor College Communications granted for non-commercial educational CP to change freq. to 106.9 mhz, ERP: 2.88 kw H&V; change ant.: 102 m. Petition for reconsideration filed 9-1-89; petition for reconpetition for leave to amend is granted, application is reinstated 6-28-91.

■ **Gulfport, MS WXLS-FM** 107.1 mhz—Oct. 28 application of KZ Radio Ltd. granted for CP to change ERP: 4 kw H&V; amended 8-7-91, change ERP: 2.8 kw H&V.

■ **Lucedale, MS WRBE-FM** 106.9 mhz—Oct. 28 application of Allen Broadcasting Co. Inc. granted for mod. of CP (BPH-880728NA) to change ERP: 6 kw H&V; ant. 78.7 m.

■ **Quitman MS WYKK-FM** 98.3 mhz—Oct. 31 application of Quitman Broadcasting Co. granted for mod. of license (BLH-810811AQ) to change freq. (per MM docket #87-432); to 255A.

■ **La Monte, MO KOSY(FM)** 97.1 mhz—Oct. 15 application of Valkyrie Broadcasting Inc. granted for mod. of CP (BPH-890313MM) to change ERP: 25 kw H&V; ant.: 100 m.; TL: .3 km west of La Monte; class: C3.

■ **Wildwood Crest, NJ WDOX(FM)** 93.1 mhz—Oct. 11 application of Dox Radio Partnership granted for mod. of CP (BPH-880421MS) to change ant.: 89 m.; TL: 509 Rio Grande Ave., Rio Grande, NJ.

■ **Ruidoso, NM KWES(FM)** 93.5 mhz—Oct. 10 application of Walton Stations of New Mexico granted for CP to change ERP: 25 kw H&V, ant.: 57 m., change class: C3 (per docket #89-164).

■ **Taos, NM KTAO(FM)** 101.5 mhz—Oct. 29 application of Taos Communications Corp. granted for mod. of CP (BPH-891128IF) to change ERP: 1.05 kw (H&V), ant. 861 m.

■ **Briarcliff Manor, NY WXPS(FM)** 107.1 mhz—Oct. 30 application of Westland Communicators Inc. granted for CP to change ERP: 1.8 kw (H&V); ant. 127 m.; TL: Grasslands Rd., 1.3 km WSW of Valahalla, Westchester County, NY.

■ **Elmira, NY WLVY(FM)** 94.3 mhz—Oct. 31 application of Pembroke Pines Elmira Ltd. dismissed for CP to change ERP: 2.33 kw (H&V).

■ **Salamanca, NY WQRT(FM)** 98.3 mhz—Oct. 31 application of Altair Communications Inc. dismissed for CP to change ERP: 3.5 kw (H&V).

■ **Syracuse, NY WAER(FM)** 88.3 mhz—Oct. 29 application of Syracuse University granted for CP to change ERP: 50 kw (H) and 39.56 kw (V); ant. 84.4 m. TL: Sky Top Road, Syracuse; install directional antenna.

■ **Warrenton, NC WVRS(FM)** 107.3 mhz—Oct. 10 application of Warrenton Broadcasting Corp. granted for mod. of CP (BPH-870826MG) to make changes: ERP: 50 kw (H&V), ant.: 150 m., TL: 1.3 km NW of Gasburg, VA; change to channel 297C2 (per docket #89-341).

■ **Bellevue, OH WNRN(FM)** 92.1 mhz—Oct. 10 application of Bellevue Community Broadcasting Inc. dismissed for CP to change ant.: 74 m.; TL: 605 Goodrich, Bellevue.

■ **Lahoma, OK KGPD(FM)** 95.7 mhz—Oct. 24 application of Great Plains Broadcasting of Oklahoma, CP for new FM, #239A, ERP: 3 kw H&V; ant.: 100 m., TL: 5 mi. east of Lahoma and 1 mi. north of hwy 60, Lahoma; SLRC: to be determined; 36 24 16 97 59 45, CP cancelled and call signs deleted.

■ **Gold Beach, OR KGBR(FM)** 92.7 mhz—Oct. 30 application of St. Marie Communications Inc. granted for CP to change ERP: 42.06 kw H&V, ant. 420 m., TL: Grizzly Mountain, 4.8 km on 110 degree radial from Gold Beach, and to change class: C1 (per docket #89-346).

■ **Sweet Home, OR KSKD(FM)** 107.1 mhz—Oct. 30 application of Galaxy Broadcast Partners granted for mod. of CP (BPH-900312IC) to change ERP: 8.26 kw H&V; TL: Green Peter Mtn., 15.4 km from Sweet Home on bearing of N052E degrees; class C1 (per MM docket #90-334).

■ **Covington, TN WKBL-FM** 93.5 mhz—Nov. 4 application of WKBL Radio granted for mod. of license to increase ERP: 4.8 kw H&V, (per docket #88-375).

■ **Rockport, TX KPCB(FM)** 102.3 mhz—Oct. 9 application of Aransas Broadcasting Co. dismissed for CP change ERP: 50 kw H&V; ant.: 149.3 m.; TL: 1.85 km northwest of Gregory-Portland High School; class: C2 (per MM 87-42). Informal objection dismissed as moot.

■ **Orem UT KOHS(FM)** 91.5 mhz—Oct. 30 application of Alpine School District, Orem High School granted for CP to change TL: Orem, UT, UT 175 south - 400 east.

TV's

■ **Baltimore WJZ-TV** ch. 13—Oct. 24 application of Group W Television Inc. granted for CP to change ERP vis: 215 kw; ant.: 267 m.; TL: 3725 Malden Ave., Television Hill, Baltimore County, MD (39-20-05 76-39-03); antenna: RCA TW-12A13

■ **Jackson, MS WMPN-TV** ch. 29—Oct. 30 application of Mississippi Authority for Ed. TV granted for CP to change ERP (vis): 922.6 kw; ant. 598 m.; TL: 4 mi. southeast of Raymond, Hinds County, MS; antenna: Dielectric TFU-30J, (BT); (32-12-46-90-22-54).

■ **Carthage, NY WWNY-TV** ch. 7—Oct. 30 application of United Communications Corp. granted for CP to change ERP (vis): 316 kw; ant. 440 m. TL: Carthage-Rutland Center Rd., 9.7 km west of Carthage, NY (43-57-12-75-43-43), antenna: Dielectric TW-12A7, (DA)(BT). Amended 9-11-91 to change ant.: 221 m.

■ **Jackson, TN WMTU(TV)** ch. 16—Oct. 24 application of Jackson Investment Corp. granted for mod. of CP (BPCT-900321LB) to change ant.: 322 m.

Fifth Estater

EDWARD WESLEY HARBERT III

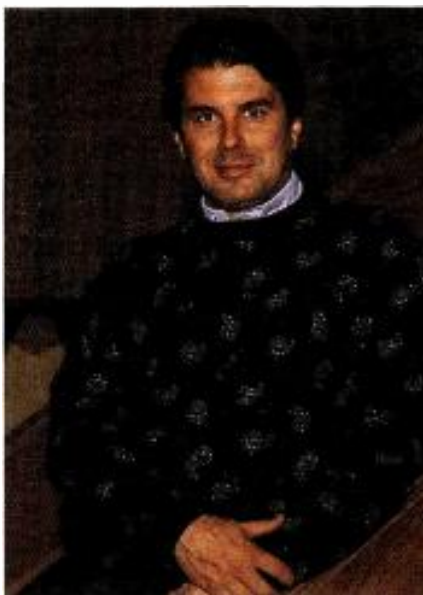
As executive vice president, prime time, ABC Entertainment, overseeing prime time scheduling, program planning, current series, specials, and variety and reality programming, Ted Harbert is doing exactly what he has wanted to do since he was 11.

"My father was in the television business and wound up in advertising. When I found out there were jobs doing what I'm doing now, that's all I ever wanted to do. Also, when I was growing up, one of my close friends was the son of Ed Vane, who was in the ABC programing department for some 20 years. As a result of spending so much time at his house I used to hear stories about ABC and the television business."

Harbert's career path was almost re-directed to radio while in college. During his four years at Boston University, Harbert worked in the college radio station and in his senior year also worked in the news department at WHDH(AM) Boston. However, out of college he landed a job with ABC's feature film department reading scripts. He calls the job "the best break he could have gotten." He almost found himself with no job after college, turning down a low-level clerk's job at ABC, preferring instead to gamble that he would be chosen to enter the apprentice program at NBC. He was not chosen for the NBC program, but was fortunate that at the same time ABC was looking to fill the six-month, non-staff position.

As he rose through the ranks at ABC, Harbert says his biggest jump came when he was named assistant to Gus Lucas, vice president, program planning, at the time. "He was nice enough to bring me into program planning, which got me into prime time. Prime time planning is a vague, murky area which allows you to get into everybody's stuff. You're involved in the needs of everyone, including the current and development divisions."

Harbert's early involvement with series production brought about a keen



interest in the creative process. Although his background leading him to his current position is filled mainly with scheduling and planning positions, he says the time he spends close to the production of ABC's current series lineup provides the most satisfaction. "I enjoy providing the needed details to shows that are on the air," he says. "The tough chess game of prime time scheduling," however, "provides me with the competitive thrills."

Overseeing the development activities at ABC Entertainment is Stu Bloomberg, who, with Harbert, reports to Bob Iger, president, ABC Entertainment. Harbert and Bloomberg were appointed to their positions in April 1989 shortly after Iger was named president. Although he and Bloomberg have specific areas of responsibility, Harbert says the lines between the two

departments are blurred. "The transition of a show in development to a current status is a very gray line. The relationship is a solid give and take."

In 14 years with ABC, Harbert says the biggest change he has seen in the network business is "there are no more free rides. The decline from a 95 audience share to a 65 brought about a domino effect of change. Even back then it used to be that a 20 was still profitable. Today you have to fight for every share point and dollar. I don't mean to undervalue the accomplishments of guys like Fred Silverman, or Brandon Tartikoff in his early days, because both of them did fantastic jobs. But I don't think you had the sense that if you failed you were going to put the network in the red... Today, you feel that way."

That is one reason Harbert is in no hurry to move up to any of the other network's top spots, although many observers point to Harbert as a likely candidate should one of the network entertainment positions open up. "It's a ridiculous job. It's basically an impossible job to do because there are so many constituencies to please. Today, it's more difficult for Iger to succeed than some of the guys in the past. The days when you could spend any amount of money on a project are gone. Besides, I'm lousy at setting any kind of five-year plan. A long time ago in college the top

job at the network was the thing you looked at and wanted. But if you take that job to satisfy your ego, you're shot.

"I've got this ridiculous, obsessive love of network television, and I love working on the shows." ■

Executive VP, prime time, ABC Entertainment, Los Angeles; b. New York City, June 15, 1955; BS, broadcasting and film, magna cum laude, Boston University, 1977; producer, news department, WHDH(AM), Boston, 1976-77; feature film coordinator, ABC Entertainment, 1977-79; supervisor, feature film and late-night program planning, 1979; assistant to VP, program planning and scheduling, 1979-81; director, program planning and scheduling, 1981-83; VP, program planning and scheduling, 1983-86; VP, motion pictures, 1986-87; VP, motion pictures and scheduling, 1987-88; VP, prime time, 1988-89; present position since 1989; m. Susan Sands, June 13, 1987; children: Emily, 2;

Fates & Fortunes

MEDIA



Trent
WCPT(AM) Alexandria, WCXR(FM) Woodbridge, both Va. (Washington).

Darryl Trent, sales manager, Group W TV Sales, Philadelphia, named station manager, Group W Radio's newly established management development programs, and assigned to

Tom Allen, assistant to general manager, WEWS(TV) Cleveland, named assistant general manager.

Adam G. Polacek, president and chief operating officer, Heritage Broadcasting Group Inc., joins WLFL-TV Raleigh, N.C., as VP and general manager.

William L. Grady, director of broadcast operations, WCWC(AM)-WYUR-FM Ripon-Fond du Lac, Wis., joins KVFD(AM)-KUEL(FM) Fort Dodge, Iowa, as station manager.

SALES AND MARKETING

Bill Ballard, local sales manager, WTXF-TV Philadelphia, named general sales manager, succeeding **Walt DeHaven**, general manager, KRRT(TV) Kerrville, Tex. (San Antonio).

Patricia Berry and **Lauri Goldberg**, associate planning directors, strategic planning department, Backer Spielvogel Bates Inc., New York, named VP's.

Appointments at Group W Satellite Communications: **Frank Ciancio**, formerly with MTV Networks, named account executive, New York; **Christine Laderwager**, from Time Warner Cable, named marketing manager, Request Television, Stam-

ford, Conn., and **John Reinhardt**, from QVC Network, named affiliate representative, Western division, Denver.

Pete Argow, from KUHL(AM)-KXFM(FM) Santa Maria, Calif., joins WEAZ-AM-FM Philadelphia as account manager.

Frank Lischak, general sales manager, WNSS(AM)-WEZG(FM) Syracuse, N.Y., adds duties as national sales manager.

Jerry Martin, national sales manager, KXTL(TV) Sacramento, Calif., joins WTXX(TV) Waterbury, Conn., as general sales manager.

Larry Smith, VP, national accounts, CNBC, Fort Lee, N.J., named VP, national accounts and local advertising sales distribution. **Susan Packard**, regional VP, Midwest, CNBC, Detroit, named regional VP, West, Midwest and Canada.

Jeanne Esti, account manager, *New Woman* magazine, joins McGavren Guild Radio, Boston, in same capacity. **Greg Martin**, account executive, McGavren Guild Radio, named director of sales, Torbet Radio, Boston.

Mark J. Chassman, account executive, KOVR(TV) Stockton, Calif., joins KXTV(TV) Sacramento, Calif., as account executive, strategic marketing. **Mary Nelson**, director of marketing, WKRN-TV Nashville, joins KXTV as director of advertising and marketing.

Appointments at Seltel Inc.: **William Berry**, from Blair Television, named account executive, Philadelphia; **Tom Motta**, from Katz Communications Inc., named New York sales manager, racers team, there; **Jeff Klayman**, from MMT Television Sales, Los Angeles, named account executive, white team, there; **Brett Medellin**, from Capital Cities/ABC Inc., Dallas, named account executive there; **Shaun McDonald**, from WTTG(TV) Washington, named

Southwest regional sales manager, New York, and **Stephen P. Appel**, from WABC(AM) New York, named account executive, red sales team.

Harry Mitchell, general sales manager, WCTC(AM) New Brunswick, N.J., joins WADB(FM) Point Pleasant, N.J., in same capacity.

Dave Bolton, formerly with WDVR(FM) Delaware Township, N.J., joins WISH(AM) Bala Cynwyd, Pa. (Philadelphia), as director of sales.

Fraser McDowell, formerly with WYFF-TV Greenville, S.C., and **Bill Parker**, formerly with KTBY(TV) Anchorage, join WHNS(TV) Asheville, N.C., as account executives.

Rick Wenzel, national sales manager, WJTC(TV) Pensacola, Fla., named general sales manager.

K. Michael Kment, regional sales manager, Lee Enterprises Inc., Davenport, Iowa, named director of corporate sales.

C.M. Gehring, from WESH(TV) Daytona Beach, Fla., joins WTOG(TV) St. Petersburg, Fla., as general sales manager.

Cam Wilson, former VP and general sales manager, KMTR-TV Eugene, Ore., joins Adlib Ltd. advertising agency there as VP, director of marketing.



Tom VanBenschoten, director of sales development, WBAL-TV Baltimore, joins WGAL-TV Lancaster, Pa., as local and regional sales manager. **Lewis Goldman**, from Colgate-Palmolive Co., New York, joins CNBC, Fort Lee, N.J., as manager, advertising and promotions. **Ingrid Hubler**, assistant advertising manager, CNBC, named manager of affiliate marketing.

PROGRAMING

Gene Lavelle, account executive, Republic Pictures Domestic Television Distribution, Los Angeles, named VP, sales.

John K. Gluck, from MMT Sales Inc., New York, joins Home Box Office Inc. there as VP, program scheduling.

Nicholas van Hoogstraten, morning executive producer, KTLA(TV) Los Angeles, named director of creative services, Tribune Entertainment's *The Dennis Miller Show*, succeeded by **Joel Tator**, executive consultant.

Lyle Schulze, program director, WJZY(TV) Belmont, N.C., joins KPRC-TV Houston as VP, program director.



Woodbeck

Frank Woodbeck, VP, advertising sales, Newsweek Cable Inc., joins Satellite Music Network, Dallas, as VP, affiliate sales.

Steve Kostan, air personality, WRIF(FM) Detroit, adds duties as music director.

Gary Lockwood, from KJR(AM) Seattle, joins KZOK-AM-FM there as air personality.

Terry Chili, senior manager, affiliate relations, Prime Network, Dallas, named director of affiliate sales.

Doug Duperrault, local program director, WFLA-TV Tampa, Fla., retired.

Melanie Lipman, affiliate marketing supervisor, Prime Ticket, Los Angeles, named manager of affiliate marketing.

Margot McDonough, supervisor, animation programming department, Hanna-Barbera Productions Inc., Los Angeles, named director of development, animation programming.

Larry Snider, from KLPX(FM) Tucson, Ariz., joins KRQR(FM) San Francisco as program director.

Vanessa Coffey, executive producer, animation, Nickelodeon/Nick at Nite, New York, named VP, animation.

Stella Giammasi, former VP and director of communications, WNET(TV) Newark, N.J. (New York), joins Quality Family Entertainment Inc., New York, as communications consultant.

Gary Brown, deputy program director, Network Ten, Sydney, Australia, named program director, succeeding **Kel Geddes**, who resigned.

Cheryl Jones, manager, daytime programming and program information, The Discovery Channel, Bethesda, Md., named senior manager, development and co-production operations.

Peter Rosenberg, director, compliance and business affairs, Capital Cities/ABC, joins Arts & Entertainment Network, New York, as director, legal and business affairs. **David Bellingham**, manager, network operations, A&E, named director, network operations.

Marilyn Osborne, director, creative affairs, Stephen J. Cannell Productions Inc., Hollywood, named VP, development. **Michael Edelstein**, development assistant, Stephen J. Cannell Productions, Hollywood, named manager, movies and mini-series.

Victoria L. Leroy, production assistant, WLWT(TV) Cincinnati, named associate producer, *Jerry Springer Show*.

William Allmendinger, manager, station sales, West Coast region, DLT Entertainment, Los Angeles, joins Tribune Entertainment there as division manager.

Patty McCaskill, director, affiliate sales, Midwest region, The Travel Channel, St. Louis, Mo., named regional VP, Midwest. **Allan Goldstein**, director, affiliate sales, The Travel Channel, New York, named VP, affiliate sales.

R. Scott Abbott, regional sales manager, American Movie Classics, joins CNBC, Fort Lee, N.J., as regional director, affiliate relations.

John Logigian, VP, business affairs, Orion Pictures, New York, joins International Creative Management, business affairs department, New York.

Kristin Lotufo, financial analyst, United Video Management, Greenwich, Conn., joins ESPN Inc., Bristol, Conn., as program analyst.

Stephen Curran, director of communications, Connecticut Special

Olympics, joins ESPN Inc., Bristol, Conn., as network operations and traffic controller.

Anne Morgan, manager of program acquisitions, Lifetime Television, Astoria, N.Y., named director, program acquisitions. **Kevin Moran**, manager of pricing and planning, NBC-TV, joins Lifetime, Astoria, N.Y., as director, pricing and planning sales.

Debbie Slavkin, VP, I A Entertainment Inc., Sherman Oaks, Calif., named executive VP. **Jo Ann Zellman**, administrative assistant, I A Entertainment, named executive assistant.

Tim McIntyre, former president, PERQ Research Corp., New York, joins Whittle Communications there as president, professional health care division, succeeding **Charles J. Vogel**, named president, Whittle Health Network.

Michael Kratochwill, from Mul-len & Co. accounting firm, Boston, joins Target Productions there as comptroller. **Lisa Mauthe**, accounts receivable manager, Video One Inc., Boston, joins Target Productions there as business manager.

Suzanne Gill, assistant editor, *The Cable Connection* magazine, joins TV Listing Inc., Fort Worth, Tex., as features manager.

Joan Baker Frangos, VP, development, WMFE-FM-TV Orlando, Fla., joins Maryland Public Television, Baltimore, in same capacity.

Jim Willis, president, BNB International, New York, joins Alliance Releasing, Toronto, as VP, domestic TV sales.

Matt Chan, creative services director, KXTV(TV) Sacramento, Calif., named director of programming and production and executive producer, *Scratch*.

NEWS AND PUBLIC AFFAIRS

Jeff Diamond, senior producer, ABC's *20/20*, joins NBC News, New York, as executive producer of its prime time hour co-anchored by Jane Pauley, premiering March 1992.

John Terenzio, executive producer, NBC-TV weekend news and specials, joins *A Current Affair*, New York, in same capacity.



Clayton

Jane Clayton, nightbeat reporter, KSL-TV Salt Lake City, named weekend co-anchor.

Jesse Trevino, formerly with *Corpus Christi Caller Times*, joins KERA-TV

Dallas as producer, *Between the Lines*.

Appointments at Newschannel 8, Washington: **David Feuerman**, assistant news director and assignment manager, WEVU(TV) Naples, Fla. (Fort Myers), named executive producer; **Erika Angulo**, producer, TV Marti/United States Information Agency, Washington, named producer, metro report and Virginia report; **Carol Chartrand**, producer, news and promotion, WEVU, named daytime producer; **Denise Clark**, from WSET-TV Lynchburg, Va. (Roanoke-Danville), named daytime producer; **Alicia Denise George**, morning producer, WWBT(TV) Richmond, Va., named producer, metro update and prime time; **Kathryn Henry**, executive producer and anchor, KSTM(TV) El Paso, named weekend AM producer; **Mark Lima**, reporter, producer, photojournalist, WRIC-TV Petersburg, Va. (Richmond), named sports producer; **Rob Rivielle**, producer and nightside assignment editor, WINK-TV Fort Myers, Fla., named producer, Maryland report, late and overnight reports; **Joy Allison Zucker**, producer and reporter, Nostalgia Television, named morning producer; **Iris Jeanette Argueta**, national correspondent, TV Marti, Washington, **Sean Casey**, sports reporter, Media General Cable News, Fairfax, Va., to same capacities; **Michael Kim**, sports anchor and reporter, KOMU-TV Columbia, Mo., named sports reporter and associate producer; **Laurie Clowers**, from Media General Cable News, **Lisa Gauff**, morning producer, WJLA-TV Washington, **Dora Hasan**, from Media General Cable News, Fairfax, Va., **William Hormann**, weekend and morning anchor and reporter, WMDT(TV) Salisbury, Md., **Rhonda Pence**, anchor, producer and reporter, Prince George's Community Television, Landover, Md., and **Rodney Dean**, from ABC News,

Washington, named general assignment reporters.

TECHNOLOGY

Jill Debin Cohen, director of operations, Editel, New York, named VP, operations.

Peter W. Suh, senior managing director, Goldstar Co. Ltd., adds duties with co-owned Goldstar Electronics International Inc., Englewood Cliffs, N.J., as regional director, North American operations and president, succeeding **D.M. Koo**, named executive director, TV/color picture tube export division, Seoul, Korea.

Kristin Johnson, from Editel, New York, joins Varitel Video, San Francisco, as director of visual effects.

Michael Morreale, former senior producer, Admarketing, Los Angeles, joins Editel/LA there as executive producer, graphics and special effects.

PROMOTION AND PR

Naomi Graham, publicist, King World, New York, named senior publicist. **Deborah Hill**, assistant publicist, King World, New York, named junior publicist.

Sylvia Bennett, formerly with KQED(TV) San Francisco, joins WETA-TV Washington as membership on-air producer.

Barry Fitzsimmons, from Comedy Channel/Comedy Central, joins WWOR-TV Secaucus, N.J. (New York), as on-air producer, creative services department.

Dan Martinsen, director, media relations, USA Network, New York, named director of corporate relations.

Thomas Smallwood, former creative director, Jordan Marsh and Marshall Field's, joins Leo Burnett Co., Chicago, as VP and creative director.

ALLIED FIELDS

Christopher Taylor, station manager, WWCP-TV-WATM-TV Allentown, Pa., and captain in U.S. Naval Reserve, named commanding officer, Navy Information Office, New York.

Walter C. Miller, Emmy winner and director of five Emmy Award telecasts, elected to two-year term on Board of Governors, Academy of Television Arts & Sciences, Hollywood.

Arnold Schwarzenegger, chairman, President's Council on Physical Fitness and Sports, awarded 1991 Humanitarian Award by American Sportscasters Association.

Marilyn J. Freeman, senior VP and general manager, NCTV, New York, joins Department of Information Services, state of Washington, Olympia, Wash., as video project manager.

DEATHS

Lee B. Bartell, 81, broadcasting pioneer, died of cancer in San Diego, Calif., Nov. 6. In 1947 he formed Bartell Broadcasting Inc., with stations including WOKY(AM) Milwaukee and WMTV(TV) Madison, Wis. Survivors include his wife, Ina, daughter, two sons, two sisters, and two brothers.

John Kessler, 36, former account executive, Keystone Communications, died of AIDS Nov. 15 in Sherman Oaks, Calif. He began career installing satellite master antenna TV systems and later had stints at Paramount TV and Modern Video-film's domestic syndication service. He is survived by his mother, Dolores, sister and brother.

Robert Kaufman, 60, TV writer, died in Beverly Hills, Calif., of heart attack Nov. 21. His TV credits include Bob Newhart's original variety show in 1961; *I Dream of Jeannie* and *Alfred Hitchcock Presents*. Survivors include his wife, Robin, two daughters and two sons.

Edward M. Lynch, 71, former international president, National Association of Broadcast Employees and Technicians (NABET), died Nov. 22 of cancer in Gaithersburg, Md. He began his career as control room engineer for WHEC-TV Rochester, N.Y., in 1946. He joined NABET staff in 1952 as region 2 director in Buffalo, N.Y., and later was appointed network coordinator. He was elected president in 1971 and resigned in 1986. He is survived by his wife, Gloria, two brothers and three sisters.

Monday Memo

“The role that AM was required to fulfill in the past now serves to its detriment.”

The FCC embarked on its long review of the status of the AM radio service in 1986, and just adopted the basic tenants in Docket 87-267. Based on initial review of the FCC's order, it appears the rules, instead of breaking the shackles of the past, have adopted the handcuffs of the future.

AM radio, once the king, helped nurture “infant” FM and television operations. AM now faces a “do or die” prospect in many markets. AM radio for many years has provided a multitude of daytime and nighttime service for small and large cities. AM has introduced and delivered many of the innovative changes in aural broadcasting.

This suggests that AM radio has survived by virtue of its ability to introduce change in response to the demands of the listening public. It is that quality that the FCC now needs to reinforce in its technical rules.

These technical revisions require reviewing the structure, service and implementation of AM stations. The clear channel stations are surviving and have the ability to attract a large listenership to the AM band through their unique wide-area coverage. This is beneficial to the overall health of AM. In normal times and in times of disaster, the clear channel stations are a national resource providing needed news and advisories to large regional audiences. But what about the lower-powered regional stations and their quality? How can lower-powered stations command the public's heart into the next century?

The role that AM radio was required to fulfill in the past now serves to its detriment. For 30 years it was the only service and even regional stations were designed to reach out and serve wide areas, where today there is often a multitude of competitive FM services and in the future, possibly digital audio broadcasting. The technical standards that made possible such wide-area regional service sacrifice quality, the very essence of radio today. Therefore, for the current lower-powered regional station to compete, it must be redesigned to permit it to provide a higher field strength that meets the expectation of the listening public. To adopt forced reduction in radiation rights, as the FCC plans, when trying to implement improvements is counter-productive.

A further complication in predicting AM's future role is DAB. One of DAB's advertised advantages over FM is a claim of reduced multipath distortion. For 50 years, AM

has provided service almost universally free of multipath.

Much debate has been directed to AM interstation interference. Many attribute this phenomenon to incorrect protection ratios and methodology. Interference from other stations is only a part of the equation because electrical interference from non-broadcast sources has become increasingly prevalent, in fact electrical interference is part of our way of life. Simply stated, the present FCC protection ratio and methodology are adequate, but what is inadequate is the signal strength to achieve comparability with FM quality. This requires that protected service contours for the regional station be redefined to provide a stronger signal. The 0.5 mV/m signal contour for the regional station is a relic from the past.

The population distribution of the U.S. has grown and shifted significantly since many AM stations began operating during the past 50 years. As a result, their service contours today are not always oriented for the most effective coverage. To overcome this, it is important for the FCC to adopt rules facilitating service realignment.

A majority of the lower-powered AM stations were assigned long before the rapid expansion of suburban areas.

Based on the 1980 census, the Washington area has expanded by 400% since 1950. The 1990 census data will be even more dramatic. Few stations were designed to accommodate this population growth and shift. This new growth area, if not served, weakens the financial foundation of the AM services' ability to compete. Constrained listenership narrows that station's ability to offer quality programming. The third ingredient for AM radio to provide a comparable service is the receiver. This has been much discussed and studied and receiver makers need to produce an AM wide-band receiver with good fidelity. Such receivers will, to produce competitive high-quality sound, require higher signal strength. This is fundamental.

The public expects and deserves a high-quality signal. AM can deliver a competitive high-quality signal over a significant portion of its community if permitted to do so, and it is now time to introduce those changes. Rules that permit a higher signal strength, rules that foster, not hinder, improvements and well-designed radios to receive this high-quality signal are cornerstones for recovery. AM radio has had a rich history and with appropriate changes can enjoy a rich future. ■



An AM commentary from Donald G. Everist, Cohen, Dippoll & Everist

In Brief

Cable programmers aboard GE Americom's Satcom F4 satellite will move to that bird's temporary replacement, Satcom 4R—originally Telesat Canada's Anik D2—at 9 a.m. ET, Wednesday, Dec. 4. Although the signals will come from the same orbital position (82 degrees west longitude), a polarization change means cable operators will be required to rotate their dishes 85.5 degrees counterclockwise (from behind the dish) to tune in 4R. Telesat agreed to lend GE the in-orbit bird last month, when F4 showed signs of imminent failure. ■ Rainbow Network Communications reached a multiyear satellite capacity agreement with GE Americom that will see eight of Rainbow's regional and national SportsChannel services mi-

grating from Satcom F4 to Satcom 4R and Satcom 2R. The value and length of the contract were not disclosed.

The Bush administration made clear its opposition to legislation to restrict regional Bell operating company entry into information services (see page 10). In a Nov. 18 letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), Commerce Secretary Robert Mosbacher expressed opposition to House Telecommunication Subcommittee member Jim Cooper's (D-Tenn.) H.R. 3515 and said that "if the bill as currently drafted were presented to the President, I would recommend that he veto it." Adequate safeguards against

anticompetitive practices by the RBOC's already exist, Mosbacher said. "The Department of Justice has argued, and the courts have now ruled, that preconditions and restrictions of the type proposed by H.R. 3515 are not necessary as a matter of antitrust policy."

NAB President Eddie Fritts urged the House leadership to go slowly in consideration of H.R. 3715, legislation to regulate time brokerage deals, also known as local management agreements (LMA's). "There is little doubt that enactment of H.R. 3715 will eliminate the ability of broadcasters to make use of time brokerage agreements," Fritts said in a Nov. 26 letter sent to the bill's sponsors, Commerce Committee Chairman John Dingell (D-Mich.), ranking Republican member Norman Lent (N.Y.), Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and ranking Republican subcommittee member Matthew Rinaldo (N.J.). Fritts agreed with the congressional desires for clearer FCC LMA policies but feared H.R. 3715 could destroy time agreements some stations need to avoid going dark.

FCC EMPLOYEE KILLED OUTSIDE N.Y. OFFICE

An FCC clerk was fatally shot last Wednesday (Nov. 27) in front of the New York field office by a woman with a history of bizarre complaints about the FCC, according to the commission. Catherine Forster, 51, an office automation clerk and an FCC employe of some 20 years, was shot several times as she exited the federal building on Varick Street in lower Manhattan around 4:30 p.m. to drop off mail. Arrested in connection with the incident was Jeanette Demarest, of Greeley, Colo.

According to Richard Smith, chief of the FCC Field Operations Bureau, Demarest was well known to FCC employes in several offices. Over the past few years, he said, she has been physically removed from the FCC's Denver and New York field offices. She also threatened to kill a Mass Media Bureau employe in the Washington headquarters, he said. According to Smith, Demarest has a history of complaining about radio waves and disc jockeys affecting her, and she was apparently convinced she was under surveillance by the FCC.

Persons showing up in FCC offices with similar complaints and displaying paranoid behaviors are not uncommon, Smith said. "This is something we deal with day in and day out," he added. Although Forster was the first to be killed, other FCC employes have been attacked, he said. An employe in the San Francisco field office was punched two years ago, he said. Ironically, Smith said, security is greatest in the New York field office. Visitors must pass through a magnetic detector as they do at airports, he said. The speculation is that Demarest, knowing about the security, simply stayed outside and waited for the first FCC employe to emerge, Smith said.

-NAJ

International Emmy Awards winners last week: *The Black Velvet Gown* (Tyne Tees Television, UK), for drama; *Cambodia: The Betrayal* (Central Television, UK) for documentary; *Damned in the USA* (Channel 4 Television, UK) for arts documentary; *Le Dortoir* (Rhombus Media, Canada) for performing arts; *The Curse of Mr. Bean* (Thames, UK) for popular arts, and *Fool of the World and the Flying Ship* (Thames, UK) for children and young people. Special awards went to WGBH Foundation President-GM Henry P. Becton (Directorate award) and documentary

producer Adrain Cowell (Founder's award).

Rep firm **Seltel Inc.** has reached an agreement with Madison Square Garden Network making Seltel the **national representative for ad sales on New York Yankees telecasts** on WPIX-TV New York. Under terms of the agreement, Seltel will rep the Yankees broadcasts outside a 50-mile radius of New York City. MSG will continue to sell the Yankees inside that radius.

The law firms representing the **Georgia politicians who have been going after TV stations for alleged overcharges for campaign spots say they are willing to take their complaints to the FCC** rather than the courts, if the new lowest-unit-charge enforcement regime the FCC is expected to adopt Dec. 12 assures candidates of prompt and fair action. Some candidates who have already filed suits against the stations may choose to stay cases "to give the new administrative process a fair opportunity to show what it can do," the firms said in a letter to FCC Chairman Alfred Sikes. As it happens, the candidates may have no choice in where they file their complaints. The FCC is expected not only to rewrite the enforcement rules, but also to preempt the courts.

The **Bush administration began lifting international interconnection restrictions on PanAmSat** and proposed commercial international satellite services in competition with Intelsat. All separate systems will now be allowed to use public switched telephone networks (PSN's) to provide private line services and, five years from now, provide any PSN services. PanAmSat President Frederick Landman said the decision is "helpful," but he hopes the administration will revisit the five-year decision and lift all restrictions immediately. Comsat Chairman Irving Goldstein said the decision means the U.S. "continues to lead the world on the issue of deregulation."

CBS News last week signed with international newsgatherer Visnews and is ending its relationship with a competing service, Worldwide Television News, as expected (BROADCASTING, April 1). CBS News

SENATE OK'S CPB BOARD NOMINEES

The U.S. Senate confirmed board members for the Corporation for Public Broadcasting. Leslee Buhler (Honey) Alexander's confirmation marks her second term at CPB, while Victor Gold begins his first. Alexander is a former first lady of Tennessee (her husband, Lamar Alexander, is currently U.S. Secretary of Education) and has previously served on the boards of PBS, East Tennessee Public Communications Corp. and WCTE-TV Cookeville, Tenn.

Gold is a national correspondent for *Washingtonian* magazine and has authored or co-authored four books, including President Bush's autobiography, "Looking Forward." He was a speechwriter during Bush's 1980 presidential campaign and served as former Vice President Spiro T. Agnew's press secretary.

executives had earlier indicated some concern about the ownership role played by ABC, which had recently raised its majority stake in WTN. Visnews, which also supplies footage to Fox TV in the U.S., is 37% owned by NBC.

The Discovery Channel has dropped its nightly *World Monitor* news show just weeks after the resignation of anchor John Hart. The future of the program had been unclear following published complaints by Hart that the show's producer, The First Church of Christ, Scientist, had exercised editorial control. The show on Jan. 6, 1992, will move to the Monitor Channel, where it will air at 7 p.m. and 1 a.m. ET. Discovery will replace the 7 p.m. time slot with *Discovery Showcase*, a documentary series.

NBC News has hired Jeff Diamond as executive producer of its upcoming prime time hour, which will be co-anchored by Jane Pauley and is scheduled to debut in March 1992. Diamond, most recently a senior producer of ABC News' *20/20*, joined that network in August 1972.

David Simon has been promoted to VP, programing international, Buena Vista Productions. Based in London, Simon will report to Randy Reiss, executive VP, The Walt Disney Studios. Simon will be responsible for worldwide development for Buena Vista Productions, as well as managing director of Buena Vista Productions Ltd. in United Kingdom.

Tele-Communication Inc. is investigating reports of theft of ser-

vice and "related improprieties" at its Chicago system, the MSO acknowledged last week. In connection with the investigation, it said, it has placed a number of employees on administrative leave with pay.

The **FTC's Bureau of Economics** last week **unveiled a study concluding that reimposition of must-carry rules would probably disserve consumers.** The study was submitted to the FCC, which has a proceeding underway considering reimposing such rules. According to available evidence, the study says, most cable systems continue to voluntarily carry signals they were obliged to carry before the must-carry rules were struck down by courts in the mid-1980's. And, it says, those signals that have disappeared were dropped because they were distant and duplicated or low-rated. If so, it says, return of must carry could bump popular cable networks from cable systems and discourage the development of new cable networks. "Under these circumstances, consumer interests would unlikely be served."

NAB will sponsor a "Broadcasters' Law and Regulation Conference" as a new feature of its annual spring convention. The first conference will be held April 14-15 during the 1992 convention in Las Vegas (April 12-16). Broadcast lawyers and regulators will provide advice on political advertising, indecency, sexual harassment, equal employment opportunity regulations and other areas. FCC Chairman Alfred Sikes will deliver the conference keynote address.

Editorials

THE BEST MAN

This week, the board of governors of Intelsat will convene in Washington for its 91st meeting. The principal order of business will be the selection of a new director general, to succeed the late Dean Burch. It should be a short meeting; an eminently qualified candidate is available.

Irving Goldstein of the United States is that person. "Of the United States" because Intelsat is the most international of organizations, and the three other candidates are "of Australia" (John Hampton, who comes to the contest with good credentials as an operator, as opposed to a chief executive), "of the United Kingdom" (John Mills, inexperienced but for his friendship with the prime minister) and "of Indonesia" (Jonathan Parapak, a bureaucrat whose international reputation isn't preemptive).

Goldstein, of course, has been chairman and chief executive officer of Comsat, the U.S. signatory to Intelsat, since 1985. A lawyer/businessman, he has been part of Comsat for 25 years—which is to say, for almost its entire existence. Among the four candidates he is the only one who has run a for-profit business, and he is the ideal choice to take Intelsat through the transition from a regulated to an entrepreneurial mindset. He understands the business and he knows what it will take to make competition the way of life in international electronic communications.

Without reservation, we endorse Irving Goldstein of the United States as the next director general—the right choice to keep Intelsat flying high, wide and handsome.

BATTEN THE HATCHES

The news that the Office of Substance Abuse Prevention (OSAP) within the Department of Health and Human Services is expected to call for a ban on beer and wine advertising has prompted us yet again to start stacking whatever is handy against this rising tide of censorship of commercial speech for a legal product. The OSAP is also planning a conference in March on alcohol abuse (we wish we had a nickel for every conference, task force or special commission the government inserts between itself and whatever difficult issue it may be asked to deal with), a conference from which the alcohol industry's view has been excluded.

This news comes on top of the recent request by the Office of the Surgeon General for a general review of the relationship between alcohol abuse and advertising, in addition to a bill planned for introduction in January that would require a warning in all alcohol advertising (see

story, page 44). The bill would require radio spots to carry a warning of at least 10 seconds in length. Such a bill would have the effect not of informing, but of reducing the number of alcohol ads, since, as one critic of the bill put it: "No beer company is going to buy advertising that spends so much time saying that the product is bad for you. It would force them off the air, which is its thinly veiled intent." Actually, the intent isn't so thinly veiled. Congressman Joe Kennedy (D-Mass.), the bill's co-sponsor, has made no bones about his desire to get alcohol ads off the air.

It is the holiday season, a time when many people travel and alcohol-related traffic accidents are of particular concern. Those wishing to ban alcohol ads would like to translate that concern into censorship of commercial speech. The reason is obvious: It is tidier to blame the media than it is to assume responsibility as a society for the problem. If the problem and the solution rest with society as a whole, in education, tougher laws and sentencing and in addressing whatever social ills might have alcohol abuse as a symptom, then that puts the responsibility right back on government. Quick, call a conference, form a task force, muzzle the media.

THE LONG WAY HOME

The recent release of Middle East hostages has renewed hope that AP Middle East Correspondent Terry Anderson, a prisoner since 1985, may be among other hostages soon freed. The tide of hope rises and falls so often in these situations, as the terrorists manipulate the emotions involved, that we'll wait for the first videos of his release before celebrating, but the prospect brightens all our holidays.



Drawn for BROADCASTING by Jack Schmidt

"So then I said: 'The heck with the production cost, we'll make it up on the back end.'"

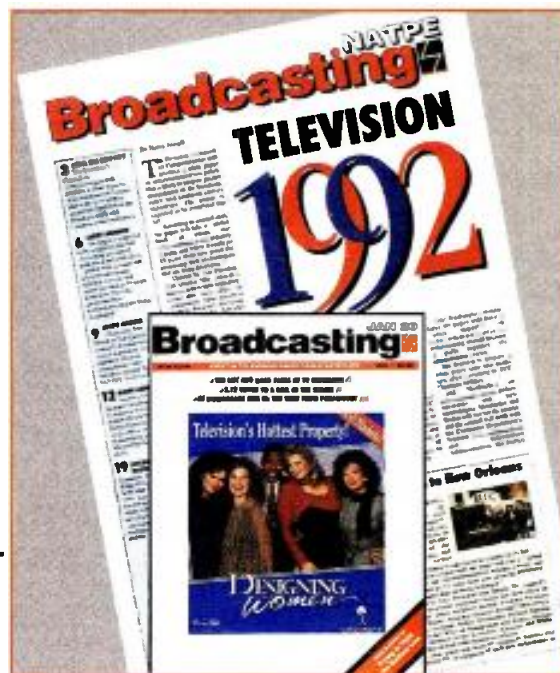
Sorry. But Broadcasting Magazine is skipping the NATPE Convention.

We just felt that NATPE is too important to our readers and advertisers to simply be a section of *Broadcasting Magazine*.

So we decided to skip it.

Instead we're giving our readers and our advertisers—the producers, syndicators, the program buyers—the best possible coverage of this "monster" event with their very own magazine—**Broadcasting NATPE**. A tabloid-size book that will contain everything they'll need to know about NATPE and its implications for 1992.

This means full coverage of what's being offered, who's making waves, analyses of the latest trends, the big stories and the small ones that are likely to explode into big ones. It means incisive reports on the personalities, the business



and the economics that will ultimately dictate who will be the winners and the losers.

This superb magazine will be polybagged with the regular January 20th issue of *Broadcasting Magazine*, and sent to our full circulation. Both publications will, of course, be distributed at the convention site.

It's going to be big, bold, beautiful and affordable! The fact is, you'll be able to advertise in this unique tabloid at the same rates you pay in the regular

Broadcasting Magazine.

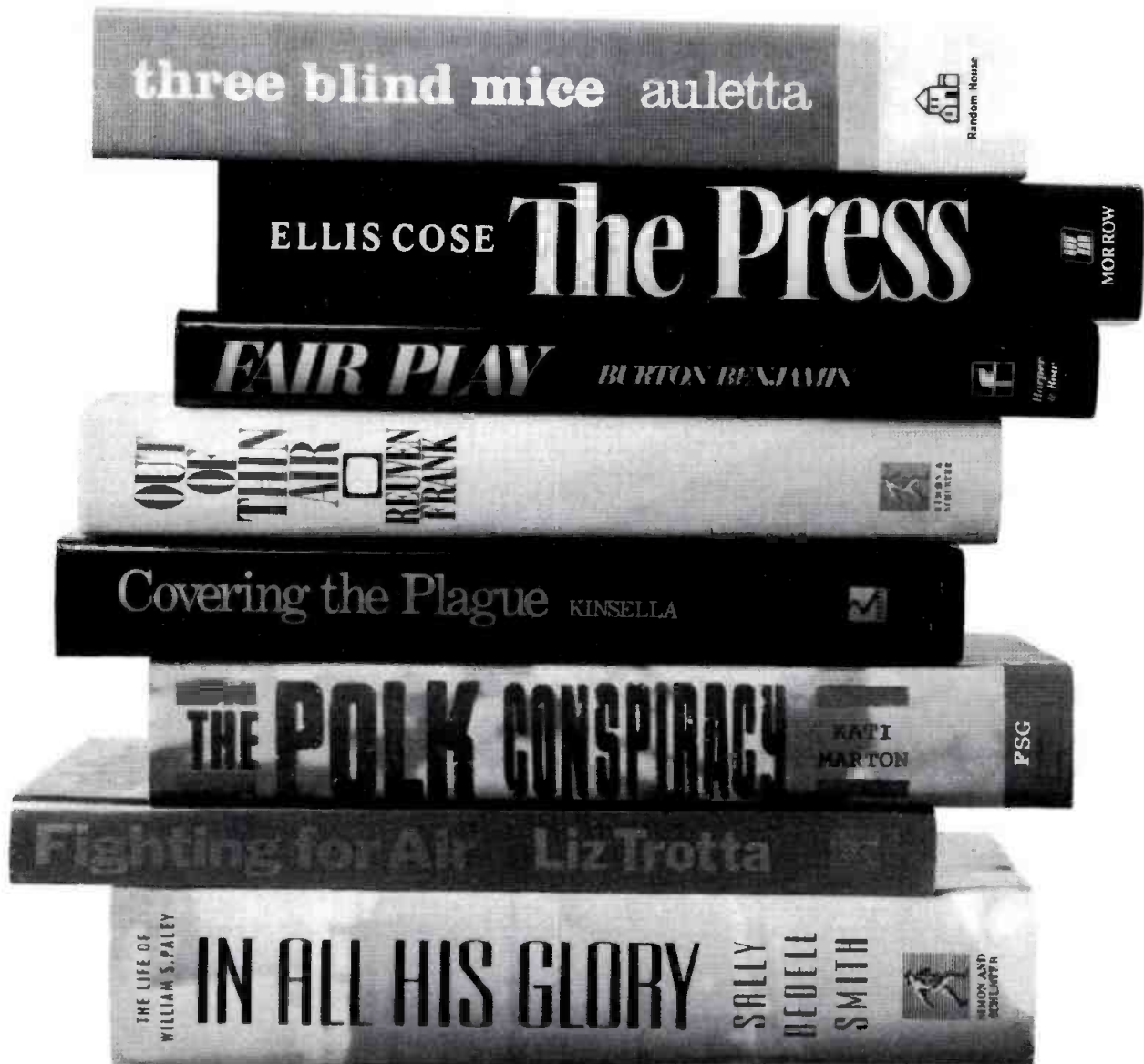
And we've got a special discount that will be offered in conjunction with our sister publication—*Variety*!

So what are you waiting for? Call Larry Oliver or your favorite *Broadcasting Magazine* rep for details, today!

Broadcasting

New York: (212) 599-2830 • Washington: (202) 659-2340 • Hollywood: (213) 463-3148
Issue date: January 20, 1992. Closing for reservations and materials: January 10, 1992

Some of the great ideas
The Freedom Forum Fellows put on the shelf...



Since 1985, more than 40 important books have been written by Fellows of The Freedom Forum Media Studies Center. Books that reveal, explain and make sense of today's media issues. Fellows have also created software for investigative reporters, systems to help the public "talk back" to the media, and even a training center for international journalists.

The Freedom Forum Media Studies Center is accepting applications for up to 15 residential fellowships, to be awarded to senior media professionals, scholars, midcareer individuals and persons of promise with a minimum of 5-8 years experience. Fellows will be in residence at Columbia University for periods of 3 months to a full academic year. Stipend and other benefits are included. These fellowships provide a unique opportunity for media professionals and scholars to take time away from a demanding career and give form to their ideas.

The Center is particularly interested in projects on First Amendment freedoms; minority and ethnic press issues; media economics; the relationship between the media and other institutions, such as business, education and the arts; improving news coverage; and the advancement of journalism education.

Deadline for applications is February 1, 1992. For further information, please contact:

Residential Fellows Program
The Freedom Forum Media Studies Center
2950 Broadway, New York, NY 10027



**The Freedom Forum
Media Studies Center**

At Columbia University in the City of New York
(Formerly Gannett Center for Media studies)