

# Broadcasting

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- RADIO OWNERS TAKE MANY ROADS TO DUOPOLY / 4
- ALL-OUT WAR ON CABLE BILL / 8
- PYRAMID, ATLANTIC RADIO GROUPS MERGE / 26



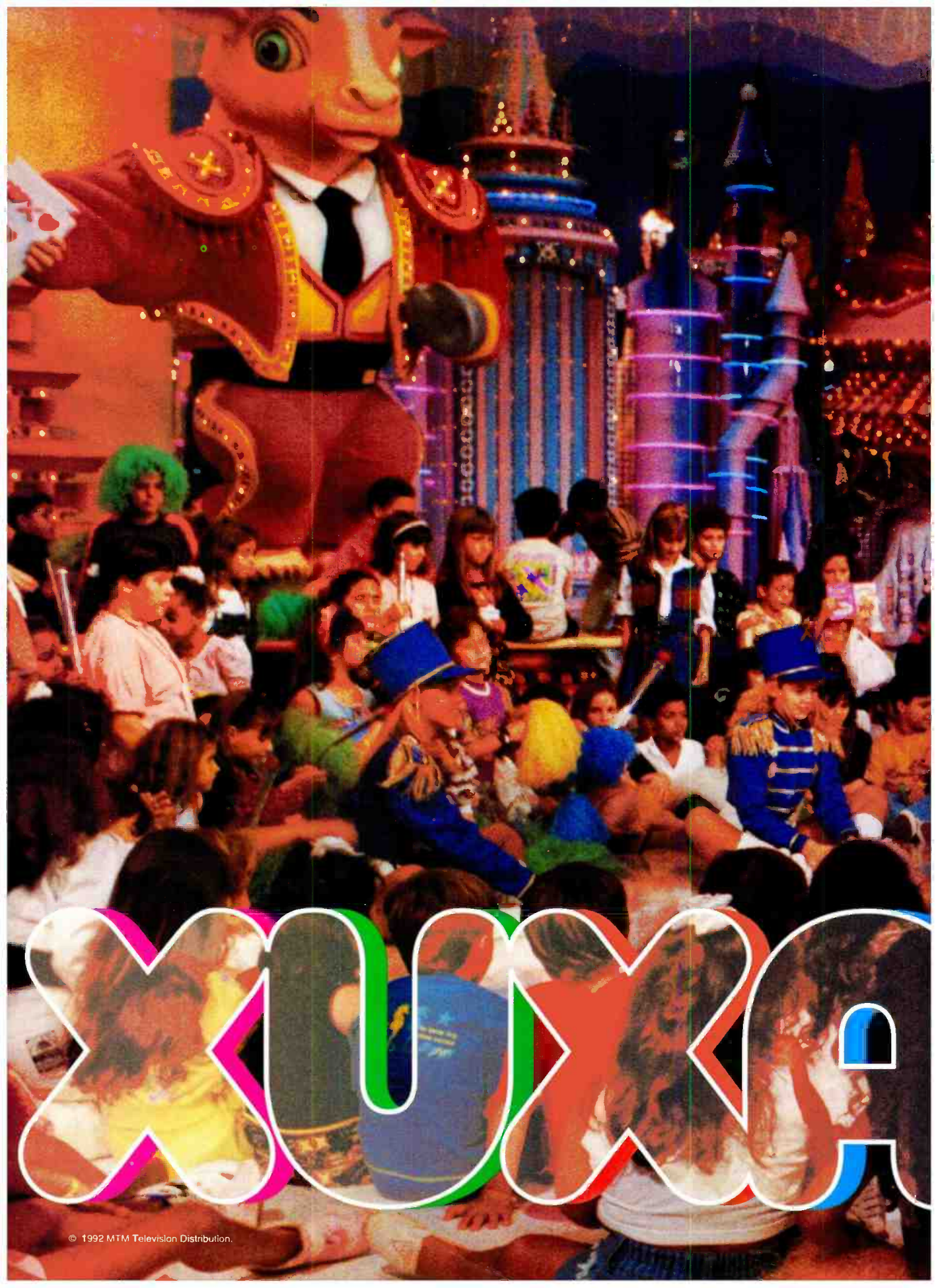
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**SPECIAL REPORT**  
**RADIO '92**  
 Vol. 122 No. 37



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# Top of the Week

## RADIO'S NEW AGE: DAWN OF THE MEGA-COMBOS



*Operators have varied visions of life with duopoly*

By Peter Viles and Geoffrey Foisie

**N**ow that radio's new ownership rules have finally become a marketplace reality, the industry is taking a closer look at a complicated question: exactly what is the best way to operate three or four stations in the same market?

On the eve of the annual NAB Radio Show in New Orleans (see pages 41-66), duopoly is clearly the industry's hottest topic. When Pyramid Broadcasting and Atlantic Radio announced plans for a merger last week (see page 26), the new rules created the first major-market mega-combo, for the time being—a five-station powerhouse in Boston.

But already there are sharp disagreements within the industry about the best way to run mega-combos. While most broadcasters foresee savings by merging sales staffs, one of duopoly's biggest advocates, Infinity Broadcasting CEO Mel Karmazin, maintains that merging sales forces is one of the worst things an operator could do.

"The best way to improve your bot-

tom line is to generate more revenues, not try to reduce your expenses," Karmazin says. "If you cut back on the number of salespeople, I think you're hurting yourself. If anything, I think the industry needs more salespeople."

Karmazin's theory, which he put into practice when he bought second FM stations in Boston and Chicago, is that duopolies should be run like strong AM-FM combos: keep the stations separate, with different management and sales staffs. The main benefit of owning them both, he says, is that the two stations can share pricing information and strategy.

But in Jacksonville, Fla., Evergreen Media Corp. says it has succeeded with an FM-FM combo by merging sales staffs and cutting costs. "We've been very successful in decreasing our cost of operation," says Evergreen President Scott Ginsburg. "It starts right at the top: we use one general manager and one sales department. Our theory is to combine the staffs."

For most radio stations roughly one in every five revenue dollars goes to

paying off sales expenses.

Ginsburg believes, based on Evergreen's experience in Jacksonville, that total revenues will increase when two competing stations are joined under one management. He says the newly formed combination offers buyers a more efficient, simpler buy, which makes the buy more valuable. And further, he says, "The rate integrity is much better when two stations that were very competitive are now being sold together."

Paxson Broadcasting, which is now operating mega-combos in Jacksonville and Orlando, plans a slightly different approach, according to company president Jim Bocock. He says Paxson will run four stations in both markets using one general manager and two sales staffs per market—one staff for AM-AM combos and a second for FM-FM combos.

And the new Boston Radio Group, formed in the Pyramid-Atlantic merger, plans to consolidate its management and sales staffs in Boston, using three sales staffs: one for its AM-AM

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# CAMPAIGN TAKES THE LOCAL ROUTE

*Candidates take message, ads to the grass roots; study finds Bush gets more favorable coverage from TV stations than networks*

By Sharon D. Moshavi

**A**s it makes its traditional start this week, the presidential race continues along an untraditional media course. Having ranged across the national media map from morning shows to talk shows, the campaign is now looking amazingly local, in both paid and free media.

With the opening of the FCC's 60-day window in which stations and networks must extend their lowest unit rates to political advertising, Clinton has made spot TV buys for this week in upwards of 10 states, many of them the same he bought last week. They include Connecticut, North Carolina, New Mexico, Louisiana, Ohio, Colorado, Michigan and Georgia. The campaign is mostly buying time during news programming, along with some prime time access. The Bush campaign was expected to make its buys early this week.

One rep says the Clinton buys are relatively sparse in terms of the number of markets per state, lending credence to the view of some, such as Democratic political consultant Scott Miller, that the campaigns are trying to "get more mileage than ever before" out of news coverage of the ads.

Ave Butensky, president of the Television Bureau of Advertising, suspects total political dollars for spot TV could go \$100 million above TVB's initial projection of \$200 million, in large part because of increased spending from the presidential race. TVB has estimated the broadcast networks' take at \$30 million, compared with \$38.5 million in 1988.

The ad campaigns launched so far by Bush (before the Republican convention) and Clinton (last week) have

Continues on page 12

# This Week

## MANAGING THE NEW DUOPOLIES / 4

With new radio ownership caps in place, the industry is trying to figure out the best way to run the new "mega-combos."

## STRONG OPENING FOR BET YOUR LIFE / 10

Carsey-Werner's *You Bet Your Life* fell short of its 13 rating guarantee, but still had one of the biggest syndication debuts in recent memory. Group W's *Vicki!* also had a strong opening.

## DISNEY'S FRINGE APPEAL / 18

Buena Vista Television takes its *Disney Afternoon* early-fringe package to affiliates, hoping to convince them that children's programming can compete in the ratings with adult fare as well as provide a lead-in to local news.

## SONY CONSIDERS SOAP CABLE CHANNEL / 24

Sony Corp. of America, which already has a strong presence in production of daytime dramas (*Young and the Restless*, *Days of Our Lives*), is considering the possibility of developing a soap opera channel for cable.



Gathered in New Orleans, radio industry awaits the revenue turnaround (p. 41).

## BOSTON DUOPOLY MERGER / 26

In the first major merger of the higher-ownership-cap era, Pyramid Broadcasting and Atlantic Radio announced plans to form Boston Radio Group, which would have a 20% share of the Boston market.

## PITCH FOR HDTV CHANNEL / 28

In a petition to the FCC, Press Broadcasting says letting broadcasters use their allotted HDTV channel for multiple channels could provide revenue for the

later introduction of HDTV.

## SHORT LOAN SUPPLY / 36

Although federal banking regulators have eliminated the "HLT" designation, broadcasters are still having a tough time getting bank loans for station acquisitions.

## SPECIAL REPORT: RADIO '92 / 41

On the eve of the NAB's annual Radio Show, BROADCASTING examines the issues facing the medium this year: new ownership rules, the revenue slump and DAB development.

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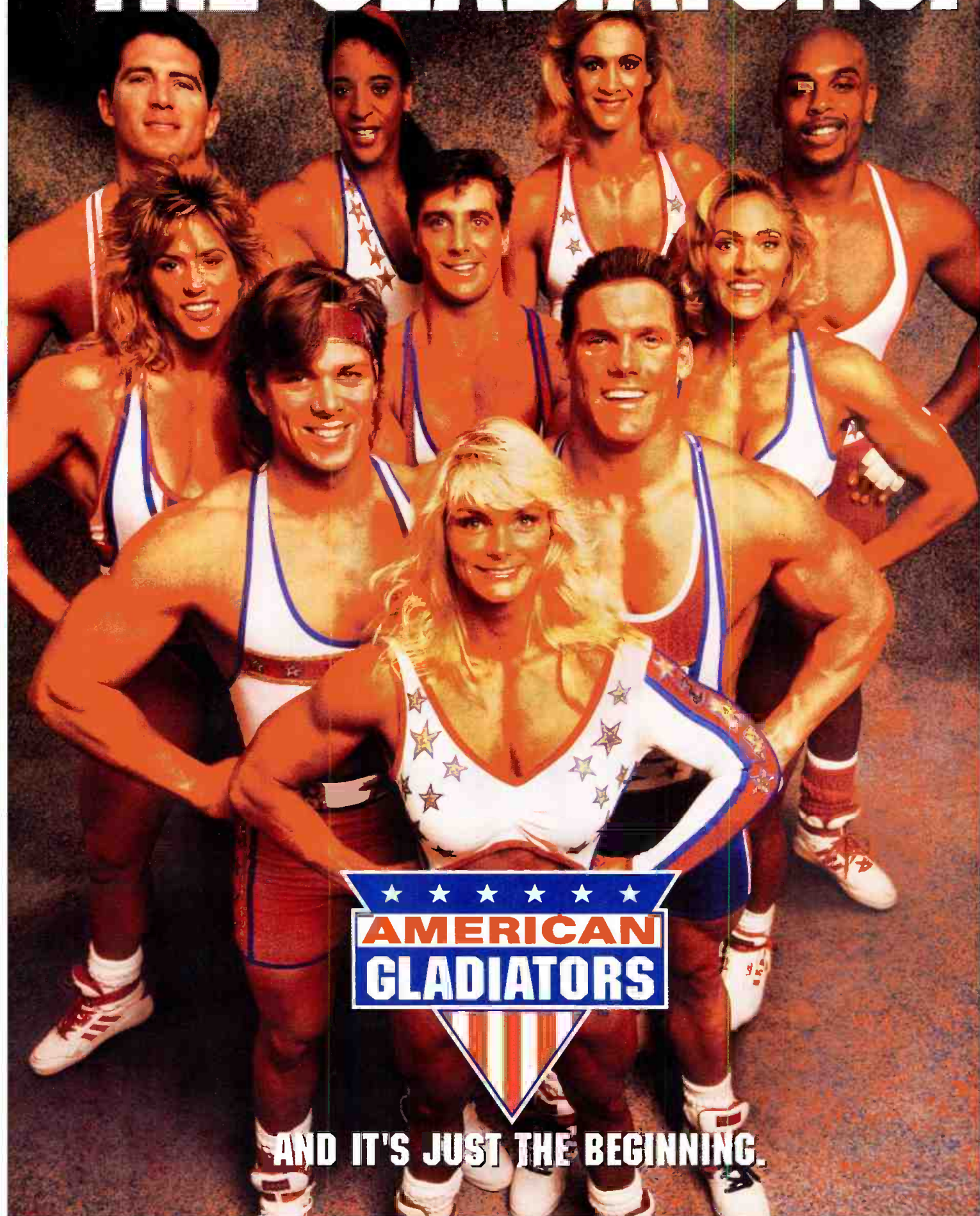
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# THE GLADIATORS.



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**AMERICAN  
GLADIATORS**

AND IT'S JUST THE BEGINNING.

# THE FRANCHISE.

This week, AMERICAN GLADIATORS launches its fourth season. And the show that started small has become such a global phenomenon, even George Bush is talking about it!



## THE SERIES

AMERICAN GLADIATORS becomes more popular each year. It has grown dramatically from its very first episode HH rating of 2.6 to its highest rating of 5.6 this past season.



## THE LIVE TOUR

This wildly successful tour has been packing in audiences in 120 cities over eight months. The tour comes back bigger and better than ever in January.



## THE MERCHANDISING & LICENSING PROGRAM

This far-reaching program is headed by Mattel Toys' multimillion dollar line of AMERICAN GLADIATORS action figures and toys, a best-selling Nintendo home video game and the popular Body Plus fitness machine.



## THE SPECIALS

AMERICAN GLADIATORS specials will include THE GOLD MEDAL CHALLENGE OF CHAMPIONS, featuring such medal-winning U.S. Olympians as skier Bill Johnson, speed skater Kathy Turner, basketball star Danny Manning and boxer Tyrell Biggs; THE INTERNATIONAL CHALLENGE OF CHAMPIONS, with athletes from around the world; and THE PRO FOOTBALL CHALLENGE OF CHAMPIONS II, the eagerly anticipated sequel to last year's popular special.



## THE HIT

In more than 35 countries, inspiring new series like Britain's "THE GLADIATORS" premiering this October.



## THE FEATURE FILM & ANIMATED SERIES

An AMERICAN GLADIATORS movie and cartoon series are currently in development.

*Samuel Goldwyn*  
SAMUEL GOLDWYN TELEVISION



# SENATE IS CABLE'S LAST HOPE

*Industry's best hope of defeating bill lies in getting 19 senators to sustain presidential veto; conference version of legislation likely to be ready this week*

By Randy Sukow

**T**his is the last week for maneuvering.

The cable and broadcasting industries have this week to run TV and print ads and personally lobby politicians to support their positions on cable television reregulation. As soon as next Monday (Sept. 14), both houses of Congress could be debating passage of a conference report to be written this week. Analysis of the numbers suggests cable industry attempts to block a heavily reregulatory bill are a long shot for success.

House and Senate conferees are expected to meet this week soon after both houses are back in session Wednesday (Sept. 9), following the month-long summer recess. Most of the major differences between their respective bills (H.R. 4850 and S. 12) are expected to be worked out by staff before they sit down, and approval of a final draft should be rapid.

The three major elements of the bill that have been debated for the past three years—must carry/retransmission consent, program access and rate regulation—are likely to be included in the final product.

Retransmission consent, absent from the House bill, was passed by the Senate and is expected to be in the conference report. The program access provisions passed by the House, which allow for some exclusive programming contracts under certain conditions and provide a 10-year sunset on exclusivity restrictions, are considered less stringent than the S. 12 provisions and more likely to be in the final bill.

Hill staff were believed to have not yet worked out the details of the final rate regulation provisions last week, with much of the debate over how to define "effective competition."

If cable is to be saved from these fates it must hope the cable bill dies, either through delay or by sustaining a presidential veto. The most likely place for either is in the Senate.

The target for the delay strategists is Sept. 22, 10 working days before the scheduled end of the current ses-



*If TV viewers are puzzled about the cable rereg legislation, it's no wonder. They have been barraged by spots with conflicting messages. Those of the National Association of Broadcasters and Consumer Federation of America say the measure will lower rates (left); those of the National Cable Television Association say it will cause rates to go up (right). The ads do agree on the telephone number of the Capitol switchboard, which will connect callers with any congressional office. The NAB CFA spots, produced by the Arlington, Va.-based Stuart Stevens Group, have been airing on TV stations around the country—how many the NAB can't say. According to the NCTA, its Bozell-produced ads are airing regularly in prime time on more than a dozen cable networks. Tele-Communications Inc., Continental Cablevision, Cox Cable and the Florida Cable Television Association also contributed spots.*



sion of Congress. If President Bush gets a cable bill after that date, he could "pocket veto" it.

Cable industry lobbyists privately concede they do not have the 41 votes needed to start a filibuster on the cable bill. If a conference report comes up in the Senate on or about Sept. 14 (as Majority Leader George Mitchell has indicated he would like),

it probably will be approved quickly. But if this week's cable bill conference is for some reason delayed a week, the Senate could flirt with the Sept. 22 deadline.

Cable may have a better chance to kill the bill by sustaining a veto. The vote on S. 12 last Jan. 31 was an overwhelming 73-18. But an earlier vote on a less-regulatory substitute sponsored by Bob Packwood (R-Ore.) was defeated 35-54, suggesting that several senators were not fully satisfied with S. 12. Assuming the 18 senators who voted against S. 12 continue to oppose strict cable reregulation, the swaying of about a dozen more votes might send a message to the White House that a veto could be sustained.

The most likely place to find those 14 votes would be among the 19 senators (15 Republicans and four Democrats) who voted for both S. 12 and the Packwood substitute (see chart).

None of those 19 swing senators were saying last week how they would vote, opting to wait for completion of the conference report. But staffers for many of the 19 told BROADCASTING that the Senate may lean toward supporting the conference report, even if it is a strict, S. 12-like bill. An aide to Senator Orrin Hatch (R-Utah) gave a common response: "I think the senator is still generally supportive of what

## THE SWING VOTES

*The 19 senators who voted for both S. 12 and the Packwood substitute last Jan. 31:*

Richard Bryan (D-Nev.)  
 John Chafee (R-R.I.)  
 Thad Cochran (R-Miss.)  
 Alfonse D'Amato (R-N.Y.)  
 Wyche Fowler (D-Ga.)  
 Orrin Hatch (R-Utah)  
 Mark Hatfield (R-Ore.)  
 James Jeffords (R-Vt.)  
 J. Bennett Johnston (D-La.)  
 Nancy Kassebaum (R-Kan.)  
 Robert Kasten (R-Wis.)  
 John Kerry (D-Mass.)  
 Trent Lott (R-Miss.)  
 Frank Murkowski (R-Alaska)  
 Don Nickles (R-Okla.)  
 John Seymour (R-Calif.)  
 Alan Simpson (R-Wyo.)  
 Arlen Specter (R-Pa.)  
 John Warner (R-Va.)

*\*Running for reelection in 1992*



the Senate passed and would like to see a conference report that's fairly close to what the Senate passed."

For Republican senators running for re-election there is the dilemma of either voting against the White House position or against a bill widely viewed as pro-consumer. That is exactly the perception the cable industry has tried

to dispel in recent weeks with TV ads urging viewers to contact senators and ask them to vote down the bill. "We are getting a lot of calls [in response to the campaign] at the state-office level, and a few of them have trickled to the Washington office—and we are getting lots of letters in opposition to the S. 12 position in the cable

bill," said an aide to John Seymour (R-Calif.), who estimated the calls and letters to be in the thousands.

"I think people are pretty confused about what's going on with the whole thing," said a staffer for Mark Hatfield (R-Ore.). "People just want to keep their cable rates down, and this bill will do that." ■

## THE CABLE REREG BUCK STOPS AT THE FCC

**W**hile the debate over whether cable legislation will cost consumers more or less rages on, one thing appears certain: it will cost the FCC a bundle to implement and administer at a time when it may be having difficulty meeting its payroll.

FCC staff last week circulated to the commissioners lengthy lists of costly obligations that would befall the agencies—rulemakings, reports, local rate regulation and increased enforcement responsibilities—should the legislation become law.

One list reflects obligations under the House bill (H.R. 4850—see below); the other, under the Senate version (S. 12). Preparation of a definitive list awaits reconciliation of the two bills by House and Senate conferees this week or next.

According to the Congressional Budget Office, the new duties specified in the House measure would cost between \$20 million and \$25 million a year, most of which would stem from the FCC's obligation to regulate rates in certain communities, including those that fall to meet federal regulatory standards.

The FCC thinks it could be worse. It estimates the

cost of the Senate bill at between \$22.5 million and \$54.7 million in the first year and between \$100 million and \$249 million over five years.

(The FCC had agreed with much lower CBO numbers contained in the S. 12 committee report. It revised its estimates upwards last spring, however, after reviewing the bill as amended on the floor and adopting some new assumptions about how many systems it would end up having to regulate.)

The conservative \$20-million-a-year estimates may seem like chump change to some government agencies and departments, but it amounts to nearly one-sixth of the \$126 million Congress looks like it is ready to give the FCC for fiscal 1993.

If the FCC ends up with just \$126 million, \$20 million less than requested, it will fall nearly \$8 million short of what it needs simply to maintain current services. According to FCC Managing Director Andy Fishel, that means the agency may have to furlough employees—that is, force them to take unpaid days off. The worse case envisions 14 furlough days for each of the agency's 1,700 employees, he said.

—HAJ

## WHAT THE FCC MUST DO (AND WHEN IT MUST DO IT)

### WITHIN 60 DAYS

- Modify franchise renewal regulations.
- Collect cable financial information (for report to Congress by Jan. 1, 1994).
- Act on waivers of the three-year cable holding period.
- Begin enforcing foreign ownership limits.
- Conduct proceeding on areas with poor broadcast service.

### WITHIN 120 DAYS

- Prescribe basic rate regulation: determine areas without "effective competition," set rate cap for basic tier, certify communities qualified to regulate rates.
- Regulate basic rates if local authority is denied or revoked.
- Hear appeals of local rate decisions.
- Impose anti-buy-through provision requiring installation of addressable converters in most homes within five years.
- Prescribe rules to prevent evasion of rate and service regulations.
- Prescribe home wiring rules.

### WITHIN 180 DAYS

- Prescribe "renegade" rate regulations, rolling back unreasonable rates and ordering refunds.
- Prescribe program access regulations.
- Prescribe must-carry rules.
- Abolish input selector (A-B switch) rules.
- Prescribe customer service regulations.

- Initiate rulemaking on DBS public interest rules.
- Conduct sports migration study (submit final report to Congress on Jan. 1, 1994).

### WITHIN 240 DAYS

- Report to Congress on broadcast industry EEO compliance.

### WITHIN 270 DAYS

- Set new cable EEO rules.
- Begin annual certification of broadcast EEO compliance.

### WITHIN ONE YEAR

- Prescribe rules governing agreements between cable operators and video programmers.
- Adopt technical standards and emergency rules.
- Submit compatible interfaces report to Congress.
- Set cable-ready and signal transmission standards.
- Report to Congress on cable concentration.

### WITHIN 18 MONTHS

- Submit first annual report on video competition.

### WITHIN THREE YEARS

- Conduct cost-benefit analysis of anti-buy-through provision to determine whether to extend deadline for compliance.

### WITHIN FIVE YEARS

- Extend anti-buy-through deadline if deemed too expensive.

# COSBY AND VICKI OFF TO GOOD STARTS

*New shows debut to generally strong overnight numbers*

By Steve McClellan

**Y**ou Bet Your Life, the updated 1950's game show from Carsey-Werner and Bill Cosby (who hosts) made its much anticipated debut last week, and didn't hit a 13 rating, the guarantee made to national advertisers. But it still made one of the better debuts in syndication in recent memory. In addition, *Vicki!*, the new talk show from Group W Productions, made its debut. Reps said it was too early to call, but the show generally met or surpassed rating levels in many difficult time periods.

Industry observers have been scratching their heads ever since Car-

sey-Werner and its barter sales rep, Group W, decided to offer up to a 13 rating guarantee on *You Bet*, based largely on the popularity of Bill Cosby. If the show were to do that in its first sweep, it would leap instantly to number two behind *Wheel of Fortune*, which averaged a 15.2/28 in May.

But last week, *You Bet* beat every show it went up against in 10 metered markets at least once (including fringe and access biggies *Oprah* and *Jeopardy!*), with the exception of *Wheel*. The show aired in 58 markets and will roll out in the rest of the country this week.

"I don't doubt for one second that we have [in the show] what we told

everybody we have," said Bob Jacobs, president of Carsey-Werner Distribution. "By the November book, in many cases, the show will be number one demographically."

After three days, the show was number one in Los Angeles in the Niensens on KCBS-TV at 7:30 p.m., although its lead-in will change shortly from *Wheel* (moving to KABC-TV) to the new *Star Search* strip. It was second in Chicago on WBBM-TV at 3:30 (5.7/14 NTI) and second on WRC-TV Washington at 7 p.m. and 6 share points above the time period last October.

As for *Vicki!*, the show averaged a 2.4/10 in the Nielsen metered markets, 11% higher than time period performance last fall, and a 2.6/11 in Arbitron, 22% higher than last fall.

"It's early, but I'm pleased as punch with the early returns," said Derk Zimmerman, president, Group W Productions. "It will take six weeks to find out what we really have," he said. Or don't have. ■

## AD SALES FOR FALL SPORTS FACE OLYMPIC HURDLE

**O**lympic gold looks more like tarnish to the networks trying to sell fall sports.

With most Olympic ad buys coming from existing rather than incremental budgets, CBS is faced with a challenge in peddling post-season Major League Baseball to advertisers. In fact, the network has a two-front battle going as it—and NBC—attempts to sell regular-season National League Football as well.

Obviously aware of the dollars the summer Olympics siphoned from fall sports ad budgets, CBS heavily packaged post-season baseball with prime time upfront, says media buyer Paul Schulman, president, Paul Schulman Co. "They wanted to make sure they didn't end up in last year's situation, when a lot of inventory was pushed at the very end," he says.

As of now, post-season baseball—the playoffs and the World Series—is said to be about 70%-75% sold. According to one buyer, no network has sold out the playoffs since 1985. CBS is said to be looking for an average of \$100,000 for playoffs units and \$200,000 for World Series spots, about even with last year's targets.

But those are just averages. Pricing last year for the playoffs ranged from \$50,000 for spots bought at the last minute to a top end of \$175,000 for car advertisers. The 1991 World Series ranged from \$125,000 to \$300,000. CBS is said to have gotten the high-end price again from some advertisers, but how low it goes will be determined by how close to game time it is still

selling. Guarantees are on a par with last year's ratings, a 24.0 for the series and 12.0 for the playoffs.

Media buyers say CBS essentially gave up on selling regular-season Saturday baseball on the assumption it could not compete with the Olympics. "CBS just hasn't registered much concern or been that visible about selling it," says Bill Sherman, vice president, network supervisor, McCann Erickson. Pricing is said to have gone as low as \$10,000 a unit, less than last year's low of \$15,000-\$20,000. Ratings for regular-season baseball are down about 10%.

CBS is throwing what's left of Saturday baseball in with its regular-season NFL inventory, which is said to be about 75% sold. NBC is about 65%-70% sold. Both networks are said to be looking for unit price increases of 5% to 7%, ranging from \$60,000 to \$130,000 depending on the game. Adding to the selling problems is that everyone with an NFL contract—including ABC, ESPN and TNT—has an extra minute of time to sell per game.

ABC's Monday Night Football is in pretty good shape, selling at about \$225,000 to \$250,000 a spot, largely because the network has been able to package it with prime time upfront buys. TNT and ESPN are said to be just about sold out, since they have two factors working in their favor: much less inventory to sell and lower pricing. TNT's games have gone for around \$40,000 per unit, while ESPN's spots sold at an average of \$70,000.—SDM



# TWENTIETH TAKES UNUSUAL BARTER ROUTE

*Century 16 film package is being sold with cash run sandwiched between two barter runs; movies include 'Home Alone,' 'Star Wars,' 'Die Hard II'*

By Mike Freeman and Steve McClellan

**T**wentieth Television Domestic TV, the Fox-owned syndication arm, has added a second barter window to its Century 16 theatrical film package to launch the package in syndication without a basic cable exhibitor. In two weeks of wheeling and dealing, the package has already cleared more than 30 markets covering 45% of the country, according to Ken Solomon, Twentieth's executive vice president and general sales manager.

It's the first time a major film package has had two barter runs attached to it, sandwiching a cash run in between. The second barter run was the compromise that Fox came up with to make up a cash shortfall due to Turner Broadcasting's decision not to pick up the package along with its movie-buying consortium partner Tribune Broadcasting, which has picked up the package, along with Gaylord Broadcasting, ABRY Communications and some Scripps-Howard stations, among others.

The word traveling in broadcast executive circles, confirmed by two high-level sources with direct knowledge of the talks, is that TBS Chairman Ted Turner put the kibosh on any WTBS(TV) Atlanta bid for the package because Rupert Murdoch has ordered Fox-owned stations to drop CNN's syndicated news feed.

But Bob Levy, the Turner programming vice president responsible for negotiating program acquisitions, disputed that interpretation. "We've chosen to invest the money in more original programming," he said. Also, he added, coming so quickly after TBS acquired Paramount's Portfolio XV, "it made it a lot less important to pursue the Fox package."

The Fox 16 package includes such hits as "Home Alone," "Die Hard II" and "Star Wars," and Twentieth execs are pitching it as the highest box

office-grossing package ever offered in syndication (roughly \$2.5 billion).

As with earlier movie-buying consortium deals involving Tribune, stations are not offered syndicated exclusivity, and no basic cable play will be allowed before broadcasters have run their packages.

As for the marketing plan, Solomon says Twentieth is altering the theatrical, pay cable, network and syndication product flow windows to give the cash syndication run an earlier start in some cases. Usually, the syndication cash run does not air until after the second pay cable window. Under the 16 plan, stations can air their cash runs before the second pay window for titles that don't get sold to network television.

Solomon says Twentieth is "ahead of pace" in earning more than the typical "high-end" \$1.5-million-

\$1.8-million-per-title revenues derived from broadcast syndication. If Twentieth at least reaches the \$1.8-million-per-title plateau, the entire 26-title package could gross \$46.8 million in broadcast syndication revenues.

Solomon also said an unprecedented number of network affiliates had expressed interest in the package, including a handful of medium-sized affiliates (whom he declined to identify) that have already bought the package. "We've had multiple affiliate offers in some markets," he said, add-

ing that he expects to close some major-market affiliate deals shortly. It's expected that affiliates would use the films to pre-empt network programs.

Among other recent major Hollywood studio package deals, Buena Vista Television's 50-title Buena Vista I package, which Tribune, Gaylord, Koplak Communications and WTBS acquired in a consortium deal, claimed to

have a record value of \$125 million (or \$2.5 million per title), even though half the titles have yet to be produced by The Walt Disney Co.'s motion picture divisions. In fall 1990, that same consortium of group broadcasters acquired the 15-title Viacom 14 package, which was estimated to have grossed \$2 million per title. ■



*'Sleeping with the Enemy' is one of the titles in the film package.*

## FOX TV STATIONS: 'BUSTED'

*Comedy strip hopes to take path of 'Studs'*

By Steve Coe

**T**he next project to roll out on the Fox Television Stations—the initial path taken by such widely syndicated shows as *A Current Affair* in 1987 and *Studs* in 1991—is *Busted*, a comedy/game show targeted to teens. The half-hour strip will debut on KTTV, Fox's owned-and-operated station in Los Angeles, on Oct. 12 with rollout to the other Fox-owned stations dependent on the show's initial performance. Production on the series begins the last weekend in September.

The project was created by Brian Graden, vice president, program development, STF Productions (the in-house production division for the Fox Television Stations) and Scott St. John, director, program development, the team that developed *Studs*.

*Busted*, like *Studs*, will feature personal revelations about the participants with the game aspect secondary. The show will feature two sets of best friends who will reveal embarrassing secrets about each other. "We'll be trying to get two best friends to betray each other for cash and prizes," said Graden. In addition,

## CAMPAIGN

Continued from page 5

school friends and family of the contestants will be on hand to intensify the embarrassment. "As *Studs* looks at dating in the 1990's, *Busted* will look at friendships," said St. John.

The host of the show is Tim Conlon, a Canadian with stand-up comedy experience. "We chose Tim the way we picked Mark DeCarlo [the host of *Studs*], who also didn't have a lot of experience but had a lot of personality," said Graden. The executive producer of *Busted* is Kathy Cotter, who has limited TV experience but "she's funny and has kids," said Graden.

No time period has been chosen for the show, but when it launches, Graden says it will fall between the afternoon kids block and before access. "It'll be between 5 p.m. and 6 p.m. The show targets teens but will have broader appeal because everyone remembers embarrassing moments in their life and especially in their teen years," he said. "Also, we did *Tribes* [the short-lived teen soap that aired on Fox stations two years ago] out of this division and it only brought in teens, and we want to avoid that this time."

As for the future of the show, Graden said STF Productions is working in tandem with Twentieth Television and that all parties will give the project time to grow before considering a national rollout. ■

## RADIO DUOPOLY

Continued from page 4

combo, one for its FM-FM combo, and one to sell time on Red Sox baseball broadcasts.

On the question of reduced costs, several chief financial officers interviewed by BROADCASTING say the savings would likely come in bits and pieces. Those commenting differ slightly as to whether those bits and pieces will add up to much. Says one CFO of a major group: "Some people are a little too optimistic about the pure cost savings."

But Howard Schrott, chief financial officer of Emmis Broadcasting, says: "A little here and a little there—pretty soon you've added up to something." And Evergreen Media's CFO, Matthew Devine, says that the company expected to achieve "material" cost savings from its FM-FM combo in Jacksonville.

It is generally agreed that in the first

aired almost exclusively on spot TV.

Observers say the FCC's determination to keep a vigilant eye on lowest-unit pricing will encourage spot buying. There are currently a dozen overcharge complaints pending.

Media strategy could change almost daily as the campaigns tally up toss-up states, and the need to purchase a number of states at once may make it feasible to buy network. A source close to the Bush campaign says, "Last week I would have said the campaign's going heavy on spot. This week, who knows? There are so many undecided states, it [advertising] could shift over to network."

The use of spot will also depend on how diverse a message the candidates want to send to each state. There has been much talk about pushing ads tailored for specific states or regions, such as environmental spots for the Northwest.

Kathleen Hall Jamieson, dean of the Annenberg School of Communications, thinks the Bush campaign will tend toward national media and the Clinton camp toward spot. "The Republicans are more likely to go after more states," she says. "The Democrats can already write off about 15

year or two, the actual cash savings from jointly operating several stations might not be great, since any layoffs, breaking of leases and other changes might incur severance costs, penalties and other one-time charges. And some stations, Evergreen's Devine notes, would not impose draconian cuts right away, but might reduce their staffs by attrition.

The most obvious cost-cutting will take place in general and administrative expenses—representing as much as 30% of net revenue for smaller stations and 15% for larger market outlets. Among "G&A" expenses that can be shared more cheaply among several stations are accounting and computer costs. Gary Davis, chief financial officer of Beasley Broadcast Group, says increasing one's presence in a market might also result in bargaining power to obtain "volume discounts" on everything from telephones and insurance to legal bills.

Also included in G&A costs are the salaries of some of the station's high-

states, so they're more likely to target regional buys."

Perhaps the localization of the campaigns will be most evident in their news relationships with broadcast stations. "Access is better than it was four or eight years ago," says Brian Bracco, news director, KMBC-TV Kansas City, Mo., which, along with other stations in the market, got one-on-one interviews with Vice President Quayle during his visit to the area last week. Bracco says stations generally are improving coverage over years past, "trying to do a better job other than say 'he was here, he waved, and he left.'"

The Bush campaign generally gets more positive press locally than it does nationally, according to a just-released study by Harvard University's Joan Shorenstein Barone Center on the Press, Politics and Public Policy. Based on newscasts from February to June, the study concluded that Bush was covered in "a more balanced fashion by CNN and the local stations than by the three traditional networks, which tended to be slightly more negative in their coverage of Bush." The study also noted that local station stories generally focus on "less substantive issues" than the networks, and rely more heavily than the networks on media events created by the candidates. ■

est-paid employees, including the general manager.

Perhaps the only area of agreement is that the industry is heading into uncharted territory.

"I'd like to tell you that we have all the answers, but we don't," says Richard Ferguson, president, NewCity Communications, which will soon begin operating a second FM in Orlando, Fla. Ferguson plans a novel programming strategy: NewCity will use country formats on both FM's, essentially guarding against competition by creating it themselves.

"The listening public benefits because they're going to get a second choice for country music," Ferguson says. "And the duopoly rule makes it possible because it gives us an economy of scale to run the second station." ■

**For More Late-Breaking  
News, See "In Brief,"  
Pages 84 and 85**

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# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

## HOLLYWOOD

### ANTI-REREG ALLIES

With its hope of wresting some kind of copyright benefit out of the cable legislation diminishing, Hollywood is preparing to join cable in its effort to derail the measure. A majority of studio-members of the MPAA will vote to vigorously oppose the bill, sources say, if as most now expect, conferees drafting the final bill fail to include copyright reform or at least insure Hollywood a cut of retransmission-consent revenues. Studios have plenty of good reasons to campaign against legislation, including a program-access provision that strikes at the heart of exclusivity and a provision restricting foreign ownership of cable. The latter would bar foreign-owned studios from system ownership and, it is feared, provoke other countries to retaliate with limits on U.S. ownership and programing imports.

## WASHINGTON

### EXCUSE ME

The long-rumored departure of FCC General Counsel Bob Pettit was given credence last week as he recused himself from proceedings involving three law firms with which he is considering employment. The firms: Morrison & Foerster (where Pettit's predecessor, Diane Killory, is partner); Crowell & Moring, and Wiley, Rein & Fielding, where he worked last.

### FAST FORWARD FOR HDTV

Broadcasters were alarmed to learn last week that FCC Chairman Al Sikes has put final consideration of the HDTV implementation timetable on the Sept. 17 meeting agenda. "It seems an extremely fast track, given the enormity of these issues to broadcasters," said NAB's Jeff Baumann, noting the FCC received the final round of industry comments in the proceeding just three weeks

### VIACOM REAFFIRMS BELIEF IN 'MONTEL'

Viacom Enterprises recently talked with King World Productions about King World acquiring an interest in Viacom's talk strip *Montel Williams*. Word of the talks surfaced after Viacom Productions completed a co-venture partnership with Paramount Network Television on the prime time Fox series *Flying Blind*. Several sources, including one connected with King World, confirmed the talks were held as recently as two months ago, but KWP officials were uneasy about a number of factors arising out of *Montel's* previous slow-rollout strategy. Viacom's recently installed entertainment group chairman, Neil Braun, through a company spokeswoman, said he had no knowledge of any such talks, and Viacom is "unequivocally 100% committed" to continuing production and distribution of the daytime talk show, which averaged a healthy 3.8 rating/15 share in the July sweeps (NSI, July 9-Aug. 5). Apparently, several factors led King World to decline, including Viacom's reportedly deficit-financing \$15 million for *Montel's* extended slow rollout and annual upfront salary costs of \$2.24 million for Williams and executive producers Herman Rush, Freddie Fields and Wesley Bufford, on top of gross participation deals.

—MF

ago. Broadcasters don't know what kind of timetable Sikes is now advocating, but fear it is close to the one the FCC tentatively adopted earlier this year—two years to apply for their second HDTV channels, three additional years to construct HDTV transmission facilities and four more to begin full simulcast of their NTSC channel. Broadcasters essentially want more time and flexibility.

## SOUTH FLORIDA

### TIMELY TOPIC

In the wake of Hurricane Andrew, organizers of this year's Radio-Television News Directors Association convention (San Antonio, Sept. 23-26) have changed the annual "This Just In" session (addressing a timely issue) to focus on disaster coverage by local stations.

### DBS, THE LOCAL ANGLE

If high-power direct broadcast satellite takes off in the U.S., local broadcasters may just find a way to play—eventually. As yet, no broadcaster is known to have jumped for Tulsa-based Local DBS Inc.'s September 1991 pitch to use narrowly aimed DBS spot beams as a relative-

ly inexpensive early entry (perhaps by 1995) into HDTV delivery to a specific ADI. But when NASA launches its experimental Advanced Communications Technology satellite next June, PBS will test a similar spot beam configuration, with a public station uplinking HDTV to the bird and back down to dishes in its own market. But for PBS, already committed to the Telstar 4 satellites through 2005, implementation is far down the road.

## MADISON

### ALL EYES ON TAK

Bankruptcy proceedings of TAK Communications are becoming the focus of more than a few group owners. Several, said to include A.H. Belo, Allbritton and ABRY, have been contacted by investment bank Furman Selz, which is seeking a manager for TAK properties should the reorganization plan of TAK's subordinated debt-holders be approved by bankruptcy court. Senior debtholders, who have also filed a separate reorganization plan, have already sought out Clear Channel Communications to manage properties should their plan be accepted. TAK has six TV's and three FM's.



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# Monday Memo

***"PCS should be allowed to gain access to some microwave systems' frequencies."***

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BY WAYNE SCHELLE, CHAIRMAN OF AMERICAN PERSONAL COMMUNICATIONS, AND JANICE OBUCHOWSKI, WHOSE NEW FIRM, FREEDOM TECHNOLOGIES INC., IS WORKING WITH APC.

Economic Research Associates estimates the American economy may already have lost \$86 billion because of the delays in licensing cellular. Industrial competitors from Europe and Japan were able to capitalize on this delay, using the lag time to copy American innovations and design equipment for the U.S.

The FCC seems determined to avoid that mistake for PCS. But it faces difficult challenges. Incumbent microwave users—utility companies, railroads, oil companies and rural electrics—now located in the 1850-1990 mhz bands being evaluated for PCS—are lobbying Congress heavily, in an attempt to stop or slow down this allocation dramatically. Congress has been deluged by these incumbents' complaints about proposed PCS inroads into "their" spectrum and about the FCC notice of proposed rulemaking on developing a reserve for emerging technologies (Docket 92-9). On June 3, the Senate conducted a hearing on the subject, where the public utility

microwave users made their case—some even arguing for an unprecedented right in perpetuity to spectrum.

On July 27, the Senate granted an eight-year property right in spectrum now being used by microwave licensees. If approved by a House-Senate conference committee, legislation tagged onto a routine FCC appropriations bill at the 11th hour will grant incumbent microwave users an absolutely protected eight-year period dur-

ing which they cannot be moved for any reason to accommodate the introduction of PCS and other valuable new technologies. This action marks the first time we can remember Congress

legislating a specific spectrum allocation for one group of users over another, but you can bet it won't be the last.

But sharing is a feasible alternative. Technology is available that enables the PCS portable unit, as it moves from place to place within a market and even from city to city, to seek out any unused spectrum for its PCS voice and data messages.

Second, in those cases where microwave usage is very heavy and there is not enough unused spectrum to accommodate PCS demand, PCS licensees should be allowed to gain access to some microwave systems' frequencies. This is possible because most microwave systems can operate just as well in other bands or by using fiber.

The FCC has shown appropriate sensitivity to these issues by convening meetings with incumbent users to better understand their concerns. If there ever was an appropriate set of issues for Congress to leave to the expert governmental agency to implement in the specifics, this is it. ■

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## Broadcasting

1705 DeSales Street, N.W.,  
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Editorial Fax: 202-429-0651 □ Administrative Fax:  
202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Tishoff, chairman.  
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### Editorial

Donald V. West, senior vice president and editor.  
Mark K. Miller, managing editor.  
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John Gallagher, staff writer.  
Marsha L. Bell, editorial assistant.  
Denise P. Smith, Kenneth Ray, production.

### New York

475 Park Ave. South 10016; 212-340-9860;  
Editorial Fax: 212-340-9874;  
Advertising Fax: 212-340-9869  
Geoffrey Foleis, bureau chief.  
Stephen McClellan, chief correspondent.  
Rich Brown, Sharon D. Moshavi,  
assistant editors.  
Peter Viles, staff writer.

### Hollywood

1680 N. Vine St., 90028; 213-463-3148;  
Fax: 213-463-3159  
Steve Coe, assistant editor (networks).  
Mike Freeman, assistant editor (syndication).

### Advertising

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#### Distribution

William Cunningham, distribution manager.  
212-545-5435

#### Circulation

Michael Borchetta, subscription promotion director.  
P.O. Box 715, Brewster, N.Y. 10509-9873  
□ 212-545-5432 □ Fax: 914-878-7317

#### Production

Harry Stevens, production manager.  
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#### Corporate Relations

Patricia A. Vance, director.

#### Broadcasting & Cable Market Place

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# Television

## CAN CARTOONS CUT IT IN EARLY FRINGE?

*That's the question as Buena Vista begins selling 'Disney Afternoon'*

By Mike Freeman

Since Buena Vista Television unveiled its "Affiliates Get Animated" sales initiative (BROADCASTING, Aug. 24), the big question is if the Walt Disney Co. syndication division can convince non-Fox affiliates—particularly those in medium to smaller single-independent markets—that its two-hour *Disney Afternoon* program service is an effective counterprogramming tool against early fringe (specifically, 3-5 p.m.) adult programming on competing affiliates, and that it will bring the kids audience and major toy advertisers to their stations.

Apparently, more than 200 network affiliates that have picked up Columbia Pictures Television Distribution's kid/teen fall 1992 weekly *Beakman's World* are looking to pre-empt network fare for fatter local advertising splits commonly offered with syndicated programming (BROADCASTING, Aug. 31).

Those circumstances may ease the way for Buena Vista's sales presentations, but doubts still remain that BVT will be able to convince network affiliates to break their long-standing link to adult female viewers. An even tougher obstacle for Buena Vista Television will be selling affiliates on the notion that children's programming will have little or no negative impact as a lead-in to early local news at 5 p.m.

Buffalo, N.Y., the 36th ADI, is a rare example of a top-40 market where two non-Fox affiliates air children's programming. NBC affiliate WGRZ-TV scored 46 and 34 share averages in the kids 2-11 demographic group from the May 1992 Nielsen Cassandra sweeps with *Alvin and the Chipmunks* and *Saved by the Bell* at 3-4 p.m., while CBS affiliate WIVB-TV averaged a kids

30 share with *Dennis the Menace*, *The Jetsons* and *The Flintstones* at 6:30-8 a.m.

(Somewhat ironic is the fact that UHF Fox affiliate WUTV(TV)'s *Disney Afternoon* cartoon spoke *Tale Spin* averaged a sub-par 4 share, while rookie spoke *Darkwing Duck* moved up with a more respectable 23 share among kids 2-11 in the 3-4 p.m. slots.)

WGRZ-TV's vice president and general manager, Thomas Hartman, said the station received permission from NBC executives to move *Santa Barbara* to 11 a.m. to insert *Alvin and Saved by the Bell* in early fringe, and was "impressed" enough with the results to decide to drop lead-out *Donahue* to pick up *Full House* and *Who's the Boss?* for this coming season.

"The cartoons are real strong with the kids demos, but we are building a transitional platform [with older teen-skewing sitcoms] to lead into our 5 p.m. news," WGRZ-TV's Hartman explained. "From my perspective, two hours of kids programming [*Disney Afternoon*] is a tough fit, but certainly we would consider it if Disney al-

lowed us to split the block [hour-long airings in the morning and early fringe] like WUTV has been doing."

Another market where two non-Fox affiliates are running animated programs is Spokane, Wash., the 78th ADI. ABC affiliate KXLY-TV's 3-4 p.m. block of *The Flintstones* and *The Jetsons* turned in respective 31 and 39 shares, also surpassing the children's shares of *DA's Chip 'n' Dale's Rescue Rangers* (27) and *Tale Spin* (29) on UHF Fox affiliate KAYU.

"Disney has been in touch with us a number of times over the last few years, but my understanding is that KAYU is contracted through the 1994-95 season," said Eileen McKinnon, KXLY's program director.

"A lot of affiliates who are struggling with 2 [household] ratings with adult programming because they don't have *Oprah* may consider the Disney product as an alternative," she said, "but I think some stations will be wary of committing to animation for two or three years out. It really depends who the affiliates want to reach and the amount of kids dollars available in the market."

KHQ-TV, the NBC affiliate in Spokane that also carries animated programming, averaged a bottom-ranked 6 share kids demo at 3 p.m. with Zodiac Entertainment's animated *Widget* strip. However, for the fall KHQ President and General Manager Lon Lee has picked up *The Jetsons* from KXLY for 3 p.m. to replace *Widget*, and will be inserting *Stunt Dawgs* (from Cluster Television), kid/teen-skewing *The Wonder Years* (from Turner Program Services) and adult-skewing *Family Feud* for 3:30-5 p.m.

Buena Vista's sales presentation also cites specific market cases. In Burlington, Vt., the 99th ADI, NBC



'Goof Troop' hopes for a happy landing in early fringe slots.

also cites specific market cases. In Burlington, Vt., the 99th ADI, NBC affiliate WPTZ-TV scored an 8/39 average among kids 2-11 in November 1991, with lead-out *The Oprah Winfrey Show* gaining 4 rating points from the May 1991 sweeps with a 6/24 household average in November 1991. And on KVEO(TV) Harlingen, Tex. (ADI number 114), the cartoon block averaged a 27/60 kids 2-11 rating (an 11/28 household average) in February 1991, up dramatically from a 6/17

household average for *Geraldo* in May 1990.

"While the affiliates have been competing in a declining [adult] market, the independents have been concentrating 100% on kids, and that's successful counterprogramming," said Buena Vista Television President Bob Jacquemin. "What we're really trying to emphasize [with the research report] is that animation has not had a negative impact as a lead-in to the early newcasts on affiliates."

Currently, 60 Fox affiliates are incumbent stations, while at least 29 non-Fox affiliates in markets 83-210 are also *Disney Afternoon* customers. Despite the fact that a majority of Fox affiliates will likely carry Fox Children's Network programming at 3-5 p.m., Jacquemin said he expects to have 75-100 Fox affiliates renewed for the 1993-94 through 1994-95 seasons (possibly indicating that BVT is allowing DA programming to run in earlier time slots in some markets). ■

## AN ILL WIND BLOWS GOOD FOR CBS

Coverage of Hurricane Andrew wins for 'Evening News' and '48 Hours'

By Steve McClellan

Everyone loves a good hurricane story, not the least of whom is Dan Rather, who cut off his vacation two weeks ago to cover the devastation left by Hurricane Andrew. His reward for putting his teeth to the storm: a 33% spike in the *CBS Evening News* Nielsen ratings for the week ended Aug. 28. That put Rather's broadcast in first place for a week for the first time in three years. Andrew also provided the story grist that catapulted the network's *48 Hours* to the top of the prime time program rankings for the first time ever.

*Evening News*, which has cut *World News Tonight with Peter Jennings'* overall lead in the news ratings by more than half over the past year, won the week with 10.4/22.

The other two broadcasts were also up, but not by nearly as much. *World News* averaged 9.8/21, up 17% from the previous week, while *Nightly News* did an 8.2/17, up 11%.

But last week, the ratings for the first two nights seemed to be settling down to normal levels, with ABC and NBC pacing at about an 8.4 and 7.4, respectively, while CBS was about an 8.0. Prior to the Democratic convention in July, *Evening News* had crept to within two-tenths of a rating point of *World News*.

"The fact that we won a week with our hurricane coverage is nice but, more important, we're steadily closing the gap with [*World News*]," said *Evening News* Executive Producer Erik Sorenson. "We all know each other in this business, and we know

they're worried that we're breathing down their neck," said Sorenson. "Hopefully we'll catch them."

"We are very pleased for them" is all an ABC News spokesman cared to say.

All three news divisions deployed dozens of crew people, producers and correspondents to cover the story. But as *Nightly News* Executive Producer

Steve Friedman put it, CBS clearly went out of its way to "seize the story" of Hurricane Andrew. In addition to Rather, *CBS This Morning* anchor Harry Smith was on the scene. And *48 Hours* covered Andrew Wednesday (Aug. 26) and got a 17.0/30 for its trouble, tops among all prime time shows.

"There are two ways to cover this

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- Social Sciences and Public Affairs

The entry deadline is September 30, 1992.

For application materials, call Phyllis Madry in Columbus, Ohio, at (614) 292-0185. The Awards are administered by WOSU-AM-FM-TV, the public broadcasting stations of The Ohio State University.



Call For Entries

# BI-COASTAL

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from Burbank to Sixth Avenue

## The real thing

Sources close to *The Tonight Show with Jay Leno* say that NBC has completed sale of a "major block" of its up-front ad inventory with the Coca-Cola Co., claiming that it marks the first time in eight years that the giant soda pop retailer has made commercial buys in the late-night daypart. The newfound clout among the younger demographic groups, according to those sources, comes from Leno's improvement among persons 18-49, where his 2.8 rating (NTI, June 1-July 12, July 20-26, Aug. 10-16) is 8% better than *The Tonight Show's* 2.6 rating among that group for the comparable year-ago period. In fact, one source claimed that Coca-Cola agreed to pay \$50,000 per 30-second commercial unit, compared with the year-ago \$35,000 average unit price. "I think NBC is trying to make up for the [summer Olympics] Triplecast losses by raising the price on *The Tonight Show*," joked the source.

## Back to school

In the art-imitates-life department, **Jeff Franklin**, creator and executive producer of ABC's *Hangin' with Mr. Cooper*, fashioned much about the lead character after his own life. In the comedy, set to debut on Sept. 22, the lead character is a failed athlete who returns to his high school alma mater as a substitute teacher. In Franklin's case, the producer returned to Inglewood High School in Los Angeles as a 21-year-old college graduate, also to serve as a substitute teacher. Teaching by day, Franklin wrote spec scripts at night before getting his television break as a writer on *Laverne and Shirley*.

## Moscow bound?

**Farrell Meisel**, former head of programing at WWOR-TV New York, has tentatively agreed to join Turner Broadcasting System as operations manager of a new independent television station being developed in Moscow. Turner is developing the station in

a joint venture with the Moscow Independent Broadcasting Co. It will be the first non-state-controlled television station (ch. 6) in Moscow. Reached last week, Meisel would say only that he was "hoping to" join the Turner venture but that there was "nothing definitive." He referred further questions to Sidney Pike, president of CNN International special projects, which is representing Turner in the venture. Pike could not be reached at deadline. The tentativeness of the agreement is probably due to the fact that Russian authorities won't award the franchise until November. The Turner-MIBC venture is said to have a good chance to win, but two competing bids have been submitted, one including a group of local businessmen and another with ties to the Russian military. Turner-MIBC has proposed a program mix of movies, news, sports and children's programs, mostly from the Turner libraries, which would be dubbed or captioned in Russian.

story," said Friedman. "The way CBS did it or the way NBC and ABC did it, which is to send your A string of correspondents in. CBS's coverage was good, and they did more of it. But our coverage was solid and so was ABC's. You're not going to get a long-term jump in viewers out of a story that lasts three days." ■

## NO, NO, A THOUSAND TIMES NO

**T**wentieth (Fox) Television syndication President Greg Meidel, responding to a published report last week that Twentieth is going to unveil a marketing plan that features a basic cable network deal in a simultaneous broadcast window with TV stations for the highly anticipated fall 1994 or 1995 off-Fox launch of *The Simpsons*, emphatically stated that "any rumor of a cable network deal is totally false." In fact, Meidel found humor in a cable trade magazine's claim that Twentieth will likely announce the cable network deal at this December's Western Cable Show in Anaheim, Calif.

"Do you think that any station would pay big money for a premium sitcom like *The Simpsons* if it had a cable window attached to it?" asked Meidel, then answered himself: "I don't think so. We're exploring other possibilities, but no station would be willing to do a deal like that. Whoever wants it [*The Simpsons*] wants it for themselves."

One of the "possibilities" Meidel says is under consideration is where an affiliate and independent station in a market sign "split" licensing agreements, but it is his feeling that stations will likely continue to demand broadcast exclusivity within their markets. As for financial terms, Meidel said no formal marketing meetings have been held to determine if two minutes (or one) of national barter time will be tagged to cash license deals for the sitcom, which will be free to run in 6-8 p.m. prime access time periods on top-50 market affiliates due to off-Fox sitcoms' exemptions from the prime time access rules.

—MF



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# CBS THE BIGGEST WINNER AT EMMY AWARDS

'Northern Exposure' and 'Murphy Brown' push network to top honors with 10 awards

By Steve Coe

**C**BS was the big winner at the 44th Annual Emmy Awards on Aug. 30, coming away with 20 statuettes and boosted in large part by *Northern Exposure's* six wins (the show led all series).

On the studio side, Paramount was the most heavily awarded with 10 Emmys, five for *Star Trek: The Next Generation* and five for *Young Indiana Jones Chronicles*.

The three-and-a-half-hour telecast propelled Fox to second place for the week of Aug. 24-30, 1.1 rating points and two share points behind first-place CBS. The Emmy show was the fifth-highest rated program for the week with a 13.9 rating and 24 share.

CBS's 20 wins were followed by ABC and NBC, which tied with 17 apiece, PBS with seven and Fox with six. Syndicated programming finished with five awards, all to *Star Trek: The Next Generation*. HBO led all cable services with four nods, followed by the Disney Channel's three, Showtime's two, and MTV and TNT with one each.

A list of the winners follows:

- Outstanding comedy series—*Murphy Brown*, CBS.
- Outstanding drama series—*Northern Exposure*, CBS.
- Outstanding made-for-television movie—*Hallmark Hall of Fame's Miss Rose White*, NBC.
- Outstanding miniseries—*A Woman Named Jackie*, NBC.
- Outstanding variety, music or comedy program—*The Tonight Show Starring Johnny Carson*, NBC.
- Lead actor in comedy series—Craig T. Nelson, *Coach*, ABC.
- Lead actor in drama series—Christopher Lloyd, *Avonlea*, Disney Channel.
- Lead actor in miniseries or special—Beau Bridges, *Without Warning: The James Brady Story*, HBO.
- Lead actress in comedy series—Candice Bergen, *Murphy Brown*, CBS.
- Lead actress in drama series—Dana Delany, *China Beach*, ABC.
- Lead actress in miniseries or special—Gena Rowlands, *Face of a Stranger*, CBS.
- Supporting actor in comedy series—Michael Jeter, *Evening Shade*, CBS.
- Supporting actor in drama series—Richard Dysart, *L.A. Law*, NBC.
- Supporting actor in miniseries or special—Hume Cronyn, *Neil Simon's Broadway Bound*, ABC.
- Supporting actress in comedy series—Laurie Metcalf, *Roseanne*, ABC.
- Supporting actress in drama series—Valerie Mahaffey, *Northern Exposure*, CBS.

- Supporting actress in miniseries or special—Amanda Plummer, *Hallmark Hall of Fame's Miss Rose White*, NBC.
- Directing, comedy series—Barnet Kellman, *Murphy Brown*, CBS.
- Directing, drama series—Eric Laneuville, *I'll Fly Away*, NBC.
- Directing, miniseries or special—Joseph Sargent, *Hallmark Hall of Fame's Miss Rose White*, NBC.
- Directing, variety or music program—Patricia Burch, *Great Performances (Unforgettable, with Love: Natalie Cole Sings the Songs of Nat King Cole)*, PBS.
- Writing, comedy series—Elaine Pope, Larry Charles, *Seinfeld*, NBC.
- Writing, drama series—Andrew Schneider, Diane Frolov, *Northern Exposure*, CBS.
- Writing, variety or music program—Hal Kanter, Buz Kohan, Billy Crystal, Marc Shaiman, David Steinberg, Robert Wuhl, Bruce Vilanch, *The 64th Annual Academy Awards*, ABC.
- Writing, miniseries or special—Joshua Brand, John Falsey, *I'll Fly Away*, NBC.
- Individual performance, variety or music program—Bette Midler, *The Tonight Show Starring Johnny Carson*, NBC.
- Classical program in performing arts—*Perlman in Russia*, PBS.
- Individual achievement, classical music and dance programming—Brian Large, director, Kathleen Battle, performer, Placido Domingo, per-

former, *The Metropolitan Opera Silver Anniversary Gala*, PBS.

- Children's program—*Mark Twain and Me*, Disney Channel.
- Informational series—MGM: *When the Lion Roars*, TNT.
- Informational special—*Abortion: Desperate Choices*, HBO.
- Individual achievement, informational programming—Fax Bahr, Eleanor Coppola, George Hickenlooper, directors, Michael Greer, Jay Miracle, editors, *Hearts of Darkness: A Filmmaker's Apocalypse*, Showtime.
- Animated program (one hour or less)—*A Claymation Easter*, CBS.
- Music composition, series—Bruce Babcock, *Matlock*, NBC; Dennis McCarthy, *Star Trek: The Next Generation*, syndicated.
- Music composition, miniseries or special—Bruce Broughton, *Hallmark Hall of Fame's O Pioneers!*, CBS.
- Music direction—Bill Conti, music director; Jack Eskew, Julie Giroux, Ashley Irwin, Hummie Mann, arrangers, *The 64th Annual Academy Awards*, ABC.
- Music and lyrics—Curt Sobel, composer; Dennis Spiegel, lyricist, *Cast a Deadly Spell*, HBO.
- Choreography—Paul Taylor, *Dance in America*, PBS.
- Editing, series (single-camera)—Thomas Moore, *Northern Exposure*, CBS.

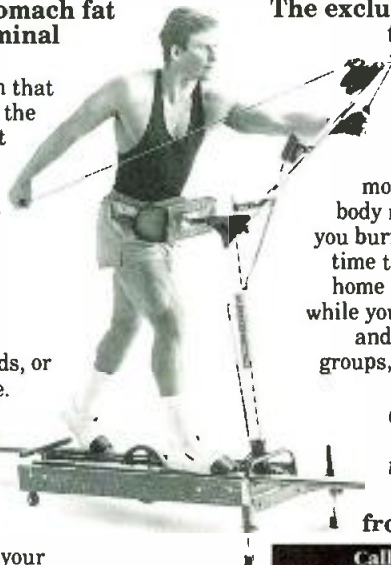
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■ Editing, miniseries or special (single-camera)—Edgar Burcksen, *Young Indiana Jones Chronicles*, ABC.

■ Editing, miniseries or special (multi-camera)—Ray Miller, Jeff Uren, *The Magic of David Copperfield XIV*, CBS.

■ Editing, series (multi-camera)—Janet Ashikaga, *Seinfeld*, NBC.

■ Sound editing, series—David Hankins, Frank Fuller, Jr., David Cohen, Rich Thomas, Barbara Issak, Peter Bergren, Jim Hebenstreit, Albert Lord, Barbara Schechter, *Law & Order*, NBC.

■ Sound editing, miniseries or special—Stephen Grubbs, Randal Thomas, Clark Conrad, Gary Gelfand, Terence Thomas, Joseph Hohnston, David Scharf, Craig Otte, Andre Caporaso, Philip Jamtaas, Stan Jones, *Crash Landing: The Rescue of Flight 232*, ABC.

■ Sound mixing, variety or music series or special—Bill Schnee, Fred Tator, John Bickelhaupt, *Great Performances (Unforgettable with Love)*, PBS.

■ Sound mixing, comedy series or special—Joe Kenworthy, William Thiederman, Dean Okrand, Michael Getlin, *Doogie Howser, M.D.*, ABC.

■ Sound mixing, drama series—David Stephenson, Gary Summers, *The Young Indiana Jones Chronicles*, ABC.

■ Sound mixing, drama miniseries or special—Trevor Black, Anthony Constantini, Thomas Huth, Sam Black, *Hallmark Hall of Fame's One Against the Wind*, CBS.

■ Cinematography, series—Frank Prinzi, *Northern Exposure*, CBS.

■ Cinematography, miniseries or special—Bradford May, *Lady Against the Odds*, NBC.

■ Art direction, series—Woody Crocker, Ken

## CNN PUTS INTERACTIVE POLLING ON HOLD

CNN has decided to drop plans to conduct interactive polling during this election year. Bringing an interactive component to its election coverage, *Democracy in America*, had been part of an agreement with the Markle Foundation, which gave CNN \$3.5 million.

CNN had been looking at ways to use interactive technology to generate a large-scale response from viewers. There are still tentative plans, though, to use interactivity on a much smaller scale during the presidential debates.

CNN is keeping the Markle money, but is not delving into large-scale interactive technology because it is concerned that "it is not statistically reliable and the data could be easily manipulated," said Tom Johnson, CNN president. Another problem is that the technology is simply not yet available, according to Ed Turner, CNN executive vice president, news-gathering.

Markle and CNN "mutually decided that we will not expect them to do anything interactive," said Markle program officer Edith Bjornson. But the foundation continues its ongoing interest in utilizing interactive technology, which may or may not include CNN, Bjornson added.

Markle's \$3.5 million is part of \$10 million CNN is spending on election coverage this year. About \$4 million of that was spent on the two conventions.

—SDM

Berg, Gene Serdena, *Northern Exposure*, CBS.

■ Art direction, miniseries or special—Gavin Bocquet, Keith Pain, Lucy Richardson, Maggie Gray, *Young Indiana Jones Chronicles*, ABC.

■ Art direction, variety or music program—Joe Stewart, *Magic of David Copperfield XIV*, CBS.

■ Technical direction, series—Kenneth Tam-

burri, Ritch Kenney, Stephen Jones, Dave Heckman, Chester Jackson, Randy Johnson, Richard Steiner, John O'Brien, *The Golden Girls*, NBC.

■ Technical direction, miniseries or special—John Field, Sam Drummy, John Feher, Tom Green, Jim Goldsmith, Manny Gutierrez, Charlie Huntley, Dave Levisohn, Mike Lieberman, Bob Mikkelson, Jake Ostroff, Hector Ramirez, Manny Rodriguez, George Schaafsma, Ron Sheldon, Bill Sullivan, Ron Washburn, Mark Sanford, Keith Winikoff, *Paul Simon's Concert in Central Park*, HBO.

■ Graphic design and title sequences—Ken Pearce, Mark Malmberg, *MTV Liquid TV*, MTV.

■ Costuming, series—Chic Gennarellit, Lyn Paolo, *Homefront*, ABC.

■ Costuming, miniseries or special—Darryl Levine, Molly Harris Campbell, Bridget Ostersehlte, *The Babe Ruth Story*, NBC.

■ Makeup, miniseries or special—Kevin Haney, Donald Mowat, *Mark Twain and Me*, Disney; Pat Hay, Joan Hills, Thomas Burman, Bari Dreiband-Burman, *The Young Indiana Jones Chronicles*, ABC.

■ Voice-over performance—Nancy Cartwright, Jackie Mason, Julie Kavner, Marcia Wallace, Dan Castellaneta, Yeadley Smith, *The Simpsons*, Fox.

■ Individual achievement, animation—John Prat, *A Claymation Easter*, CBS.

■ Casting—Joyce Gallie, C.S.A., *Hallmark Hall of Fame's, One Against the Wind* CBS.

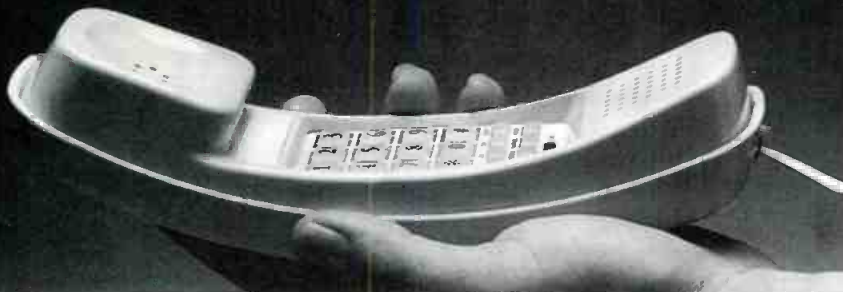
■ Special visual effects—Brad Lewis, Henry Anderson, Paul Boyington, Dale Fay, *The Last Halloween*, CBS; Robert Legato, Gary Hutzel, David Takemura, Pat Clancy, Adrian Hurly, Adam Howard, Don Lee, Dennis Hoerter, *Star Trek: The Next Generation*, syndicated; Dan Curry, Ronald Moore, David Takemura, Eric Nash, Don Lee, Peter Sternlicht, Adam Howard, Syd Dutton, Robert Stromberg, *Star Trek: The Next Generation*, syndicated.

■ Charles Jenkins technical achievement award—Kern Powers, Charlie Douglass, Filmlook Inc., Accom Inc.

■ Governors Award—Ted Turner, Turner Broadcasting System.

■ Syd Cassyd Founder's Award—Robert Lewine. ■

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# Broadcasting's Ratings Week Aug 24-30

	ABC	CBS	NBC	FOX	
<b>MONDAY</b>	<b>9.4/16</b>	<b>13.0/22</b>	<b>11.9/21</b>	<b>NO PROGRAMING</b>	
8:00		26. Evening Shade 11.0/20	21. Fresh Prince 11.5/21		
8:30		13. Major Dad 12.3/21	9. Blossom 13.1/22		
9:00	39. NFL Preseason Football—Buffalo Bills at Kansas City Chiefs 9.4/16	3. Murphy Brown 15.0/24	20. NBC Monday Night Movies—Switched at Birth, Pt. 2 11.7/20		
9:30		8. Designing Wmn 13.2/21			
10:00		9. Northern Exposure 13.1/23			
10:30					
<b>TUESDAY</b>	<b>12.9/22</b>	<b>11.9/21</b>	<b>8.9/16</b>	<b>NO PROGRAMING</b>	
8:00	11. Full House 12.6/23	14. Rescue: 911 12.2/22	59. Reasonable Doubts 7.4/13		
8:30	12. Step By Step 12.4/21				
9:00	2. Roseanne 15.9/26				
9:30	4. Coach 14.3/24	19. Miss Teen USA 11.8/20	16. Dateline NBC 12.0/21		
10:00	25. Covington Cross 11.1/19				
10:30					
<b>WEDNESDAY</b>	<b>8.0/14</b>	<b>11.9/21</b>	<b>10.3/18</b>	<b>9.5/16</b>	
8:00	53. Wonder Years 8.1/15	69. Freshman Dorm 6.6/12	7. Unsolved Mysteries 13.7/25	37. Beverly Hills 90210 9.5/16	
8:30	56. Doogie Howser 7.8/14	15. 2000 Malibu Road* 12.1/20	40. Seinfeld 9.2/15		
9:00	16. Home Improvmt 12.0/20		44. Wings 8.7/14		
9:30	47. Arresting Behav 8.6/14	1. 48 Hours 17.0/30	53. Law and Order 8.1/14		
10:00	76. Civil Wars 5.8/10				
10:30					
<b>THURSDAY</b>	<b>7.8/14</b>	<b>10.6/19</b>	<b>8.3/15</b>	<b>8.4/15</b>	
8:00	65. Who's the Boss? 6.9/13	34. Top Cops 9.8/18	64. A Diffrent World 7.0/13	31. Simpsons 10.7/20	
8:30	61. Growing Pains 7.2/13	30. Street Stories 10.8/19	21. Cheers 11.5/20	37. Martin* 9.5/17	
9:00	78. Homefront 5.5/9		27. Wings 10.9/19	68. The Heights* 6.7/12	
9:30		24. Bodies of Evidence 11.2/20	67. L.A. Law 6.8/12		
10:00	27. Primetime Live 10.9/20				
10:30					
<b>FRIDAY</b>	<b>9.7/19</b>	<b>8.8/17</b>	<b>5.7/11</b>	<b>6.0/11</b>	
8:00	32. Family Matters 10.4/21	70. Evening Shade 6.5/13	77. NFL Preseason Football—Buffalo Bills at Atlanta Falcons 5.7/11	70. America's Most Wanted 6.5/13	
8:30	50. Dinosaurs 8.5/17	56. Major Dad 7.8/15		74. Sightings 6.1/11	
9:00	47. Dinosaurs 8.6/16	36. CBS Friday Movie—Her Alibi 9.6/18		80. Rachel Gunn, R.N. 4.8/9	
9:30	58. Perfect Strangers 7.7/14				
10:00	23. 20/20 11.4/22				
10:30					
<b>SATURDAY</b>	<b>6.0/12</b>	<b>6.4/14</b>	<b>8.0/17</b>	<b>7.6/16</b>	
8:00		72. NFL Preseason Football—Minnesota Vikings at Washington Redskins 6.4/14	44. Golden Girls 8.7/19	63. Cops 7.1/16	
8:30	83. Boys 3.5/7		51. Powers That Be 8.4/17	44. Cops 2 8.7/18	
9:00			34. Empty Nest 9.8/20	60. Code 3 7.3/15	
9:30	79. Human Target 5.3/11		47. Nurses 8.6/17	61. Am Most Wntd 7.2/14	
10:00	40. The Commish 9.2/19				
10:30			74. Brokaw Report 6.1/13		
<b>SUNDAY</b>	<b>5.5/9</b>	<b>11.5/20</b>	<b>9.5/16</b>	<b>12.8/22</b>	
7:00	81. Life Goes On 4.6/9	5. 60 Minutes 13.9/28	65. Unsolved Mysteries 6.9/14	72. The Simpsons 6.4/13	
7:30		16. Murder, She Wrote 12.0/20	42. I Witness Video 9.1/15	52. The Simpsons 8.2/15	
8:00	43. Am Fun Home Vid 8.9/15				
8:30	55. Am Fun People 8.0/13				
9:00		33. CBS Sunday Movie—Jack the Ripper, Pt. 1 10.0/17	27. NBC Sunday Night Movie—The Return of Eliot Ness 10.9/18	5. 1992 Emmy Awards 13.9/24	
9:30	82. ABC Sunday Night Movie—Reds, Pt. 1 4.4/8				
10:00					
10:30					
<b>WEEK'S AVGS</b>	<b>8.3/15</b>	<b>10.6/19</b>	<b>8.9/16</b>	<b>9.5/17</b>	
<b>SSN. TO DATE</b>	<b>11.0/19</b>	<b>12.2/21</b>	<b>11.6/20</b>	<b>7.6/13</b>	

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

# Broadcasting Cable

## STAY TUNED FOR THE SOAP CHANNEL

*Sony, with strong track record in daytime dramas, considering new cable network*

By Rich Brown

Just when you thought you had heard every possible programming concept, now comes talk of a cable channel devoted to soap opera fans. The proposed cable network is among the many hush-hush ideas being kicked around at Sony Corp. of America, a company that already has a strong track record in programming soaps.

While a company spokesman confirms the possibility of developing a soap opera channel, he is quick to point out that it is just one of many ideas under consideration at the media giant. Sony is already busy working with Chicago-based United Video Satellite Group to develop the Game ShowChannel, a 24-hour channel scheduled to launch on cable systems in 1993.

Although word of the soap channel had yet to hit program executives at some of the country's top multisystem operators by last week, those who learned of it from BROADCASTING appeared to support the concept.

"From the point of view of what people watch on television and the ability to create a vertically programed service, it's not the craziest idea that has come down the pike," says Rob Stengel, senior vice president of programming at Continental Cablevision.

"If it can be ad supported, it's okay," adds John Mathwick, group vice president, marketing, Jones Inter-cable. "But I'm not sure how much in license fees we'd want to pay for it."

As a program format, soap operas have seen their afternoon ratings dip on the broadcast networks as more and more women enter the work force. But many viewers are believed to be watching out-of-home or taping episodes for later viewing. *Soap Opera*



The cast of 'The Young and the Restless,' Sony's top-rated daytime hit on CBS

*Digest* editor Lynn Leahey says her magazine's readership has gone up even as the ratings have gone down, which she says indicates there is continuing interest in the format.

"If these shows aired when people were able to watch, who knows what the audience would be?" says Leahey.

Black Entertainment Television has been able to attract cable viewers to time slots unusual for soaps with *Generations*, the short-lived NBC soap (470 episodes) that has been airing daily at 10:30 a.m. and 11 p.m. on the network since last September. USA's Sci-Fi Channel will look to do the same with back-to-back nightly episodes of the gothic soap *Dark Shadows* (ABC, 1966-71), which will air at midnight on the channel.

Not all attempts at programming soaps in alternative time slots have succeeded. The syndication business learned that expensive lesson with *Rit-*

*uals*, the nightly soap that flopped after one year on the air in 1984.

If any company knows soaps, it's Sony. Sony Pictures Entertainment's Television Group has a strong headstart in the business, already producing the top-rated *The Young and the Restless* on CBS and NBC's high-rated *Days of Our Lives*. The company has even had success with *Soap*, a series that spoofed the genre (ABC, 1977-81).

The potential for success of any soap network would have to be weighed against the competition from the three broadcast networks, says Betsy Frank, senior vice president, Saatchi & Saatchi. A soap channel would also be competing in an already crowded field of cable networks targeting older women, she says. Nevertheless, Frank says soaps have their strengths. "It's still a remarkably resilient form of television." ■



**TIME WARNER'S  
NYC SQUEEZE**

Time Warner has consolidated three of its New York City cable systems—Manhattan Cable, Brooklyn Queens Cable Television and American Cablevision of Queens—under one management team. Three executives previously in Time Warner's Queens/Brooklyn Division—President Barry Rosenblum; Hugh Panero, vice president, marketing and pay-per-view operations, and Roosevelt Mikhail, senior vice president of engineering and technology—will retain their titles but expand their responsibilities to all three systems.

**CARTOON'S MSO DRAW**

Turner Broadcasting's Cartoon Network has signed charter affiliation deals with 34 of the top 50 multiple-system operators, including 24 of the top 30.

Turner is not yet releasing a subscriber count for the Oct. 1 launch of the network because all of the MSO's are in the process of selecting systems. However, Turner would say that the network will be available in some or all of the following markets by year's end: Dallas; Washington, D.C., suburbs; Buffalo; San Diego; Philadelphia; Montgomery, Ala.; Jacksonville, Fla.; Syracuse, N.Y.; Anchorage; Chattanooga; Knoxville, Tenn.; Ann Arbor, Mich.; San Angelo, Tex.; Detroit suburbs; Lincoln, Neb.; Bloomington, Ill.; Allentown, Pa., and Tom's River, N.J.

**JUKEBOX SHAKEUP**

Communications Equity Associates Chairman Rick Michaels has been named acting president and chief executive officer of Video Jukebox Network, replacing Andy Orgel. CEA, a key investor in the interactive video network, made the move following second-

quarter losses of more than \$1.2 million. Vincent Monsey, VJN's managing director for the UK, has been named acting chief operating officer.

**LATE-NIGHT  
COUNTRY TALK**

The Nashville Network will enter the late-night talk wars by moving its weekday talk show, *Miller & Company*, to weeknights at midnight beginning Oct. 5. The hour-long show, which debuted in April, is hosted by former *Pat Sajak Show* co-host Dan Miller.

**ROCK 'N' ROLL HEAVEN**

VH-1 has signed a deal with Northwest Airlines that will place the cable network's programming onboard Northwest flights and will give the airline high visibility on VH-1. The seven-minute VH-1 programming segment will air Oct. 1-30 on all Northwest east-west video-equipped flights in the U.S. and abroad.

—RB

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# Radio

## PYRAMID, ATLANTIC FORM BOSTON GROUP

*First duopoly merger will give new group 20% share of Boston market*

By Peter Viles

**T**he FCC's new ownership limits produced their first major merger last week when Pyramid Broadcasting and Atlantic Radio announced plans for a merger that would give the resulting company, Boston Radio Group, two of Boston's top three stations and a 20% market share.

In addition to the merger, announced Wednesday (Sept. 2), the two companies announced that Atlantic has reached an agreement to buy WHDH(AM) Boston for an undisclosed price.

That would give Boston Radio Group an impressive Boston lineup of Pyramid's WXKS(FM), the market-leading CHR station with a 6.9 share (Arbitron spring survey, total week, AQH, persons 12+); Atlantic's WRKO (AM), a dominant all-talk station with a 5.5 share and the rights to Red Sox baseball; Atlantic's WBMX(FM), an adult contemporary station with a 3.5 share, and WHDH, an all-talk station that drew a 4.4 share.

Without a special waiver from the FCC, FCC regulations would force the group to sell one of its three Boston AM stations, presumably Pyramid's WXKS(AM). The four remaining Boston stations would give Boston Radio a 20.3% market share. The company, however, said it will seek a waiver to keep all three AM's.

In all, the newly formed group would have 16 stations, including three AM's and two FM's in Boston and two FM's and two AM's in Rochester, N.Y. Beyond Boston, its holdings would comprise Atlantic's WRMM-AM-FM Rochester, plus the following Pyramid stations: WPXY-AM-FM Rochester; WNUA-FM Chicago; Philadelphia; WRFX-FM Charlotte, N.C.; WHTT-AM-FM Buffalo, N.Y., and WPIT-AM-FM Pittsburgh.

In a joint announcement, the group said Atlantic Chief Executive Officer Steve Dodge will become chairman and chief executive officer of Boston Radio Group. Rich Balsbaugh, chief executive officer at Pyramid, will become president and chief operating officer.

Balsbaugh said the company has already begun combining its Boston sales staffs into three units: one for FM's, one for AM's and one for the Red Sox broadcasts.

"The new FCC ownership rules are allowing us to combine our strengths in what should become a powerful

group of stations," said Dodge, adding that "the synergies here—of both people and assets—should be fantastic."

Balsbaugh added: "While some questions remain unanswered—such as where our final location will be, and what staffing changes will need to take place—that's all part of the excitement. And we are certainly aware of the potential this merger has in other markets as well."

While the merger is subject to FCC approval, the companies said they plan to begin working together immediately. ■

## LIMBAUGH RE-UPS WITH EFM MEDIA

*Radio show now reaches 3 million listeners on 500 stations*

By Peter Viles

**M**idday talk king Rush Limbaugh last week signed a new multiyear contract with EFM Media Management that will keep Limbaugh's show running through the 1990's, according to EFM Chairman Edward McLaughlin.

Terms of the contract were not disclosed. McLaughlin called it "one of the most lucrative contracts that's ever been written in radio," but also said it probably will not move Limbaugh ahead of ABC Radio's Paul Harvey as radio's highest-paid personality. McLaughlin said the contract is structured so that Limbaugh will share in the program's profits.

"The contract is such that, the better the program does, the better he does," McLaughlin said.

Asked the duration of the deal, McLaughlin told BROADCASTING: "I can tell you this. It's going to take us

through the rest of this decade and position us for the next century."

The announcement of the deal comes just weeks before Limbaugh's syndicated late-night television show is to begin broadcasts.

Also last week, EFM announced that the show had broken the 500-station barrier and now has an average quarter-hour audience of more than 3 million people, according to the spring Arbitron survey.

EFM also extended through 1993 its agreement with MediaAmerica, the New York-based firm that represents the Limbaugh program to national advertising agencies and advertisers, McLaughlin said.

Limbaugh's show debuted in 1988 on 58 stations and has grown rapidly since. Limbaugh was under contract with EFM through 1994, but McLaughlin said EFM chose to renegotiate the contract to reward Limbaugh for the program's success. ■

## RADIO HALL OF FAME

The Museum of Broadcast Communications in Chicago last week announced five new inductees into its Radio Hall of Fame, formerly the Emerson Radio Hall of Fame. The inductees: actor Don Ameche; countdown king Casey Kasem; legendary Detroit morning man J.P. McCarthy; ABC radio pioneer Leonard Goldenson; and The Grand Ole Opry, the nation's longest-running live music and variety radio program. The five will be inducted at a black-tie ceremony Nov. 15 in Chicago.

## INFINITY EARNINGS

Infinity Broadcasting reported net income of \$1.18 million (7 cents per share) in the second quarter and, due to its recent acquisition of WFAN(AM) New York, also reported record cash flow and revenues. Infinity had reported a loss of \$4.6 million (\$1.12 per share) in the second quarter of 1991. For the six months ended June 30, Infinity reported a net loss of \$13.4 million, compared with a net loss of \$19.4 million in 1991. Cash flow for the first half of 1992 was \$28.5 million on net revenues of \$63.6 million, up from cash flow of \$23.2 million on net revenues of \$53.5 million in the first half of 1991.

## PREMIERE EARNINGS

Premiere Radio Networks announced double-digit increases in earnings and operating revenues for the three months ending June 30. Premiere reported revenues of \$2.54 million for the second quarter and \$4.53 million for the first six months of 1992, up from 1991 levels of \$2.18 million and \$3.61 million. Net income for the second quarter was \$346,244 (13 cents per share), compared with \$305,038 (15 cents per share) in 1991.

## WEATHER LAUNCHES

Two new weather-related services have made their debuts. Metro Traffic Control of Houston and WeatherBank of Salt Lake City announced a joint venture to provide enhanced weather information to broadcast outlets. And The

Weather Channel Radio Network began providing affiliates with full-service local weather packages on a barter basis in late August.

## RAB MEMBERSHIP RISES

The Radio Advertising Bureau announced last week that station membership in the group has reached 2,965, a three-year high. RAB membership bottomed out at 2,341 in September 1991, the group said. "Our ability to change with the times... has gained the RAB a whole new generation of members who recognize the value of investing in the new RAB," said RAB President Gary Fries.

## FORMAT CHANGE...NOT

For now, scratch those rumors that Capacities/ABC's Chicago combo might switch from all-talk to

country (BROADCASTING, Aug. 24). The combo, WLS-AM-FM, reportedly decided against going country after Infinity Broadcasting bought Chicago's dominant country station, WUSN(FM), from Cook Inlet Radio Partners.

## CORE CALL-OUT RESEARCH DEBUTS

A new twist in the call-out music research business: a new company that puts major emphasis on finding and polling a station's core listeners. The company, Core Call Out Research, was formed this month by Coleman Research and Music Forecasting. Said Vice President Frank Stanitski: "Sampling listeners who do not even come your radio station, and who may not even come your format, results in ineffective call-out. A tight demo and heavy core sampling are critical to make call-out data truly actionable."

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 Cable TV Operation       Advertiser

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 General Sales Manager       Other (please describe)  
 Station Manager

# Washington

## HDTV OPTION: MULTIPLE AND BE FRUITFUL

*Press Broadcasting says permitting multichannel broadcasting on planned second channel would make stations more competitive, subsidize HDTV*

By Harry A. Jessell

**T**he FCC, in its plan to grant a second channel to each TV station for HDTV simulcasting, specifically prohibits using the extra channels for broadcasting of multiple channels of NTSC-like programming.

All wrong, says Press Broadcasting, licensee of WKCF-TV Clermont (Orlando), Fla. Rather than prohibiting multichannel broadcasting, the FCC should be encouraging it, it says in a 15-page petition offering an alternative plan.

Permitting stations to broadcast multiple channels would allow them to compete with cable and provide revenue they need for the later introduction of HDTV, says Robert McAllan, president of Press Broadcasting, which also owns WXXW(AM)-WBUD(FM) Trenton, N.J.

The FCC plan requiring broadcasters to make the leap directly to HDTV makes little economic sense, McAllan says. Stations will have to invest anywhere from \$3 million to \$15 million to gear up for HDTV simulcasting, with no guarantee of the market for the service. "Where the hell is the return on that?" What's more, McAllan says, "It doesn't make us any more competitive with the other media."

The FCC is making sure broadcasters can upgrade to HDTV service, the Press petition says. "But when the dust settles, television broadcasters will still be left with the facilities to provide but a single service."

Under the Press proposal, a station would be permitted to use its second channel to broadcast two or more NTSC channels—whatever the current state of digital compression technology allows.

Stations would be obliged to contin-



**Robert McAllan wants multiple channels**

ue using their original channel for conventional NTSC broadcasting and to use one of the second channels for simulcasting the first. After several years, say five or seven, the stations would have to convert one of the two channels to HDTV broadcasting or forfeit one.

Stations would be prohibited from affiliating with more than one of the four major networks (CBS, NBC, ABC and Fox) or providing more than one "fully local independent service." Licensees "would thus be encouraged to transmit other existing network services already made widely available" like ESPN and MTV, the petition says.

Narrowcasting is another option, McAllan adds. Like cable, broadcasters could offer specialized programming, attracting new viewers and advertisers, he says.

One key is a universal standard for the digital compression technology that makes transmitting HDTV or several NTSC-like signals through a single 6 mhz TV broadcast or cable channel possible, the petition says. Such a standard would encourage the rapid introduction of reception equipment.

Although an increasing number of broadcasters share Press's concern that HDTV is much cost and little return, Press is the first to step forward with a radically different plan that puts multichannel broadcasting first, HDTV second. Most broadcasters continue to back the FCC plan, although they are insisting the FCC stretch out its proposed implementation timetable.

Legal precedents dictate that the FCC make new broadcast channels available to the general public. However, the FCC believes it can circumvent that obligation and award the new channels to incumbent broadcasters by restricting their use for an advanced TV service such as HDTV and require broadcasters to eventually give up their original channels. It is a theory that will likely be tested in the courts.

Many lawyers believe it would be doubly difficult to defend the award of second channels to incumbents if they are allowed to offer multiple channels of conventional TV rather than a single channel of advanced TV. But in an interview with BROADCASTING last month (Aug. 24), FCC Chairman Al Sikes did not slam the door on the idea, saying he remains willing "to listen to evidence about it."

McAllan says he has not yet tried to rally the support of other broadcasters to his cause, but he intends to. "On the whole, broadcasters have had their heads in the sand," he says. And, he adds, "if anybody has a better idea, I'm willing to listen to it."

McAllan has a track record of getting things done at the FCC. Against considerable opposition, he led the effort that persuaded the commission to allow Class A FM stations to increase power from 3 kw to 6 kw. Says McAllan: "I never shy away from a good debate." ■

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# HOLLYWOOD SEEKS INPUT IN FIN-SYN MODIFICATION

*Along with state of California, coalition asks to participate in judge's upcoming review*

By Harry A. Jessell

**O**pening up another front, Hollywood's Coalition to Preserve the Financial Interest and Syndication Rule and the state of California last week asked U.S. District Court Judge Robert Kelleher in Los Angeles to let them participate in his upcoming review of the fin-syn consent decrees.

If Kelleher grants the motions to intervene, the state and the coalition would be able to raise procedural issues, counter the arguments of the broadcast networks and the Justice Department for eliminating the decrees and, should those arguments prove unpersuasive, appeal Kelleher's decision in higher courts.

Justice and the networks said they would oppose the motions.

The FCC significantly relaxed its separate fin-syn rules last year, giving networks greater freedom to acquire interest in and syndicate prime time network programming. But before the

networks can take advantage of the relaxed rules, Kelleher must eliminate the parallel fin-syn consent decrees or at least conform them to the liberalized FCC rules.

To settle antitrust suits brought by the Justice Department, the networks entered into the decrees in the late 1970's and early 1980's, agreeing to abide by their myriad restrictions.

Since then, The Justice Department has had a change of heart. At the request of the networks, it asked Kelleher earlier this year to do away with the consent decrees.

The coalition took advantage of an opportunity to file comments with Justice opposing modification of the decrees.

But in light of Justice's current position, the coalition says that is not enough.

"All we want is our day in court," said Mickey Gardner, co-counsel for the coalition. The Justice Department is no longer protecting Hollywood's interests, he said. "If the judge is to

hear what really happens in this marketplace, he needs to hear from the creative community. It needs to be a three-party debate."

What's more, Gardner said, as intervenors, the coalition would have standing to appeal Kelleher's decision all the way to the Supreme Court. Such appeals could delay a final decision on the decrees for years.

"With Justice now aligning itself with the networks and abandoning those it originally sought to protect, no one directly involved represents the interests of the coalition," said Bob Daly, chairman of Warner Bros. and co-chairman of the coalition.

"The television industry is much more competitive and its product is much better than it was before the [fin-syn] rules and the decrees ended the networks' monopolistic practices," said California Gov. Pete Wilson in a prepared statement announcing the state's motion to intervene. "The system is working, so there is no need to change it."

The state weighed in because "everybody recognizes that the Justice Department and the networks have reached an agreement to end the present safeguards," Wilson said.

The networks are ready to oppose the motions, which David Westin, vice president and general counsel, Capital Cities/ABC, says are part of Hollywood's "minuet" to delay a decision on the decrees. "Everybody knows the steps; it's predictable."

Intervenor status for Hollywood could lead to all sorts of procedural delays—motions for an evidentiary hearing, discovery and finding of fact, he said. If any were granted, he said, "we're talking real delay."

"They were not part of the original proceeding, and there is no legal justification for them to be a party to this proceeding," said Westin's counterpart at NBC, Rick Cotton. "This is a pure effort at procedural delay."

The FCC's new fin-syn rules are already caught up in litigation. Challenged by the networks as still too restrictive and Hollywood as too liberal, the rules are under review by the U.S. Court of Appeals in Chicago. Oral arguments in the case are set for Oct. 2. ■

## ABORTION POLITICAL AD QUESTION BACK AT FCC

**A**s expected, the Washington law firm of Kaye Scholer Fierman Hays & Handler went back to the FCC last week seeking discretion for broadcasters to reject controversial ads depicting aborted fetuses that anti-abortion candidates around the country are demanding to air.

The issue cuts to the heart of broadcasters' First Amendment rights, said Irving Gastfreund, of Kaye Scholer. "At issue is whether broadcasters' judgments are going to be held as reasonable if they are made in good faith," he said. The FCC is substituting its judgment for the broadcasters', and that "impermissibly intrudes on broadcasters' editorial discretion."

In its initial request, the firm asked the FCC to rule that the abortions ads were "indecent" and thus exempt from broadcasters' obligation to air all political ads without censorship.

The FCC declined the invitation. Judging whether an ad is indecent in advance of its broadcast constitutes prior restraint, it ruled. At the same time, it said the one ad it had reviewed was not indecent. It also said broadcasters may air viewer advisories to discourage children from watching.

In addition to the First Amendment argument, Kaye Scholer contends in its "application for review" that the FCC's standard for deciding what is indecent is unconstitutionally vague. "It provides broadcasters no meaningful guide" for determining what's indecent and what's not, the petition says.

Also, it argues, the viewer advisories the FCC said broadcasters may tag to ads "will not suffice to protect impressionable children."

Gastfreund says his petitions have been filed on behalf of all his firm's radio and TV clients. But he declined to say which are paying for the effort.

—HAJ

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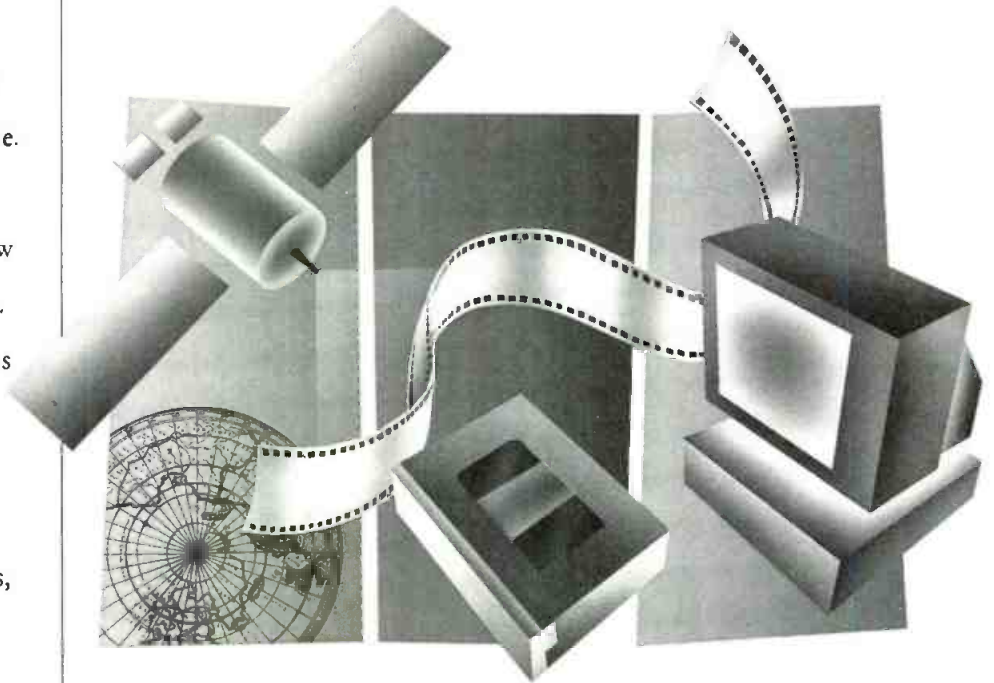
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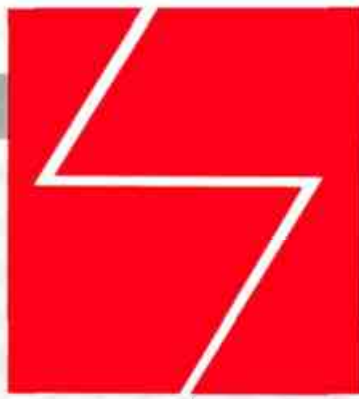
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- 8:45-8:50 a.m. *Welcome:* FCBA President Bob Beizer, Sidley & Austin
- 8:50-9:00 a.m. *Introduction and Overview:* Don West and David Persson, *Broadcasting*, and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
- 9:00-9:30 a.m. *Keynote Speaker:*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

\*Speakers, panelists and times are subject to change.

## A night to remember, too!

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

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**Broadcasting** 

The President signed into law an appropriation bill specifying indecency safe harbors—times when few children are expected to be tuned in and broadcasters may air with impunity what the FCC might deem indecent programming. (Under First Amendment law, broadcasters are entitled to such safe harbors.) But the law doesn't take effect until the FCC enacts implementing rules. That process is expected to get underway at the FCC's Sept. 17 open meeting. If the safe harbors are to survive a court challenge from broadcasters who feel the harbors are too restrictive, said one FCC official, the FCC needs to build a solid record in support of that. "The rulemaking affords an opportunity to do that," he said.

The new law (and eventually the FCC rules) establish midnight to 6 a.m. as the safe harbor for commercial broadcasters and most noncommercial ones. For noncommercial stations that go off the air before midnight, the safe harbor begins at 10 p.m.

**Friends of Chairman Fritz Hollings (D-S.C.)**—that is, Washington lobbyists who respect his power as chairman of the Senate Commerce Committee and may need an occasional favor—have organized a fundraiser on his behalf next Wednesday (Sept. 16) at the Washington Marriott hotel.

The bipartisan host committee includes Tom Casey, Tom Cohen, Ralph Everett, Penelope Farthing, Charles Ferris, William Garrison, John Kamp, Thomas Keller, John Lane, Mary Jo Manning, Emanuel Rouvelas, Sam Simon, Howard Symons, Riley Temple and Joe Waz. The invitation asks for \$250 contributions from individuals, \$500 from PAC's.

Once thought to be in trouble, Hollings now seems to be headed toward re-election. His opposition is former Republican Representative Tommy Harnett, who, incidentally, is on Hollings's case for accepting campaign contributions from Time Warner. According to the *Myrtle Beach (S.C.) Sun News*, Harnett in a speech before police officers two weeks ago blasted the senator for taking money from the same company that produced the album containing the controversial "Cop Killer" song by rapper Ice-T.

**Beware the Harkin amendment**, says John Kamp, a lobbyist with the American Association of Advertising Agencies. The amendment, which Democratic Senators Tom Harkin (Iowa) and Bill Bradley (N.J.) hope to attach to the omnibus tax and urban aid bill headed for the Senate floor next week, would decrease the tax deductibility of tobacco advertising from 100% to 80% and earmark the resulting increased tax revenues for the government's anti-tobacco efforts. Because the law already prohibits broadcasters from airing cigarette commercials, they have not been resisting the amendment, says Kamp. That's a mistake, he says. "If this thing passes," he says, "it won't be long before a similar bill appears to eliminate or reduce the deductibility of alcohol advertising." Beer and wine merchants now spend close to \$1 billion a year on TV and radio, according to Kamp.

The National Association of Broadcasters recognizes the danger. "We believe the First Amendment clearly forbids the government from singling out any form of speech and suppressing it because of its content," said

NAB President Eddie Fritts in an Aug. 6 letter to the Hill. "Yet that is precisely what the Harkin amendment would seek to do."

**Sometimes you can almost hear those dominos falling.** The Center for Science in the Public Interest last Thursday petitioned the Federal Trade Commission for strict guidelines on alcohol advertising, especially on TV. "Beer, wine and liquor companies spend over \$2 billion each year advertising and promoting their products," CSPI claimed. "Those billions buy T-shirts with beer logos and cartoon characters like 'Budman.'"

Twenty-three national organizations, including the American Medical Association, National PTA, the Consumer Federation of America and the United Methodist Church, added their signatures to the CSPI petition.

The petition asks for bans on advertising and promotion clearly aimed at consumers under 21 and in connection with auto racing, which frustrates efforts to discourage drinking and driving. Prohibition of such advertising "is permissible under the First Amendment and is necessary in order to uphold our national commitment to reducing alcohol-related problems," CSPI says.

**Tele-Communications Inc. was raising cries of foul play** last week, accusing its opponents of cooking up "phony" telephone surveys to grease passage of heavy cable reregulation (H.R. 4850/S. 12) through the Congress this year. TCI claimed one of its ad sales managers at its Eugene, Ore., system received a call from a Washington company, National Research, asking questions that seemed aimed more at soliciting support for the legislation than in gathering information about it. TCI said the questions included the likes of "Don't you agree cable TV rates are too high?" and "Don't you agree that since cable companies pay for programming such as CNN, ESPN and WTBS, they should also have to pay to receive the local broadcast programs?"

National Research would not say who its client was, but fingers were pointing at the National Association of Broadcasters, which came up with one of those non-denial denials: "We haven't paid anybody to ask the questions described by TCI in the press release," said a spokeswoman. "I'm amazed that TCI has the nerve to call anything biased after the study they put out last week." That study concluded that cable reregulation would result in \$2-\$4 monthly rate increases for subscribers.

**Lawyers for the Portals** will be asking a lot of questions at the FCC in coming weeks. The Portals, a Southwest Washington office project, has sued the General Services Administration, claiming the agency reneged on the award of a 20-year lease to house the FCC. The way for the depositions was cleared after the U.S. Claims Court denied the government's motion for summary judgment. Nobody will say who is on the list to be deposed, but it's likely Chairman Alfred Sikes and Managing Director Andy Fishel will sooner or later be caught in the Portals's net. Both were deeply involved in the aborted leasing process. ■



# Washington Watch

Edited By Harry A. Jessell

# Technology

### MAJOR MEETINGS

#### DOLLAR PROBLEMS

The weak U.S. dollar may be hurting manufacturers who build broadcast equipment in regions with stronger currency and sell them in the U.S.

Effective Oct. 1, BTS will impose a 7% price increase on TV equipment manufactured in Europe. Digital component VTR's, telecines, video noise reduction systems and video cameras built in BTS's Darmstadt, Germany, and Breda, The Netherlands, plants will be affected, while BTS equipment made in Salt Lake City—including routing switchers, automation systems, composite digital VTR's and Betacam SP equipment—will not.

"We have watched the dollar drop in value approximately 18% this year, making it far more expensive to market European products here," says Dick Crippa, BTS corporate senior vice president. "To protect our clientele, we have absorbed over 60% of our increased costs, but, regretfully, now we must pass along a small portion of that increase."

#### WMAQ GOING TALLER

In a move designed in part to de-ghost its signals even before FCC adoption of Philips Laboratories' ghost canceling system (recommended by the Advanced Television Systems Committee last month), NBC O&O WMAQ-TV Chicago plans to move its transmitter to the Sears Tower, the tallest building in the world. Following a mast modification on the tower in October, WMAQ plans to install a Harris Corp. solid state transmitter and LDL Alan Dick-built circular polarized antenna. Ghosting problems in various Chicago areas "will be significantly reduced," says WMAQ.



At 11:38 a.m., Aug. 31, just over seven days after Hurricane Andrew felled its tower, CBS's WCIX-TV Miami got itself back on the air in Dade County, although at less than half power. Still, said a station spokeswoman, the new transmit antenna allows WCIX to reach farther south, and the station is hoping the FCC will allow it to permanently broadcast from the new site.

### SATELLITE FOOTPRINTS

#### BLAST OFF

At 6:41 a.m. last Monday (Aug. 31), Viacom Networks and other cable programmers including The Family Channel and The Discovery Channel saw Satcom C-4, the first of two replacement satellites built by GE, successfully launched by McDonnell Douglas. The satellite is scheduled to reach its permanent orbital slot (135 degrees west longitude) by Sept. 8. Two days later, Arianespace is scheduled to launch the second bird, Satcom C-3. Showtime, The Movie Channel, MTV and other services would migrate to the satellites after in-orbit testing.

#### RTNDA OBJECTS TO REMOTE SENSING POLICY

The Radio-Television News Directors Association believes that, as written, the Land Remote Sensing Policy Act of 1992 pending in the

Senate "would discourage American entrepreneurs from even entering the satellite imagery business, leaving the field open to foreign companies." That is what RTNDA President David Bartlett told Vice President Quayle's Competitiveness Council in an Aug. 27 letter. Bartlett asked the council's support for amendments to the bill.

#### HDTV EXPERIMENT

A high-definition-television transmission experiment proposed by PBS and the Mayo Foundation is among 31 programs adopted by NASA for the Advanced Communications Technology Satellite to be launched early next year aboard the shuttle. Over two years the ACTS spacecraft will allow private and public parties to experiment with onboard storage and processing, high-speed data and Ku-band technologies.

—PDL

# Business

## BANK LOANS STILL IN SHORT SUPPLY

*Rules continue to discourage lending to broadcasters, say bankers*

By Geoffrey Foisie

**B**ankers last week confirmed what broadcasters already know: getting bank loans for station acquisitions is still very difficult. Some of those commenting said they expect the problem to ease eventually, but not necessarily in the near future. But bankers also insist that broadcasters who are well capitalized with diversified properties, good management and reasonable projections should be able to find senior debt.

Broadcasters may have expected a more favorable financial climate two months ago. It was on July 1 that federal banking regulators eliminated the "HLT" definition, which had sought to categorize bank exposure to risk from "buyout, acquisition or recapitalization" loans. Broadcasters claimed the particular HLT definition used unfairly penalized them by emphasizing the borrower's balance sheet, rather than cash flow.

While regulators acquiesced formally to the protest, dropping the definition, informally bank examiners are still looking at banks' exposure to certain types of loans. Said one official at the Office of the Comptroller of the

Currency (OCC), "We also told the bankers that although we are discontinuing the HLT definition, they shouldn't drop their own monitoring, although they can use their own definition."

Banks may also be reluctant to make leveraged loans since they are still required to report HLT's—using a less "inclusive" definition, said the OCC—to the Securities and Exchange Commission. Said Gary Matus, senior vice president and head of media lending at Bank of America: "We have to tell the analysts. If JP Morgan tells them what their HLT exposure is, you can't afford to say: 'No, I won't tell you.'"

The banking community has even been given some new reasons to shy away from making commercial loans, broadcast or otherwise. "Risk-based capital" legislation enacted at the beginning of 1992, and fully effective by the end of this year, sets minimum levels of capital backing up commercial loans. Some banks, such as Citicorp, have responded by raising new capital, while others, said Sam Leaman of County NatWest, instead have made fewer loans.

The apparent prohibition against us-

ing FCC licenses as collateral for loans continues to be a hindrance much discussed by the banking community. Errol Antzis, director of the media group at Banque Paribas, said: "The security issue has hurt a lot of borrowers."

Perhaps the most important contributor to banker reluctance is the poor shape of some of their previous broadcast loans. Chris Kotowski, banking analyst for Oppenheimer & Co., said: "In 1989 and 1990 a lot of these guys [bankers] did not get bonuses and a lot of others in the banking industry lost their jobs. Even disregarding the formal criteria, they got burned and they will be careful for a while."

The reluctance to make broadcasting loans makes it more difficult for willing lenders to reduce their risk by splitting the loans with "syndicates" of other banks. Said Barbara Clark, department executive, media and communications, Bank of Boston: "I think that, frankly, the number of banks which might be willing to participate in broadcast transactions has gone down. Some of the newer lenders have not been happy with their experience over the last couple of years."

One possible beneficiary of the current financing environment may be those most in need—broadcasters who are overleveraged—said Bank of Boston's Clark: "We may have a window here where interest rates are low, where someone who is in difficulty may have an opportunity to sell a property, especially with the change in the FCC [ownership] rules. Sometimes there is a problem when the operator refuses to accept that they will have to take a deep loss in selling a property. But while there are still rapid recombinations, and before buyers decide they want to digest for a while, this a good time for someone who wants to raise cash." ■



Southwestern Bell broke a TV, radio and print campaign last week for its new 'caller ID' service. Developed by D'Arcy Masius Benton & Bowles, the campaign will concentrate TV buys in prime time, early and late fringe, while radio ads will run primarily during morning and evening drive time.

# Advertising Marketing

## ARBITRON ENDS SCANAMERICA NETWORK SERVICE

*Viewing/product purchase system 'wasn't working financially'; local version will continue*

By Sharon D. Moshavi

**A**rbitron last week shut down the network portion of its 10-month-old ScanAmerica ratings service, effectively ceding the national ratings business to A.C. Nielsen. The local ScanAmerica ratings service remains in operation but now will be unable to share some of its costs with the national service, as had been planned. Arbitron also has a fierce fight with Nielsen in the local ratings business.

Sixty-nine Arbitron employees are being laid off as a result of the discontinuation of ScanAmerica, a single-source ratings service that combined viewing measurement with product purchase surveys, all electronically recorded through a peplemeter and a bar code wand to scan groceries.

The decision came just a few weeks after Arbitron had signed six new clients: Ralston-Purina, Nabisco, Stouffer's, Helene Curtis, Clorox and Pfizer Co. The service had launched in November 1991 with just three clients: CBS, Young & Rubicam and Bristol-Myers/Squibb. While other potential clients, such as Betsy Frank of Saatchi & Saatchi, like the idea of a single-source service, they felt ScanAmerica requires too much viewer effort to be reliable.

Folding the operation "was not based on any hard and fast numbers. We just came to a conclusion that it wasn't working financially," said Ken Wollenberg, Arbitron's executive vice president, sales and marketing. He declined to specify how much Arbitron put into developing and marketing the service. "Enough money was spent," was all he would say.

"We're very disappointed they're shutting it down," said David Poltrack, senior vice president, planning and research, CBS/Broadcast Group.

"The best way to describe it is a collective feeling of frustration. Here we have an industry that recognizes it has a less-than-perfect, simplistic and increasingly anachronistic method of measuring the advertising value of network TV [Nielsen], yet shows no interest in supporting any new competitor or alternatives to the system."

The likelihood of another service coming in and trying to compete with Nielsen is increasingly low, said Poltrack. "The industry is telling all potential entrants loud and clear not to bother coming in unless they have a perfect system. But the best alternative is to invest in an alternative competitive approach, and the nature of competition will allow a better system to develop."

ScanAmerica's network service—in development since 1986—used a sample of 1,000 households in New York, Los Angeles, Chicago, Dallas and Atlanta. Plans had called for it to be in 2,000 households spread across the country by fall 1993, and in 5,000 households in 1995. Some of those households would also have been part of the local samples, thereby helping the service spread out its costs.

The local ScanAmerica ratings service—currently operating in Denver, Phoenix, St. Louis and Pittsburgh, and launching in November in Baltimore and Kansas City—has been finding the road to success a rough one. Some client stations have expressed dislike for it and have not found great use for the product purchasing data (BROADCASTING, Jan. 27 and July 27). Two stations in Pittsburgh, Group W's KDKA-TV and Hearst Broadcasting's WTAE-TV, dropped the service.

Wollenberg called ScanAmerica's local ratings service "very secure" and added that "the decision had been made to go ahead" with the operation. He also said that some of the funds

that had gone to ScanAmerica's network ratings service could now be allocated to its variety of local measurement services.

But Poltrack noted that the lack of a national service to bolster the local ScanAmerica could be a problem. "The national service lets you amortize some of the cost of the local one; otherwise, the cost to stations ends up becoming prohibitively high."

Arbitron has also been facing fierce competition with its diary local measurement clients as well, as Nielsen's metered system continues to pick away at Arbitron's station client base. Nielsen's number of exclusive clients increased 13% to 323 from May 1991 to May 1992, while Arbitron lost 8% of its client base, down to 184 during the same period. The total commercial client count, as of May, is 641 for Nielsen and 502 for Arbitron, compared with 626 and 539, respectively, in May 1991. ■

### Mayflower Broadcasting Corporation

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**WMFL-AM &  
WJPH-FM**

Monticello (Tallahassee), Florida

*from*

**Horizon Communications Co.  
(WMFL-AM)**

**Hyden Broadcasting Co.  
(WJPH-FM)**

**Bob Austin, Vice President**

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# Changing Hands

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

**WNEW(AM) New York** □ Sold by co-owners Westwood One and Robert F.X. Sillerman to Bloomberg Communications Inc. for \$13.58 million (see "In Brief," Aug. 17). WNEW is fulltimer with MOR format on 1130

khz with 50 kw. *Broker: Sillerman Communications Management Corp.*

**KTEN(TV) Ada, Okla.** □ Sold by Eastern Oklahoma Television Co. Inc. to United Broadcasting Ltd. for approxi-

mately \$7.98 million. **Seller** is headed by James C. Hilliard, debtor-in-possession, who has interests in two AM's and two FM's. **Buyer** is headed by Tom L. Johnson, executive at station, and has no other broadcast interests. KTEN is ABC and NBC affiliate on ch. 10 with 316 kw-V, 47.5 kw aural and antenna 1,458 feet above average terrain.

**KFMX-AM-FM Lubbock, Tex.** □ Sold by KFMX Radio Ltd. to Sonance Lubbock L.C. for \$1 million. **Seller** has no other broadcast interests. **Buyer** is headed by brothers William Hicks and Thomas Hicks, who are purchasing KCHX(FM) Midland, Tex., and also own WTAW(AM)-KTSR(FM) College Station, Tex. William Hicks has interests in KULF(FM) Brenham, Tex. Thomas Hicks has interests in KLVI(AM)-KYKR-FM Beaumont-Port Arthur, Tex. KFMX(AM) is fulltimer with stardust format on 1340 khz with 1 kw. KFMX-FM has AOR format on 94.5 mhz with 100 kw and antenna 817 feet above average terrain. *Broker: Whitley Media.*

**KICT-FM Wichita, Kan.** □ Sold by Radio Ventures International Inc. to Granite Broadcasting Corp. for \$1 million. **Seller** is headed by Larry Lakoduk, and has no other broadcast interests. **Buyer** is headed by Jon Stuart, and has interests in KFDI-AM-FM Wichita, Kan. KICT-FM has rock format on 95.1 mhz with 100 kw and antenna 1,026 feet above average terrain. *Broker: Media Venture Partners.*

**WLMF(FM) Webster, N.Y.** □ CP sold by Webster Communications Inc. to Kimtron Inc. for \$950,000. **Seller** is headed by Donna Coules, and has no other broadcast interests. **Buyer** is headed by Donald B. Crawford, who recently purchased KLZ(AM) Denver for \$1.5 million ("Changing Hands," April 27), and has interests in three AM's and four FM's. WLMF is assigned to 102.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Jack Maloney Inc.*

**KZKL-AM-FM Albuquerque, N.M.** □ Sold by Kool Broadcasting Partners Ltd. to Territorial Communications Inc. for \$600,000. **Seller** has no other

July, 1992

**SOLD**

**KGA/KDRK**  
Spokane, Washington

**KOOK/KBEE**  
Modesto, California

**KQMS/KSHA**  
Redding, California

**KHEZ**  
Boise, Idaho

**KROW**  
Reno, Nevada

assets of

**Price Broadcasting Company**  
John Price, President

have been sold to

**Citadel Communications Corp.**  
Lawrence R. Wilson, Chairman

The undersigned represented the seller in this transaction.



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## DATABASE AT A DISCOUNT

Starting in September, Television Bureau of Advertising members will have access to the MediaCenter's databases at a discount. The MediaCenter, started earlier this year by three former TVB employees, will supply industry marketing and promotion information via computer to stations, as well as other services such as a monthly video satellite feed for sales training. TVB used to provide similar services until it scaled back its offerings and employs last November. TVB members and TVB will split the cost, each paying 25% of the MediaCenter's rate card price.

"Not only will our members have the opportunity to once again receive valuable sales support products and services, but the quality of those resources will be better and more far-reaching than what was previously provided," said Ave Butensky, TVB president. —SDM

broadcast interests. Buyer is headed by Martin Balk. John Dunn, 13.635% shareholder of buyer, owns licensee of one AM and one FM and permittee of two LPTV's. He also has interests in one FM and one TV. KZKL(AM) has oldies format on 1580 khz with 10 kw day and 47 w night. KZKL-FM has oldies format on 101.7 mhz with 3.2 kw and antenna 99 feet above average terrain.

**WAXS(FM) Oak Hill, W.Va.** □ Sold by Adventure Communications, Inc. to Plateau Broadcasting Inc. for \$500,000. Seller is headed by Michael R. Shott, and is also licensee of WHHR(AM)-WFXH(FM) Hilton Head, S.C.; WSIC(AM)-WFMX(FM) Statesville, N.C., and WKEE-AM-FM Huntington, WHIS(AM)-WHAJ(FM) Bluefield and WEEL(FM) Wheeling, all West Virginia. Buyer is headed by Anthony P. Gonzalez Jr., who is sales manager at WTNI(FM) Mount Hope, W.Va. WAXS has oldies format on 94.1 mhz with 25.5 kw and antenna 650 ft.

### PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$14,429,807 □ 7

FM's □ \$4,072,000 □ 9

AM-FM's □ \$1,650,000 □ 3

TV's □ \$7,980,000 □ 1

Total □ \$28,131,807 □ 20

1992 to Date:

AM's □ \$154,031,970 □ 159

FM's □ \$291,265,909 □ 175

AM-FM's □ \$221,979,846 □ 113

TV's □ \$1,207,381,620 □ 42

Total □ \$1,874,659,345 □ 489

For 1991 total see Jan. 27, 1992 BROADCASTING.

**KQST(FM) Sedona, Ariz.** □ CP sold by American Aircasting Corp. to Linda M. Melton for \$500,000. Sale of station for \$495,000 ("Changing Hands," April 6) fell through. Seller is headed by Dick Gilbert, and has no other broadcast interests. Buyer holds CP for new FM at Monroe, La. KQST has AC, jazz format on 100.1 mhz with 500 w and antenna 751 feet above average terrain.

**WSPI(FM) Shamokin, Pa.** □ Sold by North Penn Broadcasting Inc. to Northeast Broadcasting of Northumberland Inc. for \$425,000. Seller is headed by Harold G. Fulmer, and has interests in six AM's, three FM's and one LPTV. Buyer is headed by James P. O'Leary, and has interests in WISL(AM) Shamokin, Pa. WSPI has top 40 format on 95.3 mhz with 900 w and antenna 505 feet above average terrain. Broker: Gordon P. Moul and Associates and Ray H. Rosenblum.

**WZRQ(FM) Ballston Spa, N.Y.** □ CP sold by Saratoga Radio Corp. to DJA Media Inc. for \$400,000. Seller is headed by Robert N. Putnam Jr. and Paul C. Raeder, and recently sold WKAJ(AM) Saratoga Springs, NY for \$258,000 ("Changing hands," June 29). Buyer is headed by David J. Arca, and has no other broadcast interests. WZRQ has AOR format on 102.3 mhz with 4.1 kw and antenna 386 feet above average terrain. Broker: Frank Boyle & Co.

**WTOO(AM) Asheville, N.C.** □ Sold by Asheville Broadcasting Corp. to Anchor Baptist Broadcasting Association for \$295,000. Seller is headed by George H. Buck Jr., and has interests in 13 AM's and 2 FM's. Buyer is headed by Randy C. Barton, and is also licensee of WGR(AM) Pisgah Forest, N.C. WTOO has southern gospel format on 1380 khz with 5 kw day and 1 kw night.

# CLOSED!

KAHI-AM/KHYL-FM, Sacramento and KTCJ-AM/KTCZ-FM, Minneapolis from Parker Communications to National Radio Partners, LP, Alan Beck, Art Kern and the partners of Hellman & Friedman, Principals.

Elliot B. Evers acted as advisor to National Radio Partners.

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**And where are they turning for this information?** One place is radio. More than a quarter of the respondents say they turn to radio as a viable source of business and economic news -- making stock market information a key way to reach listeners, particularly the much sought after high SES listener.

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# RADIO 1992

Some 7,000 broadcasters are expected to converge this week in New Orleans for the NAB's annual Radio Show, a convention that comes at a pivotal time. New rules on radio ownership, long sought by many in the industry, are finally a reality. Already, the new rules have changed the ownership roster in major markets. But questions abound. Will expanded ownership opportunities and duopoly really make a difference? Is the industry's two-year revenue slump finally letting up? On the following pages BROADCASTING examines those questions and more: What will become of the local marketing agreement? How does the upstart ratings company, Strategic Radio Research, stack up against industry giant Arbitron? What's next in the development of DAB? There's also a convention agenda and exhibitor list.



# LOOKING INTO RADIO'S CRYSTAL BALL

Top executives interviewed by BROADCASTING see no major revenue turnaround soon

**O**n the eve of the NAB's 1992 Radio Show, BROADCASTING asked a cross-section of radio's top executives to offer their predictions and insights on crucial issues facing the industry.

The results? A wide variety of opinions, but some consensus: revenues will not rebound dramatically until the economy does, duopoly will make a difference, format fragmentation will continue, and everyone—or almost everyone—anxiously awaits digital audio broadcasting.

**1. What advertising revenue trends do you expect for the remainder of 1992 and 1993? If you see a marked turnaround coming, when do you see it taking place?**

*Richard Buckley, president, Buckley Broadcasting:* "I think it's going to be a slow pullout. Local seems to be hanging in there, but the real question is: What happens to national? And I really see major problems in national business. It's just not there. You've got downward forces on unit rates. Cost per point has come home to haunt everybody in the business."

*Norman Pattiz, chairman and chief executive officer, Westwood One Inc.:* "I don't think we can expect much. I think we have to expect more of the same. We're seeing some signs on the network side of the business that the slump may be easing, but we're planning to run our business based on the advertising realities that exist at the moment. We expect minimal improvement in 1993."

*Paul Fiddick, president, radio group, Heritage Media Corp.:* "Local is already substantially recovered, and it's being masked by the continuing problems we have in national. I think it's better than it looks."

*Ralph Guild, chairman and chief executive officer, The Interep Radio Store:* "In national spot, I think the last quarter is going to pick up. I think it's going to be the best quarter of the year, and will erode some of the shortfall of the first three quarters. But I still don't think it will bring us even with last year. I think '93 will run ahead of '92, but I'm not so sure that it will exceed 1990."

*Gordon Hastings, president, Katz Radio Group:* "Our pacings indicate a turnaround is in progress for the remaining five months of 1992. It is entirely possible that the industry will



**William Hogan**

which could be a big help."

*"We feel the worst is behind us.... We are seeing an increase in activity in the fourth quarter. Fortunately, Detroit has picked up, which could be a big help."*

be up between 2% and 4%, August-December.... If the remaining five months hold, the annual 1992 figures should result in between minus 5% and minus 6% for the year.... Broadcasters and reps will be conservative with 1993 projections until one quarter of solid growth is on the books.

*Richard Ferguson, president, New-City Communications:* "We think national is going to stay on the same track for the rest of the year and that it's not going to improve dramatically. And I think local is going to be more of the same—not dramatically up or down. And we have no idea for 1993."

*William Figenshu, senior vice president, Viacom Broadcasting:* "The fall of '92 for us is very strong. We're excited because it's the first time we've seen any strengthening of the markets. We're cautiously optimistic about the fourth quarter. As far as '93 goes, I don't see a marked turnaround coming. The economies are not going to get better overnight."

*William Hogan, president, general manager, Unistar Radio Networks:* "We feel the worst is behind us, i.e., April and May, which showed decreases from last year exceeding 19% each month.... We are seeing an increase in activity for the fourth quarter. Fortunately, Detroit has picked up, which could be a big help.... Our

## RAB'S INDEX OF RADIO REVENUE

### Local revenue—July 1992

All Markets .....	+2%
East .....	-1%
Southeast .....	+5%
Midwest .....	+2%
Southwest .....	+6%
West .....	Flat

### Local revenue—Jan.-July 1992

All Markets .....	+3%
East .....	+2%
Southeast .....	+4%
Midwest .....	+3%
Southwest .....	+7%
West .....	+4%

### National revenue—July 1992

All Markets .....	-15%
East .....	-15%
Southeast .....	-18%
Midwest .....	-4%
Southwest .....	-19%
West .....	-20%

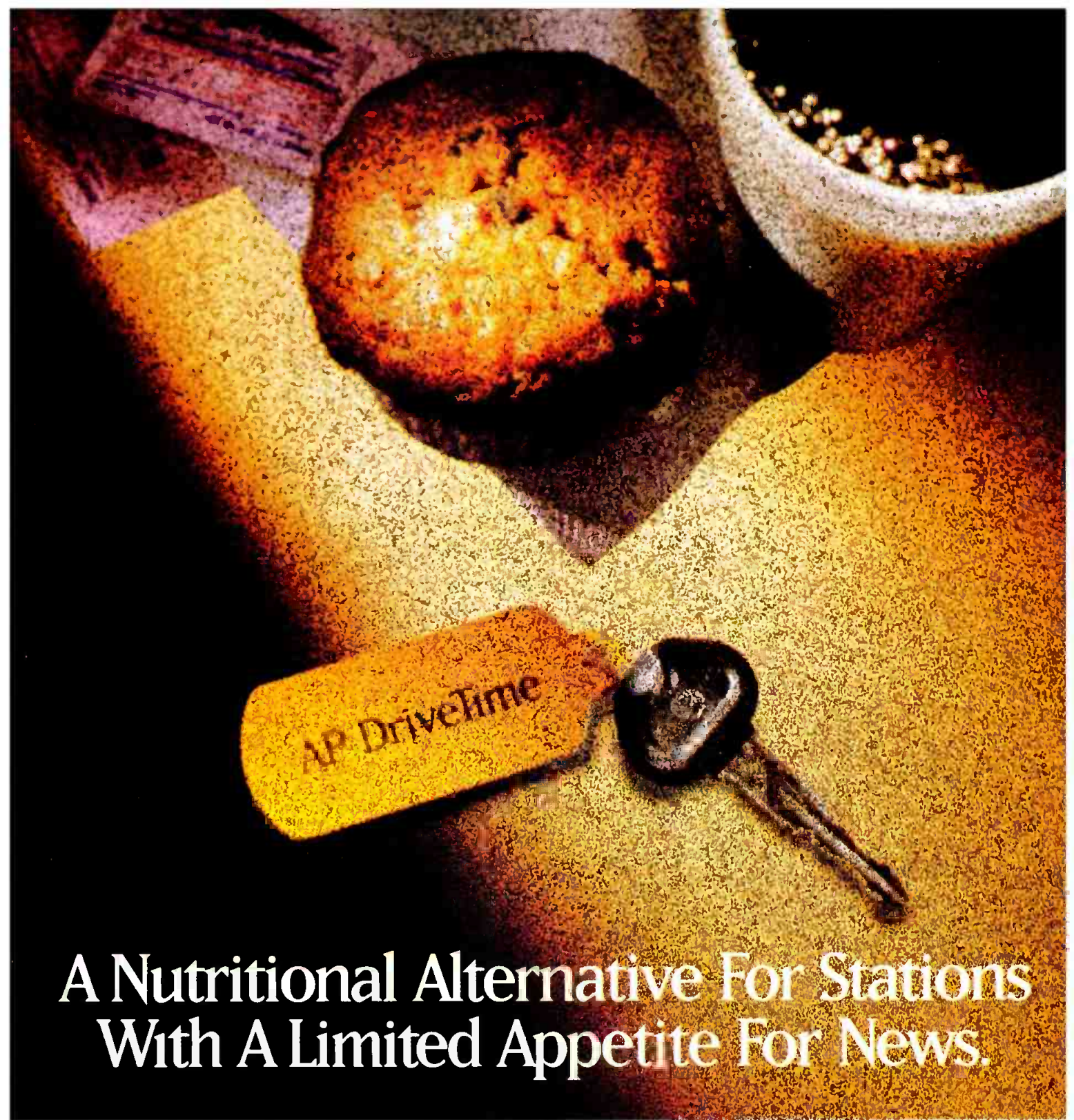
### National revenue—Jan.-July 1992

All Markets .....	-10%
East .....	-9%
Southeast .....	-6%
Midwest .....	-4%
Southwest .....	-14%
West .....	-17%

*Note: These figures include some markets that reported on calendar month, as well as markets that reported on standard broadcast month. The markets reported may vary from the previous month and may cause small variations in year-to-date trends.*

*Local and national revenues are based on a pool of more than 100 markets, as reported by the accounting firms of Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.*

*Network revenues are provided by the Radio Network Association, as reported to them by their members.*



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feeling and that of the Radio Network Association is that 1992 was an exception and that 1993 will see the industry back on positive growth."

*David Kantor, executive vice president, ABC Radio Networks:* "I think for the rest of '92 it's still going to be sluggish. We're optimistic that in '93 there will be strong increases, primarily due to the bounce back of existing accounts and several new accounts."

**2. Do you expect duopoly to have a major impact on the industry? If so, how?**

*Pattiz:* "Over time, yes, a significant impact. But I wouldn't expect to see anything change overnight. It will be an opportunity for buyers who are traditional players in the radio game to expand, and it will also afford sellers an opportunity to move properties they haven't been able to move."

*Figenshu:* "I don't see it as revolutionary. I see it more as an evolutionary thing. There's no road map on this. I think there will be many, many creative variations on how people deal with duopoly."

*Buckley:* "It's not the savior for the industry. You've got problems with financing today. The biggest problem I see is, does one and one make two? With LMA's [local marketing agreements], the answer has been no. So where's your return on investment?"

*Fiddick:* "The expectations have been negotiated up so high that I think you'll see less duopoly action rather than more. The prevailing sentiment among many companies is to let the other fellow show his cards first, and see just what effect duopoly is going to have on local radio markets. Plus, the industry is over-leveraged now."

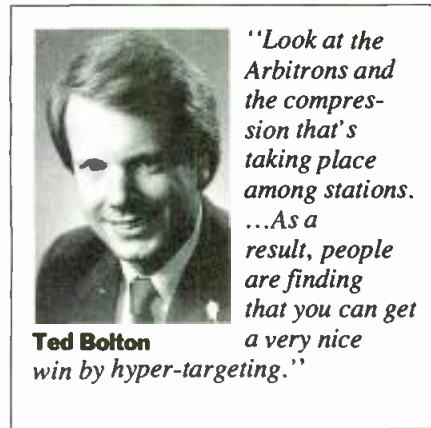
*Hastings:* "We think that more stations will come under the management of strong broadcast companies with the resources to strengthen stations through programing and promotion. From the national marketing point of view, anything that strengthens individual stations strengthens the industry."

*Guild:* "Duopoly will eventually have a positive effect on pricing. However, only the stations that continue to operate independently with separate sales forces locally will be able to maintain or increase their prices. All of the evidence I've seen says that when you join the local sales staffs, one plus one adds up to about 1.6.... Also, now that the stations are

consolidating, there will no longer be a perceived need for more rep companies. If anything, there will be a perception that fewer are needed. I don't think there will be consolidation between the two mega-companies. But if duopoly takes hold and there is consolidation in the industry, that would certainly lead to consolidation at the rep companies."

*L. Lowry Mays, president and chief executive officer, Clear Channel Communications:* "Duopoly will have a major impact. The strong combos will help strengthen rates, particularly if sold separately."

*Ferguson:* "The impact of duopoly in



**Ted Bolton**

*"Look at the Arbitrons and the compression that's taking place among stations. ...As a result, people are finding that you can get a very nice win by hyper-targeting."*

medium markets has greater potential because there are more distressed stations. I think there are deals to be had. In many of those markets there are too many stations and not enough revenue."

*Bill Clark, president, Shamrock Broadcasting:* "Broadcasters saddled with high debt may use this as an opportunity for exit or consolidation. LMA's will be a near-term solution until capital becomes more available."

*Kantor:* "No question. It will lead to some consolidation in the marketplace, which I think will bring more format fragmentation than already exists, which will help the 24-hour satellite formats. And I think there will be more emphasis on a market strategy than just a programing strategy. Both the networks and local operators will be more focused on what they're trying to accomplish in a given market."

*Hogan:* "The impact of duopoly on the network radio industry may come in the way of an increase in dual affiliations whereby a group owner may want to combine his affiliates under one network. This could touch off

some affiliate switching, which may have some effect on compensation."

**3. What major trends in programing and formats do you see in the coming months?**

*Pattiz:* "More segmentation. The strength of radio has always been its ability to reach narrowly targeted audiences better than other media.... I think there's more demand for talk radio, and I think it will grow over time to become a significant format on FM stations as well as AM stations."

*Buckley:* "There are just too many AC [adult contemporary] stations and variations on the format. They're just cutting each other's hearts out."

*Kantor:* "I think the move will be toward continued fragmentation. Clearly, broad-based AOR [album-oriented rock], urban and country are being broken down into new formats, and that trend will just continue."

*Fiddick:* "In today's market a 3-share is a lot more viable than it was five or 10 years ago. So smaller music niches—classical, jazz, alternative music—suddenly are becoming more viable than in the past. But I don't know if duopoly will continue that trend or reverse it."

*Clark:* "New talk programs will continue to appear and will be distributed regionally or nationally on FM as well as AM. Country will keep riding tall in the saddle, at least until CHR [contemporary hits radio] mounts a comeback."

*Ted Bolton, president, Bolton Research Corp.:* "Look at the Arbitrons and the compression that's taking place among stations. It's getting very, very tight. As a result, people are finding that you can get a very nice win by hyper-targeting a very specific group of people to create loyalty and TSL [time spent listening]. You don't need gigantic mass appeal numbers. You need to be ranked and have loyal listeners, be really special to a defined group of people. I'm also hearing people saying, 'We don't want to be the second or third station in a format.' A lot of stations are trying to find non-competitive strategies or non-competitive formats. The idea is to create a new franchise, own a franchise. Instead of fighting for market share, create a whole new market. So you see new formats like 'Rock AC' or 'Young Country.'"

*John Dickey, vice president, Stratford*

*Research:* "In larger markets where demographic diversity and large numbers of potential advertisers allow radio stations to operate profitably with small shares, niche targeting can indeed be viable. But when the threat of competition drives the rationale for niche programming in smaller markets... niche formats have much less to offer. For stations in medium and smaller markets, this means that efforts have to focus on being better 'mass' products rather than running from

competition toward small 'class' markets that cannot support revenue needs. As the old saying goes, it's easy to corner the market on left-footed shoes, but few people can make a good business out of it."

*Josh Feigenbaum, president, MJI Broadcasting:* "I think there's going to be more specialization. And I think the programming market battlefield is going to be coming up with unique positions and unique services for radio."

*Hogan:* "Because of the tough year in network radio, we may see a reduction in new product developed and offered to stations.... Also, because of the economic climate, many more station owners may consider the long-term savings and benefits a satellite format offers."

**4. What do you see as the most important technological issue facing the radio industry? And what impact do you think it will have on radio?**

*Pattiz:* "Clearly there's a lot of attention being placed on DAB. My sense is that it's still something that's years away in terms of having any impact, but it's something that needs to be addressed. I don't see it becoming

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**Richard Ferguson** brain-

storming about the possibilities."

something that's going to change the nature of radio. I see it as another delivery system."

*Clark:* "Satellite will be even more important to radio's future than it is today, as more and more stations become dependent on nationally or regionally distributed programming."

*Guild:* "From my perspective it has to do with the electronic transfer of backroom data: contracts, discrepancies, post analysis, and all the other non-sales functions. Eventually the computer transfer of contracts into accounting systems will leave time for more selling and less processing of paper. But I do not believe that the sales function will ever be automated. The electronic marketplace is a dream but will probably never become a reality."

*Buckley:* "It's got to be DAB. In-band, we hope. As long as it's a technical advance rather than a whole new cottage industry, with all new players. That's the big fight."

*Ferguson:* "I don't think it's all there yet, but the so-called digital studios



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**Feigenbaum:** “The largest question right now is when and if national radio is going to come to fruition on a local basis. The technology for digitally delivered signals is there so that you don’t have to go through the local operators in order to get an audience. People who have got receivers can pick up DAT right off the bird directly. That could make national broadcasting possible without the local stage. Anyone who currently owns a license doesn’t want to see it happen. And frankly, I don’t think syndicators or networks want to see it happen either.”

**Fiddick:** “I am unconvinced that the consumer will go out and buy special equipment to receive digital quality when an alternative is available to them in FM stereo. Even assuming we can do DAB on band, I think that it’s going to have less of an effect than expectations.... It is not like color TV versus black and white.”

**Hogan:** “Clearly DAB is the major issue facing radio.... Everyone wants to avoid another AM stereo situation and is moving even closer to a solution. This is vital in order to develop digital quality on radio before alternatives like cable radio become a new competitor for listeners.” ■

## THE VIEW FROM PORTLAND, MAINE

*Small market mirrors the industry’s problems: too many signals, too few ad dollars; will duopoly matter?*

By Peter Viles

**O**n the surface, Portland, Me., is hardly a typical radio market. Until the New England real estate market crashed, the picturesque seacoast city was becoming known as a poor man’s San Francisco—a livable city with a thriving economy and an unmatched quality of life.

But look past the scenic coast and the boom-and-bust pattern and Portland is, indeed, a mirror of the radio industry. According to broadcasters in the market, the problems are almost universal: too many signals chasing too few advertising dollars with an elite handful of successful stations getting the lion’s share. Country is hot, CHR is not, and nearly every station is chasing the same broad 25-54 demographic.

And while Portland-area broadcasters believe the worst of the recession is behind them, the future is fraught with uncertainty. Market revenues are well below their late ’80s peaks, station values have plummeted, and two stations are in receivership. The bottom line: Local broadcasters agree that no more than five of the market’s 21 commercial stations are profitable.

“There are some people hurting badly right now,” says Eve Rubins, vice president and general manager, WBLM(FM), an AOR station that leads

the market with a 17.3 share (spring 1992 Arbitron, total week, AQH, persons 12+). “For some of them, it’s downright frightening.”

The good news is that most broadcasters agree the worst is over. Robert Gold, general manager of WPOR-AM-FM, a country station that drew a combined 12.6 share in the spring Arbitron book, says he believes revenues have started what will be a steady turnaround.

“I think we bopped out of it somewhere in January and February,” he says. “We were bumping along the bottom, and now we’re starting to go back up again.”

Like most markets, Portland is divided into the haves and the have-nots. Combined, the three top-rated stations and combos in the market—WBLM(FM), WGAN(AM) and WMGX-FM and WPOR-AM-FM—controlled 48.1 shares in the spring Arbitron survey. Local broadcasters estimate the big three control an even higher percentage of the market’s revenues, perhaps as much as 70%.

“It’s like New York City or any other market—the guys that run a good operation will make dough, and the guys that don’t will struggle,” says Gold.

That means tough going for the majority of the market’s stations, especially in a market where broadcasters

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agree that radio revenue has dropped sharply, from an estimated \$11 million-\$12 million in 1989 to \$9 million-\$10 million this year.

"The problem is we've got too many signals up there and not enough revenue," says Richard Buckley, president of Buckley Broadcasting and owner of WYNZ(AM) in Portland and



Eve Rubins  
WBLM(FM)

*"There are some [stations] hurting badly right now. ... For some of them, it's downright frightening."*

WYNZ-FM in Westbrook. The FM station, which has an oldies format, garnered a respectable 6.3 share in the spring Arbitron survey, but Buckley says: "It's been one hell of a struggle to get that station going."

"It's a terribly competitive market," adds Michael Schaefer, former general manager of WYNZ, now sales manager for WHEN(AM)-WRHP(FM) Syracuse, N.Y. "Portland has about 18 stations that sell in that market. And you've got a tremendous influx of signals. You can put your FM radio on 'scan' and it takes about two-and-a-half minutes to go down the band."

In programing trends, Portland is typical of small to medium markets. Niche-targeted programing has not taken hold, and broadcasters still seek the broadest possible demographic—25-54—to appeal to advertisers in the market. With that strategy in mind, the market's only CHR station, WTHT(FM) Lewiston, recently switched to an oldies format in search of older listeners.

"The market is getting older, and, basically, with the economy the way it is, stations feel they have to target the demos most attractive to advertisers," says Brian Cliffe, former general manager of WTHT. "A lot of the stations have sort of tweaked their programing a little bit to try to appeal to that 25 to 54 demo."

Ronald Frizzell, president and general manager of WKZF(FM), a soft AC

station, says the pressure to attract advertisers has probably deprived the market of some programing that would otherwise find an audience.

"The agencies have killed off anything that skews too young or too old," Frizzell says.

While Portland-area broadcasters have watched closely the regulatory debate over new ownership limits, no one seems certain whether it makes sense to buy another station or two in the market, especially if the station for sale isn't making money, as is likely to be the case.

"Everybody's talking to everybody," says Frizzell. "But I don't need to absorb a million dollars in debt and then try to turn somebody else around."

"There's a lot of talk back and forth," observes Gold. "There are a lot of guys that have a lot of debt right now. And the question is, do they want to add to it? I don't think so."

"Sure, we're interested," says another Portland-area broadcaster. "But there's a difference between being interested and passionately embracing something."

WBLM's Rubins says she has several worries about duopolies. First, because WBLM draws a share of 17.3, the station's options are limited by the FCC's 25-share limit for same-market combinations. Saga Communications, with a combined market share of 18.2 from WGAN and WMGX, is in a similar



Ronald Frizzell  
WKZF(FM)

*"The agencies have killed off anything that skews too young or too old. So we all sound the same. That's why you don't have any CHR and you don't have any beautiful music anymore."*

position.

And even if the right station became available at the right price, Rubins wonders whether she could motivate



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her staff to run a station "on the cheap."

"That's what disturbs me about duopolies and LMA's. I hear people saying, 'We'll run it cheap.' But I never hear people saying, 'We'll run it well. We'll make that the best station you've ever heard.' "

For all the focus on the advertising slump and the proliferation of radio signals, Rubins believes the industry must bear more responsibility for its current problems if it is going to overcome them.

"I've got bad news," she says. "Broadcasters helped to create the declining revenue figures we're all suffering with today. As a general observation, I see many broadcasters who are great imitators. We mimic the ways our predecessors ran radio and television stations, and, of course, they imitated their predecessors."

How does she see radio breaking out of the slump? "We could start bringing new people with fresh, wacky ideas into the business instead of trading the same, stale, old talent around between ourselves.... We can stop our salespeople from selling against other radio stations and start positioning radio as a cost-effective advertising decision against the yellow pages, direct mail and other print forms."

If there is a bright spot for radio, Rubins says, it is that virtually every other American industry faces a similar challenge. "I think there are a lot of tough years ahead for every type of business," she says. "But it's time for us to be called up. We can take tough times. This country has a lot of challenges to overcome right now. Let's find the qualities within ourselves that are going to bring us to the top." ■

# ROOM FOR TWO? ACCURATINGS HOPES SO

*New ratings service says it is not a direct competitor to Arbitron; success may depend on affordability for stations*

By Sharon D. Moshavi

**S**trategic Radio Research hopes there's room in the radio industry for its new AccuRatings service, but its aim is not to destroy Arbitron's dominance in the market. Radio sales executives—including Arbitron—say that's wise, because AccuRatings's methodology is enough to complement, but not substitute for, Arbitron. The service's success thus depends largely on whether stations feel they need and can afford a second service.

Strategic AccuRatings will survey audiences through once-a-week telephone call-outs; Arbitron surveys audiences through written diaries covering every day of the week. So far, the service has signed up three markets: 14 stations in San Diego, 10 in Chicago (its home base) and six in South Bend, Ind.

Although some of those stations are sole AccuRatings subscribers, they had already dropped Arbitron because they were unhappy with the service. "We are not positioning ourselves as a direct competitor [to Arbitron] in most cases," says SRR President Kurt Hanson. He has also made pitches in markets including Phoenix, San Francisco, Orlando, New York City, Albuquerque, Chattanooga and Grand Rapids.

Advertisers, especially national ones, simply will not accept most stations using solely AccuRatings at this point, according to Gerry Boehme, senior vice president, director of research, Katz Radio Group. National advertisers need a service that monitors the entire country. The service could be more useful in pitching local advertisers to try a radio station they had not used previously, he says.

SRR is pricing itself much lower than Arbitron to entice stations. AccuRatings's pricing for middle and larger market stations ranges from about \$27,000 to \$40,000. Compara-

## RADIO RATERS

	Arbitron	AccuRatings
Clients	1,950	31
Markets	263	3
Frequency	Qrtly + mthly updates	Qrtly + wkly updates
Method	Diaries	Ph. callout

ble Arbitron prices for those stations would be about \$100,000 to \$200,000.

Based on quarterly sample sizes about twice those of Arbitron's, AccuRatings will report ratings for cumulative audience within dayparts, as well as provide qualitative information based on demographics, geography and an additional 10 categories that radio stations in an AccuRatings market can handpick.

Arbitron measures audiences based on average-quarter-hour listening, which has become the industry standard and the yardstick by which advertisers measure radio and formulate cost-per-point pricing. Hanson maintains that AccuRatings's lack of quarter-hour measurement is a plus to stations. "Without average quarter hour, advertisers can't do cost per point. They have to look at the unique nature of the station and the advantages of it for their product," he says.

While most radio executives would like to get away from cost-per-point


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(no more than two AM's or FM's) in smaller markets.

Also under the new rules, stations operated under LMA's are considered as if they were owned by the lessee under the ownership limits. The incentive is created to buy the station outright.

But there are still some cases where it makes sense to sign an LMA before or in lieu of buying. "It's still much easier to do an LMA than to buy a radio station," says Alan Box, president, EZ Communications Inc., a group of four AM and 10 FM stations, which is also currently programming leased stations in three cities. The legal expense of filing for an LMA at the FCC, for example, is significantly less than a full transfer of license.

A year ago, EZ agreed to rent Stoner Broadcasting System's WMXZ(FM) New Orleans and operate it together with its own New Orleans station, WEZB(FM). WMXZ had been losing money and was put on the sales block about three years ago, but there were no takers, says Stoner Broadcasting Chairman Thomas Stoner. "Then we

changed to the mix format [70's, 80's and 90's hits] and we started to move it," he says. The station's numbers improved enough to spark EZ's inter-

*"We all thought in the early days...that if we combine these things, there would be synergies that would make them better than the parts themselves."*

**Alan Box**

est in leasing it and continuing the mix format.

A year after the LMA was signed, WMXZ is making a small profit. "I think from our perspective it's been a good arrangement," Stoner says.

LMA's can also be favorable because they often cost little to establish. "We had some legal expenses, filing with the FCC, getting approval and that sort of thing. But we had minor programming expenses," Novik says. A

simple microwave link was the most significant piece of equipment needed to begin simulcasting.

The expense of getting out of a long-term lease agreement for a station's studio site can sometimes complicate the closing of an LMA. In the EZ-Stoner case, Stoner was fortunate to be renting his studio facility on a monthly basis and had no trouble vacating. A greater expense was incurred by EZ, which built a new studio to house WMXZ near the established WEZB studio. "I guess we could have gone into one of the [existing WEZB] production studios, but the one thing I wanted to avoid was this stepchild syndrome you usually see in AM-FM combinations," says Mark Leunissen, who is managing both stations for EZ.

(A tour of the two stations will be held for attendees of NAB's Radio Show on Wednesday morning, Sept. 9.)

There have been drawbacks to LMA deals. Stations often go into them with overly optimistic expectations, Box says. "We all thought in

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the early days—I remember making statements myself—that if we combine these things, there would be synergies that would make them better than the parts themselves. But advertisers expect a discount, and there were things we experienced along the way that we expect now," he says.

There have also been disputes with companies specializing in services to radio stations, Box says. EZ dropped Arbitron's service earlier this year in protest over what it claimed were inaccurate data on several of its stations (BROADCASTING, April 27). Arbitron's insistence on billing a leased station separately rather than as a combination with its other station in the market contributed to the decision. EZ also let its contract with AP Broadcast Services lapse for similar reasons.

LMA's of the future are likely to be used as short-term vehicles toward eventual purchase of stations. "It takes six months or a year sometimes to establish that the cash flow of the two properties combined can support the financing of buying the second station," Box says. "It allows you to prove to the bank that it makes sense."

Novik says he would like to begin negotiations soon to buy the FM he is renting. Stoner, the lessor in New Orleans, says he would like to be the lessee in other markets where his stations are more profitable. (The Stoner group includes four AM's and eight-FM's in markets including Des Moines, Louisville and various cities in New York.)

"I think leasing without purchase options in this day and age is unlikely to occur," Stoner says. "In the EZ case, we couldn't have done that at the time. There was no perception that the duopoly rule would go away." ■

## AM AND FM IN-BAND DAB: MANY RIVERS TO CROSS

*At Radio '92, USA Digital plans to transmit combined digital/analog FM and show digital AM quality; AM noise, FM multipath and mobile reception wait for spring*

By Peter Lambert

**A** new ray of hope may shine on AM broadcasters during the NAB Radio Show this week, a hope that they might someday soon deliver digital stereo signals more on a par with today's analog FM service.

At the same time, the show may bolster FM broadcasters' confidence that a migration to compact-disc-quality digital transmission will require no new spectrum allocation and accommodate continued analog transmission until a new generation of digital consumer receivers dominates the market.

The causes for celebration? On the exhibit floor in New Orleans, USA Digital/Acorn Project plans to improve on the closed-circuit FM digital audio broadcasting (DAB) demonstration it brought to last April's NAB convention in Las Vegas, this time delivering full-power, over-the-air transmission of digital and analog signals together on the same FM channel. It also hopes to demonstrate that the digital FM signal can be extracted at the receiving end from the coexisting signals.

But AM should steal the show. USA Digital—the in-band DAB co-venture among CBS Radio, Gannett Broadcasting and Group W—may have upstaged its in-band FM DAB milestone when, on Aug. 26, it suc-

cessfully tested its AM DAB system, transmitting MUSICAM-generated digital stereo audio in a standard 15 khz AM channel in Cincinnati.

By this fall, USA Digital plans to demonstrate in-band FM DAB in a mobile environment and the AM system "shortly thereafter," and to provide mobile demonstrations in both bands next spring, when the Electronic Industries Association proposes to begin testing prototype in- and out-of-band DAB equipment, says Daniel Ehrman, vice president in charge of finance and business affairs for Gannett.

"Our [AM] experiment was successful in proving that high-fidelity stereo audio can be transmitted in an AM channel," Ehrman says. "The radio listener receives this service improvement without the need for a new spectrum."

Tempering excitement over the feat of compressing a stereo digital signal into 15 khz in the expanded AM band, however, were cautions that even digital technology probably cannot enhance AM to the point of signal parity with FM. More critical, notes Ehrman, is that, in AM or FM, more substantial barriers remain to achieving in-band success in a real-world, mobile environment.

"The next step" after USA Digital's AM test "is to evaluate what in-band sounds like," says Dick Novik, president of WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y., and immediate past chairman of NAB's Radio Board. "Then it will be important to see whether or not it can work in the mobile environment."

"The whole key from the consumer's point of view is whether there is a real difference in quality they are hearing," he says. Asked how deep an improvement might be expected in AM, he encourages open minds on the subject. "Only a year ago, some of the best engineers in the field said that [AM digital transmission] could not be

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done at all."

Ehrman says USA Digital concedes its in-band AM DAB "won't be as good as FM DAB, and it may not be as good as FM today, but it may be. It will be in the ear of the beholder, and that is what we hope to answer at the convention."

Like others, though, Novik underscores the fact that both AM and FM systems will have to add up to significantly improved services to motivate consumers to buy digital receivers. And many broadcasters would resist an FM-only system, just as they did with proposed FM-only radio data services.

"I don't think AM can be left behind in a move so significant as digital. It's hard enough to compete now with FM stereo and quality. That would be the final nail in the coffin for AM. It's going to be very important that AM [digital] sound comes as close to FM sound parity as possible."

Given an AM system falling short of that goal, Novik suggests the United States might still find a hybrid in-band, out-of-band solution. For example, he says, if Canadian and Mexican

broadcasters follow through on their promises to develop terrestrial DAB in the L-band frequencies (a strategy rejected by the U.S. at last February's World Administrative Radio Confer-

*"It's going to be very important that AM [digital] sound comes as close to FM sound parity as possible."*

**Dick Novik, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.**

ence), "I think the door remains slightly open" for in-band implementation on the FM side and allocation of L-band for AM broadcasters. "I'm not proposing it, but I feel the politics could be worked out on this. And I think AM broadcasters would find a Congress sympathetic to seeking a compromise."

For now, he says, the focus should be on in-band development and evaluating the improvements it brings in both bands.

"The showdown will really come when we take these things out into the mobile environment," says in-band proponent Ron Strother of Strother Communications Inc./Lincom Corp.

*"The showdown will really come when we take these things out into the mobile environment."*

**Ron Strother, Strother Communications**

If the Electronic Industries Association has its way, that "showdown" will take place by April 1993. Late last year, after the State Department rejected L-band as the place to develop DAB in the U.S., NAB backed off its support of the Eureka 147 L-band system. Shortly thereafter, EIA began riding herd on DAB development, issuing a request for proposals from digital audio radio (DAR) system designers. The respondents include Amati, American Digital Radio Inc., AT&T-Bell Laboratories, Digital Planet, General Instrument Corp., Japan Broadcasting Corp. (NHK, which

pulled out last month), Kintel Technologies Inc., Mercury Digital Communications Inc., MIT, SCI/Lincom, Thomson Consumer Electronics (for Eureka) and USA Digital Radio.

A working group of EIA's Digital Audio Radio Subcommittee reviewed submissions in late June and has been receiving more information from the proponents. EIA now awaits prototype hardware, in-band and otherwise, to test in a mobile environment next April. EIA members hope the process will lead to setting a standard to which manufacturers can build radio receivers.

At least a little concerned that the EIA process not outrun the broadcast industry, Novik hopes a Thursday Radio Show panel, "DAB Update: Emerging Technology," will underscore the manufacturers' and broadcasters' mutual interest in DAB. "I would assume manufacturers are willing to listen to broadcasters," he says. "If in-band can prove it has come this far this fast, it would be tragic to propose another system before we see if in-band works."

According to Strother, at least for the small, "have-not" developers, gaining research and development money remains the biggest barrier. Strother says SCI will forgo presenting another stationary DAB demo at the Radio Show. "We've elected to devote our time and resources to development" and meeting EIA's "critical" April testing deadline.

On the way toward conducting its own over-the-air tests with Westwood One in Los Angeles, SCI/Lincom has been experimenting with different waveforms and anti-multipath approaches. The focus, he says, remains on FM. And SCI is only reluctantly relenting from its adjacent-channel "wider, spread-spectrum approach, which is ideal. We've taken that and crammed it into a small application, seeking the least possible compromise.

"Clearly, the industry wants in-band, on-channel FM and [digital] enhancement for AM," he says, lauding USA Digital's "considerable efforts" on the latter goal. "If we can barely do 200 to 240 khz, you can imagine how difficult it is to squeeze it into 15 khz." However, he adds, "we'll have to see if it's really an improved service, not just a compression accomplishment. AM digital is a term not to be used too liberally yet." ■

Marty Beck has given his vision, wisdom and patience to those within the company he founded, as well as to others who have sought his counsel. His values and compassion are inspirational and set a standard for others to follow. All who know Marty have benefited by their association with him.

And now, appropriately, he is honored with NAB's National Radio Award. Martin F. Beck, we salute you!!



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# RADIO BY THE NUMBERS

## PROPOSED STATION SALES, CHANGE OVER LAST YEAR

\$ volume/number of stations

As of Sept. 2, 1991:

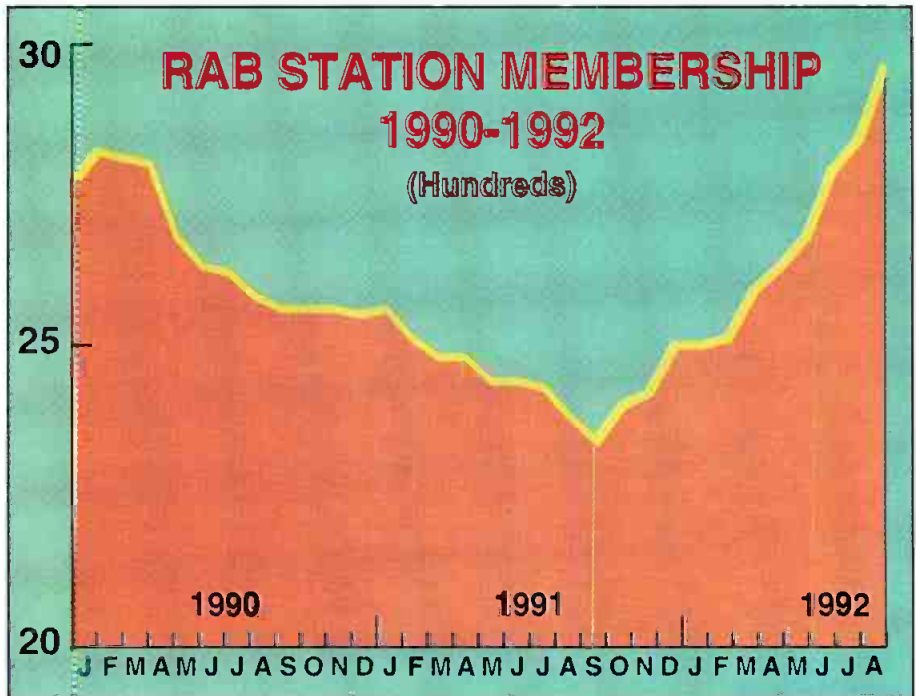
AM: \$58,365,080/186  
 FM: \$149,773,646/181  
 AM-FM: \$166,333,972/130  
 Total: \$374,472,700/497

As of Aug. 31, 1992:

AM: \$139,602,163/152  
 FM: \$287,193,909/166  
 AM-FM: \$220,329,846/110  
 Total: \$647,125,920/428

1992 vs. 1991

AM: +139%/- 18%  
 FM: +92%/- 8%  
 AM-FM: +32%/- 15%  
 Total: +73%/- 14%



## RADAR 45—SPRING '92 VS. FALL '91

Volume 2, network audiences to all commercials.

Average quarter-hour summary by network, Mon.-Sun., 6 a.m.-7 p.m.

### TOTAL PERSONS, 12+

Network	Spring 1992		Fall 1991		% Chg.
	AQH	Rank	AQH	Rank	
ABC Prime	5,407,000	1	5,389,000	1	+0.3%
Westwood/Mutual	3,196,000	2	3,242,000	2	-1.4%
ABC Platinum	2,949,000	3	2,849,000	3	+3.5%
CBS Spectrum	2,420,000	4	2,408,000	4	+0.5%
ABC Genesis	2,373,000	5	2,352,000	5	+0.9%
Unistar Super	2,265,000	6	2,239,000	6	+1.2%
Unistar Ultimate	2,088,000	7	2,045,000	7	+2.1%
CBS Radio Network	1,811,000	8	1,753,000	8	+3.3%
Westwood/NBC	1,559,000	9	1,614,000	10	-3.4%
W.O.N.E.	1,556,000	10	1,698,000	9	-8.4%
Westwood/Source	1,458,000	11	1,484,000	11	-1.8%
Unistar Power	1,424,000	12	1,388,000	12	+2.6%
ABC Excel	1,209,000	13	1,107,000	13	+9.2%
American Urban	1,132,000	14	998,000	15	+13.4%
ABC Galaxy	1,073,000	15	1,028,000	14	+4.4%

### TOTAL PERSONS, 25-54

Network	Spring 1992		Fall 1991		% Chg.
	AQH	Rank	AQH	Rank	
ABC Prime	2,894,000	1	3,022,000	1	-4.2%
Westwood/Mutual	1,683,000	2	1,682,000	2	+0.1%
ABC Platinum	1,546,000	3	1,467,000	3	+5.4%
CBS Spectrum	1,443,000	4	1,373,000	4	+5.1%
ABC Genesis	1,363,000	5	1,365,000	5	-0.1%
Unistar Super	1,290,000	6	1,274,000	6	+1.3%
Unistar Ultimate	1,188,000	7	1,204,000	7	-1.3%
Unistar Power	912,000	8	851,000	9	+7.2%
W.O.N.E.	897,000	9	940,000	8	-4.6%
CBS Radio Network	891,000	10	850,000	10	+4.8%
Westwood/Source	810,000	11	821,000	11	-1.3%
Westwood/NBC	767,000	12	767,000	12	0.0%
American Urban	723,000	13	588,000	14	+23.0%
ABC Excel	702,000	14	662,000	13	+6.0%
ABC Galaxy	629,000	15	554,000	15	+13.5%

Network radio executives, battered by declining revenues, found good news in RADAR 45, the industry's biannual ratings report released last week. It showed network listenership essentially stable, with significant increases for the American Urban

Radio Networks and ABC's Excel. "It does appear to be flat, and I consider that to be a great book for the medium of network radio," says Paul Bronsteln, vice president, research, CBS Radio Networks. "It really shows a stability among the audiences."

# NAB RADIO '92 SCHEDULE

All events are in New Orleans Convention Center unless otherwise noted

**PROGRAMING      MANAGEMENT/OPERATIONS      SALES/MARKETING      TECHNOLOGY MANAGEMENT**

Wednesday	9:00 am-noon	<b>Radio Station Tours—Convention Center</b>			
	12:45-1:15 pm	<b>Sneak Preview for International Guests and Newcamers—Rm. 17</b>			
	1:30-2:40 pm	Direct Marketing for Ratings and Revenue Impact—Rm. 14	LMA's: The Late Breaking Story—Rm. 24	Maximizing National Sales—Rm. 17	Station Impact of EBS Rules Changes—Rm. 25
	3:00-4:10 pm	<b>Keynoter—Faith Popcorn, chairman, BrainReserve presents "Trendview"—Rm. 37</b>			
	4:30-5:40 pm	Evolution of Radio Programing in the '90s—Rm. 24	Expanding Ownership Opportunities—Rm. 14	Value-Added Sales—Rm. 17	Dealing with a Contract Engineer or Consultant—Rm. 25
6:00-8:00 pm	<b>Opening Reception sponsored by UPI—Hilton Ballroom</b>				
Thursday	9:00-10:10 am	101 Ways to Research Your Market—Rm. 14 Career Pathways for Women and Minorities—Rm. 11	"I'm Going to Sue You and I Know How to Win"—Rm. 17	Is Your Sales Staff As Good As You Think?—Rm. 24 Selling AM Radio (RAB)—Rm. 19	NAB SuperRadio: Technical Description and Demonstration—Rm. 25
	10 am-7 pm	<b>Exhibit Hall Hours</b>			
	10:30 am-noon	<b>Sales and Marketing Keynoter—Michael J. Roarty, executive VP, Corporate Marketing &amp; Communications, Anheuser-Busch; featuring a special performance by The Capitol Steps—Ballroom 1</b>			
	12:40-1:50 pm	Making More with Less—Rm. 24	DAB Update: Emerging Technology—Rm. 17	How You Can Be More Creative, with Roger von Oech, Pres., Creative Think—Rm. 14	New Backhaul Alternatives for Remotes—Rm. 25
	2:00-3:10 pm	Hot/Young AC—Rm. 17 Urban AC—Rm. 11 Easy Listening—Rm. 21 Oldies—Rm. 19	Expanding Ownership & Improving Radio Stations Under Revised FCC Rules—Rm. 24	How You Can Be More Creative (Repeat), with Roger von Oech, Pres., Creative Think—Rm. 14	Gearing Up for an LMA: Facility Case Studies—Rm. 25
Friday	3:30-4:40 pm	Is Arbitron Our Only Answer?—Rm. 14	Group Heads Tell It Like It Is—Rm. 24	Small Market Sales Strategies (RAB)—Rm. 17	RBDS: System Alternatives—Rm. 25
	4:30-6:30 pm	<b>Programing and Production Showcase sponsored by UPI—Exhibit Hall A</b>			
	8:00-8:45 am	Baby Boom Secrets: How to Win 25-54—Rm. 14	Music Licensing Seminar: The Per-Program License—Rm. 23		
	9:00-10:10 am	<b>Political Powerhouse Face-Off—Rm. 37</b>			
	10 am-7 pm	<b>Exhibit Hall Hours</b>			
Saturday	10:30-11:40 am	The Promotion Brainstorm—Rm. 14	How to Cut Costs and Make It Better—Rm. 19 FCC Rule Enforcement: Complaints and Compliance—Rm. 11	Breaking the Mold (RAB)—Rm. 24	Processing Clinic: New Boxes, New Sounds—Rm.25
	noon-1:45 pm	<b>Crystal Radio Awards Luncheon—Ballroom 1</b>			
	2:00-3:10 pm	Urban—Rm. 25 AOR—Rm.17 Soft AC—Rm. 24	Talk—Rm. 14 Capital Hill Perspective—Rm. 19	Maximum Exposure for Minimum Bucks—Rm. 11	
	3:30-4:40 pm	Country—Rm. 17 NAC/Jazz—Rm. 23 Spanish Language—Rm. 21	News—Rm. 14 Washington Update—Rm. 19 Establishing Your Research Department—Rm. 11	Stop Selling Spots: Start Selling Radio (RAB)—Rm. 24	Avoiding Obsolescence in Equipment Selection—Rm. 25
	4:30-6:30 pm	<b>Exhibit Hall Mardi Gras</b>			
Sunday	9:00-10:10 am	Getting the Most from Arbitron—Rm. 14	How Small and Medium Market Managers Find Hidden Revenue—Rm. 17	The Economy: When Will We Stop Singing the Blues?, with Gene Stanaland, Ph.D.—Rm. 24 Yield Management Systems: Thriving with Information Technology—Rm. 19	Digital Radio Seminar: Part I—Rm. 25
	10 am-2 pm	<b>Exhibit Hall Hours</b>			
	10:30-11:40 am	Top 40 Legends on the State of Contemporary Radio Today—Rm. 24	Radio Financing: Is There Any?—Rm. 14	New Business Development—Rm. 17	Digital Radio Seminar: Part II—Rm. 25
	11:30am-1 pm	<b>Exhibit Hall Lunch sponsored by Arbitron</b>			
	1:30-2:40 pm	MOR/Nostalgia—Rm. 23 Classic Rock—Rm. 17 CHR—Rm. 14 Classical—Rm. 21		The Economy: When Will We Stop Singing the Blues?, with Gene Stanaland, Ph.D.—Rm. 24 Contests, Promotions and Making Lawful Money with Lottery Advertising—Rm. 19	Digital Radio Seminar: Part III—Rm. 25
3:00-4:10 pm	Niche Formats of the Future—Rm. 17		Sports Marketing—Rm. 19 How to Sell Ethnic Radio—Rm. 11	Digital Radio Seminar: Part IV—Rm. 25	
5:30 pm	<b>MARCONI Radio Awards Show, emceed by Mark &amp; Brian of KLOS (FM) Los Angeles</b>				

# NEW ORLEANS FLOOR SHOW: RADIO SHOW EXHIBITORS

## All booths are in the Convention Center

2B System Corporation	709	Dielectric Communications	608	Pacific Recorders & Engineer.	659
360 Systems	835,837	Dolby Laboratories Inc.	129	Pioneer Communications	662
Assoc. of Fed. Comm. Con. Eng.	948			Press Promotions Inc.	229,231
Accu-Weather Inc.	450	E-Z Up International	415,417	Prophet Systems	414
Advanced Radio Marketing Inc.	556	Eagle Marketing Services Inc.	409	ProVideo	558
AKG Acoustics Inc.	440	Emergency Broadcast System	865		
Alpha Lyracom Radio Services	751	ERI-Electronics Research Inc.	651	OEI Corporation	840,842
The Arbitron Company	404	Eventide Inc.	121		
Arrakis Systems Inc.	141,143,145			The Radio Agency	222
Associated Press Broadcast Services	612	Film House Inc.	910,912	Radio Computing Services	834
AT&T Digital Audio Technology	131	FirstCam	922,924	Radio Et cetera	724
ATI-Audio Technologies Inc.	621	Freelond Products Inc.	316	Radio Expenditure Reports	563
Audio Precision	721	Fun Industries Inc.	624	Radio Express	820,822
Audio Processing Technology	125,127			Radio Genesis International Inc.	147
Audiotronics Inc.	314	Gentner Broadcast Systems	735,737	Radio Ink	123
Automated Business Concepts	760,762	Gowdy Printcraft Press Inc.	925	Radio Programming & Mgmt.	224
				Radio Systems	422,424
Balboa Motivation Strategies	520	Harris Allied	514	Radio World	622
BBC World Service	944			RE America	162
BIA Consulting	604	IDB Communications Group, Inc.	812	Reef Industries Inc.	943
British Information Services	940	The Interop Radio Store	319,321	Register Data Systems	212
Broadcast Electronics	320	International Demographics Inc.	746	RPMC Inc.	149
Broadcast Exec. Directors Assn.	952	International Tapetronics Corp.	634,636	RRN Inc.	920
Broadcast Products Inc.	752	Intraplex Inc.	462		
Broadcast Programming	656	ITP-Paulist Communications	220	Sabine Musical Manufacturing	139
The Broadcast TEAM	720,722			Scientific Atlanta	728,730
Broadcasters General Store	431	JAM Creative Productions Inc.	738	Shively Labs	705,707
BSW-Broadcast Supply West	262	Jampro Antennas Inc.	906	Smarts Broadcast Systems	914
Burk Technology	821			Sports Entertainment Network	205
Business Radio Network	655,657	Killer Tracks	551	Standard News Broadcast Equities	128,130
				Strata Marketing Inc.	828
C.P.C. Associates	448	LDL Communications, Inc.	635,637	Super Gospel Country Radio	861
Capitol Records	620			SuperRadio	323,325
CBSI/Custom Business Systems	454	The Management	625	Systemation (WDZ Radio)	708
Central Tower Inc.	554	Marketron	846		
Child Protection Program	864	Marti Electronics	534	Tapscon Incorporated	528
Church of Jesus Christ of Latter Day Saints	938	Maxagrid International Inc.	328,330	Television Technology Corp.	207,209
Circuit Research Labs	734,736	Media Touch Systems Inc.	362	TFT Inc.	155
CKW & Associates	652	Metated/Discovery Systems	908	Thompson Creative	312
Clark Wire & Cable	263,265	Metro Traffic Control	334	TM Century Inc.	804
CMBE	823,825	Miller, Kaplan, Arase & Co.	829	Toby Arnold & Associates Inc.	218
Columbine Systems Inc.	628	MJI Broadcasting	204	Travis Industries	536
Communication Graphics Inc.	805,807	Moseley Associates Inc.	704,706		
Communication Help Wanted Magazine	606	Motorola Inc.	916	U.S. Army Reserve	941
Communications Data Services	763	MSU-TV 11	950	U.S. Centers for Disease Control	946
Computer Concepts Corporation	112	Multi-Media Advertising Inc.	753	U.S. Tape & Label Corp.	902,904
Comrex Corporation	228	Music & Media Marketing	862	U.S. Air Force Recruiting Service	304
Comstream Corporation	523,525			U.S. Dept. of Health & Human Services	934
Congressional Quarterly	663	National Assn. of Home Builders	942	USA Radio Network	411,413
Continental Electronics Corp.	405,407	National Guard Bureau	930,932		
Corporate Computer Systems	921,923	National Supervisory Network	429	ViaSat Technology Corporation	306
CRN International	549	Network Music Inc.	723,725		
		News Technology	151	Weather Services Corporation	809
Dalet Digital Media Systems	562,564	NPR Satellite Services	535,537	Welwood International Inc.	522,524
Datacount Inc.	550,552			Wheatstone Corporation	839,841,843
DATAWORLD	434,436	The Omnia Group Incorporated	650	WireReady Newswire Systems Inc.	831
Decision Inc.	118				
Denon America Inc.	308,310				
Destinations Unlimited	824				



# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**New start-up 25kw FM** in central VA seeks sales oriented manager to direct sales and assist in management of new station. Must have strong sales background and references. Excellent new facility. Send resume to: WFXQ, PO Box 305, Chase City, VA 23924; 804-372-3996. EOE.

**Sales manager**, Northern New Jersey. 3+ years management experience with strong direct new business achievement needed here. If you understand the paradigm shift that's occurred in radio sales and know the importance of an accountability-driven system send your resume to: Michael T. Whalen, General Manager, WMTR/WDHA Radio, 55 Horsehill Road, Cedar Knolls, NJ 07927. EEOC.

**General manager:** Quad Cities WPXR/WKBF. CHR powerhouse. If you're a motivator who is sales driven, and self disciplined, rush your resume to Peter Crawford, Exec. Vice President, Roth Communications, 3 Woodland Rd, Stoneham, MA 02180. EOE.

**General manager:** Midwest AOR. We offer a great staff, a marvelous facility and an excellent quality of life environment. If this interests you and you are a motivator, leader, organizer and you are bright, disciplined, goal oriented and an outright winner, we need to hear from you. We promise complete confidentiality and the opportunity to join a great group. This is the perfect opportunity for a general manager or sales manager on the way up. Please respond to: Charles Stone, Broadcast Services, 1650 Tysons Boulevard, Suite 790, McLean, VA 22101. EOE.

**General manager for KEDM**, public radio for Northeast Louisiana. Responsible for day-to-day management of station, including fiscal control and planning; represents station to the University, and public community. May teach a course for the School of Communication. Qualifications: Bachelor's degree in broadcasting or related field (Master's preferred); experience in fund raising, grantsmanship; knowledge of FCC/CPB rules and regulations; good oral and written communication skills. To apply: Send resume, cover letter, transcripts, names of three references to: Dr. William R. Rambin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209-0320. EOE/AA.

**S.E. GSM:** 100,000 watt powerhouse looking for GSM with emphasis on developing local retail and young sales staff. You must be willing to get out into the trenches with your reps and develop the incredible amount of untouched local retail. \$11 million radio market. Reply to Box N-12. EOE.

**General manager** for leading AC FM in Northern California rated market. Great growth opportunity with first class group. Must have strategic planning skills, strong leadership ability, and urgency to win. Send resume and letter outlining experience and goals to Box P-1. EOE/MF.

**General manager:** Southern Starr Broadcasting Group, Inc. is in the process of expanding in markets east of the Mississippi. Must have programming, an emphasis on sales, and at least 3 years of management experience. If you are a hands on operator, motivated, and prepared to move, this is your opportunity. Send resume to Personnel Director, c/o SSBG, Inc., 99 Canal Center Plaza, Suite 220, Alexandria, VA 22314. EOE.

**Selling sales manager**, who can lead the "consultancy sales method" by example. Must have at least three years radio experience and a proven track record in sales. KCIL, 110 East Main, Washington, IA 52353. EOE.

**General manager:** Sales oriented. Small market AM/FM. Reply PO Box 592, Lewisburg, PA 17837. EOE.

**WNMB/B-105 North Myrtle Beach, SC** accepting applications for general sales manager. First time management candidates encouraged. Exciting market opportunities needs aggressive, organized individual to lead staff, develop revenue potential. Great facility, beautiful area. Resume and specific (firm) salary requirements to: Matt Sedota, GM, 429 Pine Avenue, North Myrtle Beach, SC 29582. Minorities encouraged. EOE.

**General sales manager** for group owned, top 50 market, Midwest Class B programming in AC format. Prior Midwest management experience preferred. Send resume, references and salary history to President, Liggett Broadcast, Inc., 160 E. Grand River Ave., Williamston, MI 48895. EOE.

**Local sales manager:** You will be responsible for development of the entire local sales effort for new FM station located in Natchez MS. Experience is required. A college degree is preferred. Call 601-446-9730 and ask for Mr. Williams. EOE.

**Upper Midwest.** Small town FM needs GM with energy, talent and desire for equity position. Resume to Box P-5. EOE.

### HELP WANTED SALES

**NY based FM**, multicultural radio station is looking for a few good advertising salespeople. Must be ambitious, energetic and very detail oriented. Background should include, at least, 1 to 2 years of advertising sales experience to the ethnic community. Call 212-966-1059. Ask for Otto Miller, GSM. EOE.

**Top small market stations:** A rare opportunity is knocking for 2 qualified sales executives who know their way around retail and agency media sales. Southwest Mississippi's leading FM radio stations need your talent now. You will work hard, be self-motivated and a team player. Fax your resume 601-446-8260 or call 601-446-9730 and ask for the order. EOE.

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

**Wanted experienced skler** to also sell advertising at Vail's #1 rocker. Fax resume to GM, KSKI 303-949-6386. EOE.

**Local account manager needed** for Central Oregon resort market combo. All-sports 10kw AM & 100kw Rock/CHR FM seeks experienced, aggressive & money-motivated self-starter to join a team of four to focus on local retail business development, while working with established client base. A background in "direct" retail business and in small "year round" markets helpful. Excellent benefits and compensation program awaits... if you're ready to join a team of top performers and work for a market leader. Send resume & cover letter to: Scott Gilreath, GM, KGRL/KXIQ, PO Box 5068, Bend, OR 97708 or call 503-382-5611 for Fed Ex address. Drug-free & EOE.

**Two upwardly mobile individuals** needed for 50 kw #2 station in Joplin metro. Resume to KMXL(FM), PO Box 426, Carthage, MO 64836. EOE.

**NH/Vermont FM-FM-AM** needs sales experience eager to work up into management. Rob Wolf, WMXR, Route 4, Taftsville, VT 05073. EOE.

### HELP WANTED TECHNICAL

**Contract engineer needed** for New Orleans metro radio station. Reply to Box P-2. EOE.

### HELP WANTED NEWS

**AC taking applications** for news/traffic director. T&R to WLMX Program Director, Box 989, Chattanooga, TN 37401. EOE.

**Free skiing:** New England Ski Areas Council needs full-time seasonal broadcasters for ski reporting network. Must be prepared to ski more than 30 days/season. We're looking for a good writer who can work under deadline pressure with at least two years on-air experience in professional radio. Good salary, paid vacation. Send T&R to: NESAC, 10 Cox Rd., Woodstock, VT 05091. 802-457-3838. EOE. Women encouraged to apply.

**Morning drive news anchor** (in 2-anchor format) for Delaware's award-winning, CBS-affiliated, all-news station. First opening in this position in 6 years. Send resume, aircheck, writing samples, and morning news philosophy to: Allan Loudell, WILM Newsradio, 1215 French Street, Wilmington, DE 19801. EOE.

**News director:** WSLA, Slidell, Louisiana needs experienced reporter/anchor to head up its new "all news" radio station. Will be New Orleans metro only "all news" station. Rush resume/tape to PO Box 1175, Slidell, LA 70459. Phone 504-643-2667. EOE.

**Reporter:** WSLA, Slidell, Louisiana needs reporter/editor for its new "all-news" radio station. Ideal person is working in small market — first or second news job. Will be New Orleans metro only "all-news" station. Rush resume/tape to PO Box 1175, Slidell, LA 70459. Phone 504-643-2667. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**The person who** should be reading this ad, probably isn't. Do them a favor and tell them about it. We're a news/talk station, and here's what we're looking for: Somebody with thorough operational knowledge of a DP-1 automation system, who can program and troubleshoot it, and help us make the transition to a state-of-the-art system within a year. A promo whiz with a good ear for station self-promotion, handy with a razor blade. Somebody who can handle a limited airshift, and be a back-up anchor on our morning news show. Somebody who can supervise a staff as a hands-on leader. Here's what we offer: Stable employment with a profitable station that's the #1 AM in a Great Lakes market of 350,000. Competitive wages and excellent benefits. Opportunity to advance within the station and the 12 other AM/FM's in the group. The job title is assistant program director, and the job is open now. Resume only (no tapes yet, we'll call) to Box P-3. EOE.

**Program/production manager:** Arizona State University/KAET, seeks an individual to plan and direct local production of classical music performances and related fine arts information programs for broadcast on a new public radio station to serve the Phoenix metropolitan area. Coordinates with management of jointly licensed radio station; collaborates with ASU College of Fine Arts administration and faculty on local productions; develops production and broadcast schedules; prepares and administers radio production budget; hires and supervises staff; liaises with musical performing groups and cooperating organizations in Arizona; produces live and live-on-tape concerts. Minimum qualifications: Bachelor of Arts degree in Music or Broadcasting and three years experience in fine arts and classical music broadcasting and program production, including one year of management and supervision of such operations; or Bachelor of Arts degree with five years of fulltime experience writing, producing and directing fine arts/classical music program production, including two years of management and supervision of such operations. Desired qualifications: Skill in — working with academic and other professional managers, conductors, performers and promoters of classical music and fine arts; reading music and understanding the structure and content of musical scores; radio writing, narrating, and interviewing; negotiating contracts, releases, and royalties; and verbal and written communications. Knowledge of — music history, theory, notation, forms, composers and repertoire; the properties of sound and music, acoustics, and recording/reproduction; the mission, purposes and operations of public radio broadcasting and related FCC rules and regulations; copyright laws, performance and recording rights, and fair use. Knowledge of and skill in — use of high fidelity audio equipment for production, recording, editing and transmission of musical presentations; in conceptualizing fine arts and classical music radio programs and broadcast scheduling; and budgeting, staff supervision and evaluation. Salary is dependent upon experience; excellent benefit package including reduced ASU tuition for employee and family. Direct letter of application to ASU Employment Section, Academic Services Building, Room 236, Arizona State University, Tempe, AZ 85287-1403. Please attach resume which includes complete history of work experience including details of duties and responsibilities and inclusive dates of employment for each position. Provide name and address of at least three references who have directly supervised you or are qualified to evaluate your work performance. Please indicate in letter of application the source of your referral for this position; i.e., specific media advertisement, employment agency, minority or women's organization, personal contact, or other source. Application deadline: October 6, 1992. An EEO/AA employer.

### SITUATIONS WANTED MANAGEMENT

**Gunslinger for hire:** Will come to your town, shoot the bad guys and ride off into the sunset or stay and sheriff. Medium/major market experience. Not the Messiah but close. 209-869-0978. Brent Paris.

**GM — 24 years experience** in Christian radio. Sales, promotions, sports, singings used to promote the station. Will relocate. Reply to Box N-49.

**Hi-powered, 20 years radio experience,** seeking GM position or lease/purchase option in Florida/Southeast. Call 407-862-6052.

**Music licensing problems?** Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner, 914-634-6630.

**Savvy, creative pro,** extensive radio sales, sales management experience, seeking GM or GSM opportunity, medium-metro market preferred. 305-424-2194.

**Bottom line oriented GM** seeking manager's position. 24 years experience in small, medium, and large markets. Call Jack Inman . . . 912-756-3866.

**Veteran news/talk broadcaster** seeking medium-market OM or small market station manager position. Background includes news and program management, promotion, marketing, and currently sales. Prefer California, western states. Reply to Box P-4.

### SITUATIONS WANTED ANNOUNCERS

**Kentucky's Janet Lynch** 502-895-5888 seeks PD, daytime DJ opening. Management skills, 6 yrs. marketing, 3 yrs. PT announcing, research.

**DJ seeking employment** in medium-small market. Strong, creative production skills. Prefer AOR, AC, or alternative, but open to formats. Call Glenn 818-718-5885.

### SITUATIONS WANTED NEWS

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

**Young sportscaster with PBP experience,** solid reporting background, and interviewing skills. Major market credentials but will consider all offers. Mike, 708-490-9643.

### MISCELLANEOUS

**Media/business owners:** \*\*\*\*\*Entrepreneur wants to start an entertainment publication! I have no resources. Let's talk! 718-897-0205, 7-9pm best. \*\*\*\*\*

### TELEVISION

#### HELP WANTED MANAGEMENT

**Promotion director:** WTAT Fox 24, ACT III broadcasting station, in Charleston, SC, is seeking professional with hands-on production and organizational skills, knowledge of radio, print and co-op's as well as experience in news promotion. Previous Fox experience is a plus. Send resumes to: P.J. Ryal, VP/GM, WTAT-Fox 24, 4301 Arco Lane, Charleston, SC 29418. No calls please. EOE.

**News director:** Group owned Southeastern coastal affiliate needs a dynamic team leader determined to put us over the top! Send resume, tape and references to: Michael Weeks, VP/General Manager, WITN-TV, PO Box 468T, Washington, NC 27889 AA/EOE.

**Traffic manager:** Needed for small market. Must have Columbine experience. Reply to Box P-6. EOE.

**Local sales manager:** Hot upper midwest market. We are looking for a LSM for the 90's. Must be a positive motivator, team player, with exceptional communicative skills. Alternative compensation plan. Send resume to Box P-7. EOE.

**Do you have a great sense of humor? Aggressive? Innovative?** You are needed as a local sales manager in a top 40 market, top CBS affiliate! Two years management experience a must. Send resume to: Box P-8. EOE.

**Operations manager:** KAYU-TV, Spokane, WA seeks person to oversee two engineering technicians, production department and on-air switching staff. Requirements: College degree, knowledge of engineering and ability to produce and direct commercials and live events. Send resume and salary requirements to: KAYU-TV, Attn: General Manager, PO Box 8115, Spokane, WA 99203. EOE.

**WJLA-TV seeks local sales manager** with formal education equivalent of BS degree in Sales Marketing or related field and 4+ years media/broadcast sales experience. Strong negotiation skills and prior management experienced preferred. Must possess strong leadership, coaching and training skills in the areas of broadcast sales and development. Ratings analysis and research marketing skills a plus. No phone calls. Send resume to: WJLA-TV, 3007 Tilden St., NW Washington, DC 20008. Attn: J. Williams/Sales. EOE M/F/H/V.

### HELP WANTED SALES

**KXAN-TV, the NBC affiliate in Austin, TX** has an opening for a senior account executive. This position requires a minimum of 4 years of television sales experience. You must be able to demonstrate solid sales and negotiating skills. Preference will be given to candidates who also have marketing or vendor/co-op experience. Please include 3 business references. Resumes should be sent to Gwen Kinsey, Sales and Marketing Manager, KXAN-TV, PO Box 490, Austin, TX 78767. No phone calls please. EOE M/F.

**Sr. account exec:** Top 50 market in Southeast seeking Sr. acct. exec. to be groomed as local sales mgr. 5 yrs. experience in media sales or media-oriented business; management experience; product knowledge of rating services and heavy emphasis on training and sales promotions is required. Qualified applicants submit resume to Personnel, PO Box 11847, Winston-Salem, NC 27106. EOE, M/F.

**Marketing consultant:** Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Cover letter and resumes to: WHTM-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

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

### HELP WANTED TECHNICAL

**Maintenance engineer:** KOTV is seeking a maintenance engineer with at least (5) years experience maintaining satellite, microwave and all studio equipment including Grass Valley, Sony Beta, cameras, paint systems etc. Transmitter and computer experience helpful. Salary based on experience. Send resume to make application to Don Stafford, KOTV, 302 S. Frankfort, Tulsa, OK 74120. EOE M/F.

**Videographer/editor:** (Betacam) news, sports & corporate production company seeks talented, quality videographer/editor. Minimum four years experience including TV news. Immediate opening. Send Betacam or 3/4" reel, resume and salary requirements to: Production Company, 6245 N. 24th Pkwy., Ste 216, Phoenix, AZ 85016. No telephone calls, please. EOE.

**Studio engineer:** Position requires experience as a camera operator or lighting director and a thorough understanding of television studio operations. Completion of accredited college or technical school desirable. Professional experience required. Send resumes to: James R. Baker, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

**Florida chief engineer** needed for network affiliate. Strong hands-on skills required with knowledge of both studio and transmitter facilities. Send letter with resume. Reply to Box P-9. EOE.

### HELP WANTED NEWS

**Production assistant:** Washington bureau of a foreign television network requires a highly motivated self-starter. Both editorial and technical duties are involved. Some experience preferred. Local hire only. Send resume to: P. Skinner, CTV News, 2030 M St., NW Suite 602, Washington, DC 20036. EOE.

**Producer/assignments editor:** Intense hard-news market. Computerized shop with state-of-the-art production backup. Solid organizational and leadership skills. Sharp writer who can edit fast if called upon. Rare opportunity for serious pro looking for overseas experience. Excellent retirement and profit-sharing benefits package. Interviewing in September. Rush via Priority Mail your resume, non-ret. show tape, references and Fax number to Ken Booth, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910 or Fax: 671-477-7847. EOE.

**Assistant news director:** #1 CBS affiliate needs #2 person. Resume and letter to Steve Tuttle, News Director, KWCH-TV, PO Box 12, Wichita, KS 67201. No telephone calls. EOE.

**Photo journalist-TV:** We need more than a "shooter". We need a creative person with the instinct and discernment to see and shoot more than the obvious. We require professional standards, a positive work attitude and good people skills. Journalism or mass comm background preferred. Applicants need a working knowledge of various E.N.G. cameras and editing equipment. Carrying a news camera and equipment is an essential job function. Valid driver's license required. Flexible schedule. Send resume and tape to Personnel Director, PO Box 402, Milwaukee, WI 53201. We encourage women and minorities to apply. EOE.

**News anchor:** Key responsibilities: Researches, develops and reports on news events. Acts as on-air talent during weekday evening news. Monitors wire services and CNN feed to select stories to air. Minimum skills and experience: 3 years television anchoring experience. Ability to speak clearly and have strong on-air presence. Excellent writing skills. Strong interpersonal skills. BA degree in Journalism or a related discipline and/or equivalent experience. News reporting experience highly desirable. Other: Must work evenings. Please submit your resume/application and tape to: Miltie Vega-Lloyd, Human Resources Department, KPTV, Channel 12, 735 SW 20th Place, Portland, OR 97205. Closing date: Until position is filled. No telephone calls, please. EOE.

**"You don't have to be a weatherman to know which way the wind blows."** - Bob Dylan. But you do if you want to be our next weekend weather anchor. We're looking for a good, solid, knowledgeable straightforward person to handle weekend weather and some enviro/science/outdoors/on-the-road type stuff. A.M.S. preferred and at least two years experience. Serious weather-types only. Tape and resume to: Tim G. Gardner, News Director, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. EOE: M-F. Closing date 9/18. Don't call us. We'll call you.

**Sports on-air personality:** Top 10 market station looking for the right personality. Must have energy, style and major market experience both on the set and in the field. Rush resume to Box P-10. EOE.

**General assignment reporter:** Got an attitude? Aggressive, energetic. 3 years commercial television experience. Send tape and resume to News Director, WJAR Channel 10, 111 Dorrance Street, Providence, RI 02903. No calls. An equal opportunity employer.

**Weekend anchor/reporter:** WSMV seeks weekend anchor/reporter to compliment our female anchor. Two years minimum experience. This person should possess superior anchor abilities and be able to report during the week. Send resume and tape to Alan Griggs, News Director, WSMV-TV, 5700 Knob Road, Nashville, TN 37209. No phone calls. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/director/writer** needed for growing production company in Southeast. Industrials, broadcast programming. Comfortable with occasional selling. Creativity and 5 years experience a must! Reel and resume to: Impact Productions, PO Box 8143, Columbia, SC 29202. EOE.

**Producer/director:** ABC affiliate with major commitment to news. Must have minimum of three years directing and supervisory experience. Looking for someone who is dedicated to directing newscasts, high-end production and participation in creative process. Background in technical directing, studio lighting and set design a plus. Send non-returnable aircheck with call track and resume to: WSYX-TV, PO Box 718, Columbus, OH 43215. Attn: Producer/Director. No phone calls, please. WSYX-TV is an equal opportunity employer and does not discriminate on basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

**ITVS seeks series:** Independent Television Service requests proposals from independent producers for television series designed to test new formats or address new audiences. For guidelines for GENERATION, a four part series for teens (deadline November 16) and EXTENDED PLAY, a fund for extraordinary series of any variety (deadline November 30), contract: ITVS 612-225-9035, 333 Sibley, St. Paul, MN 55101. EOE.

**Television program/operations manager:** Full time position. Experience necessary. Forward resumes to: WVII-TV, General Manager, 371 Target Industrial Circle, Bangor, ME 04401. EOE.

**Producers:** Infomercials. If you are a terrific, experience story teller, and would like to expand into infomercials, please send resume and reel to Future Thunder Productions, Inc. We want to set-up relationships with 3 producers and hold several orientation sessions to be able to produce several half-hour commercials simultaneously. We only produce reality based, direct response infomercials and have the budgets, air-time and track-record... and we have the projects. 235 West 48th, Suite 42F, New York, NY 10036. Tapes will not be returned. EOE.

**PEGASYS,** (Public, Educational, Governmental Access System) in Enid, OK, is seeking applications for a community television access facilitator. Key duties are training, recruitment, and program development for volunteer community producers. Related media degree and video experience mandatory. Base salary, \$22,500 plus benefits. Send resumes to PEGASYS, 123 W. Maine, Enid, OK 73701. Final candidates required to submit video resume. Application deadline, 9-11-92. EOE.

**Are you a wildly talented promotion writer/producer?** If so, KING 5 Television in sunny Seattle wants you! Candidate with 3+ years experience should live to create riveting news series, topical, entertainment promos and PSAs. Strong conceptual and writing skills a must, off-line editing experience and a strong ear for audio required. Women and minorities encouraged to apply. Send non-returnable tape and two copies of your resume to KING 5 Human Resources, 333 Dexter Ave. N., Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

### SITUATIONS WANTED MANAGEMENT

**Young experienced 90's style manager** seeking opportunity as OM/SM/PE or GM. Currently GM at small station. 10 years management including news, production, programing & local program development, broadcast & cable sales management, station start ups. Excellent people skills, effective trainer. Reply to Box N-28.

**Former general manager** of successful station that has been sold looking for a position in sales or management. Prefer under-performing station where creativity is required. Reply to Box N-44.

**Corporate communications manager** with twenty years experience managing a large corporate media production center seeking position in corporate video, satellite network, corporate communications in Midwest. Call 312-441-8108.

### SITUATIONS WANTED TECHNICAL

**Experienced and employed chief engineer,** highly experienced, studio & transmitter. Need not be a chief position, all markets considered. Reply to Box N-54.

### SITUATIONS WANTED NEWS

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

**National and regional award winning anchor/reporter** looking for fulltime position. Currently a network correspondent. Call George 818-345-6245 for resume tape.

**News director** now employed in 90s market, seeks new challenges. Will also consider assistant ND position in larger market. Reply to Box P-11.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Talented minority female,** with a B.A. in Radio/TV is looking for an opportunity in Atlanta or surrounding area. Reply to Box P-12.

**Experienced and motivated studio and crew person** wishes to relocate. Competent in lighting, sound, camera, and character generator. Reply to Box P-13.

### MISCELLANEOUS

**Tape critique** and job search counsel by Bill Slater, former NBC talent scout. Quick turnaround. Affordable. 601-446-6347.

### ALLIED FIELDS

#### EMPLOYMENT SERVICES

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

**We place TV technical engineers:** America's number 1 service to employers & employees for a decade. Employer paid fees. Phone/resume: Mark Kornish 717-283-0895. Keystone International, Inc., 376 Stanley Drive, Kingston, PA 18704.

#### EDUCATIONAL SERVICES

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

### WANTED TO BUY EQUIPMENT

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

**Used videotape**— cash for 3/4" SP, M2-90's, Beta-cam SP's. Call Carpel Video 301-694-3500.

**Wanted:** Used 1-3 Kw FM transmitter, antenna and studio equipments. Prices must be reasonable. 213-757-3528 phone and fax.

### FOR SALE EQUIPMENT

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

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

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

**Used/new TV transmitters,** full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems 602-582-6550.

**Telescoping pneumatic mast,** 134 ft, Tandem trailer, generator, MFG Will-Burt, used 3 seasons, good condition, contact lhets, 317-263-8930.


**Video switchers,** 3M model 101. Vertical switch, 10 in, 1 out. \$195 each. Large quantity available. Megastar 702-386-2844 P.S.T.

**RADIO  
BUSINESS OPPORTUNITY**

**OPPORTUNITY KNOCKS**

Turn failing radio stations into satellites programed from your station making them profitable. Call Dan Rau at Marti for details of **PLAN A, (817) 645-9163.**

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Are Back**  
... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.  
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Jonesboro, Arkansas 72403 ■ 501/972-5884

**HELP WANTED MANAGEMENT**

**IN TOUCH  
NETWORKS, INC.**

Well-qualified professional with time proven communication skills to assume full responsibility for financial growth of this National Satellite-Delivered News and Information Service located in NYC. Radio, television or agency experience a plus.

Position available immediately.

Contact: John Elting, President  
IN TOUCH NETWORKS, INC.  
15 West 65th Street  
New York, NY 10023  
Tel: (212) 838-0394  
An Equal Opportunity Employer

**HELP WANTED SALES**

**MOVE TO CAPE COD AND  
MAKE LOTS OF MONEY!**

Immediate opening for radio pro who wants the opportunity to be the #1 biller at Cape Cod's fastest growing radio stations. Exclusive news and talk formats including Rush, Bruce and Larry plus CNN News. Fax resume to **James Adams, WXTK FM/WUOK AM (508) 771-3420.**

**HELP WANTED**

**PERSONALITY/TALENT**

**CLASSICAL RADIO  
PERSONALITY**

If you are tight and bright with traffic, weather, interviews and "real people" info and can handle a 300-year play list, we want to hear from you. As a full-time, experienced announcer/producer, you must be an effective communicator able to share a love of classical music with a growing younger fringe audience. Experience in non-classical formats preferred. Must be familiar with classical music performers and terminology. Send aircheck and resume by Oct. 1, 1992, to: WGUC Music Search Committee, 1223 Central Pkwy., Cincinnati, OH 45214-2889.

**TELEVISION**

**PERSONALITY/TALENT**

**Executive Producer/Host**

**1 STUDIO One** for "Studio One," a live news/interview/magazine show. The program provides top

market challenges while being produced in a small market university setting. Broadcast students are tutored by professionals that are working to set new standards in broadcast education.

- Energetic on-air style that will complement intern anchors. Ability to identify with collegiate audience, use good judgement and teach student interns on-air delivery skills. Excellent writer and interviewer with positive attitude. Outstanding manager who can develop ideas and maintain relationships with external agencies that contribute to program.
- Bachelors degree required. Four years broadcasting experience required with three of the four years working on-air.
- Salary commensurate with experience. Outstanding benefits package. Send resume, salary history and tape with on-air examples. Deadline, Sept 30, 1992

University of North Dakota  
Office of Personnel Services  
Box 8010, University Station  
Grand Forks, ND 58202-8010  
EEO/AA

**HELP WANTED SALES**

**INTERNATIONAL OPPORTUNITY  
TELEVISION STATION  
ADVERTISING MANAGER**

Seasoned professional with experience in all phases of television ad sales. Ability to train personnel in local sales techniques and general concepts of advertising. Willing to relocate to Moscow.

Fax or mail resumes to:

Irene Hlemer, Turner International  
One CNN Center, Box 105366  
Atlanta, Georgia, 30348-5366  
Fax: 404-827-3224

**HELP WANTED PROGRAMING  
PROMOTION & OTHERS**

**PROMOTION  
SENIOR WRITER/PRODUCER**

Top-Ten CBS affiliate in Houston looking for an experienced Senior Writer/Producer to join our Advertising & Promotion Staff. Must have 3-5 years experience in news promotion, previous management experience a plus. Please send your non-returnable tapes & resumes to:

Garen VandeBeek  
Director of Advertising  
& Promotion, KHOU-TV  
P.O. Box 11  
Houston, Texas 77001-0011  
Equal Opportunity Employer  
M/F/H/V



**HELP WANTED NEWS**

**EXECUTIVE NEWS PRODUCER**

**KING 5 News** seeks an experienced broadcast journalist with strong managerial skills for the position of Executive News Producer. The person we hire will lead a crackerjack team of 17 producers and new writers at the Northwest's leading news station, have significant impact on coverage, overall responsibility for newscast production, and will be a key member in the management team at KING 5 News.

The person we hire must have significant experience as a line producer, top-notch writing skills, and the ability to manage creative talent under time pressure deadline. KING 5 News is committed to a diverse workforce and welcomes applications from women and minorities.

Please forward two copies of your resume to:

Bob Jordan, News Director c/o  
Human Resources Department  
KING 5 Television  
333 Dexter Avenue North  
Seattle, WA 98109  
NO PHONE CALLS PLEASE  
EOE M/F/D/V



**PROGRAMING SERVICES**

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NATIONAL WEATHER NETWORK OFFERS CUSTOMIZED TV WEATHERCASTS FOR INDEPENDENT, AFFILIATE & PUBLIC TV STATIONS NATIONWIDE VIA SATELLITE 7 DAYS PER WEEK.

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**ALLIED FIELDS**

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**California Broadcast Job Bank**

For application information call

(916) 444-2237

California Broadcasters Association

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CONTINUED**

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Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 815  
Washington, D.C. 20036

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The Receiver of the assets of Howard Communications Corporation ("Howard") pursuant to the Order of the United States District Court for the District of Massachusetts dated August 23, 1991, effective August 26, 1991, as amended by Order dated February 28, 1992, is offering for sale certain of the assets and the businesses of FCC-licensed radio stations WGAM-AM and WRSI-FM (the "Stations") located at 158 Main Street, P.O. Box 910, Greenfield, Massachusetts 01302.

The assets offered for sale by the Receiver consist of certain real estate located in Greenfield, Massachusetts, improved by a radio broadcast tower, and the following personal property.

Towers, transmitters, electronic equipment and devices, and other broadcasting necessities; records, tapes, compact discs, and other audio materials, advertising records and advertiser lists; promotional material; equipment, fixtures, transmitters, furniture, office furnishings, tools and similar property owned by Howard; data processing programs, software programs, computer printouts, data bases and hardware and related items used in the conduct of the business of the Stations, including accounting, invoicing, auditing and other data processing bases and programs; copies of any and all tax returns and financial records; good will associated with the Stations; and the station names WGAM-AM and WRSI-FM.

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# Date Book

Highlighted listings indicate major meetings

## SEPTEMBER

**Sept. 9**—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards. Plaza, New York. Awards information: Trudy Wilson; Media information: Robert Blake or Robert Christie, (212) 586-8424.

**Sept. 9**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Betty Cohen, executive vice president, The Cartoon Network, Copacabana, New York. Information: (212) 768-7050.

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

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

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

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

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

**Sept. 14**—"All You Ever Wanted (Needed) to Know About Political Broadcasting," tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Todd Barasch, (310) 453-4440.

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

**Sept. 16**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-Astoria, New York. Information: Maria De Leon, (212) 867-6650.

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

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

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

**Sept. 22**—*International Radio and Television Society* seminar, "New Opportunities I: Acquisitions in the 90's." Rosenman and Colin, New York. Information: Stephen Labunski, (212) 867-6650.

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

Information: Jay Galvan, (202) 775-3611.

**Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*; Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes*; Arthur Miller, Harvard Law professor; Terry Anderson, former chief Middle East correspondent, Associated Press; Ted Turner, chairman, Turner Broadcasting System; Paul Harvey, veteran radio newsmen and commentator. San Antonio, Tex. Information: (202) 659-6510.

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

**Sept. 25-27**—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

**Sept. 29**—*International Radio and Television Society* seminar, "New Opportunities II: Acquisitions in the 90's." Rosenman and Colin, New York. Information: Stephen Labunski, (212) 867-6650.

**Sept. 30**—Deadline for entries in *The Ohio State Awards*. Any independent producers, cable outlets or broadcast organizations that produced and broadcast a radio or television program that aired between July 1, 1991, and June 30, 1992, are eligible. Information: Phyllis Madry, (614) 292-0185.

## OCTOBER-JANUARY 1993

**Oct. 1**—*International Radio and Television Foundation* dinner. Moderator: John McLaughlin, NBC's The McLaughlin Group. Panelists: Barbara Walters, ABC News; Gen. Alexander Haig, Jr., former secretary of state; Senator Gary Hare; Jeane Kirkpatrick; former UN ambassador. Plaza, New York. Information: Maggie Davise, (212) 867-6650.

**Oct. 1**—Service to Children Television symposium sponsored by *National Association of Broadcasters*. Keynote speaker: Charles Rosin, executive producer, Beverly Hills 90210. Washington. Information: (202) 429-5368.

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

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

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

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

**Oct. 8-10**—*Minnesota Broadcasters Association* 43rd annual convention. Radisson Arrowwood Resort, Alexandria, Minn. Information: (612) 926-8123.

**Oct. 9-11**—*Oregon Association of Broadcasters* annual convention. The Riverhouse, Bend, Ore. Information: (503) 257-3041.

**Oct. 12-16**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

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

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

**Oct. 15-17**—*National Religious Broadcasters, Eastern chapter*, convention. Sandy Cove Conference Center, North East Md. Information: David Eshleman, (703) 896-8933.

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

**Oct. 19**—Seventh annual *John Bayliss Broadcast Foundation* annual media roast, honoring Dr. Ruth Westheimer, former radio talk show host. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

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

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

**Nov. 9**—"Where Are the Ratings Systems Headed?" tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Todd Barasch, (310) 453-4440.

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

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

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

**Dec. 3**—*American Sportscasters Association* eighth annual Hall of Fame Awards dinner. Marriott Marquis Hotel, New York. Information: Louis Schwartz, (212) 227-8080.

**Jan. 14-16**—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

**Jan. 24-30**—*NATPE International/Association of Independent Television Stations* annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

# Open Mike

## CODE FOR VNR'S

EDITOR: While examining the contact public relations practitioners have with television news as it relates to video news releases, the Aug. 24 "Monday Memo" by David Drobis, chairman of Ketchum Public Relations, inadvertently omits two important factors in the VNR equation: the independent producers and distributors.

The call by Mr. Drobis for "higher standards" is already being met within the context of VNR's by a group of producers and distributors of VNR's under the aegis of the Public Relations Service Council.

Members have subscribed to a newly drafted VNR "Code of Good Practices," which, among other points, is designed to "affirm standards of accuracy" and requires

that information in the VNR be "verifiable." Other aspects call for clear identification of the video as a VNR and of the sponsor as well as requiring accurate identification of any spokesperson in the VNR or B-roll.

Very often the producer or distributor functions as the conduit and sometimes the "cushion" between the PR person and the TV station news operation.

Most producers, many of whom have news backgrounds, and the distributors fully recognize that to serve best the interest of both television news and the PR profession only the highest of ethical standards, commensurate with those of broadcast journalism, must be established and adhered to among the VNR "community."

The PRSC committee is providing access to the VNR Code of Good

Practices for all persons in the VNR business.—*Bob Kimmel, senior vice president, News/Broadcast Network, New York, and member, PRSC VNR code committee.*

## PBS AT A DISTANCE

EDITOR: The headline of your Aug. 3 story on the July 29 Senate Communications Subcommittee hearing ("Defining Cable's Role in the Classroom") is misleading, as it fails to credit public television for its pioneering role in "distance learning" via satellite.

In fact, much of the hearing's testimony and subsequent spirited discussion centered on public television's leadership in using technology to improve education. Already some 5,000 high school students in 23 states have access to advanced math, science or foreign language courses through the Satellite Educational Resources Consortium. In 1993, the new Telstar 401 satellite will enable public television to greatly expand its distance learning services, and we've invited other educational service providers to join us on the satellite, in an effort to make it as easy as possible for educators to access the services they need. This is in addition to our other educational programs that already reach more than 29 million students in 70,000 schools, making public television the number-one provider of classroom programming.

Public television plays a vital role in the nation's schools and is committed to build on its 24-year record of service to students and teachers to meet the demands of the 21st century.—*Robert G. Ottenhoff, executive vice president and chief operating officer, Public Broadcasting Service, Alexandria, Va.*

## ERRATA

**Radio 100 Ltd.**, which purchased WCTS-FM Minneapolis ("Changing Hands," Aug. 24), is owned by **Colfax Communications**, not VerStandig Broadcasting.



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# For the Record

As compiled by BROADCASTING from August 24 through August 28 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WTCG(AM) Andalusia, AL** (BAL920812EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Ashley N. Davis Jr. to Augustus Broadcasting Network for \$39,000, assumption of debt. Sale of station for \$54,000, granted April 6, fell through. **Seller** is also selling WZEP(AM) Defuniak Springs and WCNU(AM) Crestview, both Florida. **Buyer** is headed by Wilfred Augustus, and has no other broadcast interests. Filed Aug. 12.

■ **WAVH(FM) Mobile, AL** (BTCH920813HH; 96.1 mhz; 100 kw; ant. 1,141.4 ft.)—Seeks transfer of control by Atmor Properties Inc. to Pourtales Holdings Inc. for \$1.8 million ("Changing Hands," Aug. 31). **Seller** is headed by Lee M. Mitchell, and is subsidiary of AT&T Capital Corp., and has no other broadcast interests. **Buyer** is headed by Lee W. Shubert and C.T. Robinson. Robinson is also purchasing KZKX(FM) Lincoln, NE, and recently purchased two AM's and two FM's. Filed Aug. 13.

■ **KQST(FM) Sedona, AZ** (BAPLH920821HQ; 100.1 mhz; 500 w; ant. 751 ft.)—Seeks assignment of CP from American Aircasting Corp. to Linda M. Melton for \$500,000. Sale of station for \$495,000 ("Changing Hands," April 6) fell through. **Seller** is headed by Dick Gilbert, and has no other broadcast interests. **Buyer** holds CP for new FM at Monroe, LA. Filed Aug. 21.

■ **KHIH(AM) Boulder, CO** (BALH920812HI; 94.7 mhz; 100 w; ant. 984 ft.)—Seeks assignment of license from Sterling Radio of Denver Inc. to CLG Media of Denver Inc. (see KZOK-AM-FM Seattle, above). Filed Aug. 12.

■ **KSKE-AM-FM Vail, CO** (AM: BAL920810EF; 610 khz; 5 kw-D, 217 w-N; FM: BALH920810EG; 104.7 mhz; 100 w; ant. 451 ft.)—Seeks assignment of license from Vail-Aspen Broadcasting Ltd. to American Broadcasting Systems Inc. for \$1.3 million ("Changing Hands," Aug. 17). **Seller** is headed by Bill Varecka and principally owned by Henry Vara,

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

who recently sold WJTC(TV) Pensacola, FL ("Changing Hands," March 2). **Buyer** is headed by partners Ron Shaffer and Tom Kearney, and is licensee of three AM's and two FM's. Filed Aug. 10.

■ **KQNS(FM) Lindsborg, KS** (BALH920817HO; 95.9 mhz; 1.3 kw; ant. 455 ft.)—Seeks assignment of license from Smoky Hill Broadcasting Co. Inc. to Davies Communications Inc. for \$125,000. **Seller** is headed by Larry P. Justus and is licensee of KINA(AM) Salina, KS. **Buyer** is headed by Edward J. Davies, and has interests in KNL(AM)-KBBE(FM) McPherson, KS. Filed Aug. 17.

■ **KICT-FM Wichita, KS** (BALH920821HS; 95.1 mhz; 100 kw; ant. 1,026 ft.)—Seeks assignment of license from Radio Ventures International Inc. to Granite Broadcasting Corp. for \$1 million. **Seller** is headed by Larry Lakoduk, and has no other broadcast interests. **Buyer** is headed by Jon Stuart, and has interests in KFDI-AM-FM Wichita, KS. Filed Aug. 21.

■ **WKNT(TV) Bowling Green, KY** (BTCCT920819KF; ch. 40; 400 kw-V; ant. 648 ft.)—Seeks transfer of control from Southeastern Communications Inc. to Billy Speer for assumption of liabilities. **Seller** is headed by Jeff Bland, and has no other broadcast interests. **Buyer** is licensee of WGRB(TV) Campbellsville, KY. Filed Aug. 19.

■ **WHTB(AM) Fall River, MA** (BTC920813EB; 1400 khz; 1 kw-U)—Seeks transfer of control of

SNE Broadcasting Ltd. for \$75,000. **Seller** is headed by Robert S. Karam and James J. Karam. Robert Karam recently purchased WSAR(AM) Fall River, MA ("For the Record," Aug. 31). **Buyer** is Stephen R. Karam, son of Robert, and has no other broadcast interests. Filed Aug. 13.

■ **WXLS-AM-FM Biloxi-Gulfport, MS** (AM: BAL920812HB; 1490 khz; 1 kw-U; FM: BALH920812HC; 101.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from KZ Radio Ltd. to LES Radio Corp. for \$50,000. **Seller** is headed by Louis E. Schaaf, et al., and is also debtor-in-possession for three FM's. **Buyer** is headed by Lawrence E. Steelman, and has no other broadcast interests. Filed Aug. 12.

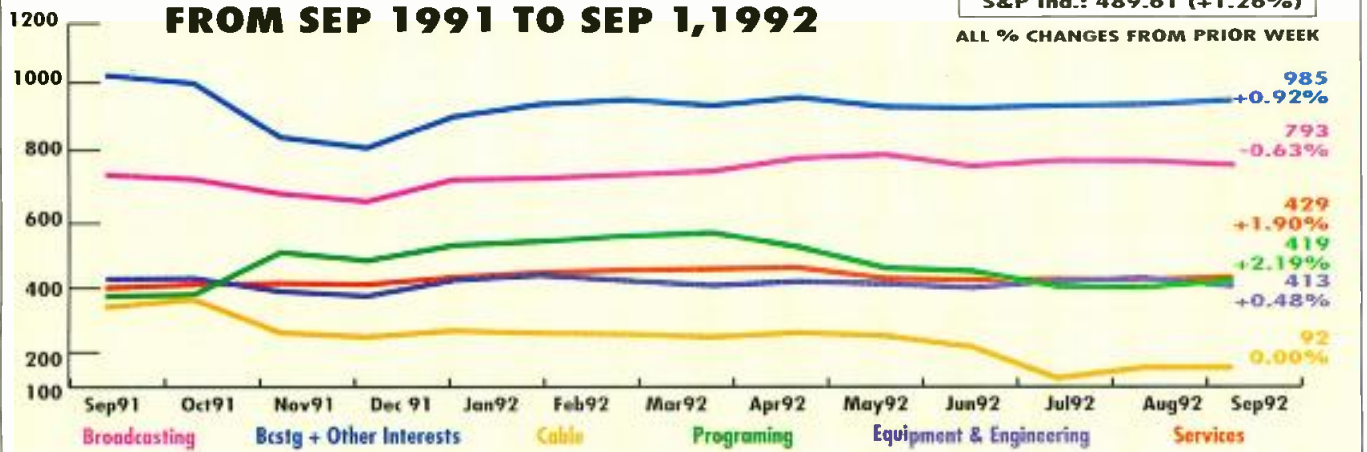
■ **KZKL-AM-FM Albuquerque, NM** (AM: BAL920813ED; 1580 khz; 10 kw-D, 47 w-N; FM: BALH920813EC; 101.7 mhz; 3.2 kw; ant. 99 ft.)—Seeks assignment of license from Kool Broadcasting Partners Ltd. to Territorial Communications Inc. for \$600,000. **Seller** has no other broadcast interests. **Buyer** is headed by Martin Balk. John Dunn, 13.635% shareholder of buyer, owns licensee of one AM and one FM and permittee of two LPTV's. He also has interests in one FM and one TV. Filed Aug. 13.

■ **KVNB(FM) Roswell, NM** (BAPH920817HN; 104.7 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of CP from Mary Moran to Ramar Communications Inc. for no cash consideration. Licensee owns KJTV(TV) Lubbock and KBQE(TV) Amarillo, both Texas, and KRSY(AM) Roswell and KASY(FM) Albuquerque, both New Mexico. Filed Aug. 17.

■ **WZRQ(FM) Ballston Spa, NY** (BAPLH920814HM; 102.3 mhz; 4.1 kw; ant. 386 ft.)—Seeks assignment of CP from Saratoga Radio Corp. to DJA Media Inc. for \$400,000. **Seller** is headed by Robert N. Putnam Jr. and Paul C. Raeder, and recently sold WKAJ(AM) Saratoga Springs, NY, for \$258,000 ("Changing Hands," June 29). **Buyer** is headed by David J. Arcara, and has no other broadcast interests. Filed Aug. 14.

■ **WLMF(FM) Webster, NY** (BAPH920818HJ; 102.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Webster Communications Inc. to Kimtron Inc. for \$950,000. **Seller** is headed by Donna Coules, and has no other broadcast interests. **Buyer** is headed by Donald B. Crawford, who recently purchased KLZ(AM) Denver for \$1.5 million ("Changing Hands," April 27), and has interests in three AM's and four FM's. Filed Aug. 18.

## STOCK MARKET PERFORMANCE AVERAGES FROM SEP 1991 TO SEP 1, 1992



■ **WTOO(AM) Asheville, NC** (BAL920813EC; 1380 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Asheville Broadcasting Corp. to Anchor Baptist Broadcasting Association for \$295,000. Seller is headed by George H. Buck Jr., and has interests in 13 AM's and 2 FM's. Buyer is headed by Randy C. Barton, and is also licensee of WGCR(AM) Pisgah Forest, NC. Filed Aug. 13.

■ **KTEN(TV) Ada, OK** (BALCT920825KE; ch. 10; 316 kw-V, ant. 1,458 ft.)—Seeks assignment of license from Eastern Oklahoma Television Co. Inc. to United Broadcasting Ltd. for approximately \$7.98 million. Seller is headed by James C. Hilliard, debtor-in-possession, who has interests in two AM's and two FM's. Buyer is headed by Tom L. Johnson, and has no other broadcast interests. Filed Aug. 25.

■ **WSPI(FM) Shamokin, PA** (BALH920817HW; 95.3 mhz; 900 w; ant. 505 ft.)—Seeks assignment of license from North Penn Broadcasting Inc. to Northeast Broadcasting of Northumberland Inc. for \$425,000. Seller is headed by Harold G. Fulmer, and has interests in six AM's, three FM's and one LPTV. Buyer is headed by James P. O'Leary, and has interests in WISL(AM) Shamokin, PA. Filed Aug. 17.

■ **WTSW(AM) Wilkes-Barre, PA** (BAL920814EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Source Communications Inc. to LB Radio Corp. for \$77,000. Seller is headed by James J. Blumer Jr., and is also licensee of WTSS(AM) Scranton, PA. Buyer is headed by Douglas V. Lane, who is principal owner (78%) of licensee of WWDL-FM Scranton, PA. He also has interests in licensee of WICK(AM) Scranton, PA. Filed Aug. 14.

■ **WGSW(AM) Greenwood, SC** (BAL920817EA; 1350 khz; 1 kw-D, 85 w-N)—Seeks assignment of license from WGSW Inc. to Morrado Inc. for \$90,000. Seller is headed by Alex Kinlaw Jr., and has no other broadcast interests. Buyer is headed by Ronald M. Moore, and has no other broadcast interests. Filed Aug. 17.

■ **WZJQ(FM) McClellanville, SC** (BTC920824HT; 98.9 mhz; 50 kw; ant. 492 ft.)—Seeks transfer of control of Gilchrist Communications Inc. to Kenneth R. Noble II for \$100,000. Seller is headed by Irma Gilchrist, and has no other broadcast interests. Buyer owns licensee of WSTK(AM) Colonial Heights, VA. Filed Aug. 24.

■ **WYR(AM) Spartanburg, SC** (BTC920814EC; 1400 khz; 1 kw-U)—Seeks transfer of control within licensee Associated Broadcasting Corp. Bobby P. Dean II is selling his 15,000 shares of stock in licensee for \$8,500. Principals have no other broadcast interests. Filed Aug. 14.

■ **KORQ-AM-FM Abilene, TX** (BAL920811EC; 1340 khz; 1 kw-U; FM: BALH920811GX; 100.7 mhz; 100 kw; ant. 1,260 ft.)—Seeks assignment of license from Bakcor Broadcasting Inc., Debtor, to Wooten Broadcasting Inc. for \$290,000 ("Changing Hands," Aug. 17). Sale for \$4.928 million did not close ("For the Record," April 13). Seller is headed by Dennis Elam, bankruptcy trustee; he has interests in two AM's and two FM's. Buyer has no other broadcast interests. Filed Aug. 11.

■ **KKHQ(FM) Odem, TX** (BALH920817HL; 98.3 mhz; 3 kw; ant. 303 ft.)—Seeks assignment of license from Estate of Hector & Alicia Gonzalez to Coastal Digital Broadcasting Ltd. for \$72,000. Seller is headed by Gary Knostman, trustee, and has no other broadcast interests. Buyer is headed by general partner Harry Sherwood. William Fulgam, limited partner of assignee, is licensee of KBRA(FM) Freer, TX. Filed Aug. 17.

■ **KZVE(AM)-KXTN(FM) San Antonio, TX** (AM: 1310 khz; 5 kw-D, 280 w-N; FM: BALH920810ED; 107.5 mhz; 100 kw; ant. 1,514 ft.)—Seeks assignment of license from TK Communications Inc. to Spectrum Broadcasting Corp. for \$12.65 million ("Changing Hands," Aug. 17). Seller is headed by John F. Tenaglia and Robert Weary, and also owns two AM's and three FM's. Buyer is headed by John Palmer, who is director of licensee of three AM's and six FM's. Filed Aug. 10.

■ **KSST(AM) Sulphur Springs, TX** (BTC920810EE; 1230 khz; 1 kw-U)—Seeks trans-

fer of control within licensee Hopkins County Broadcasting Co. President William E. Bradford Jr. is purchasing shares of stock from estates of former principals in company; assets of station are valued at approximately \$273,807. Bradford will return shares to treasury stock; he has no other broadcast interests. Filed Aug. 10.

■ **KSOP-AM-FM South Salt Lake, UT** (AM: BTC920814ED; 1370 khz; 5 kw-D, 500 w-N; FM: BTCH920814EE; 104.3 mhz; 25 kw; ant. 3,650 ft.)—Seeks transfer of control within licensee KSOP Inc. Director Merlin H. Hilton is selling 500 shares of company to shareholders for \$8,720. Principals have no other broadcast interests. Filed Aug. 14.

■ **KZOK-AM-FM Seattle** (AM: BAL920812EC; 1590 khz; 5 kw-U; FM: BALH920812ED; 102.5 mhz; 100 kw; ant. 1,170 ft.)—Seeks assignment of license from Sterling Radio of Seattle Inc. to CLG Media of Seattle Inc. for assumption of liabilities arising from series of loan restructurings of CLG parent company Chrysler Capital. Assignment includes WWAY(TV) Wilmington, NC (see "For the Record," Aug. 31), and KHIH(AM) Boulder, CO (see above). Buyer is headed by William S. Bishop and Leon F. Melazzo, and has no other broadcast interests. Filed Aug. 12.

#### Actions

■ **KRZB(TV) Hot Springs (Little Rock), AR** (BTCCT920528LC; ch. 26; 942 kw-V; 94.2 kw-A; ant. 827 ft.)—Granted transfer of control of licensee PPD&G for no cash consideration; station is not on air. Transfer is result of divorce settlement between Melvyn and Darlene Bell, and will transfer all of Melvyn Bell's shares in Bell Equities, which holds 85% of stock of PPD&G Inc., to Darlene Bell. Bell Equities also controls licensee of KPAL(AM) North Little Rock, AR. Action Aug. 14.

■ **KNRY(AM) Monterey, CA** (BAL920702EC; 1240 khz; 1 kw-U)—Granted assignment of license from KNRY Radio to KNRY Inc. for no cash consideration; application is for purpose of converting licensee from individuals to corporation. Principals are David Wagenvoerd, Chester McKown and Ronald Harrison. Wagenvoerd also has interest in KLA(V)AM Las Vegas (see below). Action Aug. 19.

■ **WTOP(AM)-WASH(FM) Washington** (AM: BTC920403HQ; 1500 khz; 50 kw-U; FM: BTCH920403HR; 97.1 mhz; 26 kw; ant. 690 ft.)—Granted transfer of control (40%) from Chase Radio Communications Inc. to Evergreen Media Corporation of Washington, DC. Transfer includes KASP(AM)-WKBQ(FM) St. Louis. Consideration includes 40% of the addition of 10.25 multiple of broadcast cash flow of stations, plus \$7 million, less debt of partnership at closing date (using Dec. 31, 1991, as closing date), combined with 40% of working capital as of closing date. Seller is headed by Roger M. Freedman, and is also selling WSTC(AM)-WQQQ(FM) Stamford, CT. Chase also sold WPTY-TV Memphis earlier this year for \$21 million ("Changing Hands," Feb. 3). It is also licensee of WATL(TV) Atlanta; KDVR(TV) Denver, and WTIC-AM-FM-TV Hartford, CT. Buyer is headed by Scott K. Ginsburg, and is licensee of KKBT(FM) Los Angeles; WLUP-AM-FM Chicago, and WVC(G)AM Coral Gables (Miami), FL. Action Aug. 14.

■ **KASP(AM)-WKBQ(FM) St. Louis** (AM: BTC920403HO; 1380 khz; 5 kw-D; 1 kw-N; FM: BTCH920403HP; 106.5 mhz; 90 kw; ant. 1,120 ft.)—Granted transfer of control (40%) from Chase Radio Communications Inc. to Evergreen Media Corporation of Washington, DC. Includes WTOP(AM)-WASH(FM) Washington (see above). Action Aug. 14.

■ **WKID(FM) Vevay, IN** (BALH920625HT; 95.9 mhz; 2.7 kw; ant. 480 ft.)—Granted assignment of license from Gray & Gray Communications Inc. to Spryex Communications for \$77,500. Seller is headed by Carlos P. Gray, and has no other broadcast interests. Buyer is headed by William J. Spry, and has no other broadcast interests. Action Aug. 14.

■ **KBBM(FM) Winterset, IA** (BAPH920630HM; 95.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment

of CP from AFM Associates to Pro Radio Inc. for \$51,000. Seller is headed by Al Ervin, and has interests in two AM's and two FM's. Buyer is headed by Terry Rich, and has no other broadcast interests. Action Aug. 18.

■ **KGZF(FM) Emporia, KS** (BAPH920323HI; 99.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Charles D. Coffelt to Michael D. Law for \$2,700; station is not built. Seller has no other broadcast interests. Buyer is permittee of KTDF(FM) Manhattan, KS. Action Aug. 17.

■ **WDKY-TV Danville (Lexington), KY** (BALCT920504KE; ch. 56 3,427 kw-V; 342 kw-A; ant. 1,150 ft.)—Granted assignment of license from WDKY License Co. Inc. to Superior Communications Group Inc. for \$10.3 million ("Changing Hands," May 11). Seller is subsidiary of the Backe Group Inc., headed by John Backe, and has no other broadcast interests. Buyer is headed by Perry A. Sook, and has no other broadcast interests. Action Aug. 19.

■ **WLSY-FM Jeffersonton (Louisville), KY** (BALH920622HE; 101.7 mhz; 1.4 kw; ant. 413 ft.)—Granted assignment of license from Louisville Radio Ltd. to Channel Chek Inc. for \$350,500. Seller is headed by P. Richard Zitelman; certain principals also have interests in WHIT(AM)-WWQM-FM Madison, WI. Buyer is headed by Rodney A. Burbridge, and is licensee of WGZB-FM Corydon, IN. Action Aug. 14.

■ **KTBS-TV Shreveport, LA** (BTCCT920608KF; ch. 3; 100 kw-V; 20 kw-A; ant. 1,780 ft.)—Granted transfer of control of KTBS Inc. for no cash consideration; application is filed as result of death of Charles W. Wray, 26.3% shareholder of licensee. KTBS will be headed by Helen H. Wray and Florence H. Wray; licensee has no other broadcast interests. Action Aug. 14.

■ **WJCC(AM) Norfolk, MA** (BAL920626GT; 1170 khz; 1 kw-D)—Seeks assignment of license from John F. Crohan Co. Inc. to Discussion Radio Inc. for \$65,000. Seller has no other broadcast interests. Buyer is headed by Albert E. Grady, and has no other broadcast interests. Action Aug. 12.

■ **WDFX(FM) Detroit** (BALH920605HB; 99.5 mhz; 21 kw; ant. 755 ft.)—Granted assignment of license from WDTX Inc. to Alliance Broadcasting Motown Ltd. for \$4.55 million. Seller is headed by Bruce O. Wilson, receiver, and has no other broadcast interests. Buyer is headed by John P. Hayes, and is limited partnership between Hayes, Odyssey Partners Ltd. and Goldman Sachs & Co. Alliance also owns KYNG(FM) Dallas-Fort Worth. Action Aug. 19.

■ **KMCX(FM) Ogallala, NE** (BALH920624GK; 106.5 mhz; 100 kw; ant. 300 ft.)—Granted assignment of license from JBS Communications Inc. to Midwest Broadcasting Co. Inc. for \$125,000. Seller is headed by John A. Bower, and has no other broadcast interests. Buyer is headed by Donald J. Keck, and has no other broadcast interests. Action Aug. 20.

■ **WLNG-AM-FM Sag Harbor, NY** (AM: BTC920116GX; 1600 khz; 500 w-D; FM: 92.1 mhz; BTCH920116GY; 2.65 kw; ant. 347 ft.)—Granted transfer of control of Main Street Broadcasting Co. Inc. for \$100,000. Seller is Robert O. King, selling his 97% share of licensee. Buyer is headed by Paul Sidney and Rosemary D. Nelson, and has no other broadcast interests. Action Aug. 14.

■ **WWTI(TV) Watertown, NY** (BALCT920605KE; ch. 50; 1,200 kw-V; 1,000 kw-A; ant. 1,268 ft.)—Granted assignment of license from Watertown Television Corp., debtor-in-possession, to Desert Communications V Inc. for no cash consideration; application is filed as result of debtor's plan of reorganization. Paula Pruet, director of assignor, is sole general partner of licensee of WNSN(TV) Madison, WI. Shareholder Harold Procter has interests in KRBK-TV Sacramento, CA, and KPLR-TV St. Louis. Buyer is headed by Don A. Luttenegger, and is licensee of KYIS(FM) Oklahoma City. Action Aug. 18.

■ **KLXX(AM)-KBYZ(FM) Bismarck-Mandan, ND** (AM: BAL920708EB; 1270 khz; 1 kw-D, 250 w-N;

FM: BALH920708EC; 96.5 mhz; 100 kw; ant. 1,000 ft.—Granted assignment of license from Capital City Communications Inc. to Missouri River Broadcasting Inc. for \$395,000. Seller is headed by James Lakoduk, and has no other broadcast interests. Buyer is headed by James D. Ingstad, and has interests in six AM's and seven FM's. Action Aug. 19.

■ **WNBE(FM) Alamo, TN** (BALH920630HH; 93.1 mhz; 25 kw; ant. 328 ft.)—Granted assignment of CP from Charles C. Allen to Good News Network Inc. for \$471,057. Seller has no other broadcast interests. Buyer is headed by John Latham, and has interests in WFVL(AM)-WRJB(FM) Camden, WGNN(FM) Dresden and WIST(FM) Lobelville, all Tennessee. Action Aug. 20.

■ **WCSV(AM) Crossville, TN** (BAL920507EB; 1490 khz; 1 kw-U)—Granted app. of assignment of license from U.S. Small Business Administration to Samuel T. Armes for \$5,160. Buyer has no other broadcast interests. Action Aug. 21.

■ **KNFO(FM) Waco, TX** (BALH920122HP; 95.5 mhz; 100 kw; ant. 1,100 ft.)—Granted assignment of license from KNFO Broadcasting Co. (Texas joint venture) to HSA Service Corp. in settlement agreement. Original note plus interest borrowed by assignor totalled \$2,981,205; fair market value of assets acknowledged by parties to application is \$950,000. Seller is headed by Norman Fischer, et al., and has no other broadcast interests. Buyer is headed by Carl B. Webb, and has no other broadcast interests. Action Aug. 14.

## NEW STATIONS

### Applications

■ **Inglis, FL** (BPED920820MA)—Sabbath Inc. seeks 104.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Aug. 20.

■ **Polpu, HI** (BPED920820ME)—Lu Ann Uchida Lane and William A. Lane seek 95.9 mhz; 1.13 kw; ant. 225 m. Address: 34001 Granada Drive, Dana Point, CA 92629. Applicants have no other broadcast interests. Filed Aug. 20.

■ **Pinckneyville, IL** (BPH920818MC)—Kenneth W. and Jane A. Anderson, husband and wife, seek 104.3 mhz; 3.5 kw; ant. 84 m. Address: Route 7, Box 3858, Marion, IL 62959. Applicants are licensees of WBVN(FM) Carrier Mills, IL. Filed Aug. 18.

■ **Union City, IN** (BPED920821MB)—Positive Alternative Radio Inc. seeks 88.9 mhz; 3.5 kw; ant. 99 m. Address: P.O. Box 889, Blacksburg, VA 24063. Applicant is headed by Vernon H. Baker, and has interests in eight AM's. Filed Aug. 21.

■ **Los Alamos, NM** (BPH920813ME)—Jeffrey Rochlis seeks 107.5 mhz; 100 kw; ant. 300 m. Address: 10601 Wilshire Blvd., Suite 1604, Los Angeles, CA 90024. Applicant is 50% partner in permittee of new FM at Thousand Palms, CA. Filed Aug. 13.

### Actions

■ **Boise, ID** (BPED910129MA)—Granted app. of Idaho State Bd. of Education (Boise State University) for 91.5 mhz; 4 kw; ant. 787 m. Address: 1910 University Dr. Boise, ID 83725. Applicant is headed by James V. Paluzzi, and has no other broadcast interests. Action Aug. 19.

■ **Union City, IN** (BPH910808MD)—Granted app. of River Radio Inc. for 105.7 mhz; 6 kw; ant. 100 m. Address: 300 N. 4th St., Fuiton, KY 42041. Applicant is headed by Alvin E. McClain, who has interests in licensee of WKZT(AM) Fulton, KY. Action Aug. 19.

■ **West Lafayette, IN** (BPED910715MH)—Granted app. of Von Tobel Foundation Inc. for 89.9 mhz; .1 kw; ant. 100 m. Address: 256 South Washington St., Valparaiso, IN 46383. Applicant is headed by Paul J. Von Tobel III, and is licensee of FM translator W216AC Valparaiso, IN. Action Aug. 13.

■ **Kallispell, MT** (BPH910926MD)—Dismissed app.

of Michael J. Stocklin for 106.3 mhz; 3.83 kw; ant. 126 m. Applicant has no other broadcast interests. Action Aug. 19.

■ **Whitesboro, NY** (BPH920519MA)—Returned app. of Kenneth F. Roser Jr. for 97.9 mhz; 1.65 kw; ant. 191 m. Address: Box 195-F Gramh Rd., Utica, NY 13502. Applicant has interests in WLFH(AM)-WOWB(FM) Little Falls, NY. Action Aug. 11.

■ **Del City, OK** (BPED920422MA)—Returned app. of Everlasting Gospel Lighthouse Inc. for 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 South Sunnylane, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Action Aug. 11.

## FACILITIES CHANGES

### Actions

#### FM's

■ **Willard, OH** WPJV(FM) 96.9 mhz—Forfeited and cancelled app. of Mansfield Christian School (BPED-860123NO) for new FM; ERP: 3 kw H&V; ant.: 91 m.; TL: Dinger Rd., 5 mi. E of S.R. 61, about 4 miles N of Shelby, OH; SL-RC: T.B.D. 40 56 42 - 82 39 42; callsign deleted. Action July 28.

■ **Mercer, PA** WWIZ(FM) 103.9 mhz—Dismissed app. of GBS Communications Inc. (BPH-870330NI) for CP to make changes: change community of license to Sharon, PA (47 CFR 73.211); pet. to deny filed 8-6-87. Action July 21.

■ **Mt. Carmel, PA** WXMH(FM) 99.7 mhz—Granted

app. of David A. Donlin, receiver (BMPH-920421ID) for mod. of CP (BPH-880217MT) to make changes; ant.: 197 m. TL: .2 km north of SR54, hamlet of Natalie. Amended 7-10-92; ERP reduced to .79 kw. Action July 22.

■ **Jamestown, NY** WCOT(FM) 90.9 mhz—Granted app. of Family Life Ministries Radio Inc. (BMPED-920413IC) for mod. of CP (BPED-900705MF) to make changes; change TL: Robin Hill Road, 17.974 km at 126 degrees from Jamestown. Action July 31.

■ **Marlow, OK** KFXI(FM) 92.1 mhz—Forfeited and cancelled app. of Austin Broadcast Services Inc. (BPH-881014J) for CP to make changes; change ERP: 50 kw H&V, change ant.: 118.2 m., change to class C2 (per MM docket #87-359). Action Aug. 3.

■ **Pendleton, OR** KSXM(FM) 107.7 mhz—Forfeited and cancelled app. of Pendleton Broadcasting Co. (BPH-870302OM) for CP to change TL: Cabbage Hill area, 11.5 mi. SE of Pendleton, 4 mi. west of Deadman Pass, alongside I-80, Pendleton; change ERP: 100 kw H&V; ant.: 344 m., and make changes in antenna system: 45 35 15 - 118 34 56. Action Aug. 3.

■ **Aberdeen, SD** KQAA(FM) 94.9 mhz—Granted app. of CD Broadcasting Corp. of Aberdeen (BPH-920313IA) for CP to make changes; ant.: 165 m.; TL: .5 mi NW of Bath Corner; change class to C1; amended 7-6-92 to change ant. to 131, TL: 45 25 05 - 98 28 36. Action August 3.

■ **Spearfish, SD** KBHU-FM 89.1 mhz—Forfeited and cancelled app. of Black Hills State College (BPED-790723AI) for CP to increase power ERP: 100 w, and make changes in antenna system. Action Aug. 3.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
<b>Total Radio</b>	<b>11,233</b>	<b>1,420</b>	<b>12,653</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
<b>Total TV</b>	<b>1,500</b>	<b>191</b>	<b>1,691</b>
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
<b>Total LPTV</b>	<b>1,284</b>	<b>972</b>	<b>2,256</b>
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

### CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

<sup>1</sup> Includes off-air licenses. <sup>†</sup> Penetration percentages are of TV household universe of 92.1 million. <sup>2</sup> Construction permit. <sup>3</sup> Instructional TV fixed service. <sup>4</sup> Studio-transmitter link. Source: Nielsen, NCTA and Broadcasting's own research.

■ **Union City, TN WKWT(FM) 104.9 mhz**—Granted app. of Reeffoot Broadcasting Inc. (BMPH-920331IG) for mod. of CP (BPH-900510IG) to change ant.: 87 m. Action July 31.

■ **La Grange, TX KBUK(FM) 104.9 mhz**—Forfeited and cancelled app. of Fayette Broadcasting Corporation (BPH-871215ID) for CP to change ant.: 100 m. Action July 31.

■ **Odessa, TX KODM(FM) 97.9 mhz**—Forfeited and cancelled app. of D & F Communications Ltd. (BPH-870226IM) for CP to change TL: intersection of roads 1787 and 1788, 11.5 mi. east of Odessa, change ant.: 304.8 m., and make changes in antenna system: 31 47 36 - 102 10 48. Action July 31.

■ **San Antonio, TX KISS-FM 99.5 mhz**—Forfeited and cancelled app. of Adams Radio of San Antonio Inc. (BPH-820114AA) for CP to change TL: E. end of Tower Rd., 4.5 mi. east of Elmendorf, TX, change ant.: 1,377 ft., change transmitter type, make changes in antenna system: 29 15 55 - 98 15 16. Action July 31.

■ **Randolph, VT WCVR-FM 102.1 mhz**—Granted app. of Stokes Communications Corporation (BPH-911231IE) for CP to make changes; change ERP: 10 kw (H&V); ant.: 142 m.; class: C3 (per MM docket #89-487). Action July 24.

■ **Pound, VA WDXC(FM) 102.3 mhz**—Dismissed app. of WDXC Radio Inc. (BMLH-920221KA) for mod. of license to increase ERP to .65 kw (H&V) (per to docket #88-375). Action July 23.

■ **Hoquiam-Aberdeen, WA KGHQ-FM 95.3 mhz**—Forfeited and cancelled app. of Trinity Broadcasting Network (BPH-810622AV) for CP to change TL: Morrison Road, 2 mi. south of Cosmopolis, Hoquiam, WA, increase ant.: 445.75 ft. 46 55 55.1 - 123 44 00. Action July 31.

■ **Wheeling, WV WEGW(FM) 107.5 mhz**—Granted

app. of Wheeling Radio Company (BPH-920403IE) for CP to make changes-ERP: 10.5 kw (H&V), ant.: 269 m. Action July 27.

■ **Racine, WI WHKQ(FM) 92.1 mhz**—Granted app. of Vision Broadcasting Inc. (BPH-910204ID) for CP to make changes, ERP: 2.7 kw H&V, ant.: 151 m., and TL: .32 km north of Two Mile Road, .88 km west of I-94, U.S. 41, Raymond Township. Action July 21.

■ **Jackson, WY KZJH(FM) 95.3 mhz**—Granted app. of Teton BCng Ltd. (BMPH-920403IG) for mod. of CP (BPH-850712P5) to make changes; change antenna supporting-structure height. Action July 20.

## CALL LETTERS

### Applications

#### Existing AM

WASO(AM) WARB American First Communications Inc.; Covington, LA

#### Existing FM's

WDEV-FM WDOT-FM Radio Vermont Inc.; Warren, VT  
WOWF(FM) WDFX Alliance Broadcasting Motown Ltd.; Detroit

#### Grants

#### New FM's

KBAQ(FM) Maricopa County Comm. College Dist.; Phoenix, AZ  
KPVS(FM) Pacific View Broadcasting; Hilo, HI

KPVT(FM) SPH Associates; Idaho Falls, ID  
KPVV(FM) McCormick Broadcasting; Dillingham, AK

KPVW(FM) Aspen FM Inc.; Aspen, CO  
KPVX(FM) Coast Broadcasting Co. Inc.; Florence, OR

KPVY(FM) Mandujano Commun. Inc.; Amarillo, TX

KPVZ(FM) Patricia L. Leighton; Bulah, ND

WJFA(FM) Coshocton Broadcasting Co.; Byesville, OH

WNJP(FM) New Jersey Public Broadcasting Auth.; Sussex, NJ

WOFP(FM) Andrea L. Johnson; Ashtabula, OH

WUFB(FM) Jeanne T. Haefner; North Cape May, NJ

WUFC(FM) Peaches Broadcasting, Ltd.; Baldwin, FL

WUFG(FM) The Wheeler School; Providence, RI

WUFH(FM) J.L. Givens Assoc., Ltd.; Lexington-Fayette, KY

WUFJ(FM) Northern Michigan Univ.; Marquette, MI

#### Existing AM's

KIXT(AM) KKCB San Luis Obispo Broadcasting; San Luis Obispo, CA

KMSL(AM) KQDI JS Marketing & Communications Inc.; Great Falls, MT

KRGQ(AM) KZQQ Group Communications Inc.; West Valley City, UT

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# Fates Fortunes

## TELEVISION

**Craig Dubow**, general manager, KVUE-TV Austin, Tex., named president, general manager, WXIA-TV Atlanta.

Appointments at MTM Entertainment, Inc., Studio City, Calif.: **Ber-**



**Bernard Oseransky**



**Linda Desiante**



**Michael Leshnov**



**Kendall Baldwin**



**Mark Riordan**

**ard Oseransky**, VP in charge of production, named senior VP, production, MTM Television; **John Buckholtz**, sales consultant, TeleRep, Chicago, joins as central division manager, MTM Television Distribution, Chicago.

**Michael Dimond**, senior VP, marketing, Broadmoor Hotel, Colorado Springs, Colo., joins Gaylord Entertainment, Nashville, as VP, marketing.

**Gregory Gush**, VP, affiliate relations, Fox Broadcasting Co., Los Angeles, New York, joins Independent Television Network, New York, as executive VP, director, sales, marketing.

**Linda Desiante**, manager, syndication contracts, Columbia Pictures Television Distribution, Los Angeles, named director, syndication contract administration.

**Gerald Noonan**, senior VP, central region, Paramount Television, Chicago, joins Tribune Entertainment, Chicago, as senior VP, syndication sales, marketing.

**Michele Goldstein**, manager, financial reporting, Viacom Internation-

al, New York, named director.

**Michael Leshnov**, freelance photographer, joins Warner Bros., Burbank, Calif., as director, television photographic services.

**John Tomlin**, senior producer, *Inside Edition*, named co-executive producer.

Appointments at Public Broadcast-

ductions, Studio City, Calif., as executive producer.

**Patti Hereau**, principal, Hereau & Co., Chicago, named sales representative, Blue Goose Productions, Los Angeles.

Appointments at Katz Communications, Inc., New York: **Sabina Oropesa**, sales trainee, Katz Televi-

ing Service, Alexandria, Va.: **Lori Evans Lama**, associate director, schedule management, named director; **Bruce Mundt**, director, schedule events, named director, program management; **Jonathan Abbott**, VP, marketing, development, KQED-TV San Francisco, named senior VP, development, corporate relations.

**Ardyth Diercks**, VP, programing, station relations, KPNX-TV Phoenix, Ariz., named VP, general manager, KVUE-TV Austin, Tex.

**Harvey Mars**, general manager, WXIA-TV Atlanta, named VP, broadcast, Gannett Broadcasting, Arlington, Va., and WXIA-TV.

**Kendall Baldwin**, coordinating producer, *The Entertainment Report*, WOWWOW (Japan) *Entertainment Report*, Burbank, Calif., joins Perri Pharris Productions, Newport Beach, Calif., as senior producer.

**John McNichol**, table-top cinematographer/director, San Diego, Calif., joins LDL Group, New York, in same capacity.

**Richard Marlis**, former principal, Marlis/Seeff Productions, Los Angeles, joins Schwartzberg & Co. Pro-

duction, San Francisco, named sales executive, Katz Television, Houston; **Lina Gelsomino**, sales executive, Katz Continental Television, southeast station group, New York, rejoins Katz Television, Washington, in same capacity; **Michael Margraf**, media buyer, Weintraub & Associates, St. Louis, joins Katz Continental Television there as sales executive; **Deborah Corn**, traffic/production coordinator, graphics, creative services, Katz Communications, New York, assumes additional responsibilities as new business coordinator, graphics, creative services.

**Tara Kovach**, account executive, Blair Television, Chicago, named manager.

Appointments at WTLV-TV Jacksonville, Fla.: **Roz Fields**, director, programming, promotion, named VP; **Rachel Soles**, comptroller, KENS-TV San Antonio, Tex., joins as VP, business manager; **Gerald Nordsiek**, director, engineering, named VP; **Kevin Brennan**, news director, WVUE-TV New Orleans, joins in same capacity.

Appointments at WRC-TV Washing-

ton: **Marga McNally**, manager, local sales, named director; **Jane Flavin**, account executive, named manager, local sales.

Appointments at Telemundo Group, New York: **Eduardo del Campo**, national spot account executive, New York, named regional sales manager there; **Jon Dubin**, West Coast sales manager, *MAS* magazine, Los Angeles, joins as regional sales manager there.

**Peter Bannister**, VP, general manager, WSYM-TV Lansing, Mich., elected treasurer, Michigan Association of Broadcasters.

## RADIO

**Mark Riordan**, account executive, McGavren Guild Radio, St. Louis, named director, sales.

**Gary Ahrens**, former VP, director, sales, McGavren Guild Radio, St. Louis, named regional executive, The Interep Radio Store there.

Appointments at Gannett Radio, Arlington, Va.: **Gerry DeFrancesco**, former president-GM, KIIS(AM)-FM Los Angeles, named president, Gannett Radio there; **Jay Cook**, former president, Gannett Radio, Los Ange-

**lton**, former anchor/producer, WMDT-TV Salisbury, Md., joins as producer; **Marge Stevens**, former special projects producer, CNN, Washington, and **Sharon Freidlander**, correspondent, NBC Radio Networks, Washington, join as weekend news anchors; **John Klobucar**, sports anchor, WNAV(AM) Annapolis, Md., and **Rob Whiteford**, sports anchor, WTOP(AM) Washington, join as sports anchors/reporters.

Appointments at BMI, New York: **Alison Smith**, director, performing rights, named senior director; **Steven Blinn**, account executive, The



**Gary Ahrens**



**Gerry DeFrancesco**



**Marc Kaye**



**Alison Smith**



**Steven Blinn**

**Noreen Parker**, local sales manager, WGHP-TV High Point, N.C., joins WTSP-TV St. Petersburg, Fla., as general sales manager.

**Jack Cahalan**, director, operations, WCPO-TV Cincinnati, joins WMAR-TV Baltimore as news director.

**Lourdes Leahy**, producer, *En Vivo*, Univision, Miami, joins WPLG-TV Miami as executive producer.

**Amy Feller**, executive producer, WTNH-TV New Haven, Conn., joins KYW-TV Philadelphia in same capacity.

**Bob Donley**, anchor, KLAS-TV Las Vegas, joins KTTV Los Angeles as Inland Empire reporter.

**Jerry Hodak**, science editor, WXYZ-TV Detroit joins WJBK-TV Detroit as co-anchor.

**Steve Davis**, sports anchor, KENS-TV San Antonio, Tex., joins KOIN-TV Portland, Ore. as weekend sports anchor/weekday reporter.

**David James**, sports director, KOVR-TV Sacramento, Calif., joins KUTV Salt Lake City as weekend sportscaster.

les, named president-GM, WDAE(AM)-WUSA-FM Tampa, Fla.; **Marc Kaye**, president-GM, WDAE(AM)-WUSA-FM Tampa, Fla., named president-GM KIIS(AM)-FM Los Angeles.

Appointments at KIIS-FM Los Angeles: **Karen Tobin**, director, marketing, named VP; **Brian Bridgman**, program director, KHTK-FM St. Louis, rejoins as music director.

Appointments at USA Today Sky Radio, Arlington, Va.: **Ann Cates**, morning anchor, WJBR(AM)-FM Wilmington, Del., joins as anchor; **Kim**

Bates Co., New York, joins as director, media relations, licensing.

## CABLE

**Arthur Bell**, VP, programming, Comedy Central, New York, named senior VP, program planning, operations.

**Charles Bonan**, president, Super Channel, London, elected to board of directors, Video Jukebox Network International, London.

Appointments at Time Warner Ca-

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ble Stamford, Conn.: **James Cottingham**, **Ted Cutler**, **Charles Ellis** and **John Gault**, executive VP's, assume additional responsibilities for company's 36 cable operations; **Jerry DeGrazia** named president, Pennsylvania division; **Sam Nalbome** named president, Illinois/Indiana division; **Kevin Leddy** named senior VP, marketing; **Tommy Harris** named chief financial officer; **Fred Dressler** named senior VP, programming; **John Whitley** named VP, new product development; **Glenn Britt** named president, Time Warner Cable Ventures; **Carl Rossetti** named senior VP, corporate development; **Paul Jones** named senior VP, corporate development; **David O'Hayre** named senior VP, investments and **Jeff Schwall** named senior VP, international.

Appointments at Turner Broadcasting Sales, Inc., Atlanta: **Ron Snyder**, manager, sport sales, named VP; **Scott Weller**, western region sports sales manager, Los Angeles, named VP; **Liz Russo**, sales manager, CNN, New York, named VP; **Wayne Aaronson**, sales manager, CNN, Los Angeles, named VP; **Dan Lawler**, manager, CNN International Sales, New York, named VP; **Michael Brochstein**, **Nick Loria** and **Karen Grinthal**, managers, Turner Entertainment Network Sales, New York, named VP's; **Rosemary Mazzo**, manager, sales administration, New York, named VP.

**Alan McDonald**, VP, affiliate services, NBC Cable and New Business Development, New York, joins Turner International Japan Inc., Atlanta.

**Gwen Lipsky**, VP, director, account planning, Chiat, Day, Mojo, New York, joins MTV there as VP, research, planning.

**David Bialis**, controller, *Atlanta Journal and Constitution*, joins Cox Cable, Oklahoma City, as VP-GM.

## WASHINGTON

**Bridgit Blumberg**, director, events, National Cable Television Association, named director, program publicity.

**Neal Kilminster**, general attorney, Comsat, named assistant general

## BPME CHOOSES CABLE EXEC AS NEW PRESIDENT

The Broadcast Promotion & Marketing Executives has named James B. Chabin president, filling a vacancy left by the resignation of Gary Taylor. Chabin, who has been vice president of national promotion at the E! Entertainment Television cable network since 1991, will officially assume day-to-day oversight of the international marketing and promotion organization on Sept. 15.

The hiring of Chabin follows a two-month search by the BPME board to find a replacement for Taylor, who resigned from the top post at the end of BPME's convention in Seattle in June to become vice president and general manager of KIOI(FM) San Francisco. It has previously been reported (BROADCASTING, June 15) that BPME is considering a name change that more fully embraces executives from the cable medium, and the hiring of a cable executive is widely interpreted as a further effort to broaden membership rolls in the Los Angeles-based trade organization.

At E! Entertainment Television, Chabin headed corporate development projects including viewer and affiliate promotion, advertiser value-added products, the new E! daily radio news service, as well as Hollywood movie studio marketing and promotion projects.

Prior to joining E!, he headed Chabin Communications, owner of KKIS-FM Walnut Creek, Calif. He sold the radio station to Diamond Broadcasting in January 1989. In a broadcast career that spans 24 years, Chabin also served as Western marketing manager of the CBS Television Stations group in Los Angeles after working in various sales positions with CBS Radio Spot Sales, CBS O&O KNXT-TV Los Angeles (now KCBS-TV) and CBS Television National Sales in Atlanta.

—MF



counsel, regulatory matters, Comsat Mobile Communications.

## TECHNOLOGY

**Alan Richards**, market research specialist, Mitsubishi Electronics America, Somerset, N.J., named northeast regional sales manager.

**Bob Britt**, regional sales director, Prophet Systems, Inc., Ogalala, Neb., joins Schafer Digital, Sacramento, Calif., as southeastern sales manager.

Elected to board of directors, International Teleproduction Society, New York: **Phil Keeling**, Magnetic Enterprises, Toronto, Ontario; **Barry Knepper**, Unitel, New York; **Andy Streitfield**, AMS Productions, Dallas.

## DEATHS

**Donald G. Padilla**, 71, co-founder of Padilla Speer Beardsley, Minneapolis, died Aug. 15 of cancer at his home in Minnetonka, Minn. He joined

WTCN Minneapolis in 1952 and became associate news director in 1953. He later joined WCCO-TV Minneapolis as associate news director and director, newsfilm operations. In 1956 he and Charles Sarjeant opened Padilla & Sarjeant Inc. public relations firm. The firm merged with Sullivan & Speer in 1961, becoming Padilla, Sarjeant, Sullivan and Speer, Inc., with Padilla as president-CEO. The company's name was changed to Padilla & Speer Inc. in 1972. Padilla was chairman-CEO until 1983. He became chairman of the executive committee when the firm merged with Brum & Anderson Public Relations Inc. in 1987. He retired in 1988. Survivors include his wife, Dagny, two daughters and a son.

**H. William Ostberg**, 68, former radio announcer, died Aug. 17 of cancer at St. Luke's Hospital in Newburgh, N.Y. Ostberg worked as an announcer at WKNE(AM) Keene, N.H., and WTAG(AM) Worcester, Mass., in 1946-59. Survivors include his wife, Dorothy, and three daughters.



## MARTIN FRANKLIN BECK

**A**fter a long and distinguished career as a radio sales executive and an owner and operator of radio stations, Martin Beck, now the chairman of Beck-Ross Communications, still enjoys repeating the story of how his career in radio sales started off with a humbling mistake.

In the early 1940's, Beck remembers, he embarked confidently on one of his first big sales calls for the Katz Agency, trying to convince legendary BBDO buyer Frank Silvernail to buy time on a Katz station in the Midwest.

Beck kicked off his pitch by matter-of-factly running down the rival station that was competing for the buy. But with a dismissive wave of his hand, Silvernail sternly told the young salesman to stop the pitch, leave the office, and start all over again.

"He taught me that you don't sell negatives. Not in this business, not anywhere else. You just sell what's good. It's the best lesson I ever learned.

"I never did negative selling again in my career after that. It's one of the basics of selling. The person you're selling to is smart. So you don't overwhelm them with negatives. You overwhelm them with positives."

For more than half a century, Marty Beck has been overwhelming the radio industry with positives. When he attends the NAB Radio Show in New Orleans this week to accept the NAB's National Radio Award, he will be honored as much for his warm, generous spirit as for his successes.

"He's a very smart, very fine guy who I think really has been successful because of the way he's managed people and dealt with people," says Beck's son, Stuart, a senior partner at Granite Broadcasting Corp. "He's had tremendous longevity on his staffs. People who work for him or with him are actually happy when he comes around. I've seen a lot of situations where it's the opposite."

"As a human being, he's a very warm and gentle person," says Katz Communications Chairman James Greenwald, a friend of Beck's for decades. "That's very unusual in our



business. The rep business, especially, is not known for warm souls."

For Beck, the rep business was also the family business. His father, Morris Beck, worked for the Katz Agency for nearly six decades, from before 1910 until 1968, rising from office boy to company treasurer.

"All I know is that he made five bucks a week and was very excited about it as a kid," Beck says. "So I was brought up in the Katz tradition. We used to hear about it at the dinner table."

When he joined his father at Katz in 1941, Beck had already cut his teeth as a salesman and announcer at two radio stations, but he quickly grew to appreciate the challenges of selling newspaper space as well as air time.

"We repped everything. When radio came along, our company was more or less pushed into buying radio because our newspaper clients were buying radio stations."

Of course Katz eventually expanded into television, but Beck stayed with radio, rising to become the agency's radio sales manager. He was, in his own words, "a radio freak"—an unabashed fan of the medium. "I thought it was much more creative. In

my mind, radio stations were doing their own programming and television stations weren't. That wasn't true, but that's the way I saw it."

Even now, he says only half jokingly, "There's a smell about a control room that I love: stale coffee, cigarettes and perspiration."

As a salesman, Beck stuck to a simple formula: he believed in preparation, honesty and trust. "Never tell a phony story," he says. "Don't embellish. Remember, underplaying is so much better than overplaying. It's true in sales and on Broadway."

Beck left Katz after more than 20 years, joining with his attorney and brother-in-law, George Ross, to form Beck-Ross Communications in 1966.

As a broadcaster, Beck took some wise gambles. His group's second radio station, WBLI(FM) Patchogue, N.Y., was Long Island's first rock station. And in the 1970's Beck-Ross made its mark by snatching up FM stations before other broadcasters recognized the band's potential. The group now includes WBLI, WHCN(FM) Hartford, Conn., and WSNE(FM) Providence, R.I.

Beck has long been recognized as an industry leader, serving as vice chairman and chairman of the NAB's Radio Board in the 1980's and as president of both the New York State Broadcasters Association and the Long Island Radio Broadcasters Association.

In retirement he remains an enthusiastic supporter of radio and, increasingly, a mentor to many younger broadcasters, including two in his own family: his son, Stuart, and his son-in-law, Jim Champlin, the chief executive officer of Beck-Ross.

"He's really the senior wise man on our board of directors at Granite," says Stuart Beck. "When there's a difficult management question, he's the one we turn to."

**Chairman, Beck-Ross Communications Inc., Rockville Centre, N.Y.; b. July 20, 1917, New York; BA, Cornell University, 1938; 1937-38, sales assistant, announcer, WESG(AM) Elmira, N.Y.; 1939-40, KOIL(AM) Omaha, Neb., salesman, announcer; 1941-59, salesman, Katz Agency, New York; 1960-65, radio sales manager, Katz Agency; 1966-90, founder, president, Beck-Ross Communications; present position since 1990; m. Lorraine Hills, March 28, 1941; children: Susan Champlin, 46, Stuart Beck, 44.**

# In Brief

**NBC Talknet's Bruce Williams** broke out of his normal format last Monday (Aug. 31) to make an unusual request: he appealed to Kuwait, Saudi Arabia and the United Arab Emirates to offer economic aid to hurricane victims in South Florida. The result? **The Amir of Kuwait donated \$10 million** to the American Red Cross, according to NBC Talknet. Williams had given out the telephone number of the three embassies and urged his listeners to phone the embassies.

**The Radio Music License Committee last week announced a compromise solution** to the dispute between **ASCAP** and some **240 radio stations** over music played on *The Rush Limbaugh Show*. The agreement establishes a specially negotiated reporting and fee structure for stations on a per-program license that air the show—roughly 240 stations. The dispute has lingered partly because EFM Media, which produces and distributes Limbaugh's show, refused to provide cue sheets that would enable stations to identify and report non-incidental music use.

Late last week the **NAB added a special session to its 1992 Radio Show focusing on the new FCC ownership rules**. The convention begins in New Orleans this Wednesday (see page 65). The panel will include FCC Mass Media Bureau Chief Roy Stewart and General Counsel Bob Pettit. It will replace a planned "Capitol Hill" perspective panel, scheduled for 2-3:10 p.m., Friday (Sept. 11).

**Kansas City Royals moved its TV affiliation**, starting with next season, to ABRY Communications' KSMO-TV, ending a 12-year affiliation with NBC affiliate WDAF-TV. The new three-year contract calls for the independent station to broadcast 65 games, 14

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 23. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	10.2/221/93
2. Oprah Winfrey Show	9.2/231/99
3. Jeopardy	8.9/213/93
3. Star Trek	8.9/244/99
5. Married...With Children	7.5/177/96
6. Current Affair	6.6/184/96
7. Entertainment Tonight	6.4/191/96
8. Cosby Show	6.0/196/96
9. Inside Edition	5.7/144/89
10. Donahue	5.5/229/99
11. Wheel Of Fortune-wknd	5.4/193/81
12. WKRP In Cincinnati	5.2/236/98
13. Case of All-Star Assassination	5.1/170/91
14. Baywatch	5.0/158/90
14. Sally Jessy Raphael	5.0/214/96

more than in the current season. Next year it's expected that Royals third baseman George Brett will pass the 3,000-hit mark.

**Industry leaders named by NAB will meet Sept. 15** in Washington to begin designing the program for **NAB's 1993 HDTV World Conference**, April 19-22, in Las Vegas.

Advanced TV Systems Committee Chairman James McKinney will chair the conference committee featuring Wendell Bailey, technology VP for NCTA; Julius Barnathan, Capital Cities-ABC consultant; Steven Bonica, president of Panasonic Broadcast and TV Systems; William Connolly, president of Sony Advanced Systems; Allen Cooper, technology VP for MPAA; Greg DePriest, advanced TV VP for Toshiba America; Joseph Flaherty, technology senior VP for CBS; Keiichi Kubota, senior scientist for NHK; Michael Sherlock, operations president for NBC, and Margita White, president of MSTV.

**National Hockey League signed two television rights deals with ESPN** last Wednesday, and a day later was sued by incumbent rights-holder SportsChannel America.

The first deal is a one-year pact to air 25 regular-season games and 37 playoff games (including Stanley Cup Finals) in the upcoming season, with an option to renew for another four years after that. A separate five-year deal gives ESPN the right to sell NHL internationally (excluding Canada). The domestic deal also provides ESPN rights to certain "additional" games that would air on ESPN II, should the network decide to launch that channel. League and network officials did not deny reports that ESPN would pay about \$12 million a year for rights. The network is required to black out games in home-team markets. SportsChannel America claims it had a right of first-refusal on next season's rights and filed suit in New York Supreme Court.

President Bush awarded **recess appointments to the Copyright Royalty Tribunal to Bruce Goodman**, formerly an attorney with the Washington firm of Arter & Hadden, and **Edward Damich**, professor of law at George Mason University, Fairfax, Va. Among the responsibilities of the CRT is the distribution of copyright payments to Hollywood producers by cable systems paying through the cable compulsory license. Goodman and Damich succeed Commissioners J.C. Artensinger and Mario Arguero.

House Telecommunications Subcommittee Chairman **Edward Markey accused the NTIA of making "an end-run of Congress by appealing for private funds"** and attempting "to circumvent the Constitution and Congress." In a Sept. 1 letter to Commerce Secretary Barbara Franklin, Markey complained about an NTIA notice in the *Federal Register* for bids on a study on methods for assigning radio frequencies through competitive bidding

and "soliciting funds...to defray the cost of this project." The Constitution places authority to gather funds for government services entirely on the Congress, said Markey, who called the notice "a grotesque mistake." NTIA Director Greg Chapados replied: "We weren't trying to usurp Congress's role. Soliciting such funds is well within the legal authority of the department."

NAB promoted **Susan Thomas Platt** to VP, operations, in the radio department, succeeding Joy Dunlap. Platt, a former employe of CBS Radio and TV and the Justice Department, has been NAB administration director, government relations, since February 1991. Dunlap is moving to Alabama with her husband, a military officer, who was recently transferred to a post there.

**Columbia Pictures Television Distribution and CBS Television Stations group**, ending weeks of widespread rumors that they were going to discontinue syndication of first-run **Cristina**, pulled the plug late last week after both parties determined that the July household and demographic ratings were not substantial enough to support continued production. The bi-lingual Cristina Saralegui, who also hosts a talk show



60 Minutes' Mike Wallace held court in Forest Hills, N.Y., on Aug. 30, playing in the Arthur Ashe AIDS Tennis Challenge. The 74-year-old journalist teamed with Martina Navratilova in doubles and defeated Monica Seles and New York Mayor David Dinkins 9-7 in a tie-breaker. After his match Wallace also umpired several matches.

for the Spanish-language Univision network, had turned in a syndicated 2.1 rating/9 share average in the July sweeps (NSI, July 9-Aug. 5) in 22 markets, 25% lower than year-ago programing (2.8/13) and 19% lower than its lead-in rating (2.6/14).

After a prolonged series of off-again/on-again discussions to acquire the domestic TV syndication rights to **Carolco Pictures' film library**,

**Spelling Entertainment came to terms** on a \$64 million acquisition of 150 titles, including the highly-coveted "Terminator 2," "Basic Instinct," "The Last Emperor" and "Rambo" theatricals. Spelling, whose Worldvision Enterprises unit will handle domestic distribution reportedly made a \$25 million payment on Wednesday, to be followed by another payment of that amount and will assume \$14 million in Carolco liabilities.

## CABLE NETWORK AD REVENUE UP 13% IN 1ST HALF

**G**ross advertising revenue for 16 cable networks for the first half of 1992 increased more than 13%, to just under \$1 billion, according to the Cabletelevision Advertising Bureau. The upbeat data marked the first of what will now be regularly scheduled quarterly reports from the industry trade association.

According to Broadcast Cable Financial Management Association data supplied by the CAB, basic cable network ad revenues during the second quarter of 1992 were \$550 million, a 17% rise over \$469 million for the same period last year. Gross advertising revenues for the first half of the year hit almost \$1 billion, a 13% jump over \$882 million for the first half of 1991.

The percentage increases were significantly higher than those of the broadcast networks, which saw their three-network revenue rise about 3% in the first half of 1992, to \$3.7 billion, according to BCFM figures supplied earlier this month (BROADCASTING, Aug. 17).

Cable networks included in the quarterly BCFM survey, tabulated by Price Waterhouse, are A&E, BET, CNN, Discovery, ESPN, Family Channel, Headline News, Lifetime, MTV, Nick-at-Nite, Nickelodeon,

WTBS(TV) Atlanta, TNT, USA, VH-1 and The Weather Channel. One of the primary competing sources for ad sales data, Arbitron's MediaWatch, covers eight cable networks representing between 75% and 80% of all spending.

"By including twice the number of networks in its measurement as MediaWatch, the BCFM survey is more reflective of cable advertising," said Thom McKinney, CAB president.

An Arbitron spokesman said MediaWatch plans to add at least one more cable network to its list by the end of the year and intends to track a multitude of additional cable networks in the future. He added that MediaWatch provides much more information than the tonnage data being supplied by the CAB, allowing users to compare ad spending vis-à-vis broadcasting and media spot.

In other CAB developments, the organization is still trying to work with spot cable rep firms to see if there is some way that the organization can act as a clearinghouse for spot cable ad data. CAB plans to discuss the issue at an upcoming meeting, according to a spokesman.

—RB

# Editorials

## KEEPING SCORE

If ever there were a demonstration of the value of the American system of broadcasting, it has been in the public service and relief efforts extended by radio and television stations and networks in connection with Hurricane Andrew. From forewarnings to wake, their expertise, spirit, dedication and ubiquity have saved lives and helped pick up the pieces.

BROADCASTING will document all those efforts in a special section two weeks hence (our issue of Sept. 21). The editors invite submissions to that story from all our constituents, addressed to "Project Andrew" c/o BROADCASTING's New York office (475 Park Avenue South, New York 10016; fax 212-340-9874 or 202-429-0651).

## JUST IN TIME

It may not have been the FCC's intention to time its new radio ownership rules for NAB's Radio '92 in New Orleans, but it was propitious just the same. Radio needed a jolt and—however modest the eventual rule changes—this one helps.

It's the local ownership aspect—duopoly—that is getting all the attention. The prospect of creating megacombs is capturing the interest of operators in major and minor markets alike—and creating some spirited controversy as to the best way to proceed. The battle is drawn most clearly in this issue's lead story between Infinity's Mel Karmazin and Evergreen's Scott Ginsburg, the first representing a concentration on revenues, the second a concentration on expenses. Those schools and others will get play aplenty as radio spreads its wings and its imagination within the new possibilities.

The powers that be have given radio a chance to prove that professionalism ranks with or ahead of diversity in enabling the medium to better serve its publics. From here on out, the "r" in radio should also stand for renaissance.

## MOST FAVORED POOHBAHS

Forget all the months of campaigning between New Hampshire and August. The election began officially last Friday (Sept. 4), when the lowest-unit-rate rule went into effect. It was at that moment that broadcasters across the land were required to give politicians the benefit of the rate charged to the medium's largest and most frequent customers. It's an expropriation of private prop-

erty without precedent or parallel in the media universe.

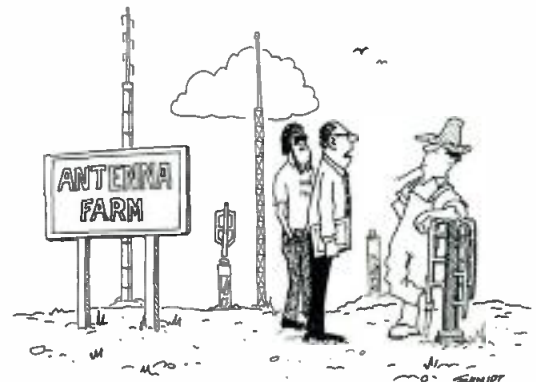
But it's the law, of course, passed by the same politicians that are its principal beneficiaries. Considering that politicians have always equated the public interest with their own private interest, it is not surprising that all efforts to repeal or even curtail the lowest-unit-rate provision have been nonavailing. Congress knows a second-class medium when it has one under its thumb.

## A GLASS HALF FULL

The news pages of this journal last week made much of the fact that operating profit margins in over-the-air television continue to spiral downward. And, more significantly, that they're unlikely ever to spiral upward again to match the halcyon days. True, but hardly the end of the world. The fact is that television's operating margins remain several lengths ahead of most other business ventures. Many broadcast groups are still in the 30%-plus territory, which is a fabulous place to be, and those in the 20%-plus range have reason to rejoice. They could be in almost any other business and be lucky to make 8% in a good year.

Once was, a major market VHF affiliate could have margins in the 60% range, and profits for the network O&O lineups routinely were in the 45%-50% range (some still are). But, generally speaking, that was then and this is now. Now cable commands that profit stratosphere, enjoying its day in the sun.

The problem for broadcasters is that many still remember then, and now find it hard not to think the sky is falling when business is merely magnificent. With imaginative management, a little luck with the new technology and some enlightened regulation by the FCC, today's margins are sustainable. Failing those, future generations could wind up referring to *these* as the good old days.



Drawn for BROADCASTING by Jack Schmidt

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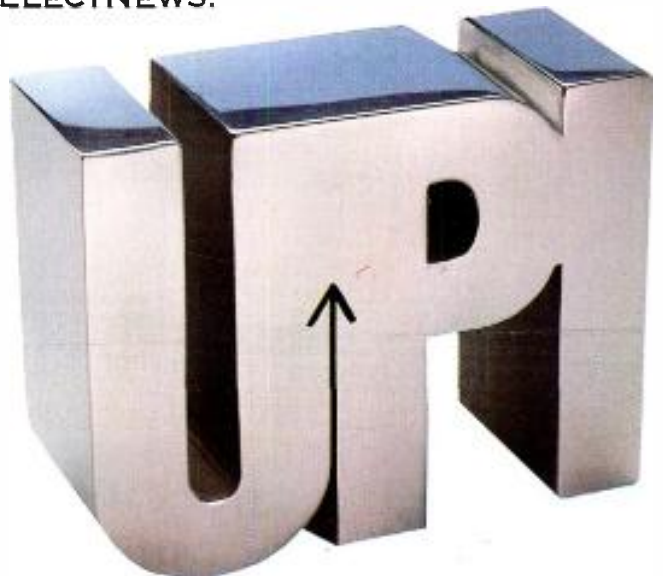
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