

# Broadcasting

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- NEW FIRST-RUN TALK SHOW FROM CPT / 26
- PPV GROSS REVENUE DIPS IN '92 / 48
- FCC FLOATS TV FOR CELLULAR SWAP / 65



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Direct Broadcast Satellite has been on the horizon for years. But often the view of DBS has been cloudy and obscure. Now the future is clear. Satellites are

under construction; a December 1993 launch is scheduled; and service will begin early in 1994. If you look into the future now, you will clearly see DBS.



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**SMPTE**  
Vol. 122 No. 47

A stylized illustration of Batman in his classic suit, crouching on a dark ledge. He is looking forward with a determined expression. The background is dark with some architectural elements.

# HE'S GO AVERAGE

**There's a lot of competition in the kids arena and it takes consistent power to fly past the pack. It's not enough to score once or twice, you have to deliver time after time at bat. That's the kind of dependable super power that "Batman" brings to The Fox Kids Network line-up, helping Fox to hold onto the #1 title every week since his debut. "Batman" has been #1 in households 7 out of 7 weeks, #1 in Kids 2-11 5 out of 7 weeks and #1 in teens every week since his debut. That's batting power, and that's why the #1 line-up of kids' stations say that "Batman" is in a league by himself!**





# THE #1 BATTLING GE WITH KIDS!

## KIDS 2-11 RANKING AND RATINGS

	<u>9/7</u>	<u>9/14</u>	<u>9/21</u>	<u>9/28</u>	<u>10/5</u>	<u>10/12</u>	<u>10/19</u>	<u>Season To Date</u>
<b>BATMAN</b>	<b>#1</b>	<b>#1</b>	<b>#1</b>	<b>#2</b>	<b>#2</b>	<b>#1</b>	<b>#1</b>	<b>6.4</b>
Fox Kids Afternoon	5.0	5.2	6.0	5.0	4.7	4.8	5.2	5.1
Disney Afternoon	4.9	4.6	4.6	4.7	4.7	4.3	4.2	4.5



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# Top of the Week

## TV NEWS MAGS GET PRIME SHELF SPACE

*Relatively low budgets and higher ratings fuel proliferation of shows in prime time*

By Steve McClellan

It is estimated that the six prime time network news magazines on the air this season will generate about \$670 million in revenues. With the ratings growth that most of them are experiencing this season, coupled with planned news magazines by ABC, CBS and Fox, network and agency executives expect the category to generate \$1 billion or more in revenues next season, making news the fastest growing prime time genre.

It's no secret that news magazines are increasing in number and popularity. The reason is simple: they generate millions in revenue at about half the cost of licensing entertainment programs from outside suppliers, thus providing significantly higher profit margins.

And the economics of producing entertainment shows isn't getting better. For example, ABC commissioned the production earlier this year of 22 episodes of *Young Indiana Jones* from Lucasfilms. The show cost over \$2 million an episode to produce. "ABC can produce three or four episodes of *Prime Time Live* for that cost," said a news executive. And the network owns the show, allowing it to generate more dollars from ancillary markets such as overseas, home video and cable sales.

The venerable *60 Minutes*, now in its 24th season, dwarfs the other prime time magazines currently on the

air with about \$200 million in annual revenues and roughly \$60 million in annual profits, according to network and agency sources.

According to Don Hewitt, executive producer of *60 Minutes*, the program is the most profitable in broadcast history. It has been estimated that over its life, the show has generated profits for CBS of more than \$1 billion.

Those kinds of numbers make network executives drool at the prospect of repeating that success with similar shows. It's not a sure thing, as NBC well knows, having tried 17 times before putting together the right talent, format and story mix to come up with *Dateline NBC*, now working well (placing first or second more often than not) at 10 p.m. on Tuesday nights.

If the show holds up this season (it's averaging a respectable 11.2 rating/20 share), it should take in \$90



The granddaddy of them all: '60 Minutes'

million or more in revenues. "NBC finally got it right," said Steve Friedman, the executive in charge of *Dateline* and executive producer of *NBC Nightly News*.

*Dateline* is NBC's sole entry in prime time magazine sweepstakes. CBS has three on the air currently—*60 Minutes*, *48 Hours* and *Street Stories*. ABC has *20/20* and *Prime Time Live*.

CBS, ABC and Fox are actively developing additional magazines for prime time. NBC's Friedman predicts that a successful *Dateline* will "beget" similar shows on the NBC lineup.

At some point there will be a saturation level. But the ratings so far this year suggest there is still room for growth. *Prime Time Live*, which should gross about \$85 million this year, has jumped 40% in the ratings for the first seven weeks of the season and will easily break the \$100 million revenue barrier next season if it comes close to sustaining the pace.

ABC's veteran magazine,

### PRIME TIME'S HOTTEST GENRE

Show	Estimated Annual Revenue (in millions)
<i>60 Minutes</i> .....	\$200
<i>20/20</i> .....	\$120
<i>48 Hours</i> .....	\$105
<i>Dateline NBC</i> .....	\$90
<i>Prime Time Live</i> .....	\$85
<i>Street Stories</i> .....	\$70

\*Estimates are from network and ad agency sources.

Continues on page 17



# This Week

## TV MAGS: IN THEIR PRIME / 4

With relatively low budgets and high profit potential, TV news magazines are increasingly making their way to prime time.

## UP TO DATE IN TORONTO / 6, 57

Television's technocrats gathered in Canada to view the latest technological offerings at the 134th Society of Motion Picture and Television Engineers exhibition.

## INFINITY FACES STERN FINE / 16

FCC punishment of Radio Group could exceed \$300,000 for indecent broadcasts.

## NEW TALK FOR CPT / 26

Columbia Pictures Television has chosen actress Ricki Lake to host its new first-run talk strip.

## TRACKING OFF-NET SITCOMS / 30

It's become a buyer's market in the five years since *Cosby* launched in syndication, with cash-conscious station execs taking a harder line in bidding for sitcoms.

## LITTLEFIELD 'AT LARGE,' PART II / 38

NBC's entertainment chief continues his discussion of the new



Toronto, the home of SMPTE '92

season, the importance of demos and programing's changing economics.

## LOCAL TV NEWS SURVEY III / 45

Independent stations—especially Fox affiliates—are developing local newscasts in increasing numbers.

## FLAT YEAR FOR PPV / 48

Estimates of '92 gross pay-per-view revenue by Showtime Event Television show little change from the year earlier.

## RADIO'S READ ON CLINTON / 53

Survey by BROADCASTING of several radio executives who supported the president-elect finds optimism that new administration policies will favor continued consolidation.

## CBS: NO STOCK ANSWER / 61

While some securities analysts are

recommending the company's stock, others feel it is priced too high.

## TV SWAP PROPOSED / 65

FCC's Office of Plans and Policy paper says there would be "social welfare benefits" to allowing some broadcasters to trade a UHF frequency for a PCS license.

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# FCC WANTS '91 FIN-SYN RULES

By Harry A. Jessell

**T**he FCC last week tentatively decided to ask the U.S. Court of Appeals in Chicago to keep the 1991 financial interest and syndication rules in place while it proceeds with a rulemaking to recraft the rules and the supporting rationale in hopes of making them acceptable to the court.

The decision was made by the same three-commissioner majority (Andrew Barrett, Ervin Duggan and Sherrie Marshall) that adopted the rules in April 1991 after a hotly contested and lengthy proceeding. The rules restrict the broadcast networks' ability to share in revenues from the syndication of off-network programs.

A three-judge panel, in a sharply worded opinion two weeks ago, struck down the rules on grounds the FCC had failed to adequately justify them. But it invited the FCC to take another crack at writing its fin-syn order. The panel put off the effective date of its ruling for 30 days to give it time to consider what, if any, rules should be in effect during the FCC proceeding.

The panel could either keep the 1991 rules in effect, revert to the stricter 1970 rules that the 1991 rules supplanted, or decide there should be no rules. It gave all the parties until Nov. 20 to advise it on its course.

The networks will likely argue for no rules. "It seems fairly straightforward," said David Westin, VP and general counsel, Capital Cities/ABC. "The court found the 1991 rules unjustified," he said. "It would be a little strange to permit those rules to stay in effect in the meantime."

Hollywood, determined to keep the networks out of the lucrative rerun business to the extent possible, is certain to argue strongly against the court opting for no rules.

"Going to no rules is not a viable option from either a legal or policy perspective," said Diane Killory, an attorney representing Hollywood's Coalition to Preserve the Financial Interest and Syndication Rule. "The court does not have the authority to reach back to the 1970 rules and at-

# THE SMART M



The Fresh Prince Of Bel Air  
is a production of  
The Stuffed Dog Company  
and  
Quincy Jones Entertainment  
in association with  
NBC Productions



# ONEY SPEAKS!

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KTXH  
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KRRT  
WGNO  
WTTO**



*The*  
**FRESH  
PRINCE**

*of Bel-Air*



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tempt to invalidate them too."

That Marshall and Duggan support continuation of 1991 rules comes as no surprise. Marshall was the rules' chief architect and remains their staunchest supporter. And Duggan said last month that if the 1991 rules were remanded, the FCC should do all it could to rewrite them with as little damage to their original intent as possible. That intent was to restrain the

networks' power to preserve programming diversity.

But some believe Barrett might be willing to switch sides and join FCC Chairman Alfred Sikes and Commissioner James Quello in opposing perpetuation of any rules, since Barrett had once advocated a three-year sunset on the rules.

Although Barrett stuck with the majority, he reportedly told FCC staff he

expected the work on the new fin-syn proceeding to be wrapped up by next June or July.

It's nearly impossible to predict how the FCC might vote on fin-syn rules next summer. That's because Sikes and Marshall—one vote for and one against fin-syn rules—will probably not be around. Both are expected to be replaced by the incoming Clinton administration. ■

## SITCOMS TOP TALKERS IN OCTOBER BOOK

*Off-network comedies got better demographics than talk shows, according to Petry*

By Steve McClellan

**A** Petry Television analysis of local Nielsen October rating books revealed that new off-network sitcoms fared better than new talk shows in key demographic ratings. Petry reports that none of the four new talk shows bowing this fall achieved higher than a 1 rating (rounding to the nearest full point) in the key demographics. A "salable" demo rating is usually considered a 2 or better.

The Nielsen October books cover about 46% of the country and therefore don't give the full national read on shows that the four main sweeps periods do (February, May, July and November). But the October books are significant because they provide the first snapshot of how new syndicated programs are doing demographically, which is how most shows are sold.

The poor demographic showing among the new talk strips, including *Vicki!*, *Whoopi*, *Rush Limbaugh* and *Byron Allen*, is another sign of just how competitive the talk show environment is this season. And while the October performance of the shows wasn't terrific, they still have time to grow, assuming a little patience on the part of stations and advertisers.

At the same time, a handful of distributors wait in the wings with new talk projects they hope to launch next year, including King World (*Les Brown*), Twentieth Television (*Bertice Berry*) and Columbia (*Ricki*).

According to the Petry rundown (the source for all ratings reported in this story), *Whoopi*, the late-night talker from Genesis, averaged a 2.3 household (HH) rating and an 11

share, down from both its lead-in and the time period shares a year ago. *Rush*, also predominantly in late



*'You Bet Your Life': Cosby's marquee value has yet to translate into ratings success.*

night, averaged a 1.9/13, holding its lead-in share and showing an average 2-share-point gain from the year-ago time period.

*Byron Allen*, which expanded to a strip this season after two seasons as a weekly, averaged a 1.5/7, down an average 2 share points from its lead-in but holding the time period from a year ago. The daytime *Vicki!*, from Group W, averaged a 2.2/11, down 2 share points from its lead-in, but up a share from the time period a year ago.

Among new comedies, *Roseanne* from Viacom was tops with an average 5.7/12, up 2 share points from its lead-in and up a share share point from last October. The show was up

in key demos as well, getting a 6.4 rating with women 18-34 and a 6 with teens. *Murphy Brown*, from Warner Bros., was close, with an average 5.5/11, down a share point from its lead-in and holding the year-ago time period share. It did a 5.4 among women 18-34.

*Wonder Years* from Turner Programming Services averaged a 3.8/6, down a share point from the lead-in and holding the year-ago share. The show's best demo rating was a 6.1 in teens, which was 5 share points higher in that demo from a year ago.

*Designing Women*, which most stations double-ran in the book, averaged a 2.8/9—2 share points above the lead-in. But Columbia reports a much higher rating, 5.3, because it cumes (adds together) the ratings for stations double-running the show.

Among the visible new first-run access shows, Carsey Werner's *You Bet Your Life* averaged a 4.8/11 HH, down 3 share points from lead-in and 1 share point from a year ago. Its highest demo number was a 5.5 ratings for adults 55-plus.

The new relationship shows didn't do that well. Group W's *That's Amore* averaged an HH 1.5/7, down 2 share points from the lead-in and year-ago time period, with no demo rating over a 1. Genesis's *Infatuation* averaged a 1/6, down a lead-in share point, but holding with last October. The show had no demo over a 1 rating.

In six markets, *Cops* got a 5.9/11, up a share point from lead-in and up 2 share points from last year. The show's strongest demo was a 5 (men 18-34), although women in the age group tuned in in almost equal numbers (4.8). ■



# SMPTE LOOKS TO AVOID STANDARDS WAR

*Toronto engineering show zeros in on desktop television production, digitally rejuvenated NTSC and coming 'point and click' consumer*

By Peter Lambert

**T**he Society of Motion Picture and Television Engineers pushed into new territory last week, bringing more than a dozen computer engineering papers into its 134th Technical Conference agenda and convening for the first time a standards working group charged with designing a digital imaging architecture, or hierarchy, encompassing TV, film and computer imaging technologies—present and future.

At the same time, SMPTE President Blaine Baker acknowledged "the halcyon days of living off the exhibitors are over" and promised SMPTE will schedule its early 1994 show immediately following another major exhibition, apparently the Audio Engineering Society in Los Angeles.

The announcement underscored not just tight trade show economics but also the Nov. 10-13 Toronto show's underlying theme. In SMPTE Engineering Vice President Colin Davis's words: "Television, film, computer and telecommunications are merging into a seamless world of digital images. And SMPTE will clearly set standards for this expanding community."

Much computer presence in Toronto last week was devoted to multimedia applications in TV production. IBM, Bell Communications Research, NHK and Avid Technologies were among those presenting papers and demonstrations of what Davis calls "desktop TV production," including control of editing, graphics and effects, switching and routing—all via desktop hardware and software, and all with stunning speed and user ease.

Also clear from last week's agenda is that SMPTE members believe NTSC will remain a viable block in imaging architecture for a long time, a fertile ground for many applications, innovations and improvements in the serial component digital production realm.

But over the course of the show, speeches and papers also addressed how multiple levels of imaging capa-

bilities will serve a 21st-century consumer—a consumer armed with "point and click" controls to get what he wants when he wants it.

The new focus on multimedia technologies signals, "not just the fusion of TV and computer [but] a new and brutal level of competition among industries," said multimedia technical

*"If standards don't include flexibility, they will not last, and what we do must last 50 to 60 years."*

**NASA'S Will Stackhouse**

paper author Paul Mareth, Projections Co., White Plains, N.Y., a consultant to AT&T Bell Laboratories and CNR Partners (Citicorp-Nynex-RCA).

He predicted that more affordable digital imaging will further decentralize video services and empower small businesses as the "primary engine of

economic growth." But he also expects political influence over bodies such as SMPTE will make technical standard-setting the next "cold war."

Seeking to start peace talks before the war, the newly formed SMPTE Working Group on Digital Image Architecture held its first meeting in Toronto Nov. 11, charged with making a standards proposal, perhaps within a year, after hashing out issues outlined over two years by a task force of the same name.

A task force report to be published in the *SMPTE Journal* next month recommends adoption of the computer industry's square pixel and progressive scanning approaches as common elements of a scalable hierarchy that supports a variety of image capabilities, including rectangular pixel, interlace scanning-based TV production.

The work of the Advisory Committee on Advanced TV—and its conclusions about how much interoperability the new transmission standard will incorporate—will greatly influence the broadcast and cable elements built

## NBC TO AIR TESH/GIBBONS TALK SHOW

**P**aramount's new one-hour talk show hosted by John Tesh and Leeza Gibbons, which had been slated for syndication, will instead air on NBC's daytime schedule. The acquisition is seen as an aggressive move by the network to bolster its sagging daytime lineup. "We are very excited about this acquisition. NBC is committed to this daypart, and having this arrangement with Paramount, we believe we will have the approval and support of our affiliates," said John Rohrbeck, president, NBC Television Stations. "The recent changes we have announced related to our daytime schedule are proof that NBC is a long-term player, and we anticipate steady growth both in clearances and in ratings," he said. In addition to the talk show, the network is adding *Scrabble* and *Scattergories* to the lineup (BROADCASTING, Oct. 5). The two game shows will have elements tying them together to form an hour block of programming.

NBC has not announced what shows will be dropped from the schedule to make way for the two new hours of programming, although NBC has already dropped *Santa Barbara* and *Doctor Dean*. The untitled talk show—*John and Leeza* is being considered—will debut on June 14, 1993, with the game shows slated to premiere on Jan. 18, 1993. Both *Santa Barbara* and *Doctor Dean* will exit the network on Jan. 15. In June, when the new talk show debuts, NBC will either have to drop the two new games, *Faith Daniels* or *Classic Concentration* or one of the two soaps, *Another World* and *Days of Our Lives*, to free up an hour of time.

*Scrabble* is hosted by Chuck Woolery and Dick Clark will host *Scattergories*. Both shows are produced by Reg Grundy Productions. ■



1993-94  
RENEWALS  
ALREADY INCLUDE:  
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# Talk? Take Action!

## 'Heat' Sizzles in 1st Week of Nov. Sweeps

LOS ANGELES  
KTLA • 3:00 pm

**+43%**

'Heat' - 1st Week/Nov '92 HH Share: 10  
Nov '91 HH Share: 7

CHICAGO  
WPWR • 11:30 pm

**+22%**

'Heat' - 1st Week/Nov '92 HH Share: 11  
Nov '91 HH Share: 9

PHILADELPHIA  
WTXF • 12:30 pm

**+80%**

'Heat' - 1st Week/Nov '92 HH Share: 9  
Nov '91 HH Share: 5

SAN FRANCISCO  
KOFY • 8:00 pm

**Even**

'Heat' - 1st Week/Nov '92 HH Share: 3  
Nov '91 HH Share: 3

BOSTON  
WFXR • 10:00 pm

**+33%**

'Heat' - 1st Week/Nov '92 HH Share: 8  
Nov '91 HH Share: 6

WASHINGTON, DC  
WFTY • 7:00 pm

**+300%**

'Heat' - 1st Week/Nov '92 HH Share: 4  
Nov '91 HH Share: 1

DALLAS  
KTXA • 11:30 pm

**+40%**

'Heat' - 1st Week/Nov '92 HH Share: 7  
Nov '91 HH Share: 5

ATLANTA  
WAGA - W-F 2am/Wknds

**+43%**

'Heat' - 1st Week/Nov '92 HH Share: 20  
Nov '91 HH Share: 14

DETROIT\*  
WXON • 10:00 pm

**+100%**

'Heat' - 1st Week/Nov '92 HH Share: 12  
Nov '91 HH Share: 6

HOUSTON  
KTXH • 11:30 pm

**Even**

'Heat' - 1st Week/Nov '92 HH Share: 12  
Nov '91 HH Share: 12

CLEVELAND\*  
WOIO • 11:00 am

**+38%**

'Heat' - 1st Week/Nov '92 HH Share: 11  
Nov '91 HH Share: 8

SEATTLE  
KSTW • 12:00 noon

**+40%**

'Heat' - 1st Week/Nov '92 HH Share: 7  
Nov '91 HH Share: 5

TAMPA  
WFLA • 4:00 pm

**+4%**

'Heat' - 1st Week/Nov '92 HH Share: 24  
Nov '91 HH Share: 23

MINNEAPOLIS  
KLGT • 9:00 pm

**+200%**

'Heat' - 1st Week/Nov '92 HH Share: 6  
Nov '91 HH Share: 2

MIAMI\*  
WSVN • 4:00 pm

**+11%**

'Heat' - 1st Week/Nov '92 HH Share: 21  
Nov '91 HH Share: 19

SACRAMENTO  
KSCH • 11:00 pm

**+200%**

'Heat' - 1st Week/Nov '92 HH Share: 9  
Nov '91 HH Share: 3

DENVER  
KTVD • 10:30 pm

**+33%**

'Heat' - 1st Week/Nov '92 HH Share: 4  
Nov '91 HH Share: 3

BALTIMORE  
WMTV • 11:30 pm

**+200%**

'Heat' - 1st Week/Nov '92 HH Share: 15  
Nov '91 HH Share: 5

HARTFORD  
WTCB • 1:00 pm

**+100%**

'Heat' - 1st Week/Nov '92 HH Share: 8  
Nov '91 HH Share: 4

SAN DIEGO  
KTTY • 7:00 pm

**+50%**

'Heat' - 1st Week/Nov '92 HH Share: 3  
Nov '91 HH Share: 2

INDIANAPOLIS  
WTTV • 11:00 am

**+50%**

'Heat' - 1st Week/Nov '92 HH Share: 15  
Nov '91 HH Share: 10

MILWAUKEE  
WCGV • 12:30 pm

**Even**

'Heat' - 1st Week/Nov '92 HH Share: 10  
Nov '91 HH Share: 10

KANSAS CITY  
KSMO • 10:30 pm

**+350%**

'Heat' - 1st Week/Nov '92 HH Share: 9  
Nov '91 HH Share: 2

CHARLOTTE  
WCCB • 10:00 pm

**+50%**

'Heat' - 1st Week/Nov '92 HH Share: 12  
Nov '91 HH Share: 8

CINCINNATI  
WXIX • 1:00 pm

**+10%**

'Heat' - 1st Week/Nov '92 HH Share: 11  
Nov '91 HH Share: 10

SAN ANTONIO  
KABB • 12:00 am

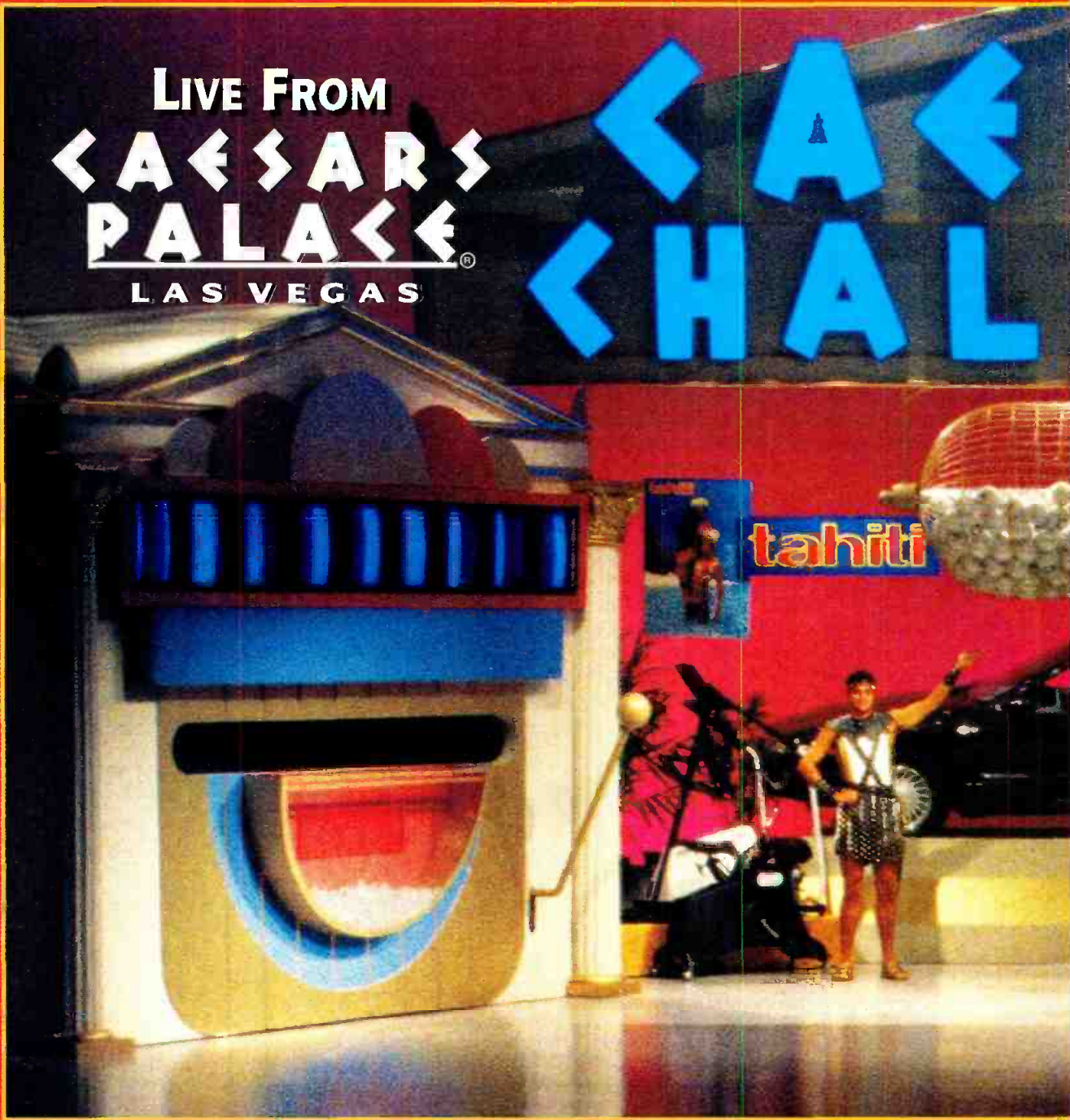
**+14%**

'Heat' - 1st Week/Nov '92 HH Share: 8  
Nov '91 HH Share: 7

# THE NEXT GENERATION

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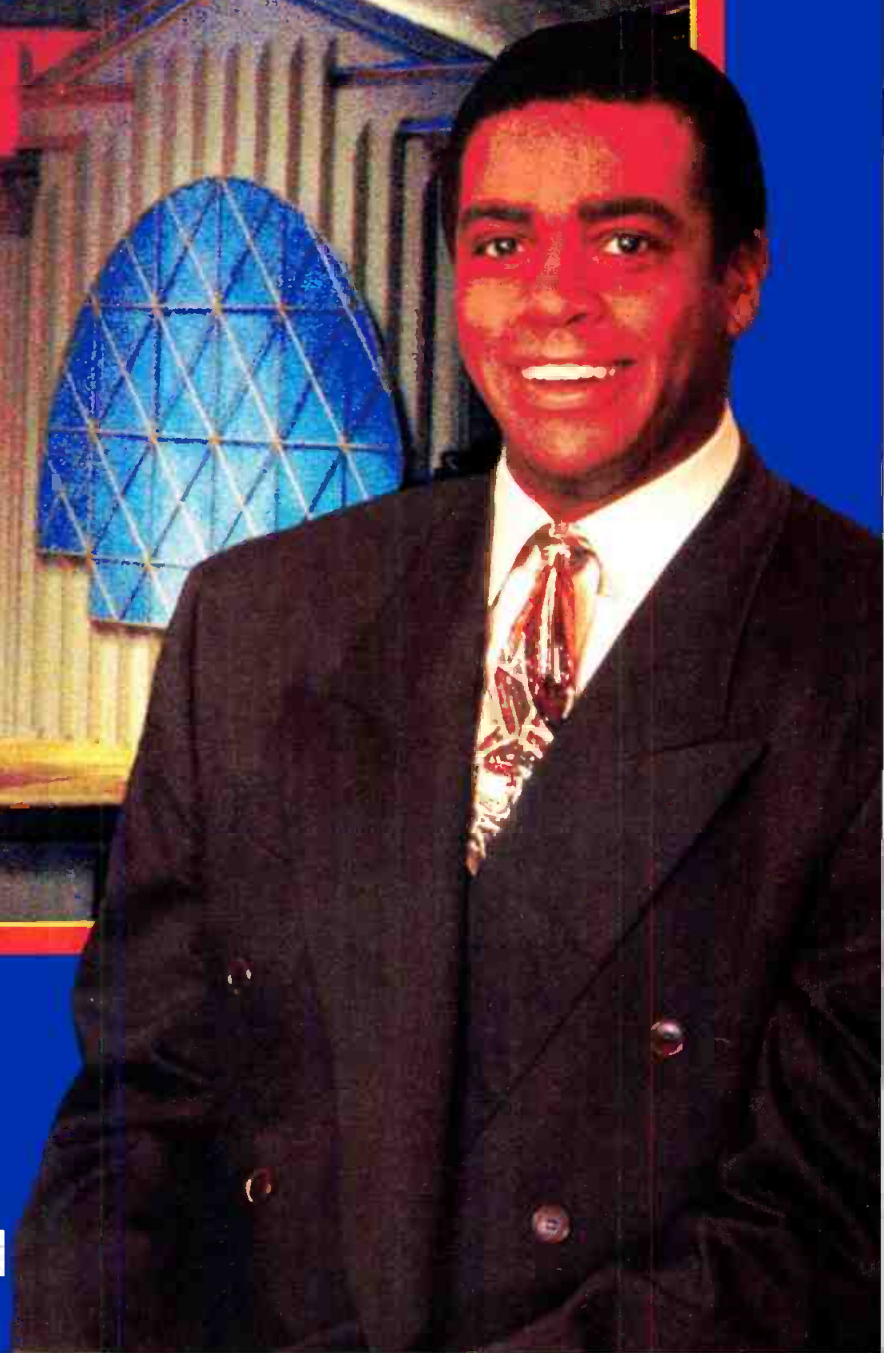
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# OF TV GAME SHOWS!

## ARS CHALLENGE

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• FALL 1993 STRIP

• FROM THE HOLLYWOOD  
SQUARES PRODUCTION TEAM

# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

## 'BIKER MICE FROM MARS'

Genesis Entertainment is getting into the first-run animation business with distribution of a new cartoon for fall 1993, *Biker Mice from Mars*, from Marvel Productions. The program is the first major project stemming from a recent agreement by Ronald Perlman's The Andrews Group (which owns New World Entertainment and subsidiary Marvel) to invest in a number of Genesis-distributed programs. The show was created by Marvel President Rick Ungar, who will serve as executive producer. The plan is to offer 13 episodes for a weekly program next fall, which, depending on performance, may be expanded to a 65-episode strip for 1994. On the reality front, the company is considering a new show that would feature stories about state highway patrol officers.

## RADIO RISING?

Finally, there's some good news for radio from Wall Street. Alex. Brown & Sons is recommending a "buy" on Clear Channel Communications and a "strong buy" on Infinity Broadcasting. Further, the company notes a "rising awareness [of radio] in the financial community," and predicts that radio companies



*'America's Most Wanted' host John Walsh was at the Press Club in Washington last week to help announce The Missing Child Alert, an initiative of Fox and The National Center for Missing and Exploited Children. Fox will produce missing children spots, hosted by Walsh, and distribute them via satellite to affiliates, who will in turn make them available to other interested stations in the market.*

will embark on a "surge of initial public offerings over the next few years."

CHICAGO

## JUDGING THE JUDGE

If an attempt is to be made to force U.S. Circuit Court Judge Richard Posner to recuse himself from further consideration of the fin-syn rules, it will be up to Hollywood to make it. Hollywood believes Posner, who

wrote the stinging opinion vacating the rules, should be removed because of an anti-fin-syn paper he wrote for CBS in 1977 while a professor at the University of Chicago. Jerry Leider, head of the pro-fin-syn Caucus of Producer, Writers and Directors, said it would try to persuade the FCC to make the challenge. But the word from the FCC last week was: "Don't count on it."

TORONTO

## SCALABLE OR ELSE

Canadians may go their own way if the FCC adopts an advanced TV standard that does not allow multichannel broadcasting. The Canadian Association of Broadcasters and Cable Television Association, Canadian Broadcasting Corp. and Telesat Canada jointly support adoption of a digital video compression standard. They view NTSC compression and HDTV "only as low- and high-end digital TV," says Telesat marketing director Susann Knott. Canada, which has participated in HDTV testing since the beginning, "would have to rethink" participation if scalable digital is not adopted in the States, she concludes.

WASHINGTON

## TWO CENTS WORTH

In an unusual, though not unprecedented, move, the fin-syn minority of Chairman Alfred Sikes and Commissioner James Quello plans to submit its own advice to the U.S. Court of Appeals in Chicago next week on what it should do following its ruling two weeks ago vacating the 1991 fin-syn rules. The three-member majority plans to ask the court to keep the 1991 rules in place during a further rulemaking to rewrite the rules and rationale. The minority will not say what its recommendation will be, but the presumption is it will be against any rules being in effect during rulemaking.

## PALEY FILM PROGRESSES

Made-for-TV biography of William S. Paley has been delayed for more than a year, but not forgotten. The search for a director is on, now that approval has been given for a script written by Peter Prince, who penned the screenplay for the current movie "Waterland." Will the three-hour film, to air on HBO, have as much unflattering detail on the former CBS chairman as the book upon which it is based, *In All His Glory*. Baltimore Picture's Gail Mutrux, producer of "Paley," said she doesn't want to "overdo that." Mutrux said the film would begin with Paley's acquisition of CBS in 1928 and concentrate on his relationship with second wife Babe and CBS President Frank Stanton, along the way telling the history of the broadcasting industry: "I want to present the complexity of how he thought and handled things." Pre-production is set to begin in January, with shooting starting possibly as early as April 1. —GF



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SOURCE: NSI OVERNIGHTS, OCT '92 SURVEY PERIOD

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# HELP IS ON

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Breathe new life into your schedule this fall with *Rescue 911*. Next season's most exciting new strip is a proven winner that can rescue your early fringe, prime access or late night time periods. Hosted by William Shatner, *Rescue 911* depicts true stories of ordinary people performing extraordinary acts of heroism. Daypart flexible and advertiser friendly, *Rescue 911* is compelling reality television at its finest.

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FOX

WNYW New York

CBS O&O's

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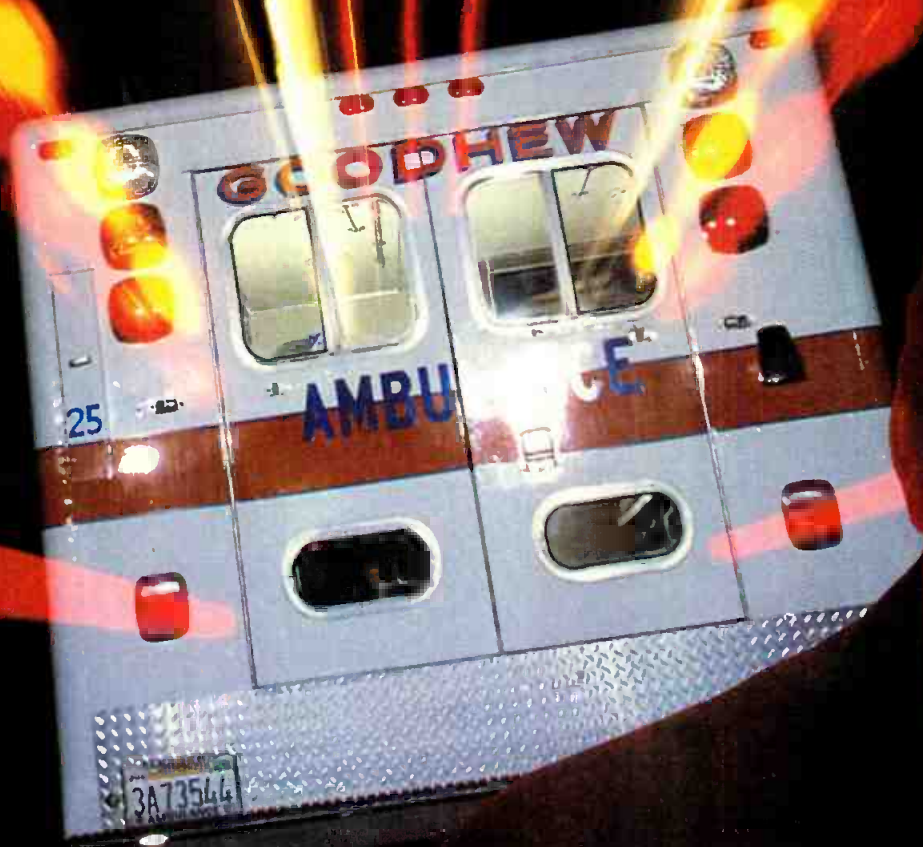
WCAU Philadelphia

WFRV Green Bay

# RESCUE 911®



# THE WAY!



CBS  
ENTERTAINMENT  
PRODUCTIONS



**MTM**  
TELEVISION DISTRIBUTION

# Monday Memo

## ***"The Federal Trade Commission defined ratings as estimates and as opinion, not fact."***

If you believe what the two lawyers told you in the Nov. 9 "Monday Memo," stop now and read this. It may save you the cost of legal action and the embarrassment of relying on plainly wrong legal advice. Frederick Polner and John Fielding were so wrong about copyrighted ratings that they should pick up your legal tab if you do as they say and use the ratings without paying for them.

Here is the one critical fact Polner and Fielding failed to tell you: The courts have ruled *more than once* that anyone who uses ratings for commercial purposes, even in limited amounts, violates our copyright.

Arbitron ratings are protected by copyright. Ratings are estimates, not facts. They meet the originality requirement of the copyright law. The Federal Trade Commission issued a consent decree in 1962 that established the principle that ratings company estimates are not facts. The decree defined ratings as estimates and as opinion, not fact. If ratings were facts, ask yourself this: Why doesn't Nielsen come up with the same rating or share? It's simple. Both Nielsen and Arbitron are putting forth opinion (not fact) as to the size of an audience.

Fielding and Polner have offered a distorted definition of fact. In two recent federal cases decided *after* the case cited by Fielding and Polner, the judges ruled that Arbitron estimates are copyrightable.

The lawyers are asking you to believe that a case they cite about telephone directories, a case that, in their words, has "nothing to do with broadcasting," gives you carte blanche to use Arbitron audience estimates without a license. The facts in telephone directories are known with certainty. You either live where you live, or you don't. It's absurd to suggest that the Arbitron Market Report is equivalent to a directory of radio listeners.

To conclude that one may use the ratings without paying for them, if you use them only a little, is misguided advice. Using without a license only the ratings estimates that have value to you is still copyright infringement. Imagine stealing just a few thousand from a bank because that's all you needed to pay your mortgage.

Sometimes the industry forgets that Arbitron is a business, just like the radio, television and agency clients we serve. And like our clients, we're in business to make a profit. We are committed to providing the best services we possibly can, but our clients will decide if we are successful. Fielding and Polner think Arbitron should give the industry something for nothing. Perhaps Fielding and Polner should provide free ratings. Maybe theirs will be facts. Ours aren't.

Arbitron knows what facts are and we know what ratings are. That's why you'll never read anything from Arbitron that says the ratings are facts. You will, however, read that Arbitron ratings are reliable and that you can use them with confidence.

We will continue to protect our business. We will continue to vigorously pursue those who disregard our copyrights. Arbitron is not "bludgeoning" the industry when we protect our business. We are protecting our clients who are licensed to use our estimates. We owe it to ourselves, the industry and our clients to protect our copyrighted estimates.

So if you're debating whether you should use the ratings without a license, if you're considering following the ill-thought-out advice of Fielding and Polner, if you think for one minute the courts will not uphold Arbitron's right to protect its business, here is one fact you can count on: Arbitron estimates are protected by copyright. ■



By Dolores Cody, general counsel, The Arbitron Co.

Founder and Editor  
Sol Talshoff (1904-1982)

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# In just one year,



**OCT.**  
**91**  
**3.3**

Source: NTL, as dated.  
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OCT.  
92  
3.9

When it comes to talk show hosts, no one's growing like Maury.

Not Oprah and Donahue (they're down). Not even Geraldo, Sally Jessy, or Regis and Kathie Lee (they can't keep up).

Year to year, Maury's up from a 3.3 to a 3.9 NTI, delivering the kind of big audiences that make stations big players in their markets.

And proving that in his sophomore season, Maury is still the biggest new name in daytime.

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**Maury's grown 18% bigger!**

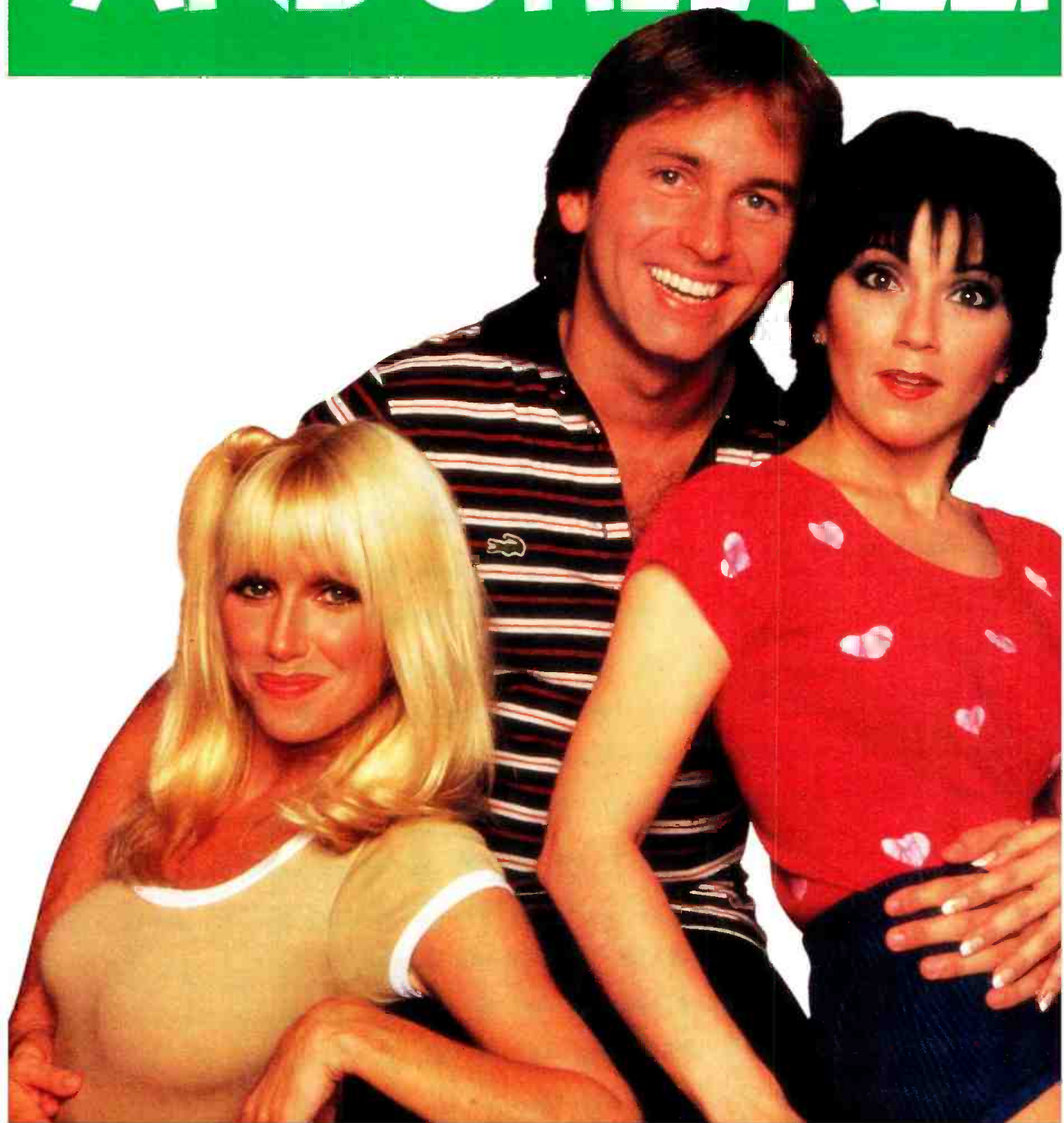


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10 YEARS.  
AND STILL KEEP





# NG COMPANY!



For ten years local television stations and Three's Company® have been carrying on an enduring and very special love affair.

Ever since this award-winning series entered the syndication market place, stations across the country have embraced the explosive humor, the sparkling wit and the fast-paced style that has endeared Three's Company to viewers of both genders and all ages.

Oh, every now and then a new "romance" would enter the picture, and it looked like the affair was finally over. But the bonds of love—and consistently top ratings and superb demographics—were always strong enough to bring the parties together once again.

From its very start in syndication, in September 1982, as a M-S strip on the Metromedia stations in Los Angeles, New York and Washington, D.C., Three's Company has been a sweetheart of a show, dominating its time periods against every kind of competition.

And what was and continues to be true for these stations (now Fox-owned) is still true for dozens of stations across the country.

Talk about an enduring relationship! KTTV Los Angeles has already racked up more than 3,500 runs of Three's Company—with no end in sight.

For the past decade, Three's Company has ranked among the Top Ten—and most often among the Top Five—syndicated sitcoms in the country.\*

During this period, only five sitcoms have stayed in the Top 10 for more than four years—M\*A\*S\*H, Cosby, Cheers, Night Court and, of course, Three's Company.\*



Recently, Three's Company went head-to-head with such syndicated giants as Golden Girls and Bill Cosby—and it put them away.\*\* And you have to know Girls and Cosby didn't come cheap!

Unlike most syndicated series, Three's Company's appeal is timeless. Timeless stories. Timeless humor. Timeless characters. The fact is, Three's Company holds as much appeal with the new generation of viewers as it did when it first premiered. As a network series—and after ten years in syndication—its demographic picture remains virtually the same. The same perfect mix that made it the Number One primetime show on the ABC-TV Network\*\*\* and a Top 10 program during the past decade, is still at work for today's generation of viewers.

Currently, Three's Company is winning hearts and boosting time period ratings in key markets like New York, Chicago, Philadelphia, San Francisco, Washington, Dallas, Detroit, Cleveland, St. Louis, Baltimore, Kansas City, Memphis and, of course, Los Angeles where KTTV has never stopped loving it!\*\*\*\*

Rick Feldman, Station Manager of KCOP-TV (the opposition) summed it up in a story in the Los Angeles Times when he described Three's Company as "... an absolute gold mine."

Isn't it time you started "Keeping Company" and shared in some of that gold? Join us in celebrating the 10th Anniversary of this sitcom legend by buying it for your market!



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NATPE BOOTH 423

## THREE'S COMPANY

demographics, says the source, may allow Buena Vista the opportunity to better package the sales of fall 1995 companion sitcoms *Dinosaurs* and *Blossom*.

*Dinosaurs* is being marketed on an all-barter basis (four minutes local, two-and-a-half minutes national) in a proposed two-year deal, while *Blossom* is being pitched on a cash-plus-barter basis with BVT retaining one-and-a-half minutes of ad time for the first two years and 30 seconds for the third and final year.

In contrast to *Coach* and *Evening Shade* pitches for older demos, Buena Vista Television President Bob Jacquemin says the syndicator is keying in on the 6-17 kids and teens demographics, which he says influence \$370 billion in consumer buying decisions among adults. However, by targeting such a young demo group, BVT will likely narrow *Dinosaurs'* and *Blossom's* appeal to lower HUT-level early-fringe time periods on independent stations, according to rep sources.

In fact, Buena Vista is said to be testing the waters with the cable networks. David Kenin, who is senior vice president of programming for USA Network, confirmed that he has received pitches on both sitcoms ("Closed Circuit," Nov. 9), and rep sources say Nickelodeon and Turner Broadcasting System have received similar pitches.

Columbia Pictures Television Distribution appears willing to wait for the dust to settle on the sales of such marquee sitcoms as *Coach*, *The Simpsons* and *Home Improvement* before bringing out *Seinfeld*, another comedy that is expected to have broad adult appeal.

CPTD President Barry Thurston said he has held conversations with Castle Rock Entertainment, producers of *Seinfeld*, but there has yet to be a final consensus on whether to bring the NBC sitcom out in fall 1995 or fall 1996.

On the other hand, Columbia's off-Fox sitcom *Parker Lewis*, says Thurston, could launch earlier, in fall 1994, but he added: "We are waiting to see how the current marketplace responds to the sitcoms being brought out right now. While the marketplace is improving and the appetite for cash projects is improving, we're still two years away from what we would consider a healthy rebound in the broadcast markets."

## ESTIMATED OFF-NET NATIONAL PER-EPIISODE CASH LICENSE FEES

Select sitcoms, their producer and syndication launch date



**Cheers** (Paramount)  
1987-88, **\$1.5-2 million**



**The Cosby Show** (Viacom)  
1988-89, **\$4.2 million \*\***



**Mr. Belvedere** (Twentieth)  
1989-90, **\$500,000-600,000**



**Who's the Boss** (Columbia)  
1989-90, **\$2.5-3 million**



**Night Court** (Warner Bros.)  
1989-90, **\$1 million**



**ALF** (Warner Bros.)  
1989-90, **\$700,000-800,000**



**Perfect Strangers** (Warner Bros.)  
1989-90, **\$600,000-700,000**



**Married...with Children** (Columbia)  
1991-92, **\$1.5 million \*\***



**Golden Girls** (Buena Vista)  
1991-92, **\$800,000-1 million \*\***



**Full House** (Warner Bros.)  
1991-92, **\$600,000-700,000**



**Roseanne** (Viacom)  
1992-93, **\$1.2 million \***



**Murphy Brown** (Warner Bros.)  
1992-93, **\$600,000-700,000**



**The Wonder Years** (Turner Program Services)  
1992-93, **\$400,000-500,000 \*\* #**



**Dear John** (Paramount)  
1992-93, **\$400,000**



**Coach** (MCA TV)  
1993-94, **\$800,000**



**Empty Nest** (Buena Vista)  
1993-94, **\$600,000 \*\* #**



**Doogie Howser** (Twentieth)  
1994-95, **\$300,000-400,000 \*\*\*\***

**Footnotes:** All revenues are based solely on cash license fees and exclude national barter advertising (for programs denoted by the following asterisks).

\*—single 30-second national barter ad unit

\*\*—two 30-second commercial units

\*\*\*—four 30-second commercial units

#—includes simultaneous basic cable window

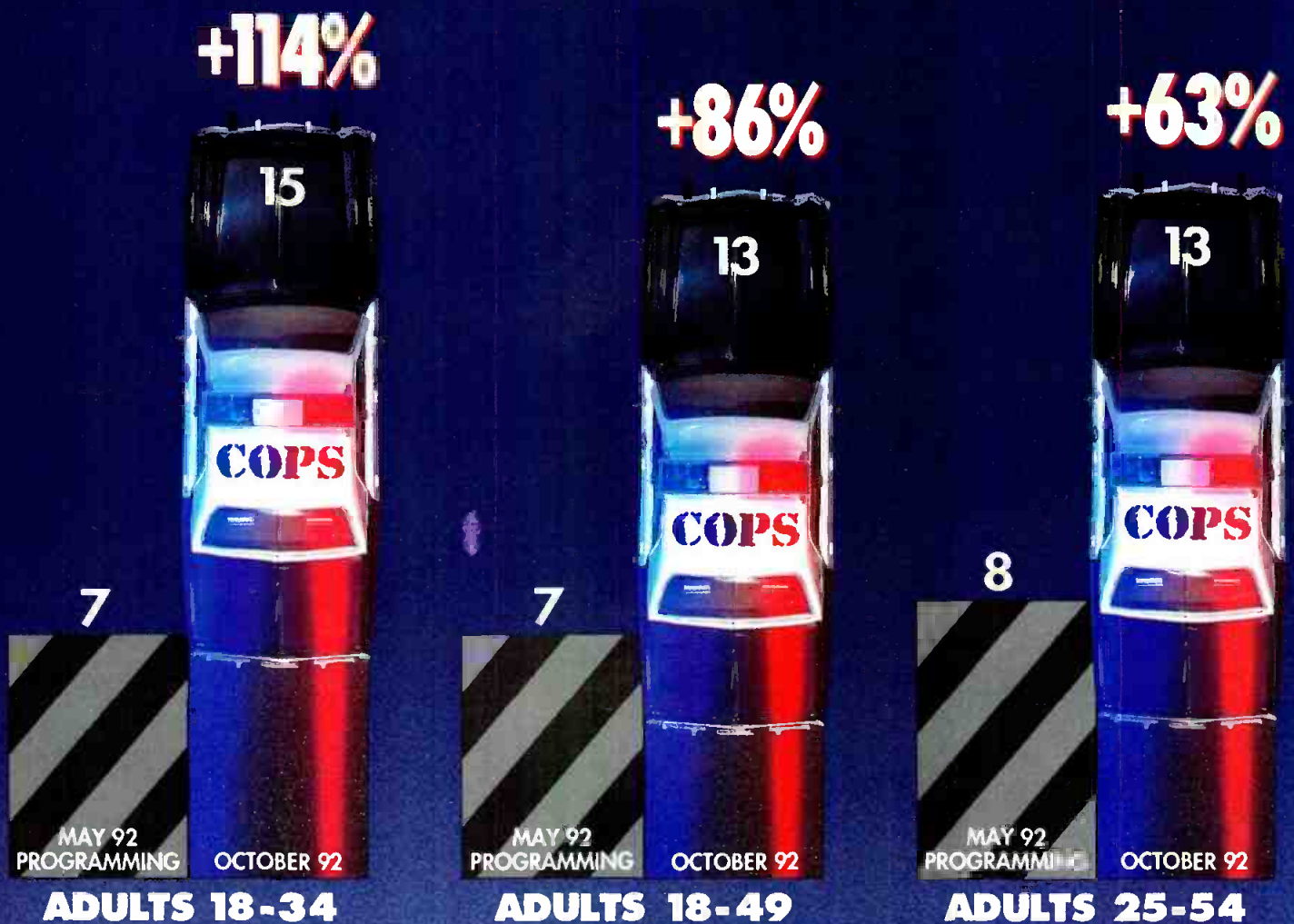
Source: Individual station executive and rep firm estimates



# COPS Drives WNBC From 6th to 2nd...

In its very first New York book, COPS beats  
You Bet Your Life, Roseanne, Married With Children  
and A Different World in key adult demos!

## NEW YORK

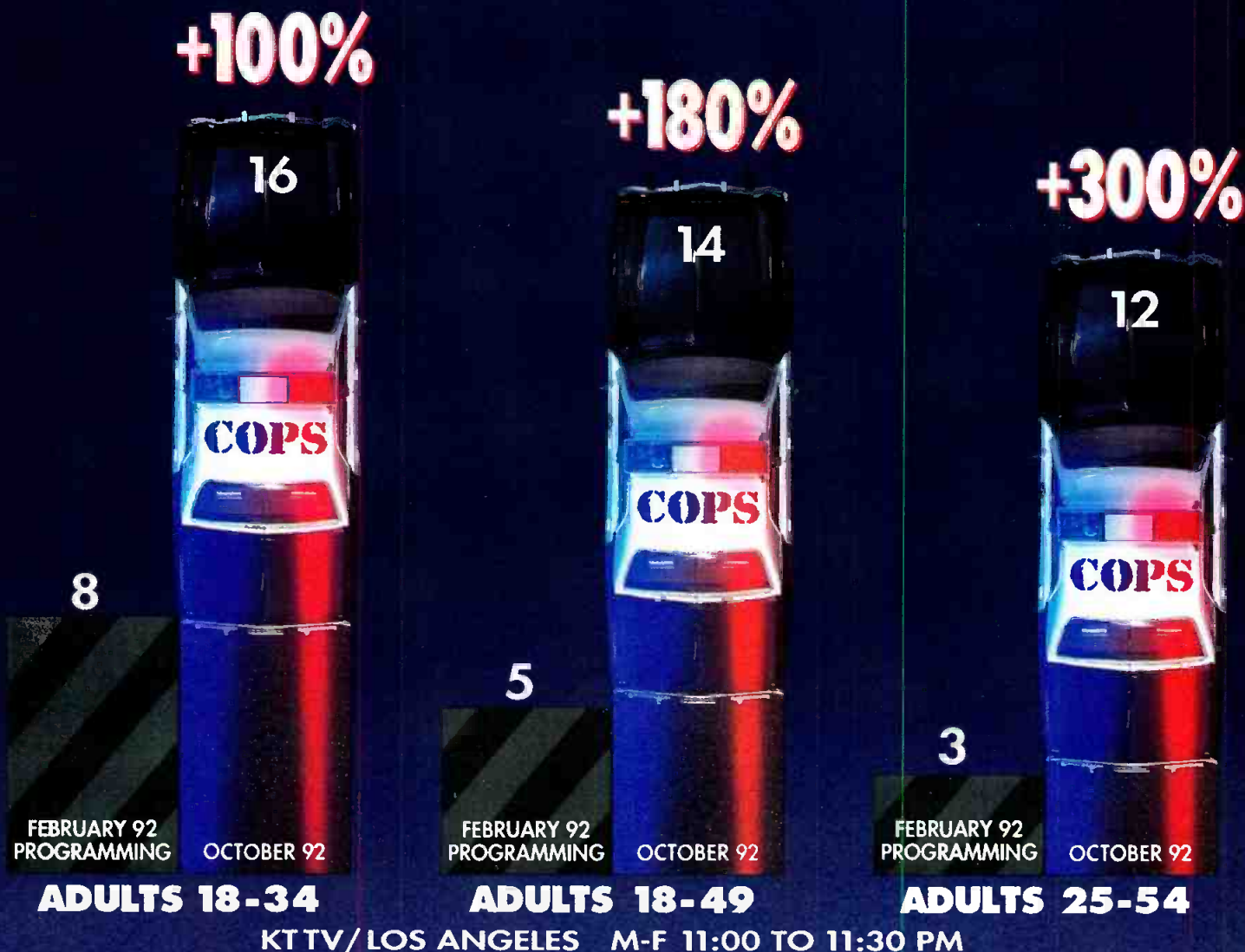


WNBC/NEW YORK M-F 7:00 TO 7:30 PM

# And KTTV & WFLD Sp

In its third book, COPS in October beats Arsenio, all three O&O newscasts and Whoopi Goldberg in most adult demos! It even tied Cheers in A18-34.

## LOS ANGELES

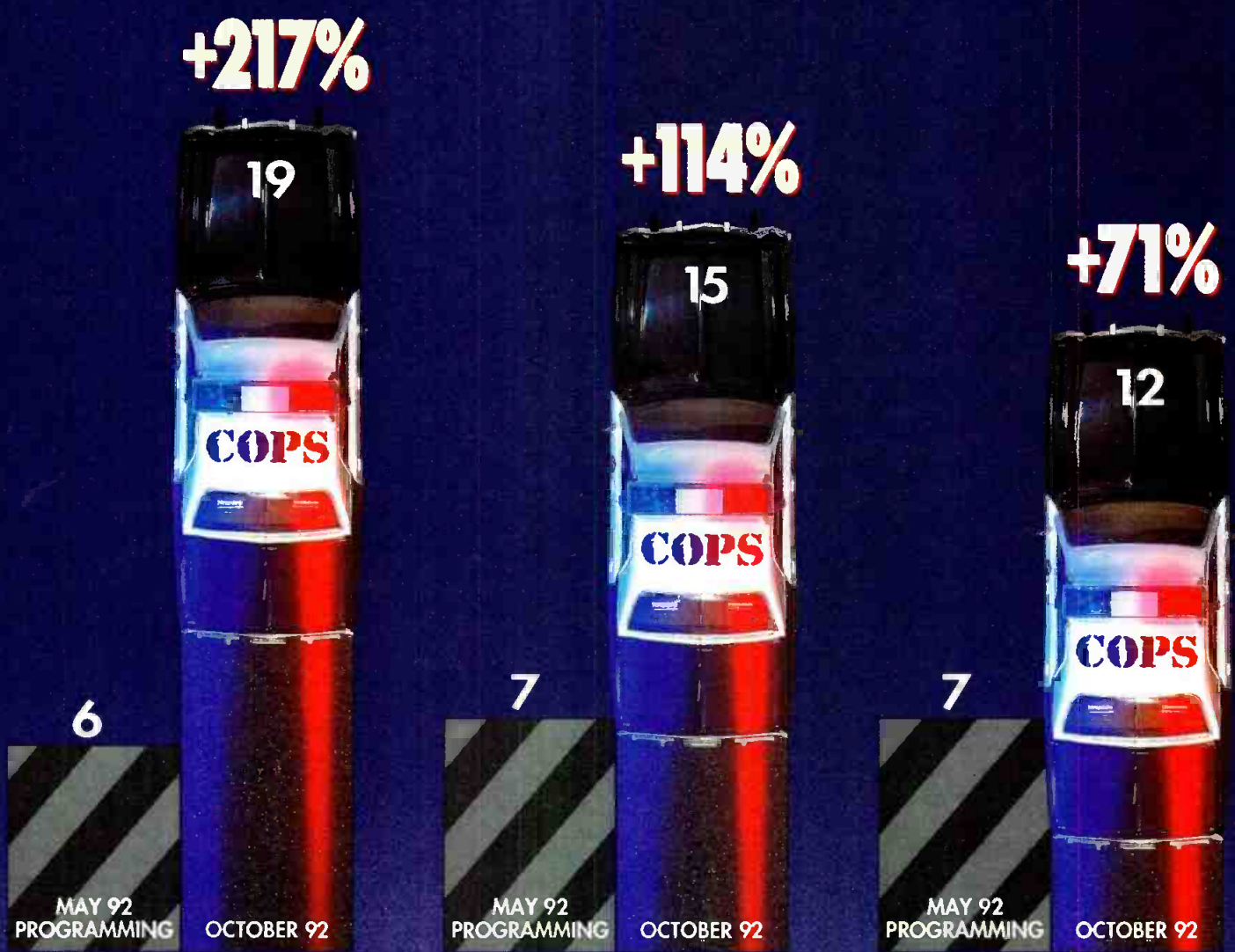




# Speed From 6th to 2nd!

In its first Chicago sweep, COPS beats Murphy Brown, ET, Wheel, Star Trek:TNG and Matlock in most adult demos. And in A18-34, COPS beats everything!

## CHICAGO



**ADULTS 18-34**

**ADULTS 18-49**

**ADULTS 25-54**

WFLD/CHICAGO M-F 6:30 TO 7:00 PM



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# THE NEXT GOLDEN





# OPPORTUNITY

Most programmers agree that for a series to join the ranks of Syndication Gold, it must demonstrate **Mass Appeal, Stand Alone Strength, Saleable Demographics, Daypart Flexibility** and **Longevity** during its syndication run. History has shown that to do this, *a network comedy must rank high among all comedies without depending on a hit lead-in and deliver the crucial 25-54 demographics without being dependent on kid/teen set control.*

Evening Shade is the **only** sitcom available in '94 or '95 that passes this simple test.

And when it comes to quality, Evening Shade is truly "golden." The enduring star power of Burt Reynolds; the talents of Hollywood's hottest creative team; and the most acclaimed cast on network television add up to awesome **adult** sitcom strength.

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## EVENING SHADE

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# Broadcasting's Ratings Week Nov 2-8

	ABC	CBS	NBC	FOX
<b>MONDAY</b>	<b>17.7/27</b>	<b>15.3/23</b>	<b>13.8/20</b>	<b>NO PROGRAMING</b>
8:00	82. Perot '92 Paid Ad 7.9/13	68. Perot '92 Paid Ad 9.5/14	53. Clinton Paid Ad 10.8/16	
8:30	90. Clinton Paid Ad 6.7/11	84. Clinton Paid Ad 7.8/11	23. NBC Monday Night Movies—Problem Child 2 13.8/20	
9:00	8. NFL Monday Night Football—Minnesota	14. Murphy Brown 14.6/21		
9:30	Vikings vs. Chicago Bears 16.1/27	32. Love and War 12.8/19		
10:00		5. Northern Exposure 16.8/27	82. Perot '92 Paid Ad 7.9/13	
10:30				
<b>TUESDAY</b>	<b>14.0/20</b>	<b>13.6/20</b>	<b>12.2/17</b>	<b>10.5/15</b>
8:00	27. '92 Vote 13.5/20	42. Campaign '92 11.9/18		35. Simpsons 12.5/18
8:30	25. '92 Vote 13.6/20	27. Campaign '92 13.5/19		53. Martin 10.8/15
9:00	20. '92 Vote 14.0/19	21. Campaign '92 13.9/19	38. Decision '92 12.2/17	53. In Living Color 10.8/15
9:30	11. '92 Vote 14.8/21	16. Campaign '92 14.3/20		84. Herman's Head 7.8/11
10:00	17. '92 Vote 14.2/20	18. Campaign '92 14.1/20		
10:30	23. '92 Vote 13.8/20	18. Campaign '92 14.1/21		
<b>WEDNESDAY</b>	<b>13.5/21</b>	<b>10.5/17</b>	<b>13.0/21</b>	<b>10.9/16</b>
8:00	59. ABC News Special 10.4/16	79. Hat Squad 8.2/13	10. Unsolved Mysteries 15.4/24	31. Beverly Hills, 90210 12.9/20
8:30	5. Home Improvmt 16.8/25	29. In the Heat of the Night 13.2/20	40. Seinfeld 12.0/18	75. Melrose Place 8.8/13
9:00	9. Home Improvmt 15.5/23	63. 48 Hours 10.0/17	69. Mad About You 9.4/14	
9:30	21. Oprah: Behind the Scenes 13.9/24		32. Law and Order 12.8/22	
10:00				
10:30				
<b>THURSDAY</b>	<b>15.5/24</b>	<b>10.4/16</b>	<b>13.7/21</b>	<b>9.8/15</b>
8:00	11. ABC Movie Special—Matlock: The Vacation 14.8/22	57. Top Cops 10.7/16	59. Fresh Prince 10.4/16	25. Simpsons 13.6/21
8:30		69. Street Stories 9.4/14	53. A Diffmt World 10.8/16	43. Martin 11.8/18
9:00		48. Knots Landing 11.2/19	2. Cheers 19.2/28	89. The Heights 6.8/10
9:30			7. Wings 16.3/24	
10:00	4. Primetime Live 17.0/28		34. L.A. Law 12.7/21	
10:30				
<b>FRIDAY</b>	<b>12.5/22</b>	<b>9.3/16</b>	<b>10.0/17</b>	<b>6.1/11</b>
8:00	37. Family Matters 12.3/22	50. Golden Palace 11.1/20	87. I'll Fly Away 7.0/12	87. America's Most Wanted 7.0/12
8:30	35. Step By Step 12.5/22	64. Major Dad 9.9/17		92. Sightings 6.2/11
9:00	52. Dinosaurs 11.0/19	64. Designing Wmn 9.9/17	46. NBC Movie of the Week—Perry Mason: Case of the Silenced Singer 11.5/20	97. Likely Suspects 4.0/7
9:30	67. Camp Wilder 9.6/17	71. Bob 9.1/16		
10:00	11. 20/20 14.8/27	84. Picket Fences 7.8/14		
10:30				
<b>SATURDAY</b>	<b>9.0/16</b>	<b>8.1/14</b>	<b>10.2/18</b>	<b>8.3/15</b>
8:00	78. ABC Movie Special—Columbo: Death Hits the Jackpot 8.3/15	91. Brooklyn Bridge 6.3/11	72. Powers That Be 9.0/16	74. Cops 8.9/16
8:30			48. Empty Nest 11.2/20	64. Cops 2 9.9/18
9:00		77. CBS Saturday Movie—Coming to America 6.1/11	50. Nurses 11.1/19	76. Code 3 8.7/15
9:30			58. Sisters 10.5/19	93. Edge 5.5/10
10:00	59. The Commish 10.4/19			
10:30				
<b>SUNDAY</b>	<b>12.3/19</b>	<b>18.8/28</b>	<b>10.3/16</b>	<b>7.6/11</b>
7:00	80. Life Goes On 8.0/13	1. 60 Minutes 21.9/34	17. NFL Football 14.2/24	98. Great Scott 3.8/6
7:30				96. Ben Stiller Show 4.1/6
8:00	30. Am Fun Home Vid 13.0/19		80. Secret Service 8.0/12	44. In Living Color 11.7/17
8:30	39. Am Fun People 12.1/17			62. Roc 10.2/15
9:00	15. ABC Sunday Night Movie—Willing to Kill 14.4/22	3. CBS Sunday Movie—Sinatra, Pt. 1 17.7/26	47. NBC Sunday Night Movie—The Hard Way 11.4/17	40. Married w/Childn 12.0/17
9:30				72. Herman's Head 9.0/13
10:00				93. Flying Blind 5.5/8
10:30				95. Woops! 4.7/8
<b>WEEK'S AVGS</b>	<b>13.2/21</b>	<b>12.4/20</b>	<b>11.6/18</b>	<b>8.7/13</b>
<b>SSN. TO DATE</b>	<b>12.3/20</b>	<b>13.6/22</b>	<b>11.4/19</b>	<b>7.7/13</b>

RANKING/SHOW (PROGRAM RATING/SHARE)

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



# Broadcasting Nielsen Local TV News Census

## INDEPENDENTS BUILD A NEW NEWS IMAGE

Number of Fox affiliates offering newscasts jumps 50% from year ago

By Geoffrey Foisie

Independent TV newscasts are still a growth business judging by statistics from the first BROADCASTING/Nielsen Census of local TV news. Whether Fox affiliates or true independents, those stations with a newscast showed higher news ratings last May, almost across the board, over the prior year's period.

The biggest story is the addition of newscasts by Fox affiliates. Aided by the network, and urged on by network executives, including News Corp. Chairman Rupert Murdoch, almost a dozen Fox affiliates started news operations in the year ending May, for almost a 50% jump in the total (see chart below). According to BROADCASTING's analysis of data provided by Nielsen Media Research, those adding newscasts included Fox affiliates in Panama City, Fla.; Albany, Ga.; Reno, Nev.; Charleston, S.C., and Evansville, Ind.

Although the number of true independents offering news was flat versus the prior year, many of those stations lengthened their newscasts or offered news shows in other dayparts. The average independent in May offered 68 minutes of news throughout the

day, up from 59 minutes the previous May. For Fox stations, the volume of news per station was roughly even.

Independent and Fox stations generally carry news in the evening, between 9 and 10 p.m. Very few provide morning or noon newscasts.

Compared to big-three affiliate newscasts, many of the newer efforts are on small budgets, such as that of WXFL(TV) Albany, which Nielsen ranks as the 155th-ranked Designated Market Area (DMA). Dawn Hobby, the station's news director, said that 16 people, some part-timers, put out half-hour newscasts at 5:30 p.m., five days a week, and 10 p.m. seven days a week.

Bob Carroll, news director of KAME-TV Reno, Nev., the 117th DMA, said all seven people in that station's news department do at least double duty. He, for instance, co-anchors the 10 p.m. news; the department's chief photographer is also its studio cameraman.

Helping out the Fox affiliate, said Carroll, has been support from the network, which at times has provided satellite feeds for live remotes, and even picked up the cost. Fox began supplying a news feed to affiliates in February 1991, and now pro-

vides six feeds a day.

Unlike the ratings of ABC, CBS and NBC affiliates (BROADCASTING, Nov. 2 and 9) the highest ratings for independent newscasts are in the larger markets. Most noticeable among the stations was WSVN(TV) Miami, which had six of the 10 highest-ranked newscasts in the country, according to the Nielsen Station Index (NSI) for May (the chart listing the ratings shows only a station's highest-rated news program). Among those groups with more than one station in the top-20 listing were Tribune, Gaylord and BHC.

Denise Surdek and Roz Jacoby of Cahners Publishing contributed to this series.

### TOP 20 INDIE NEWSCASTS

WSVN(TV)	Miami*	10.4/16
KTVU(TV)	San Francisco*	10.0/19
WTTG(TV)	Washington	9.8/16
WGN-TV	Chicago*	8.0/12
WDRB-TV	Louisville, Ky.	7.1/13
WNYW(TV)	New York	6.8/11
WTTV(TV)	Indianapolis*	6.7/11
KMSP-TV	Minneapolis	6.2/10
KTLA(TV)	Los Angeles	6.1/11
KMPH(TV)	Fresno-Visalia	5.9/13
WTIC-TV	Hartford	5.8/9
KSTW(TV)	Seattle-Tacoma	5.7/10
KRIV(TV)	Houston	5.7/8
KCAL(TV)	Los Angeles	5.6/9
WTFX-TV	Philadelphia	5.5/9
KPTV(TV)	Portland	5.3/10
WUAB(TV)	Cleveland	5.3/9
WVTV(TV)	Milwaukee	5.3/8
WXIN(TV)	Indianapolis	5.2/10
WPIX(TV)	New York	5.0/8

Numbers for May 1992, compiled by BROADCASTING from Nielsen Media Research NSI data. All newscasts aired at 9 or 10 p.m., except KCAL(TV)'s, which aired at 8 p.m. \*Had more than one newscast that would have ranked in the top 20.

### FOX AFFILIATE NEWSCASTS: ON THE MOVE†

	Number of stations	Change from May 1991	Rating/share*	% change from May 1991
<b>Fox</b>	<b>33</b>	<b>+10</b>	<b>4.0/10</b>	<b>+ 8%</b>
<b>Independent</b>	<b>39</b>	<b>—</b>	<b>3.3/7</b>	<b>+ 14%</b>

†As of May 1992. \*Rating is average of all dayparts, although three-quarters of independent newscasts run in evening, 9-11 p.m. Compiled by BROADCASTING from Nielsen Media Research NSI data.



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# Cable

## PAY-PER-VIEW REVENUE FLAT, HOMES UP

*Declines in take from boxing matches are principal culprit for 8% event decrease*

By Rich Brown

**G**ross pay-per-view revenue for events and movies in 1992 is expected to wind up flat compared with last year, while the number of fully addressable homes for the same period appears to have grown by more than 2.5 million.

Total gross PPV revenue for events and movies this year will be \$327 million, down slightly from last year's \$329 million total, according to figures supplied by PPV programmer Showtime Event Television. SET executives said event revenue was off about 8% this year due to a fall-off in the boxing category, which dropped from \$128 million in 1991 to an estimated \$86 million in 1992. Those figures, which include projections for last weekend's Holyfield-Bowe PPV fight, take into account the absence of fights featuring heavyweight champ Mike Tyson (who was convicted of rape earlier this year).

"Contrary to that 8% dip in revenues, we look at it over a number of years and see continued growth," said Scott Kurnit, president, SET. He said among the encouraging signs for the industry was the rise in addressable converters from 17.6 million homes to 20.1 million, an increase partly attributable to last summer's Olympics Triplecast.

However, Kurnit said there is a downside to the otherwise positive story on increased addressability—the growth in the number of addressable households going into the future is likely to slow as operators wait for compression technology to kick in.

Back on the revenue side, the estimated \$20 million brought in by the Olympics Triplecast helped boost the overall PPV revenue figure for the year. Revenues were hit not only by declines in boxing but also, to a much

lesser degree, in music events (which dipped from \$10.2 million to \$9.3 million). Other categories helping to boost PPV revenues were professional wrestling, which grew from \$62.2 million to \$67.6 million, and various "other" events, which picked up from

*Revenues were hit not only by declines in boxing but also, to a much lesser degree, in music events.*

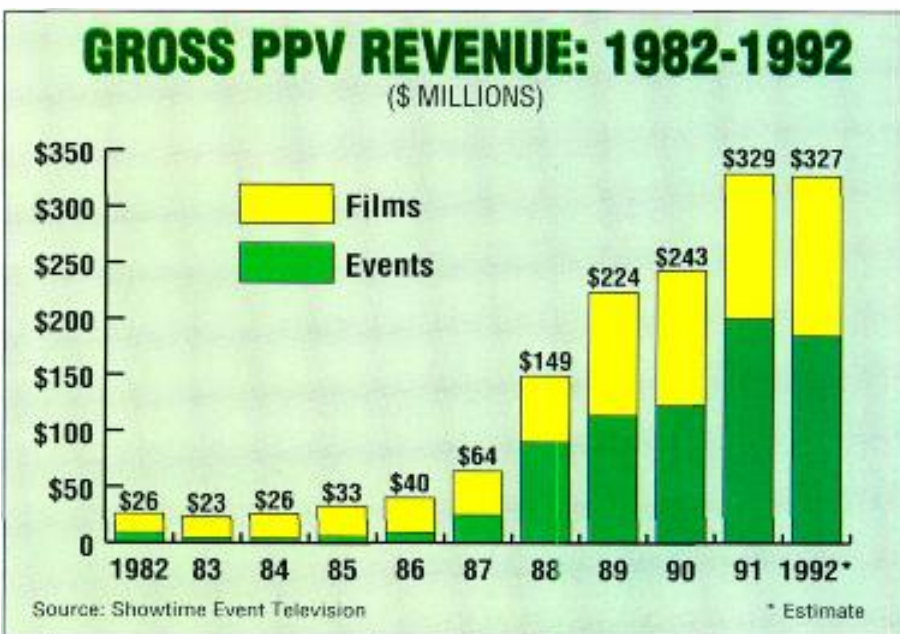
\$1.9 million to \$3.5 million. The total number of events rose from 41 in 1991 to 58 this year, an increase of 41%.

In other categories, Tom Neville, vice president of research and planning for SET, said that 1992 has proved to be an "okay" year for mov-

ies on PPV, with movie revenue growth paralleling addressability growth. "I don't think anybody would say it's been a great year," he added.

SET executives said they were encouraged by the growth in pay-per-view awareness, as measured in random subscriber polls that the company conducts almost every week. Cable subscriber awareness of PPV reached 87% in the fourth quarter, which SET said was likely attributable to Olympics Triplecast promotion. Last year, that PPV awareness was closer to about 80% during the fourth quarter.

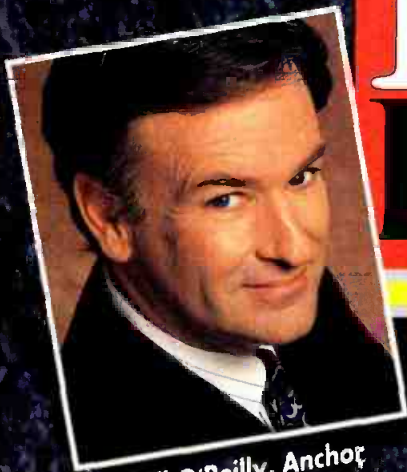
Also, according to the SET polls, the number of cable subscribers who have ever used PPV topped 20% during the fourth quarter of 1992, up from about 17% for the same period in 1991. Among those households, the typical PPV user was shown to: be younger, have a higher income, be disproportionately minority (black/Hispanic) and live in large metropolitan areas. ■





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®

## 16. (17) Shamrock

14  3,353,300

KABL-AM-FM San Francisco (429,400)  
 WWW-AM-FM Detroit (658,800)  
 KZFX(FM) Houston (344,000)  
 WFOX(FM) Atlanta (372,300)  
 KXRX(FM) Seattle (257,400)  
 WWSW-AM-FM Pittsburgh (446,600)  
 KMLE(FM) Phoenix (303,200)  
 KXKL-AM-FM Denver (279,300)  
 WHB(AM)-KUDL(FM) Kansas City, MO (262,300)

## 17. Jacor

12  3,043,500

WGST(AM)-WPCH(FM) Atlanta (939,700)  
 WFLA(AM)-WFLZ-FM Tampa, FL (566,800)  
 KOA(AM)-KRFX(FM) Denver (518,600)  
 WLW(AM)-WEBN(FM) Cincinnati (626,200)  
 WAQZ(FM) Cincinnati (71,100) (LMA+)  
 WQIK-AM-FM Jacksonville, FL (186,100)  
 WMYU(FM) Knoxville, TN (135,000)

## 18. Beasley Broadcast Group

15  3,001,300

KRTH(FM) Los Angeles (1,265,300)  
 WBIG(AM)-WYSY-FM Chicago (164,800)  
 WTEL(AM)\*-WXTU(FM) Philadelphia (450,100)  
 WPOW(FM) Miami (424,600) (50%)  
 KQLD(FM) New Orleans (96,800)  
 WCKZ-FM Gastonia, NC (138,800)  
 WJMH(FM) Reidsville, NC (134,700)

KAAY(AM) Little Rock, AR (5,900)  
 WJHM(FM) Daytona Beach, FL (46,200) (50%)  
 WXKB(FM) Fort Myers, FL (94,000) (LMA+) (SP)  
 WWCN(AM) Fort Myers, FL \*  
 WKML(FM) Lumberton, NC 85,500 (SP)  
 WRXK-FM Bonita Springs, FL (Naples) (94,600) (SP)

## 19. Clear Channel Comm.

24  2,850,700

WRBQ-AM-FM St. Petersburg, FL (378,200)  
 KOXT(FM) San Antonio (134,500) †  
 WDAI(AM)-KAJA(FM) San Antonio, TX (318,500)  
 WQUE-AM-FM New Orleans (269,000)  
 WHAS(AM)-WAMZ(FM) Louisville (487,800)  
 KTOK(AM)-KJYO(FM) Oklahoma City (318,400)  
 WRVA(AM)-WRVQ(FM) Richmond, VA (290,800)  
 KPEZ(FM) Austin, TX (96,200)  
 KAKC(AM)-KMOD-FM Tulsa, OK (102,100)  
 KQAM(AM)-KEYN-FM Wichita, KS (74,700)  
 WEL(AM)-WKCI(FM) New Haven (163,300) (SP)  
 KALO(AM)-KHYS(FM) Port Arthur, TX (145,800) (SP)  
 KTAM(AM)-KORA-FM Bryan, TX (71,400) (SP)

## 20. (16) Nationwide

13  2,845,100

KOMX(FM) Dallas (367,500)  
 KHMN-FM Houston (444,800)  
 KISW(FM) Seattle (246,600)  
 WPOC(FM) Baltimore (342,600)  
 KVRV-FM Phoenix, AZ (235,900)  
 WGAR-FM Cleveland (287,700)  
 KNCI(FM) Sacramento, CA (164,500)

WNCH(FM) Columbus, OH (252,900)  
 WOMX-FM Orlando, FL (149,500)  
 KLUC-AM-FM Las Vegas (131,600)  
 KNST(AM)-KRQO(FM) Tucson, AZ (221,500)

## 21. (18) Noble

18  2,687,000

WSSH-AM-FM Boston-Lowell, MA (414,600)  
 KYOK(AM)-KMJQ(FM) Houston (404,000)  
 WGBB(AM)\*-WBAB-FM Freeport-Babylon, NY (343,400)  
 XETRA-AM-FM Tijuana, Mex. (San Diego) (423,500)  
 KMJM(FM) St. Louis (238,400)  
 KHOW-AM-FM Denver (217,100) †  
 KBCO-AM-FM Boulder, CO (181,700)  
 KBZR(AM)-KBEQ(FM) Kansas City, MO (219,800)  
 WVKS(FM) Toledo, OH (126,700)  
 WAVZ(AM)-WKCI(FM) New Haven, CT (117,800) (SP)

## 22. (15) EZ Communications

10  2,679,100

WIOQ(FM) Philadelphia (652,400)  
 KMPS-AM-FM Seattle (447,100)  
 KYKY(FM) St. Louis (332,800)  
 WBZZ(FM) Pittsburgh (383,500)  
 KRAK-AM-FM Sacramento (300,800)  
 WEZB(FM) New Orleans (229,600)  
 WMXC(FM) Charlotte, NC (104,500)  
 WSOC-FM Charlotte, NC (228,400) †

## 23. (19) Booth American

20  2,509,100

WJLB(FM) Detroit (531,600)  
 WWWE(AM)-WLTF(FM) Cleveland (535,200)  
 KRZN(AM)-KMJI(FM) Denver (283,500)  
 KSMJ(AM)-KSFM(FM) Sacramento-Woodland, CA (268,400)  
 WSAI(AM)\*-WWNK-FM Cincinnati (170,500)  
 KONO(AM)-KSRR(FM) San Antonio, TX (169,300)  
 KOND-FM San Antonio, TX (28,700) (LMA+)  
 WZPL(FM) Indianapolis (215,600)  
 KMXX(FM) Killeen, TX (Austin) (LMA-)  
 WTOD(AM)-WKKO(FM) Toledo, OH (117,100)  
 WRED(FM) Toledo, OH (6,800) (LMA+)  
 WSGW(AM)-WIOG(FM) Saginaw-Bay City, MI (145,200)  
 WRBR(FM) South Bend, IN (37,200) (SP)

## 24. Park Communications

22  2,391,500

WPAT-AM-FM New York (1,371,900)  
 KEZX-AM-FM Seattle (138,000)  
 KJJD-AM\*-FM Minneapolis (124,700)  
 KWJJ-AM-FM Portland, OR (244,800)  
 WTVR-AM-FM Richmond, VA (126,000)  
 WHEN(AM)-WRHP(FM) Syracuse, NY (121,800)  
 WNCT-AM\*-FM Greenville, NC (47,700)  
 WDEF-AM-FM Chattanooga, TN (87,100)  
 WNLS(AM)-WTNT(FM) Tallahassee, FL (51,600) (SP), †  
 WNAX-AM-FM Yankton, SD (Sioux Falls) (16,600) (SP)  
 KWLO(AM)-KFMW(FM) Waterloo, IA (61,300)

## 25. Jefferson Pilot

12  2,056,300

WMRZ(AM)-WLYF(FM) Miami (504,400)  
 KSON-AM-FM San Diego (418,600)  
 WOXI(AM)-WSTR(FM) Atlanta (405,100)  
 KYGO-AM-FM Denver (244,500)  
 KRXY-AM-FM Denver (173,500) †  
 WBT-AM-FM Charlotte, NC (310,200)

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 TV/Network     Manufacturer of Radio/TV/Cable Equipment     Attorney/Gov't/Trade Organization  
 TV/Independent     Radio Station     Advertising Agency     Other (please describe)  
 Radio Network     Cable TV Operation     Advertiser

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

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



# Technology

## THE NEW AND IMPROVED ON VIEW AT SMPTE

*Grass Valley/Panasonic D-3 deal, serial digital and desktop vie for attention in Toronto*

By Peter Lambert

Just over 180 exhibitors booked space in Toronto last week for the 134th Society of Motion Picture and Television Engineers Technical Conference and Exhibition—down from the more than 220 vendors at SMPTE in Los Angeles last February, but comparable with the New York show a year ago.

Although a bit leaner in attendance too (at 8,500 registered by day two, about 3,000 short of Los Angeles), the show saw the debut of a major marketing agreement, as well as new VTR's, cart machines, cameras, serial digital routing systems and video and audio-for-video editing systems.

### Digital tape formats

A new deal between exhibitors, rather than a new product, made some of the most notable news on the SMPTE exhibit floor. But while the year-old serial digital interface standard continued to find its way into a host of switching, routing and related equipment, several manufacturers also debuted new equipment for analog users.

■ **Grass Valley Group** has agreed to market Panasonic D-3 digital composite VTR's, editors, cameras and camcorders in the United States.

In an arrangement similar to the D-2 marketing agreement between BTS and Sony, Grass Valley will market D-3 as part of integrated system sales centered on GVG's Model 3000 production switcher. Both companies said their work together as equipment providers for the 1992 summer Olympics laid the groundwork for the deal. That hefty assignment, as well as inroads into the Hollywood post-production market, has helped bring worldwide D-3 sales to 3,000 units.

■ Meanwhile, for the growing list



*Exhibitors offered and engineers examined the state of the art at SMPTE in Toronto.*

of small-market stations employing S-VHS, **JVC** unveiled the first variable-speed tracking S-VHS VTR, the BR-S525U, a machine with circuitry improved to provide what JVC describes as three-quarter-inch picture quality.

And for S-VHS users, including Fox stations (which negotiated discounts earlier this year through Fox Broadcasting), JVC demonstrated its VTR's and related equipment that will output 16:9 aspect ratio NTSC video.

■ Across the exhibit hall, **Odetics** unveiled the S-VHS capable AccuCart and a new version of its multiformat TCS90 cart, also able to store S-VHS.

■ At the high end, **Grass Valley** introduced two new component digital products, the Model 1000 and 4000 production switchers (each preserves key signals along with program input for many-layered compositing). And **Panasonic** said it will debut prototype DX-10, half-inch component digital equipment at next April's National Association of Broadcasters show. **Ampex**, which for the past two years

has concentrated most of its development efforts on component digital, was not an exhibitor.

■ SMPTE attendees were treated to tours of the new Canadian Broadcasting Corp. Toronto Broadcast Centre, featuring \$3 million worth of **Sony** digital serial component equipment, including DVS-8000C switchers, DME-5000 effects systems, Betacam-SP recorders and 700 BVM series monitors.

■ **BTS** introduced its newest camera, the LDK-491SR CCD Camcorder, marrying FT-5SR series frame-transfers CCD sensors with a 15-lb. Beta SP recorder. BTS also demonstrated the new, modular Mars and Venus routing switchers, as well as its third-generation DCR-500 D-1 (digital component) VTR, featuring seven inputs and nine outputs (for access to graphics, film-to-tape transfers and 16:9 operation), personal set-up cards and internal analog/digital converters.

■ In the area of test and measurement, **Tektronix** introduced the Pathfinder TSG90 handheld NTSC Signal

Generator, priced at \$695. Weighing about one pound, the TSG90 has 16 video test signals, 2 audio-tone channels and 13 selectable frequencies.

Tektronix also added six automated camera-measurement options and an audio-to-video-delay option to its VM700A Video Measurement Set.

■ In addition to showing standards conversion equipment, Buckinghamshire, England-based **Vistek** has added a 270-megabit-per-second serial component digital option to the digital and analog interfaces available with the V4301 Frame-store Synchroniser.

■ Also serving the multiformat market, Nevada City, Calif.-based **NVision** introduced the NV5000 universal sync generator. **Siemens Audio Inc.** premiered the Logic 1/SPECTRA automated digital workstation, featuring on-line, removable magneto-optical drive.

### **Desktop, off-line video and audio editing systems**

These continue to propel a relatively new crop of players into competitiveness with higher-cost, dedicated machines. Using personal computer platforms and proprietary software that offer virtually instant access to any

edit point in long-form video formats, they seek to improve image quality and user-friendliness, while keeping prices around \$20,000 and below.

■ Washington-based **Editing Machines Corp.** this year adds a computer "mouse" option to its computer keyboard and dedicated editing keypad interfaces to its EMC<sup>2</sup> digital off-line editor/user interfaces. EMC<sup>2</sup> incorporates JPEG video compression to provide full-motion video in an IBM-compatible Windows format via removable, erasable optical disc, starting at \$16,500.

■ **Avid Technology**, based in Tewksbury, Mass., has complemented its own Media Composer desktop off-line editing system with two new, compatible products. Designed to edit digital audio for video, the Macintosh-based AudioVision audio editor incorporates five levels of JPEG-based video quality to offer an average hour of video plus two hours of audio on a removable 2 gigabyte hard disc or optical disc. Users can edit eight channels of digital sound (from any combination of 24 tracks). Like EMC, Avid synchronizes the sound with the video and allows manual "scrubbing" down to a fine edit point. AudioVision soft-

ware will read edit-decision lists from a variety of offline video editors including Media Composer. The final product is not a decision list but edited, full-bandwidth audio.

Avid also introduced a 24-frame-per-second version of Media Composer, allowing film editors to edit film in the digital realm without having to face the effort of artifacts of film-to-video frame-rate conversion.

■ In a profitable operating mode for the first time since PESA purchased it a year ago, **PESA Chyron** also debuted a high-end, off-line editing system called Cinema. Developed by the CMX division, Cinema employs multiple 486 processors, each offering four or six hours of storage, and starts at \$60,000. CMX also launched OMNI 1000E, its latest on-line editor featuring a 200 megabyte hard drive and more than 180 machine interfaces.

■ **Paltex**, based in France, is also selling a Microsoft Windows-based off-line, nonlinear editor, EClips, through BTS. Like the system from Avid, EClips offers the ability to communicate with external digital VTR's, videodisc recorders and switchers. ■

For more SMPTE coverage, see "Top of the Week."

## IN SYNC

### **NAB ASKS FCC TO REVIEW FM ALLOCATION, LICENSING**

The National Association of Broadcasters last week urged the FCC to undertake a global rulemaking to "review the entirety of the commission's rules and policies for FM station allocation and licensing." Such an undertaking is needed, says NAB, to avoid overcrowding and interference problems now faced in the AM band.

In comments asking the FCC to reverse Mass Media Bureau Chief Roy Stewart's decision to eliminate the 8 kilometer limit on use of FM directional antennas, the association says the effects of Stewart's decision "will be increases in interference among FM stations and the further erosion of the technical quality of the band."

But going further itself, NAB calls for setting technical standards for directional antennas and for the much broader rulemaking. "In our present age of CD-quality audio,"

says the application for review, "the commission must consider the long-term viability of the FM medium." It reiterated a position stated in its Feb. 10, 1992, petition for rulemaking, in which NAB "asks the agency to revise its policies to focus on the improvement of existing stations' service, rather than continually working toward the addition of new stations to the radio marketplace...already overwhelmed with destructive competition."

### **MERGER VOTE**

Members of the National Association of Broadcast Employees and Technicians have begun voting on the proposed merger with the Communications Workers of America (CWA). NABET expects to count secret, mailed ballots on Tuesday, Dec. 1. A two-thirds majority "yes" would make NABET a "sector" of CWA, effective Jan. 1, 1994. NABET International President James Nolan

advocates the merger as a "union strengthening move."

### **SUPERTRUNK DEBUT**

At the Western Cable TV Show in Anaheim, Calif., Dec. 1, Scientific-Atlanta will introduce Dual Wavelength AM Supertrunk, able to deliver 1310-nanometer and 1550-nanometer cable TV signals simultaneously. "By using wavelength-division multiplexers, two signals—rather than just one—can be sent through each fiber, thereby reducing the fiber count to a maximum of four," says S-A.

### **NEW AM STEREO CHIP**

Motorola has developed a chip that combines AM stereo with noise blanking, reducing the cost for the latter by more than half, says John Quinn, chairman of the NAB's AMAX Task Force. The chip will be available by June 1993. Quinn says AMAX is now in half of all new General Motors automobiles.



**BUSY DAY**

Election day brought GTE Spacenet record newsgathering business. Spacenet News Express customers logged 684 accesses to more than 47 transponders on seven birds (GStar's I, II, III and IV; Spacenets I and IV, and ASC I. ABC, CBS CNN and Gannett News Service were provided with 489 hours of satellite feeds. Conus Communications reported 707 live feeds for 88 stations and networks over 36 hours (12:01 a.m., Nov. 3, to noon, Nov. 4). In 1988 Conus handled only 323 feeds. In Europe, Sky Channel, World Television News (UK), Sat One (Germany) and Video Time (Italy) downlinked approximately 25 hours of ABC News election coverage from BrightStar Communications' Intelsat K capacity.

**LANDSAT LIVES**

Congress and President Bush assured continued Landsat availability to private and public users, passing the Land Remote Sensing Policy Act of 1992. The act gives the Earth Observation Satellite Co. (EOSAT) exclusive rights to market data gathered by the Landsat 4 through 6 satellites and encourages the development of commercial markets. It also approves procurement of a Landsat 7 spacecraft.

**GALAXY, SPACENET SPACE FOR SALE**

Deerpath Group, Lake Forest, Ill., is remarketing nine MCI-owned Galaxy III C-band transponders and 11 GTE Spacenet-owned Ku transponders, all returned to institutional investors. Service on Galaxy III (due to reach end of life in late 1994) comes available April 3, 1993. Service on GStar I (due to expire in the spring of 1995) comes available March 16, 1993.

**LEASE ACTION**

BAF Communications, turnkey satellite transmission service and top maker of Ku uplink trucks based in Peabody, Mass., has leased a Ku transponder aboard Hughes Communications' SBS 6 for one year. Home Shopping Network has agreed to extend through mid-decade

its lease of capacity aboard GE Americom's Satcom 2R satellite to distribute its 24-hour Home Shopping Club service, Spree. It joins SportsChannel America and three regional SportsChannel services on that bird.

**SEPARATE SYSTEM WAIVERS**

Meeting Nov. 2-6 in Sydney, Australia, the Intelsat Assembly of Parties agreed to lift Article IV D "economic harm" assessments for separate international satellite systems not proposing connection with public switched telephone networks (PSN). Additionally, for separate systems proposing PSN services, Intelsat will automatically waive economic-harm assessment for a system offering no more than 1,250 64-kilobit-per-second equivalent circuits—up from the previous 100-circuit ceiling. A higher threshold is to be set in 1994 and 1996, with elimination of Article IV D entirely by 1998.

**ANOTHER ASTRA**

Arianespace has been contracted to launch a fifth Astra satellite for 85-watt direct-to-home TV service to northern, eastern and southern Europe. Arianespace is already contracted to launch Astra 1C in mid-1993 and Astra 1D in mid-1994. The Hughes Aircraft-built HS-601 spacecraft will carry 16 transponders with a design life of 15 years.

**NEW AUDIO OPTION**

Until this year, Comsat services aboard the International Maritime Satellite (Inmarsat) birds were restricted mainly to voice services to maritime users. During the Gulf War, U.S. TV news correspondents used land mobile transceivers for two-way voice communications with networks back home.

Now Comsat is offering 56-kbs, digital audio service via Inmarsat. Following a field trial by National Public Radio for coverage of the presidential debates from Richmond, Va., last month, Comsat is now marketing the service to commercial radio networks. In addition to offering the 7.5 khz transmission service, networks without one of the 4,000 hand-

carried terminals in circulation can lease Comsat Mobile Communications' Digital Audio Feed Vehicle.

**RIMSAT BUYS RUSSIAN**

The Russian Space Agency has agreed to build seven communications satellites for Fort Wayne, Ind.-based Rimsat Ltd., which will pay the agency \$150 million to deliver the spacecraft to orbital positions acquired from the Kingdom of Tonga. Rimsat claims service to users in the Pacific Ocean region could begin by January 1993.

At the same time, the Russian Satellite Communications Co. has agreed to provide satellite capacity aboard Stationar 5 to the United States Information Agency for distribution of Voice of America and Radio Liberty to listeners across the Commonwealth of Independent States. VOA calls the one-year deal with a four-year option the first U.S.-Russian space satellite project.

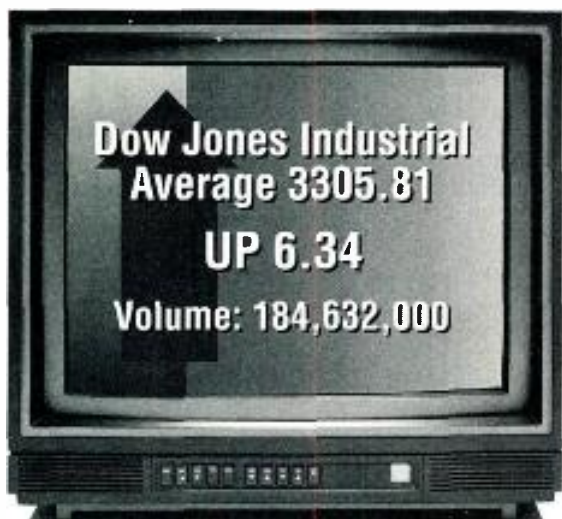
**CANADIAN DIGITAL STANDARD**

The Advanced Broadcasting Systems of Canada (ABSOC) has advised the Canadian Department of Communications it supports adoption of a North American standard for digital video compression and formal adoption of a Canadian standard.

ABSOC, whose members include the Canadian Association of Broadcasters, Canadian Cable Television Association, Canadian Broadcasting Corp. and Telesat Canada, told the department it "will attempt to influence digital video compression system development in the U.S.

"It is ABSOC's desire that a common standard for digital video compression technology will be realized in Canada once full commercialization is achieved, likely 18 to 24 months from now," said ABSOC Board Chairwoman Linda Rankin. Toronto-based Rogers Cablesystems purchased DigiCipher satellite compression equipment from General Instrument in mid-1992.

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# Business

## CBS: IN THE EYE OF BEHOLDERS

Some say CBS stock too high; others rank it a buy

By Geoffrey Foisie

**W**hich CBS is it: the network whose ratings gains are already reflected in the stock price and which will find revenue gains difficult in a barely improving advertising market, or the network that can still build audience, compounding an advertising rebound whose dollars will drop to a rapidly increasing bottom line?

Wall Street is of two minds on the question. Within the past few weeks, several securities analysts have become more pessimistic on the stock, removing it from their "recommended" lists or "buy" rankings. As a result, CBS, which had gotten as high as \$220 recently, is now trading in the \$190's.

Whether \$200 becomes a ceiling or a floor for the stock will depend on several factors, including the network's competitive ratings and the shape of the advertising marketplace.

Wall Street is already focusing on 1993 earnings, where estimates for CBS range between roughly \$14 and \$17 per share.

That the market is not greatly optimistic about network television can be seen by the fact that the current price of CBS, about \$195 per share, is 12.5 times the midpoint of the earnings estimates (\$15.50). That 12.5 time price/earnings (P/E) ratio compares unfavorably with the 15.6 P/E ratio for the S&P 500 overall, using a \$27 1993 earnings estimate for the index from Donaldson Lufkin & Jenrette.

The P/E ratio for Capital Cities/ABC is even lower than for CBS, and some of those cooling on the latter have been considering recommending the former. Wrote S.G. Warburg Se-



### TELCO TESTING 'SITCOMMERCIAL'

**T**V may ring in a new age of infomercials with the launch of Bell Atlantic's *The Ringers*, described by the company as a "sitcommercial."

The half-hour situation comedy infomercial is the first paid program for Bell Atlantic, and the first infomercial, it believes, to appropriate the sitcom format. The infomercial, which spotlights the telephone habits of an American family named the Ringers, is being tested by Bell Atlantic's C&P Telephone division. Its two-week run (airing 16 times in Baltimore) ends later this month, after which Bell Atlantic will decide whether to roll out *The Ringers* to its other divisions, according to Richard Alston, vice president, marketing, Bell Atlantic Network Services.

Alston, who says this "may actually legitimize infomercials," had never been a big fan of the medium. He said he toyed with the idea, which was developed by Bell Atlantic's ad agency Jordan McGrath, for more than a year and a half. The telephone company had been using direct response in its TV ads for the last year and was "very successful. It was partly our success with direct response that gave us courage to go ahead with this," Alston says.

Producing *The Ringers* cost about the same as producing three 30-second commercials.

If successful, Bell Atlantic hopes to tie *The Ringers* characters (Ralph, Rhonda, Norman, Roscoe, Rachel, Ronnie and Alexandra) into the company's short-form ads as a "spokesfamily." Success may also mean Bell Atlantic will produce a new half-hour episode each month, says Alston.

The sitcom format features family members solving problems through various phone services. According to Alston, it will help potential customers become familiar with such services as three-way calling, caller ID and speed calling. "Many people have trouble understanding these services, how they actually suit their particular lifestyles," says Alston, something Bell Atlantic hopes *The Ringers* will help change.

—SDM

curities' Lisbeth Barron: "...in our judgment, CapCities has the better prospects for long-term growth over the next three to five months."

To some extent, those switching from a buy to a hold on CBS may be catching their breath. CBS has been one of the few strong performing media stocks as measured from the beginning of the year, and those analysts who got their clients into the stock in February when it was trading in the upper 130's or low 140's have been rewarded with a 50% gain in price. When Morgan Stanley's Alan Kassan changed his CBS recommendation from buy to hold on Oct. 2, the stock was at \$215, very close to his 18-month price objective of \$230.

But analysts have expressed other reasons for cooling on CBS. Wertheim Schroder's David Londonner said he is slightly disappointed with the network's ratings results on Friday: "I thought they were going to take the night, frankly." Other disappointments for Wall Street include continued weakness in the company's radio business and the TV network's partial defeat in its attempt to cut \$20 million in cash compensation to affiliates.

Also, expected revenue from cable operators due to the retransmission-consent provision of the new cable law may be neither imminent nor sizable. Said John Tinker of Furman Selz: "Broadcasters are realizing that the retransmission consent contained in the new Cable Act may not turn into serious dollars."

Among those still positive about CBS are PaineWebber's Alan Gottesman, who thinks the network will benefit from a still-improving advertising market. The securities analyst said increasing advertising page-counts for another national medium, *Reader's Digest*, bode well for the network's next upfront market. Asked why the scatter market is not performing similarly well, Gottesman said national advertisers used it more as a "strategic" buy, whereas the magazines were part of their basic plan.

Another analyst seeing further growth is Oppenheimer & Co.'s Jessica Reif, who, several weeks ago, wrote that earnings growth could be "dramatic for several years" and set a 12-month price target on the stock of \$267 per share. Others said to have been positive on CBS recently include John Reidy of Smith Barney and Peter Appert of Cyrus J. Lawrence. ■

## SYNDICATION RATINGS: NOT SO GREAT EXPECTATIONS

*Advertisers often do not believe ratings projections of syndicators; this season, many shows have not delivered*

By Sharon D. Moshavi

**T**his syndication season may be remembered for a huge gap between expectation and reality. Perhaps never before have so many new shows been so hyped only to result in below-expected ratings delivery. And advertisers are not happy.

New shows underdelivering their guarantees include highly touted entries such as *Roseanne*, *Designing Women*, *Whoopi* and *The Wonder Years*, say advertisers. "Everything is down. Nothing is achieving expectation," says Doug Seay, senior vice president, director of broadcast, Hal Riney & Partners. *You Bet Your Life*, which is getting about 40% of the ratings promised, has probably underdelivered the most, although it was sold on a sliding cost-per-thousand basis rather than on a guarantee. Advertisers say that for all intents and purposes, it is no different than a guarantee—it still affects their media planning the same way.

Some advertisers say they stayed away from such shows because syndicators promised too much. Several say they turned down more high-profile shows this year than in previous years so as not to be bothered by the problem.

Unrealistic promises of ratings performances and guarantees to match have plagued the syndication business for years, and some say it is getting worse. Advertisers say that most of the time they simply do not believe syndicators' projections and come up with their own. Yet they are increasingly concerned about the disparity between guarantees and reality, saying it wreaks havoc on their media plans. They are not worried about getting the audience they pay for; they say they know they will get that. "The question is: When will you get the audi-

ence you pay for? It hurts our reach and frequency objectives," says Marc Goldstein, executive vice president, national broadcast and programing, Lintas U.S.A.

The programs might come closer to expectation levels, some advertisers say, but the syndication business is moving toward all, or mostly, barter deals with stations. While advertisers say they understand the economic constraints that have created the move toward barter, they bemoan it. When stations are not required to put up any or much cash, they do not offer good time periods or do enough promotion, says Bob Silberberg, executive vice president, director of national broadcast and programing, Backer Spielvogel Bates, who echoed the comments of several other agency executives: "If it was cash...stations would have a vested interest."

Tim Duncan, executive director of the Advertiser Syndicated Television Association, acknowledges that "when a station has less money in the show it has a tendency to value it less," but said he hopes "stations are getting more sophisticated about it."

Duncan also acknowledges that "overpromising [ratings delivery] is a great problem"; he says the syndicated community is striving for better. But to a degree, he also defends the practice, saying "the guarantee system forces us to guarantee high [ratings] for fear of leaving money on the table." Syndicators would end up losing money if their ratings projections were too low, Duncan argues, because advertisers would then get the bonus audiences for free.

Most agency executives say overpromising occurs to initially get the advertiser contracts. This season, it might have happened more often because of the difficult economy. And the syndication ad market did not do



as well as expected. ASTA downgraded its ad dollar projections for syndication for 1992 to 5% (\$1.34 billion) over 1991 after the upfront concluded in August, down from initial projections of 8%. And those dollar gains must also be considered in context with the additional syndicated inventory this season. The number of weekly hours of syndicated programming this year rose from 196 to 214, a 9% increase, which also means an increase in inventory. In early fringe, for example, available syndicated inventory jumped 15% this season, according to ASTA.

Returning shows also face problems. Many established shows, such as longtime ratings winner *Donahue*, are down from last year, which ASTA's Duncan attributes to the increase of programming hours this season. "At this point, everybody is elbowing each other for clearances."

ASTA is again forecasting 8% ad-

vertising growth for 1993, to \$1.45 billion. But that could depend on whether audience levels do rise. While syndication is hurting the most, network audience delivery is also down, and there have been "no surges in cable programming either," according

*"At this point,  
everybody is elbowing  
each other for  
clearances."*

**ASTA's Tim Duncan**

to Richard Kostyra, executive vice president, director of media services, J. Walter Thompson. Kostyra and other agency executives say they are just beginning to examine why this is happening. Right now, no one seems to know the reason. ■

## Changing Hands

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

**KRXY-AM-FM Denver** □ Sold by KRXY Radio Inc. to Jefferson-Pilot Communications Co. for \$6.1 million (BROADCASTING, Aug. 24). Seller is subsidiary of Capcities/ABC, which is licensee of 10 AM's and nine FM's and eight TV's. Buyer is headed by Joseph M. Bryan, and is licensee of five AM's and five FM's. KRXY(AM) is fulltimer with CHR format on 1600 khz with 5 kw. KRXY-FM has CHR format on 107.5 mhz with 100 kw and antenna 670 ft. *Broker: Richard A. Foreman Assoc.*

**WTXX(TV) Waterbury (Hartford), Conn.** □ Sold by Channel 20 Licensee Inc. to Counterpoint Communications Inc. for \$3.601 million. Seller is subsidiary of Renaissance Communications. Station is being sold because of contour overlap with recently acquired WTIC-TV Hartford, Conn., part of group purchase of four TV's from Chase Communications, including stations in Atlanta, Denver and Indianapolis ("Changing Hands," Sept. 14). Renaissance is headed by Michael Finkelstein, and also owns KTXL(TV)

Sacramento, Calif.; WZL(TV) Miami and WPMT(TV) Harrisburg. Buyer is headed by Edward D. Taddei, former television and radio station owner; he plans to run educational and religious programming. WTXX is independent on ch. 20 with 2,239 kw visual and 223.9 kw aural and antenna 1,200 feet above average terrain.

**WMXZ(FM) New Orleans** □ Sold by Stoner Broadcasting System Inc. to Phase II Broadcasting Inc. for \$3.25 million. Seller is headed by Thomas Stoner, and recently purchased WONE(AM)-WTUE(FM) Dayton, Ohio, for \$7.7 million ("Changing Hands," Oct. 12). It is licensee of four AM's and eight FM's. Buyer is headed by Edmond J. Muniz, and is licensee of WYAT(AM)-WLTS-FM New Orleans. WMXZ has AC format on 95.7 mhz with 100 kw and antenna 1,000 feet above average terrain. *Broker: Blackburn & Co.*

**KBOB(FM) West Covina, Calif.** □ Sold by Robert Burdette Investments Inc. to Westcom California Inc. for \$3.25 million, plus minority tax certifi-

# SOLD!

W J M O - A M / F M ,  
Cleveland, Ohio has  
been sold by United  
Broadcasting to Zebra  
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icate. Seller is headed by Robert Burdette, and is also licensee of KGRB(AM) West Covina, Calif. Buyer is headed by Thomas H. Castro, who formerly had interests in KNSE(AM) Ontario, Calif. KBOB has CHR format on 98.3 mhz with 2.3 kw and antenna 328 feet above average terrain. *Broker: Ray Stanfield & Assoc.*

**KWEB(AM)-KRCH(FM) Rochester, Minn.** □ Sold by Rochester Communications Corp. to KRCH of Minnesota Inc. for \$2 million, including \$500,000 down and 15-year, \$1.5 million note at 8%. Seller is headed by Donald Seehafer, and has interests in two AM's and two FM's. Buyer is headed by Robert E. Ingstad, who recently sold KKPR-AM-FM Kearney, Neb. ("Changing Hands," Oct. 19). Ingstad is licensee of seven AM's and nine FM's. KWEB has AC format on 1270 khz with 5 kw day and 1 kw night. KRCH has classic hits format on 101.7 mhz with 810 w and antenna 565 feet above average terrain. *Broker: Johnson Communications Properties Inc.*

**KVIO-TV Carlsbad (Albuquerque), N.M.** □ Sold by Marsh Media of El Paso to Pulitzer Broadcasting Company for \$1.75 million. Seller is headed by David L. Weir, and is also licensee of KVII-TV Amarillo, Tex. Buyer is headed by Joseph Pulitzer Jr. and Ken J. Elkins, and is licensee of one AM, one FM and nine TV's, and publishes daily newspapers in four cities. KVIO-TV is ABC affiliate on ch. 6 with 26.3 kw visual, 5.3 kw aural and antenna 1,200 feet above average terrain.

**WLFX(FM) Winchester, Ky.** □ CP sold by Hancock Communications Inc. to Trumper Communications of Kentucky Ltd. for \$1.513 million. Seller is headed by Bayard H. Walters, who has interests in six AM's and seven FM's. Buyer is headed by Jeffrey E. Trumper, and is subsidiary of licensee of one AM and four FM's. WLFX has CHR format on 100.1 mhz with 1.4 kw and antenna 460 feet above average terrain.

**KHDL(AM)-KKPL-FM Spokane, Wash.** □ Sold by Alpha Radio Inc. to Silverado Broadcasting Corp. for \$1 million. Seller is headed by Garry Munson, and has no other broadcast interests. Buyer is headed by Ron Miller and John Winkel, and recently purchased KAQQ(AM)-KISC(FM) Spokane, Wash., and KWG(AM)-KSGO(FM) Stockton, Calif. KHDL is fulltimer

## PROPOSED STATION TRADES

*By volume and number of sales*

This Week:

AM's □ \$1,636,000 □ 8

FM's □ \$9,873,560 □ 13

AM-FM's □ \$12,021,982 □ 9

TV's □ \$7,076,000 □ 3

Total □ \$30,607,542 □ 33

1992 to Date:

AM's □ \$181,433,284 □ 207

FM's □ \$404,986,254 □ 260

AM-FM's □ \$280,335,604 □ 154

TV's □ \$1,394,888,087 □ 53

Total □ \$2,261,643,229 □ 674

*For 1991 total see Jan. 27, 1992 BROADCASTING.*

with AC format on 630 khz with 1 kw day. KKPL-FM has AC format on 96.1 mhz with 56 kw and antenna 2,380 feet above average terrain. *Broker: Media Venture Partners.*

**KCHH(FM) Paradise, Calif.** □ CP sold by Media Mark Ltd. to Golden Empire Broadcasting Co. for \$940,000. Seller is headed by general partner Gary Weinstein. Principals in licensee also have interests in licensee of KHIP(FM) Hollister, Calif. Buyer is headed by Hugh McClung Jr., and is licensee of KHSL-AM-TV Chico, Calif. KCHH is assigned to 92.7 mhz with 850 w and antenna 620 feet above average terrain.

**KLIX-AM-FM Twin Falls, Idaho** □ Sold by Sawtooth Broadcasting Co. Inc. to B & B Broadcasting Inc. for \$850,000. Seller is headed by Charlie Tuma, and has no other broadcast interests. Buyer is headed by Bab Baron and George Broadbin, who also own KLAD-AM-FM Klamath Falls, Ore., and KEZJ-AM-FM Twin Falls, Idaho. KLIX(AM) has modern country format on 1310 khz with 5 kw day and 2.5 kw night. KLIX-FM has AC format on 96.5 mhz with 100 kw and antenna 130 feet above average terrain. *Broker: Media Services Group Inc.*

**WHCC(AM)-WQNS(FM) Waynesville, N.C.** □ Sold by Roger A. Akin and Banking Services Corp., co-receivers for KAT Broadcasting Corp., to Media Mart Inc. for \$480,000. Seller is also receiver for KAT Broadcasting's other properties, including WSVS-AM-FM Crewe, Va. ("Changing Hands," Nov. 2). Buyer is headed by Leslie V.

Campbell, and has no other broadcast interests. WHCC is fulltimer with news-talk format on 1400 khz with 1 kw. WQNS has C&W format on 104.9 mhz with 100 w and antenna 1,640 feet above average terrain. *Broker: Blackburn & Co.*

**WRRO(AM) Warren, Ohio** □ Sold by Warren Broadcasting Company to general partners Robin Best and Lyle Williams for \$460,000. Seller is headed by Frank J. Mangano, who also has interests in licensees of two AM's and two FM's. Buyers have no other broadcast interests. WRRO is fulltimer with oldies format on 1440 khz with 5 kw.

**KSIG(AM) Crowley, La.** □ Sold by KSIG Radio Inc. to Acadia Broadcast Partners Inc. for \$350,000. Seller is headed by John F. Craton, and has no other broadcast interests. Buyer is headed by Philip E. Lizotte, and has no other broadcast interests. KSIG is fulltimer with country format on 1450 khz with 1 kw.

**WJZM(AM)-WTWL(FM) Clarksville-McKinnon, Tenn.** □ Sold by WJZM Inc. to Ted Young and Trent C. Knott for \$344,206. Seller is headed by Dotson Guinn and D. Gregory Guinn, and has no other broadcast interests. Buyer has no other broadcast interests. WJZM is fulltimer with religious format on 1400 khz with 1 kw. WTWL is assigned to 101.5 mhz with 790 w and antenna 607 feet above average terrain.

**WXAL(AM)-WZNJ(FM) Demopolis, Ala.** □ Sold by Southstar Communications Corp. to Edmonds Broadcasting Company Inc. for \$316,776. Seller is headed by James M. Spann, and has no other broadcast interests. Buyer is headed by Hugh Edmonds, and has no other broadcast interests. WXAL(AM) is fulltimer with country, black gospel format on 1400 khz with 1 kw. WZNJ has oldies format on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WAMT(AM) Titusville, Fla.** □ Sold by Florida-American Broadcasting Inc. to Radio Brevard Inc. for \$265,000. Seller is headed by Angel F. Bocanegra, and has no other broadcast interests. Buyer is headed by Charles C. Liles, and has no other broadcast interests. WAMT is assigned to 1060 khz. *Broker: Hadden & Assoc.*

*For other proposed and approved sales see "For the Record," page 72.*



# Washington

## OPP PROPOSES U-FOR-CELLULAR SWAPS

*Paper says trading in channel and using frequency for phone service would likely 'increase social welfare by over \$1 billion in Los Angeles'*

By Joe Flint

**T**ired of running a low-rated UHF station in a major market? How about getting out of the broadcasting business and using that channel for a cellular telephone service?

That's the proposal from the FCC's in-house think tank, the Office of Plans and Policy.

According to the OPP paper, the voluntary reallocation of a single UHF TV channel in Los Angeles from broadcasting to cellular would "likely increase social welfare by over \$1 billion in Los Angeles."

That figure would be reduced substantially if the commission goes through with its proposal to issue three to five personal communications services licenses in each market. Still, OPP said, the concept can "provide valuable insights into the concept of voluntary spectrum reallocation and the methodology for estimating the value of spectrum in alternative uses."

OPP recommended that the FCC adopt a limited voluntary reallocation policy for UHF TV spectrum. To minimize risk to the market, only one UHF station per market would be allowed to reallocate the spectrum it occupies for the establishment of a third Los Angeles cellular system.

Unclear is what the FCC will do with OPP's proposals in the waning days of FCC Chairman Alfred Sikes's reign. An aide to Sikes had no comment on what would become of OPP's paper and whether it would be put out for industry comment.

"The study bears no resemblance to reality," said Thomas Wheeler, president, Cellular Telecommunications Industry Association. Said Wheeler: "The study ignores what (the FCC)

can do to help Los Angeles cellular carriers offer rate discounts today by pre-empting state regulation."

At least one broadcaster was intrigued with the idea. "It is very progressive thinking," said Royce Yudkoff, managing director, ABRY Communications (the owner of five TV's). "In certain markets it makes sense to migrate; we are all telecommunications companies providing information in different ways."

The National Association of Broadcasters (NAB) had no official reaction to the OPP paper. Last month, NAB executive vice president, operations, John Abel proposed that the FCC offer broadcasters a "carrot" to implement HDTV by allowing them to re-farm their current NTSC channels with digital services. Whether a cellular swap

would hold the same appeal for Abel is unknown.

David Donovan, vice president, legal and legislative affairs, Association of Independent TV Stations, said the concept is "certainly an interesting idea."

Using the Los Angeles market as an example, OPP said that even with full protection for all existing and proposed uses of UHF spectrum, including allocations for high-definition television, one station would provide 18 mhz of Los Angeles cellular spectrum throughout most of the metropolitan area and three others would yield 12 mhz—each providing enough spectrum for at least a minimal third Los Angeles cellular system.

Removing one UHF signal from the Los Angeles market would be a "social cost" of \$139 million. That figure comprises the loss to viewers, plus advertisers, minus the cost savings from discontinuing broadcasting.

The social benefit of additional cellular spectrum, OPP said, would be \$1.196 billion. OPP estimated cellular prices would fall about 25% as a result of a third competitor. Subtracting the \$139 million social cost of the UHF station leaves a "net social gain" of \$1.057 billion. This is the present discounted value of the change in consumer plus producer surplus from 1992-2000 from such a system using the maximum spectrum (18 mhz) for cellular.

Such reallocation requests would be required to pass a six-part benefit-cost test: (1) the amount of spectrum freed up for cellular; (2) the demand for cellular in the service area; (3) the prices charged by current cellular operators; (4) the number of stations in the market; (5) the number of households served by the displaced TV sta-

### VALUE OF 18 MHZ OF UHF SPECTRUM IN L.A. (in millions of dollars)

	Social Value <sup>1</sup>	Market Value <sup>2</sup>
Broadcast TV <sup>3</sup>	\$139	\$20
1st cellular system	118	76
2nd cellular system <sup>4</sup>	159	41
3rd cellular system		
No price reduction	12	379
3.5% price reduction	145	375
5% price reduction	202	372
10% price reduction	388	357
25% price reduction	922	253
39% price reduction	1,385	28

Source: OPP. <sup>1</sup>Social value represents consumer surplus plus producer surplus. Consumer surplus is defined as the amount consumers are willing to pay for a good or service beyond the amount already paid for said service. Average household was estimated to be willing to pay 0.066% of its income to avoid loss of one independent station. Producer surplus is a broadcaster or cellular operator's before-tax profit. <sup>2</sup>Market value represents after-tax profit from sale. <sup>3</sup>Assumes 16 stations in market. <sup>4</sup>Assumes 1% price reduction.

tion, and (6) the percentage of such households passed by cable.

"Our analysis confirmed the preliminary evidence that a significant misallocation of UHF spectrum exists between television broadcasting and cellular telephone service," the paper said. The FCC never allowed existing licensees to voluntarily stop providing the service for which it is licensed and provide a completely different service.

Besides social value, OPP also estimated market value of spectrum. The

value of spectrum used in broadcasting was based on recent prices of UHF stations in Los Angeles, while cellular spectrum value was calculated as the increase in the present value of after-tax profits of existing Los Angeles cellular operators from using newly available spectrum divided equally between them, or as the present value of after-tax profits of a third Los Angeles cellular system assigned all the additional spectrum.

As part of the incentive for a third

Los Angeles cellular operator to enter the market, OPP said the present value of after-tax profit would be \$253 million, which well exceeds the \$20 million present value of after-tax profits of the UHF station (see chart, page 65).

Although the paper, which was in the works for four years, examines only Los Angeles, it can, according to OPP chief Robert Pepper, be applied in the major markets with free UHF spectrum. ■

## MSO SEEKS SET-ASIDE FOR PCS LICENSES

*In comments to FCC on how to implement new communications service, Cablevision says system owners are 'uniquely situated' to provide infrastructure; telephone companies disagree; cable companies differ over question of national licenses*

By Joe Flint

**T**he FCC should set aside licenses for cable system operators seeking entry into personal communications services (PCS), a major multiple systems operator told the commission last week.

In its comments on how the FCC should establish PCS—small, portable, lightweight telephone handsets seen as the next generation of cellular—Cablevision Systems Corp. told the commission that since cable systems are "uniquely situated to provide PCS service and develop a PCS infrastructure," licenses for MSO's should be set aside.

"Cable television systems provide an obvious choice for supplying such connections, and a separate set-aside of PCS licenses for local cable operators should be seriously considered," the MSO said. No such set-aside should be made for local exchange carriers (LEC's) seeking entry into the business, Cablevision argued. "In many cases, LEC's still retain cellular licenses in their local market areas, and assuring them a PCS license would only further their already formidable market power."

Cablevision and several other MSO's have been jockeying for position and testing prototype PCS networks based on fiber and copper infrastructures.

And the FCC's Office of Plans and Policy (OPP) entered into the rule-making process with its own paper on

the cost structure of PCS.

The cost to a cable operator for a new, fiber-based cable system is, according to the OPP paper, \$424 per home passed, or an annualized cost of \$137. The cost of the fiber backbone is \$26 per home passed and another \$6 per home passed for additional fibers to provide PCS.

"The strategic advantage of the cable infrastructure is that it offers a ubiquitous, alternative medium of transport for PCS in residential areas.... Model results demonstrate that upfront fixed costs are reduced by using the cable network to distribute PCS," said OPP.

The comments are in response to a July notice of proposed rulemaking the commission issued on how best to launch PCS. The FCC sought comments on whether LEC's and cellular operators should be allowed to hold PCS licenses within their service areas; whether 20, 30 or 40 mhz blocks in the 2 ghz band is sufficient; whether the Common Carrier or Private Radio Bureau should regulate PCS; whether lotteries or comparative hearings should be used to determine licensees; how many local and/or national PCS licenses should be allowed and what licensing scheme should be used.

Specifically, the commission asked whether licensing schemes should be based on the 487 basic trading areas and 49 major trading areas as defined by Rand-McNally, the 194 LATA's (the geographical area assigned to each telco), and nationwide licenses.

Besides the set-aside, Cablevision also argued for using the LATA scheme; providing 40 mhz and letting PCS be regulated as a private carrier.

Other cable companies filing comments included Time Warner, Comcast, Viacom, Cox and Adelphia, who all agreed that LEC's and cellular operators should not be allowed to operate PCS in their service areas.

"LEC's have a clear vested interest in maintaining control of a local exchange characterized by bottleneck facilities and functions. In the past, manifestations of this vested interest have included abusive marketing practices, predatory pricing and cross-subsidization...." Comcast said.

Phone companies such as Pacific Telesis and Bell Atlantic argued that exclusion of LEC's would slow the development of PCS.

Cellular, the MSO Comcast argued, "was designed and built to serve high-speed vehicles. PCS will be designed and built to serve people, not vehicles. These key differences will prevent cellular operators from providing moderately priced mass market services within their existing spectrum allocations."

The cellular industry countered that there are "substantial economies to be exploited in the joint provision of PCS and cellular.... Cellular providers' ability to offer PCS in cellular spectrum would rebound to consumers' benefit and gives cellular companies incentive to make more efficient use of spectrum," the Cellular Telecom-



munications Industry Association said.

Other than agreement on who should not be allowed into PCS, much divides the interested cable companies. For example, Time Warner Telecommunications is pushing for one nationwide PCS operator and one regionally licensed operator in the 47 major trading areas and 40 mhz per provider and two licensees per market.

Comcast and Viacom, on the other hand, argue that there should be no national licenses, a sentiment shared by FCC Commissioner Ervin Duggan.

A national licensee's "advantages would be so great that it could thwart the development of other PCS licensees and competition," Comcast said.

Comcast recommended four licenses with 20 mhz of spectrum and the LATA scheme.

Viacom also suggested no more than two PCS licensees per market with 20 mhz per operator.

Cox is pushing the major trading area scheme, no nationwide providers, 40 mhz per operator and the use of comparative hearings to determine who gets a license.

On the other side of the PCS coin are the telcos. MCI's comments got national press last week with its plan for launching PCS. MCI called for three national licenses—each for a block of 40 mhz—to be chosen through competitive hearings.

The three licenses would be issued in such a way that a consortium could be created of the three national licensees and a group of independent local operators who would have substantial ownership and actively participate in the consortium and its management.

Without such a setup, MCI said, the FCC might be forced to "oversee and coordinate the activity of local licensees to guarantee customers that they will be able to use the same equipment and follow the same instructions regardless of the region of the country in which they find themselves."

The FCC's OPP paper said 20 mhz is sufficient size to implement low-cost PCS systems, and recommended that cellular operators be permitted to acquire up to 10 mhz of spectrum. Local telephone companies, the paper recommends, should be allowed to acquire up to 10 mhz of spectrum in areas where they operate a cellular subsidiary and be treated like any other PCS operator in the remaining service areas. ■

## **CBS, NBC WILL NOT FOLLOW ABC DEPARTURE FROM NAB**

*Two networks share ABC's anger over NAB reversal on network ownership of cable systems*

**By Randy Sukow**

**T**he CBS and NBC Television Networks stated clearly they would not follow suit with the ABC Television Network a week after it resigned its membership in the National Association of Broadcasters, effective Jan. 1, 1993 ("In Brief," Nov. 9). NAB, the two networks say, still represents their views well on a series of issues, especially tax- and advertising-related issues.

At the same time, spokesmen for the rival networks said they understand ABC's reasons for resigning and shared its anger over NAB's position on network ownership of cable systems. They said little to refute David Westin, Capital Cities/ABC senior vice president and general counsel, who said, "NAB's primary role is representing stations."

NBC's stance, said Rick Cotton, the network's executive vice president and general counsel, is best encapsulated in a Dec. 16, 1991, BROADCASTING interview with NBC President Robert C. Wright, in which he said NAB's membership structure "is a very troublesome one to justify in this environment.... I think it's an increasingly difficult role for the NAB to act as a representative of all people in broadcasting. The number of issues where we can be in agreement is so tiny."

NAB President Eddie Fritts emphasized that ABC "is not pulling out lock, stock and barrel," but is retaining membership for the ABC Radio Network and all its owned and operated radio and TV stations. He hopes that ABC may eventually rejoin.

"There are a number of things the networks have relied on us for over the years. One of the most recent and prominent was Senator [Paul] Simon's move on [TV] violence," Fritts said.

But deep resentment remains among all the networks over the NAB television board's decision to break its neutrality and oppose network attempts to relax the FCC ban on their ownership of cable systems. In comments to the

FCC, while the networks proposed crossownership rules with safeguards to protect local stations, NAB was among the organizations opposing any change in the rule (BROADCASTING, March 30).

ABC-TV denies that the NAB's active pursuit of the 1992 Cable Act, with its must-carry and retransmission-consent provisions, played a part in the decision to resign. But many in Washington are interpreting the move as a declaration of neutrality on issues affecting both the cable and broadcast industries. The network remained neutral throughout debate on the act. Cap-Cities/ABC owns a majority of ESPN and a third of Arts & Entertainment Network, which is a co-plaintiff in Turner Broadcasting System's suit to have must carry and retransmission consent declared unconstitutional. ■

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**The Justice Department, at the request of the Senate, moved for a delay** of further action on the various challenges of the Cable Act's must-carry and retransmission-consent provisions. The request was precipitated two weeks ago by Justice's refusal to defend the provisions on grounds it had opined they were unconstitutional in urging administration opposition to the Cable Act. If litigation is delayed until next March, either the Senate or Clinton Justice Department could mount a defense. As things now stand, oral hearings are set for Dec. 7. At the same time, the department asked the three-judge panel of the U.S. District Court in Washington to consider the suits filed by Time Warner and NCTA two weeks ago together with the original Turner Broadcasting System and Daniels Cablevision suits on the docket for Dec. 7. NAB filed a brief in support of the Justice Department request last week; Turner Broadcasting filed in opposition. Both sides anticipate a rapid response by the court.

The three judges assigned to the case comprise two district court judges, Thomas Penfield Jackson and Stanley Sporkin, and Circuit Court Judge Stephen Williams. Jackson replaced one of the original members of the panel, District Court Judge Gerhard Gesell, who stepped down to avoid possible conflicts. His former law firm, Covington & Burling, is representing the Corporation for Public Broadcasting in the case.

**The FCC is bracing for a flood of calls** from TV viewers upset by the quality of children's programming. It's not paranoia. It's a reaction to a campaign by the long-distance telephone arm of the socially conscious Working Assets. The group is offering its 60,000 customers free calls to FCC Chairman Alfred Sikes and officials to register complaints about children's TV. "Most stations run junk. The FCC should make them do better," said Laura Scher, CEO of Working Assets. "The purpose of the Children's Television Act was to change this—to make TV stations, as a condition for using the public airwaves, do more to educate our kids," she said. "But the law's not being enforced."

**National Telecommunications and Information Administration head Greg Chapados** says he is just beginning to look for new work, having plotted no pre-election contingency for a Bush loss. "I'm figuring out what I want to do and looking at all the options." But as he looks, he says, he'll be making sure the agency keeps moving. By the end of the year, he says, he expects it to get out a study on the trend toward cross-border ownership of media and to launch a planned inquiry into breaking down barriers to international telecommunications.

**The FCC passed on an opportunity to take down two of the remaining fairness doctrine corollaries**, dismissing personal attack rule and the Zapple doctrine complaints against WQBA(AM) Miami for lack of evidence.

Although the FCC in 1987 repealed the basic fairness doctrine, requiring broadcasters to present all sides of controversial public issues, it left untouched several fairness doctrine-like rules pertaining to specific circumstances. The personal-attack rule requires a station to provide time to people who are the subject of attacks upon their honesty or integrity on the station's air; the Zapple rule requires a

station to sell time to the candidate if it sells it to supporters of the candidate's opponent.

The complaint against WQBA was brought by Magda Monteil Davis, the losing Democratic candidate for a House seat from a Miami district. She argued that she was entitled to time under the rules to respond to statements made during a Spanish-language program that painted her as a pro-Castro Communist. But the FCC said she failed to provide details of the broadcasts or what was said.

Last January, the FCC cited its 1987 fairness doctrine decision in striking down the ballot-issue corollary (BROADCASTING, Jan. 6).



# Washington Watch

Edited By Harry A. Jessell

**The one real constant amid all the comings and goings**

among communications policymakers in Washington may be 78-year-old FCC Commissioner Jim Quello, who promised in a speech to the Arizona Broadcasters Association to serve, "God and my wife willing," through the end of his current term in June 1996. After that, he said, he intends to teach at his alma mater, Michigan State. Quello's

final years may get off to a fast start. He is the odds-on favorite to serve as acting chairman should FCC Chairman Al Sikes step down before Clinton appoints a successor. His advice to those who want to know what kind of policy will trickle down to the FCC from the Clinton administration: "Ask President-elect Bill Clinton."

**Asked to muse about the potential effects** on the cable television industry of President-Elect Bill Clinton's intention to coordinate and support creation of a national information highway, Cablevision Systems Chairman Chuck Dolan suggested one result could be a broadband wire not just to every curb, but to every home now passed by cable.

Given Clinton's emphasis on job training and retraining, universal access to information and services and other public interest benefits to be gained from building a national broadband infrastructure, Dolan argued that national and local governments might conceivably underwrite making that infrastructure accessible to one and all. Cable operators whose trunks have been thus extended might then provide some mix of services they do and do not control, still counting among their own subscribers only those who choose to subscribe to their services. Much as the federal government, in combination with rural cooperatives, has sought to make 20th Century technologies—telephone and electricity—available to even the most remotely located citizens, it might now consider supporting broadband technologies dissemination the next logical step, he said.

**Jim Rowe, who recently succeeded Robert Hynes** as NBC's Washington vice president, will assume Hynes' place on the National Association of Broadcasters Television Board effective Jan. 1. Both CBS-TV and NBC-TV have automatic network seats on the board. On the same date, Rowe will also succeed Mark MacCarthy, CapCities/ABC vice president, government affairs, on the board's executive committee following ABC-TV's decision to resign its NAB membership (see page 67). The networks alternate their representation on the NAB executive committee and NBC's turn follows ABC's. ■



The week after the Justice Department informed the Senate that it would not defend the must-carry provision of the 1992 Cable Act in U.S. District Court, counsel for the Senate asked Justice to request a delay of the start of oral arguments until March 8, after the Clinton administration takes charge of the department. Justice complied last Tuesday (Nov. 10). Oral arguments in the cases brought by Turner Broadcasting System and Daniels Cablevision challenging the constitutionality of must carry and retransmission consent are technically scheduled to begin Dec. 7 before a three-judge panel of the District Court. NAB filed a brief in support of the Justice motion; Turner filed in opposition. The following is a complete list of the Cable Act proceedings (in the order in which they are expected to be addressed by the FCC) and tentative timetables for completion.

**1. Must carry/retransmission consent.** Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. FCC is instructed to consider impact retransmission payments

# KEEPING UP WITH CABLE REREG

## ON THE AGENDA OF THE FCC

may have on rates. Every three years, commercial TV stations must choose whether to negotiate retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retransmission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to third of capacity to broadcasters. With regard to programmers' claims to retransmission consent, FCC said it will seek comments on whether, if there is no language in programming contract dealing with retransmission consent, the broadcaster has to go back to the program supplier for permission. FCC current interpretation is not—broadcasters without clauses do not have to negotiate with programmer. **Tentative comment deadline: Jan. 19. Tentative reply deadline: Feb. 3. Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).**

**2. Indecency.** All indecent programming submitted for leased-access channels is to be transmitted over one designated channel and scrambled unless specifically requested by subscriber. Indecent or obscene programs on public, educational and governmental (PEG) channels to be prohibited. **Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: Feb. 2 (leased access) and April 3 (PEG).**

**3. Home wiring.** New rules determining ownership and use of cable operator-installed wires in household after subscriber cancels cable service. **Tentative comment deadline: Dec. 9. Tentative reply deadline: Feb. 18. Final approval target: Feb. 2. Congressional deadline for completion: Feb. 2.**

**4. Sports migration.** Sport-by-sport study of national, regional and local sports programming from broadcast to basic and premium cable services and pay per view. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: N/A. Congressional deadline for completion: July 1, 1993, and July 1, 1994 (interim reports to Congress).**

**5. Rate regulation.** Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multi-channel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas commis-

sion deems rates to be excessive. **Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: April 3.**

**6. Anti-buythrough.** Systems with addressable capability required to offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: April 1. Congressional deadline for completion: April 3.**

**7. Program access.** Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. **Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: April 3.**



**8. Customer service standards.** Minimum requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: April 1. Congressional deadline for completion: April 3.**

**9. Ownership limits and carriage agreements.** Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.**

**10. Equal employment opportunity.** Expansion of job categories covered by cable EEO rules from nine to 15, adding titles such as general manager and chief technician. Cable systems required to identify race, sex and job title within each category on EEO reports. Fines per violation increased from \$200 to \$500. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: July 2. Congressional deadline for completion: July 2.**

**11. Electronic equipment compatibility.** Rules insuring that special functions of new TV receivers and videocassette recorders are not rendered obsolete by changes in cable scrambling systems. FCC is given authority to determine circumstances when scrambling and encryption are appropriate. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: April 5, 1994. Congressional deadline for completion: April 5, 1994.**

**12. Home shopping public-interest study.** FCC will determine public-interest value of broadcast stations running 24-hour home shopping programming or several hours of program-length commercials and whether such stations should be eligible for must carry. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: July 2. Congressional deadline for completion: July 2.**

**13. DBS public interest.** FCC will set public-interest requirements of direct broadcast satellite (DBS) operators, including pricing rules and minimum noncommercial and educational channel carriage. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: N/A. Congressional deadline for completion: None. —RMS**

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**General manager** for highly successful medium market FM. Current general manager will soon be leaving to accept a larger market position. currently we lead the market in sales, profits and ratings and we intend to stay there. We accept only aggressive results oriented individuals. Our general managers are among the most highly compensated in the industry for our market sizes. Send resume to Box R-1. EOE.

**General sales manager:** WYYS-FM (50KW serving Ithaca and surrounding Central NY) seeks aggressive, goal oriented sales manager to join close-knit management team with a track record of successful turn-arounds. Ideal for successful, experienced account executive looking for first management challenge. Salary history and resume to Cayuga Radio Partners, 292 Tompkins Street, Cortland, NY 13045. EOE.

**General sales manager:** Looking for an energetic GSM that can not only make things happen on his/her own, but also can develop a strong sales staff. For the right person, incentives and advancement opportunities are there. Location: Florida. \$11 million radio market. 100,000 watt station. Reply to: PRADCO, 1100 Abernathy Road, Suite 625, Atlanta, GA 30328. EOE.

### HELP WANTED SALES

**Live and sell** in the sun! Draw, guarantee, commission. On Colorado River. General Manager, 1775 Arriba, #53, Riviera, AZ 86442. EOE.

**Sales manager:** New London, Connecticut area radio station seeks experienced sales manager (at least 3 years of radio sales experience). High commission structure. For more information please contact John Fuller, WBWW Radio, at 203-464-1065. EOE.

**General manager of sales and marketing:** Spanish radio station. Responsible for generating station revenue. Recruits, trains, supervises and monitors productivity of sales staff. Prices air time to maximize use and revenues. Creates promotions, sales plans and packages to increase image, reputation and credibility of station to Spanish and Anglo advertisers. Personal sales and public relations contacts with both Anglo and Hispanic businesses. Reviews advertisements. Must be Spanish/English bilingual with demonstrated ability to communicate with/sell to varied clientele ranging from management of large Anglo firms to small 100% Hispanic businesses. At least two years of the experience in sales and marketing in a Spanish speaking community. Degree in business & marketing or business and communications. Must have at least one year experience as advntg sales rep (selling space or time) & 2 years in advntg sales management & 3 years management level in marketing and/or sales (M.B.A. degree may substitute for latter only). Salary \$33,500, 40 hour week, Bridgeport, CT. Send resume to: Job Service Technical Unit, CT Dept. of Labor, 200 Folly Brook Blvd., Waterfield, CT 06109. Ref Job Order #3106849. EOE.

### HELP WANTED TECHNICAL

**Chief engineer needed for AM/FM** combo in upper midwest. Successful applicants must have experience with AM directional systems, FM transmitters, and general studio equipment. Starting salary of \$35,000 with complete benefits package. One of Money magazine's top twenty cities to live in... one of broadcasting's great corporations. Send application along with references in complete confidence to Box R-19. EOE/MF.

### HELP WANTED NEWS

**Looking for a crackerjack editor** and writer with both broadcast and wire service experience. Must be able to work quickly under deadline pressure while also teaching younger, less-experienced staffers. Ground floor opportunity in new venture; parent corporation is established media giant. Pleasant North Carolina location (great place to raise a family) and competitive salary. Reply to Box R-20. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Morning network program host** sought who can project great warmth, clean-scrubbed wholesomeness and comprehensive understanding of family oriented programing. The successful candidate should be seeking a long term commitment and can expect to become an institution in radio broadcasting. Resumes to Box R-8. EOE.

**News and public affairs producer:** WOI-AM and WOI-FM. On-air producer/announcer for news and public affairs. Interview guests on air, write and produce newscasts, develop public affairs program ideas. General assignment and state government reporting, both spot news and in-depth, long-form reports. Supervise student staff. Qualifications: Bachelor's degree in Journalism or related field or equivalency in experience. Two years experience in news and public affairs broadcasting. Preferred: Experience in public radio broadcasting. Proposed start date: January 1, 1993. Salary: \$26,332. Submit resume, names of three references, audition tape, and writing samples to: Joyce Russell, Senior Producer, News and Public Affairs, WOI Radio, Iowa State University, Ames, IA 50011. Deadline: December 1, 1992 or until position is filled. AA/EOE.

**Fun and games!** Plus some serious community involvement as promotions director of group combo in the heartland. Proven, experienced professionals only. Resume, references and compensation needs in confidence to: Jeff Clark, GM, KFJH/KXLK, 626 N Broadway, Wichita, KS 67214. EOE.

### HELP WANTED ANNOUNCER

**Classical music announcer/producer:** Minnesota Public Radio seeks applicants for a full-time position with our classical music department. Responsibilities include regular air shifts, production and announcing of concert broadcasts (live and recorded), and planning, development and production of music features and other program projects. Ideal candidate will have intimate knowledge of classical music; minimum three years professional announcing and production experience; excellent pronunciation of classical music names and terms; and a friendly engaging on-air presence. Send cover letter, resume and cassette audition tape to: Human Resources/CMS, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. AA/EEO employer.

### SITUATIONS WANTED MANAGEMENT

**General manager workhorse** with significant turn-around experience, 15 year vet, seeks build-up-to-sell or longer-term trench opportunity. Part of compensation desired in phantom stock where manager could earn a 7-figure cash bonus based on increase in station(s) value after 3-year vesting period. Impeccable credentials and references. Highly stable, significant people skills, bottom-up versus top-down, total quality management approach. Consultant sell using soft dollars where possible versus trade-outs. Respond in strictest confidence to PO Box 158382, Nashville, TN 37215 or call 615-383-0102.

**Available: GSM of top-billing** AM/FM in million-plus market. Strong experience in management, sales and programing. Seek GM or GSM position. Turn-around welcome. Reply to Box R-9.

**Oh, how I miss the business!** I'm a professor of broadcasting looking for a chance to return to radio as a GM or program manager. Over 30 years experience (I started early), mostly as a PD and OM, some sales; excellent voice, personality and delivery; 2 graduate degrees. If you want greater profits and top sound, let's get together. Most interested in Country, any size market. Available May, '93. Reply to Box R-21.

**Get somebody good!** Successful, CRMC/AE in top 25 market, seeks mgmt. opportunity. Currently earning 6 figures. Particulars to Box R-22.

**Million dollar sales producer** offers innovative sales, management and consulting services. CRMC. Call Calvin at 214-316-0288.

**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.

### SITUATIONS WANTED NEWS

**You can hire the world's best** broadcast journalist; but since Peter Jennings isn't available, you can hire me. I have eight years experience as anchor/reporter/news director, and am seeking morning news anchor slot. Reply to Box R-23.

### MISCELLANEOUS

**The Northeastern Pennsylvania** Educational Television Association is soliciting bids for the purchase, under a Federal grant, of 2 broadcast audio consoles, 7-DAT machines, and 2-DAT remote controllers. Any responsible organization interested in bidding please write, before 12/15/92, to William Myers, Director of Engineering, WVIA-TV/FM, Pittston, PA 18640.

## TELEVISION

### HELP WANTED MANAGEMENT

**Promotion manager:** Audience Research & Development is one of the nation's premier television consulting and research firms. One of our medium market clients has asked our assistance in locating a progressive promotion manager who will be responsible for their image and topical promotion, and on-air graphic look. Knowledge of news positioning a plus. Must possess excellent writing and hands-on production skills. Send resumes and non-returnable tape to: Sandra Connell, Audience Research & Development, 8828 Stemmons, Dallas, TX 75247. EOE.



**General manager** of West Virginia Public Broadcasting station WSWP-TV, Beckley, West Virginia. Duties: Manage, as chief operating officer, one of the PTV stations licensed to the WV Educational Broadcasting Authority (West Virginia Public Broadcasting); Develop and administer annual budget; supervise departments; assure compliance with EBA policies and all federal, state, and local laws and regulations, participate in station's community involvement, including fund raising activities; prepare grant proposals; and work with other EBA division/station managers. Reports to Executive Director, West Virginia Public Broadcasting. Qualifications: B.A. or B.S., or equivalent, in Communications or Business Administration. Five years experience (two in management) in noncommercial broadcasting or related field. Knowledge of all aspects of PTV and of laws, rules, and regulations related to noncommercial TV. Ability to communicate clearly and effectively in writing and orally; to work well with others; to speak publicly; and to appear as on-air spokesperson for the station. To Apply: Request required application blank. Write to: Personnel, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301; or call 304-558-3400. Deadline: Completed application blanks must be postmarked no later than 5:00 p.m., December 4, 1992. The Educational Broadcasting Authority is the licensee of three public TV stations, eight public radio stations, and a statewide microwave interconnection system. The EBA is an equal opportunity employer and encourages minorities and women to apply.

**Local sales manager:** Small market powerhouse in Midwest is looking for that aggressive and dynamic leader to take local sales to the next level. If you're ready to take over a successful operation and the leader we need, tell me why I want you. Send resume, salary requirements, and letter explaining why you're the one who's going to take this opportunity. Let's grow together! Reply to Box R-12. EOE.

**Dominant top 50 Southeast TV station** seeks an innovative general sales manager. Applicant must have 5 years of sales management and be knowledgeable with Jefferson Pilot traffic system, Leigh Stowell/Marshall Marketing, etc. Send letter with resume and salary history to Box R-24. EOE.

**Local sales manager:** Wanted for the Lansing market area. Successful candidate will have strong emphasis on local sales management. Must be a people motivator with excellent communication skills. Resume to: Bill Snider, WILX-TV, PO Box 30380, Lansing, MI 48909. EEO.

#### HELP WANTED SALES

**Sales executive needed** for network TV station in beautiful NY state market. Must be energetic, creative, "can-do" self starter. Media sales experience preferred. EEO. Reply to Box R-25.

**Sales account executive** for #1 West Palm Beach TV station. Aggressive, self-starter, proven track record. Team player a must! Marketing and research knowledge is important, particularly of Stowell Data. Computer literacy a plus! Three years of broadcast sales experience is minimum requirement. If this describes you, please send resume to: Bonnie Goldstein, Local Sales Manager, 622 North Flagler Drive, West Palm Beach, FL 33401. EOE.

**West Coast account executive** needed to generate new business. Should have minimum 5 years sales experience and preferably a TV production background. Draw/commission & great benefits. Fax resume to Mark Heller-G.M.S. Syndication 310-659-9449 or call Mark at 310-659-4848. EOE.

**Local/regional sales manager:** Dominant, small market, NBC affiliate. Great opportunity for account executive to make that jump to management. Write: Bob Grissom, VP/GM, WETM, One Broadcast Center, Elmira, NY 14901. EOE.

**Account executive** to develop new business (cop., etc.). Must have two years broadcast sales experience. Excellent benefits package. Resumes only, Mary Hoff, WHP-TV, PO Box 1507, Harrisburg, PA 17105. EOE.

**Local sales manager** to lead stable team of seven experienced reps. We are top-rated promotionally, aggressive, and have all the tools to work with. Heavy local direct experience is required. Fax resume to: Marjorie Woodhull, EEO Officer, KQTV, St. Joseph, MO 816-364-3787. EOE.

**Account executive:** Strong NBC affiliate with prominent group ownership is seeking a proven developmental salesperson with ambition to upgrade to top 50 market. Established list for the right person. Send resume to: Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604-7127. No calls unless you are that good! WGAL 8 is an equal opportunity employer.

**Marketing consultant:** Are you ready to move up? ABC affiliate in 45th market has an opening for an AE who can put vendor & new business on the air while maximizing a traditional list. Knowledge of ratings, Star and MMP helpful. Send cover letter and resume to: WHTM-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

#### HELP WANTED TECHNICAL

**Chief engineer:** Top 40 group owned VHF network affiliated station located in Greenville SC seeks an experienced professional with proven technical and leadership skills to supervise technical and production staff. Candidates must have a working knowledge of transmitters, microwave, and studio equipment, plus ability to manage. Prefer previous chief engineer experience. SBE certification a plus. Send complete resume in confidence to Fred Steurer, VP/Engineering, WLKY-TV, 1918 Mellwood Avenue, Louisville, KY 40206. M/F EOE.

**Group owned TV station** is seeking a junior editor/director. 1-2 years experience with Grass Valley computer editing systems, 1" — Beta — 3/4" formats, live to tape switching, Chyron, field shooting and working knowledge of FCC broadcast regulations. News background a plus. EOE. Send resumes to: Program Manager, KHSC, 3833 Ebony Street, Ontario, CA 91761. No phone calls.

**Wavefront computer animator:** Capital Cities/ABC Video Design Group, Los Angeles, CA. Requires minimum two years experience as a technical animator with working knowledge of Wavefront software with some "C" programming preferred. Individual will work on Silicon Graphics workstation. Flexible schedule essential including evenings. Send resume to: Dean Feruce, 4151 Prospect, Hollywood, CA 90027. EOE.

#### HELP WANTED NEWS

**Look, this is a small market,** you won't get rich. But our current co-anchor is leaving us after four years. If you need to know the days or hours, we are the wrong station for you. If you love the business, want to work hard, help promote the station, and live in one of the greatest family places in America, send a tape and resume, and a letter with recent salary history. Phone calls will slow my day and will not help your cause. EOE/MF. Harry Neuhardt, General Manager, KPVI TV, Box 667, Pocatello, ID 83204.

**We are looking for** an upbeat sportscaster for our Monday through Friday newscasts. If you need to know the days or hours, we are the wrong station for you. If you love the business, want to work hard, help promote the station, and live in one of the greatest family places in America, send a tape and resume, and a letter with recent salary history. Phone calls will slow my day and will not help your cause. EOE/MF. Harry Neuhardt, General Manager, KPVI TV, Box 667, Pocatello, ID 83204.

**Executive news producer:** Candidates should have a minimum of five years experience as a television producer in a medium to large market. A college degree in journalism, communications or related field is required. Excellent people skills and organizational abilities are necessary. Two years or more experience in newsroom management is a plus. Interested applicants should send resume, non-returnable tape and news philosophy to: Ms. Willy Walker, WMAR-TV2, Assistant News Director, 6400 York Road, Baltimore, MD 21212. EOE.

**Reporter, WBFF TV, Baltimore:** Highly successful Fox news operation looking for strong reporter with anchor experience. Ideal candidate is experienced with "live" TV and has strong writing skills. Send resume, cover letter and 3/4" tape to: News Director, WBFF Fox 45, 2000 West 41st Street, Baltimore, MD 21211. WBFF Fox 45 is an equal opportunity employer. Application deadline is November 25, 1992.

**Television meteorologist needed** to add depth to a successful net affiliate weather team with all the whistles and bells. Weather is a big deal here. Successful candidate will be self-starter with college degree, AMS seal, and minimum two years previous experience. Only the best need apply. Resume to Box R-26. EOE.

**Meteorologist with reporter experience** to be part of strong number one news team. Mail resume and tape to Neil Goldstein, News Director, WRGB-TV, 1400 Balltown Rd., Niskayuna, NY 12309. EOE.

**"Here we are now, entertain us."**—Nirvana. Stephanie, ace photographer, and our resident alternative music critic—has resigned to work for the State of Texas. So, we need a good solid, experienced photographer/editor to replace her. For specifics on the job, call our "jobline" at 512-495-7735. Sorry, collect calls not accepted. Tapes and resumes to: Jaime Ortiz, Chief Photographer, KTBC-TV, 119 East 10th Street, Austin, TX 78768. Women and minorities encouraged to apply. EOE.

**Assignment editor needed** for Washington, DC independent television news bureau. Minimum two years desk experience and strong organizational skills a must. Some sales experience helpful. Also accepting applications for a field audio technician. Resumes to: Gwen Tharpe, Personnel Manager, Potomac Television Communications Inc., 500 North Capitol Street NW, Suite 800, Washington, DC 20001. EOE.

**Anchor/reporter:** Great station seeks long-lasting relationship with great journalist to co-anchor with male dynamo. You must have personality, plus demonstrated ability to run, gun and stun the competition. Rush creative letter, resume, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52401. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production/programing manager:** Requires several years experience producing and directing live news, commercials, and programs, preferably in a larger market. Supervises a busy staff, manages heavy news and local commercial production schedule and station's day to day programming. Knowledge of television programing, traffic, syndication, and network operations desired. Need a hands-on, highly motivated manager with great people skills at one of America's finest middle market stations. Resume, tape, and references to Bob Allen, Vice President and General Manager, KCRG-TV, Cedar Rapids, IA. EOE.

**Television production technician:** WNYC public radio & TV seeks a highly adaptable individual to become part of the TV production team. Responsibilities include setting up basic lighting, audio, character generator, field camera, editing, studio staging functions and all other elements of the studio, location, & post production operations. Requirements include a BA degree in Communications or satisfactory equivalent and a minimum of two years recent operational experience in TV production. Must have a driver's license valid for operation in NY. Salary: \$25,466 + 3 wks vacation & benefits. Please send resume to: WNYC Human Resources Dept. 13-T, 1 Centre Street, NY, NY 10007. Only those candidates under further consideration will be contacted. EOE M/F/H/V.

**Creative producer, strong writer,** positive team leader. Three years experience. Resumes only. Carrie Krueger, Executive Producer, KIRO-TV, 2807 Third Ave., Seattle, WA 98121. EOE.

**Producer:** WTVD is looking for an aggressive, creative and thoughtful producer. Must have a minimum 3 years show producing experience. Special projects experience a plus. Must be able to write clear, concise and creative copy quickly. Specific show TBA. Send resume, tape and references to: Laura Newborn, Executive Producer, WTVD 11, PO Box 2009, Durham, NC 27702. A Cap Cities/ABC, Inc. owned station. EOE.

**Director, TV productions:** KQED-TV, San Francisco, CA. San Francisco's public broadcasting station seeks individual to manage and develop projects, funding sources and implement plans for national TV projects and productions. Qualifications include: Extensive experience in public television production with executive management experience, strategic marketing, sales management and/or fundraising experience. Deadline: November 30, 1992. Send resume/cover letter to: KQED, Inc., Attn: Human Resources Dept., 2601 Mariposa St., San Francisco, CA 94110-1400. EEO/AA.

**Senior producer:** Turner Broadcasting's newest venture, THE CARTOON NETWORK, requires a creative powerhouse for production of entertainment and image promotion. Must have outstanding record of creative achievement in copywriting, video and film production, plus a demo reel that will crack us up. Background in graphics, music and live action a plus. At least 4 years of experience, producer level or above. College degree required. Send resume and demo tape to: Top Cat, 1050 Techwood Drive, Atlanta, GA 30318. No phone calls please! EOE.

**Writer/producer:** The on-air promotion dept. for Turner Broadcasting's newest venture, THE CARTOON NETWORK, requires a highly creative writer/producer. We need someone who works well under pressure and has a reel demonstrating comedic writing talents as well as outstanding production skills. 2 years solid experience in writing, producing and post-production required. Some experience in working with graphics a plus. College degree. Please send resume and demo tape to: Top Cat, 1050 Techwood Drive, Atlanta, GA 30318. No phone calls please! EOE.

**Producer/director:** Leading station in Columbus, OH (33rd market) is looking for a person who can produce and direct a wide variety of studio and remote productions. Must have a solid news background and a good working knowledge of production equipment and aesthetics. Supervisory skills and the ability to motivate are necessary. Applicant must have a minimum of three years directing experience. A Bachelors or Associate degree in Broadcasting is preferred. Apply in writing only, and send resume, tape and salary history to: Mike Berry, Production Manager, WBNS-10TV, 770 Twin Rivers Dr., Columbus, OH 43215. Equal opportunity employer.

**Assistant promotion manager:** Fox 29 KITN-TV is looking for a high energy team player with fresh ideas to assist in all phases of station marketing and promotion. Write and produce breakthrough on-air promos. Detailed knowledge of computer editing a must. News promotion experience a plus. If you're fearless, have 3 years television promotion experience and ready for a challenge, rush your resume, non-returnable tape and salary requirements to: Mary O'Neill, Fox 29 KITN-TV, 7325 Aspen Ln. N., Minneapolis, MN 55428. No phone calls please. Fax 612-424-2649. KITN-TV, Nationwide Communications Inc., is an equal opportunity employer and we encourage women and minorities to apply.

**Artist:** Paintbox, graphic and animation artist needed for mid-west market. Heavy daily news graphics plus promotion and production. Need a team player who loves pressure and wants to have impact on total look/feel of station. Art degree required. 3-5 years paintbox with Topaz Imagepaint software preferred. Send resume to Box R-27. EOE.

**Art director** for top 10 network affiliate. Supervises department & budget, conceives, designs and directs graphic identity for station. Knowledge of Quantel Paintbox required and Macintosh desktop preferred. Minimum of 2 years art director experience. Reply to Box R-30. EOE.

**Our client,** a major broadcasting company is searching for two highly creative, energetic individuals to work in our on-air department. If you love hard work and the rewards of a stimulating work environment, you've found your niche. You must work well under pressure, be a team player and contribute to the look and success of a growing company. **Director art design:** We are seeking an experienced graphic designer with excellent on-air design skills. Successful candidates will have 3-5 years hands-on experience in broadcast design, with demonstrated knowledge of production experience in Macintosh (especially in Adobe Illustrator, as well as ALDUS and Quark XPress software programs). **Director on-air promotion:** We seek a director to oversee staff responsible for writing/producing TV promotions. The ideal candidate will have the ability to view programs the conceptualize/produce commercial spots. We require thorough knowledge of all aspects of offline, online and audio editing. Five plus years experience in writing/producing TV spots is required. Prior management experience preferred. Send your resume and samples of your best work on tape (sorry, tapes will not be returned) to: 5700 Wilshire Blvd., Box 60, Department JS/DAD, Los Angeles, CA 90036. Equal opportunity employer.

### SITUATIONS WANTED MANAGEMENT

**Well versed broadcaster** seeks position of general manager or operations manager. Background includes large and small market, VHF and UHF, network and independent. Currently an active consultant wanting to return full time to TV. Reply to Box R-28.

**With the recession winding down,** you're still going to need a general manager with a strong eye toward holding the line on expenses, yet looking for new growth opportunities. I'm a real "people person" with the belief that a good looking bottom line is the prettiest sight at the station. Budget minded, upbeat management style builds staff morale and profits. Prefer Southwest. Reply to Box R-29.

### SITUATIONS WANTED TECHNICAL

**Studio camera robotics engineer:** Tim 614-898-9120.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Searching for an entry-level position** in production. Degree and 2 years experience. Will relocate. Salary not an issue. 412-381-8913. Lisa.

### MISCELLANEOUS

**Television production consultants:** Improve quality and save money on single program or departmental production operations. Clients include studios, syndicators, independents, corporations. Former network producer/director. Sandra Weir, Anchor Productions, Inc. 203-329-3902.

### ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Graduate assistantships available** for both Spring and Fall 1993 semesters for qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance in broadcasting, journalism, photography, or speech communication. Write to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

**Assistant/associate professor:** Tenure-track, in electronic journalism to teach electronic journalism courses, general reporting courses, and if qualified by academic training, graduate courses in mass communication. The applicant must have professional broadcast news experience, a commitment toward teaching, and have under way, or evidence of work toward, a programmatic research or creative agenda. A master's degree is required; Ph.D. strongly preferred. Kansas State University has strong financial backing. The Miller School has an endowment that assists with travel, memberships, and instructional needs. The application deadline is November 30. Send letter of application, curriculum vitae, and names and phone numbers of three references to Tom Grimes, A.Q. Miller School of Journalism and Mass Communication, Kansas State University, 105 Kedzie Hall, Manhattan, KS 66506. Kansas State University is an equal opportunity employer.

**Broadcasting faculty—tenure track:** A tenure-track faculty opening is available for an individual to teach radio/television writing, production, programming, and management courses to undergraduate and graduate students. The person will also advise the campus radio station. Contract begins August, 1993. The University is located on I-81 two hours northwest of Washington, D.C., and 45 miles southwest of Harrisburg, the state capitol. Minimum requirements: Doctorate in Communications or related area required. Also required are three years professional experience in broadcasting, at least the equivalent of one year's teaching experience in broadcasting at the college or university level, and a working knowledge of FCC regulations. Persons who have an ABD or master's degree and who meet all other requirements will be considered on a contingency contract basis. Salary: Assistant professor rank and salary (\$32-40K). Application: Deadline for applications is February 15, 1993, or until the position is filled. Send letter of application and vita to Richard W. Gibbs, APR, Chair, Search Committee, Department of Communication/Journalism, Wright Hall, Shippensburg, PA 17257. Shippensburg University is an equal opportunity/affirmative action employer. Women and racial minorities are encouraged to apply.

**Journalism: Jacksonville State University,** department of communication. Assistant or associate professor needed in department of communication for Fall 1993. Duties include teaching journalism, curriculum development, advising university newspaper and yearbook, and other activities appropriate to a faculty position. Professional journalism and teaching experience desirable. Computer/desktop publishing experience and photography/darkroom knowledge required. Public relations knowledge helpful. Earned doctorate in appropriate field (journalism, communication, mass communication, etc.) required — no exceptions. Salary competitive. The department of communication is located in modern Self Hall, which houses production facilities for the newspaper and yearbook, two TV studios and post-production facilities, two audio production rooms, and an FM radio station affiliated with NPR. The department has 200 majors in communication, a minor in journalism, and is considering the possibility of restructuring the communication curriculum. Send letter of application, resume, three current letters of reference, and official transcripts to: Personnel Services, Jacksonville State University, 700 Pelham Road N, Jacksonville, AL 36265-9982. Deadline for applications: December 7, 1992, or until suitable candidates identified. EEO/AA employer.

### EMPLOYMENT SERVICES

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

### 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

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

**Group operator seeks used FM:** 20 or 25 KW XMTR's for several upgrades. Must be in usable priced for quick sale. Contact Ron Nickell 804-622-4600. Also looking for studio equipment and used towers — no dealers.

**Wanted to buy for parts:** GE Inductrol volt. regulator. Single phase. Type AIRS. 11.5KVA 440-480. RCA I.D. 45431D6329G1. Call Dennis 706-561-3838. Fax 706-563-8467.

### FOR SALE EQUIPMENT

**AM and FM transmitters,** used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

**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.

**Video switchers,** 3M model 101. Vertical switches. 10 in, 1 out, \$185 each. Large quantity. 702-386-2844 PST.

**Complete news/talk radio studio facility** (used 18 months) with 5 rooms of equipment including modular cabinetry. P.R. "Stereo Mixers," mics, tape decks, etc. Inventory list upon request. For more info call KBLA 213-665-1580.

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

**Radiation hazard meters:** General Microwave model 3. For verifying compliance to OSHA's standards of 5mw/cm<sup>2</sup>. 0.3 to 18 GHz. 30 day warranty. \$1,195. Megastar 702-386-2844.

### RADIO

#### HELP WANTED PROGRAMING PROMOTION & OTHERS

PROMOTION/MARKETING DIRECTOR

## THE LOOP

WLUP AM/FM seeking seasoned professional to head its promotion and marketing department. Must have 8-10 years experience in the broadcasting/advertising/marketing field, possess excellent negotiating, creative, and personnel management skills as well as be proficient in data base marketing. A proven past performance record and business references are mandatory. Mail resumes to: Gerri Wells, WLUP Radio, 875 N. Michigan, Chicago, IL 60611. An Equal Opportunity Employer.

### SITUATIONS WANTED TECHNICAL

**CORPORATE RADIO ENGINEER**  
SEEKS POSITION WITH BROADCAST GROUP

20+ YEARS EXPERIENCE  
FCC APPLICATIONS, CONSTRUCTION, MAINTENANCE  
AND ENGINEERING MANAGEMENT

REPLY TO BOX R-17

### SITUATIONS WANTED TALENT

#### YOUR NEXT MORNING ACE IS RIGHT HERE!

Veteran personality & talk show host (miscast in current role) seeks full-service style morning show with phones, facts, and fun. Creative talent, superb interviewer, and a good guy, too! Don't let your competition grab him first!

Write Box R-31

### TELEVISION

#### HELP WANTED RESEARCH

#### Office of Affiliate Relations and Audience Analysis



#### INTERNATIONAL TELEVISION ANALYST

The USIA's Bureau of Broadcasting seeks an International Television Analyst to assist in planning for the development of the WORLDNET satellite TV network thru the study and analyses of TV program practices worldwide. Work involves researching and analyzing changes in local TV markets around the world, including development and spread of new technologies, to advise senior management on programming practices and placement. Applicant must demonstrate knowledge of the international television industry, including distribution practices, programming trends and foreign audience preferences. Demonstrated expertise of media and audience research methodology, and television broadcast and distribution technology also are required. This Washington, DC based job opportunity offers an annual salary ranging from \$46,210 to \$60,070. Applicants must submit an SF-171, Application for Federal Employment, (available in the Bureau's Personnel Office). Applications must reflect vacancy announcement #B/P-92-231-EPN.

CONTACT ELLENE P. NOTARA AT  
(202) 619-3117 FOR MORE INFORMATION  
OR SEND YOUR APPLICATION TO:

The Bureau of Broadcasting  
Office of Personnel, Room 1543,  
ATTN: 231-EPN

330 Independence Avenue, SW  
Washington, DC 20547

U.S. Citizenship is required.

The Bureau of Broadcasting  
is an Equal Opportunity Employer  
APPLICATIONS MUST BE RECEIVED BY  
C.O.B. DECEMBER 8, 1992

### HELP WANTED NEWS

#### NEWS ANCHORS and NEWS PRODUCERS SAN DIEGO

KUSI-TV IS PLANNING ANOTHER NEWS EXPANSION AND WANTS NEWS ANCHORS AND PRODUCERS FOR A FAST-PACED, HIGH-QUALITY NEWSCAST IN PRIME TIME.

SEND NON-RETURNABLE VHS OR 3/4" TAPE OF CURRENT WORK.

ANCHORS: INCLUDE "LIVE" REPORTING, INTERVIEWING AND ON-SET INTERACTION.

PRODUCERS: SEND COMPLETE NEWSCAST

NO CALLS.  
RESUMES AND TAPES TO:

## 9KUSI-TV51

HUMAN RESOURCES DEPARTMENT  
PO BOX 719051  
SAN DIEGO, CA 92171

EQUAL OPPORTUNITY EMPLOYER

### SITUATIONS WANTED MANAGEMENT

#### MANAGEMENT OPERATIONS - ENGINEERING Group - Network - Major Market

Broadcaster with diversified experience: major market GM, station owner, national level engineering-operations-labor relations and automation. Full time or project basis. Box R-15.

### SALES TRAINING

LEARN TO SELL  
TV TIME  
Call for FREE Info Packet  
ANTONELLI MEDIA  
TRAINING CENTER  
(212) 206-8063

### PROGRAMING SERVICES

**NATIONAL WEATHER NETWORK**  
NWN TV...  
"THE COMPLETE WEATHER PACKAGE"  
CUSTOMIZED AND LOCALIZED TV WEATHER  
VIA SATELLITE INCLUDING THE ON AIR METEOROLOGIST. LOW CASH/BARTER  
CALL TODAY: EDWARD ST. PE' ...  
601-352-6673

**RADIO/TELEVISION  
HELP WANTED TECHNICAL**

## **SULTANATE OF OMAN**

The Ministry of Information operates a modern color television and radio broadcast service with studio centers in the north and south of the country. Due to expansion of services, applications are invited for the following vacancies:

### **TELEVISION STUDIO ENGINEER**

**Duties:** Maintenance of a wide range of studio equipment, both digital and analog.

**Qualifications:** University degree, membership in a recognized professional institution, as well as, a minimum of 10 years relevant experience.

### **RADIO STUDIO ENGINEER**

**Duties:** Maintenance of the complete range of studio equipment, including preventative scheduled maintenance, as well as, front line maintenance.

**Qualifications:** Recognized engineering degree or equivalent and a minimum of 10 years experience in maintenance of broadcast equipment. A strong knowledge of studio installation and technical operations is desired.

### **TV TRANSMITTER MAINTENANCE ENGINEER**

**Duties:** Maintenance of various UHF and VHF transmitter/transposers in the capital area and the interior of the country.

**Qualifications:** Degree from a recognized institution or equivalent, as well as, 10 years experience in maintenance and operation of a wide range of transmitters and associated equipment.

### **SATELLITE LINK/ENGINEER**

**Duties:** Required to maintain the Ministry's existing ground stations and associated in-house TV News Network and supervise the expansion of satellite news gathering activities.

**Qualifications:** The applicant should have practical experience in the operation and maintenance of broadcasting microwave links and satellite equipment and have experience in TVRO installations including specification of requirements. An engineering degree and a minimum of 10 years relevant experience. Five passes at 'O' level GCE or equivalent. English as main language. Arabic will be advantageous.

For more information concerning terms of employment contact:

**INFORMATION ATTACHE  
EMBASSY OF THE SULTANATE OF OMAN  
2342 MASSACHUSETTS AVENUE, N.W.  
WASHINGTON, D.C. 20008  
TEL: 202-387-1980  
202-483-4096**

**EOE**



**ALLIED FIELDS  
EMPLOYMENT SERVICES**

**California Broadcast Job Bank**  
For application information call  
**(916) 444-2237**  
California Broadcasters Association

**1-900-40-RTNDA** Radio and Television  
News Jobs  
**RTNDA Job Service**  
75 cents a minute. Job openings listed free.  
Call 202-659-6510 (Fax 202-223-4007).  
 Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 615  
Washington, D.C. 20036

**JOBPHONE**  
*Inside Job Openings, Nationwide*

Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions

**1-900-726-JOBS**  
(\$1.99 Per Minute) (5627)

**GOT THE 900 NUMBER BLUES?  
TRY MEDIALINE**  
TV's Job Listing Leader Since 1986  
NO OUTLANDISH PHONE CHARGES  
NO STALE, DEAD END LEADS  
JUST LOTS MORE REAL JOBS FOR  
LOTS LESS MONEY  
To subscribe call 800-237-8073/California 408-648-5200

  
THE BEST JOBS ARE ON THE LINE  
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**FOR SALE EQUIPMENT**

**SAVE OUR PLANET,  
SAVE YOUR MONEY.**  
Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order:  
**(800)238-4300**



**FOR SALE**  
GRASS VALLEY KALEIDOSCOPE DPM-1  
\$79,000.00  
CONTACT: DIANE STAFFORD  
GREENE, CROWE & COMPANY  
**(818) 841-7821**

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CONTINUED**

**FINANCING ON ALL**

**IMMEDIATE**

**BROADCASTING EQUIPMENT**

- Easy to qualify
- Fixed-rate, long-term leases
- Any new or used equipment & computers
- 100% financing, no down payment
- No financials required under \$50,000
- References available

**If You Need \$2,000 - \$500,000**

Call Mark Wilson  
**(800) 275-0185**

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Use Our Experience For Your Business

**AIR TIME WANTED**

**WANTED  
AIR TIME LEASE**  
AM or FM Metro NY area. Required signal coverage 25-30 mile radius from Central Manhattan. Tel. 818-246-5832 Fax: 818-246-5029.

**WANTED TO BUY STATIONS**

**WANT TO BUY FMs  
Commercial/NCE  
Also CPs  
Send Particulars  
Write Box Q-14**

**FOR SALE STATIONS**

**FOR SALE 50KW AM AND CLASS C FM IN FAST GROWING SOUTH-WESTERN TOP 50 MARKET CITY. SERIOUS BUYERS ONLY.  
P.O. BOX 25670,  
HONOLULU, HAWAII 96825.**

**FLORIDA SUNSHINE  
AM - FM COMBO**

**Hadden & Assoc.**  
● Orlando ●  
**407-365-7832**

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**THE RADIO FINANCE SPECIALISTS**

- New Financings
- Refinances
- Smaller Markets
- Restructures

**SIGNAL PROPERTIES**  
99 State St., Brooklyn Hts., N.Y. 11201  
**(718) 643-5825**

**FOR SALE**  
Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.  
**The Deer River Group**  
Washington, D.C.—(202) 659-3331

**FOR SALE  
AM/FM RADIO STATIONS  
NORTHERN SACRAMENTO VALLEY  
IN CALIFORNIA  
GOOD CASH FLOW  
EXCELLENT POTENTIAL  
OWNERS RETIRING  
REPLY TO BOX R-32**

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

**Payable in advance.** Check, money order or credit card (Visa, MasterCard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline is Monday at noon Eastern Time for the following Monday's issue.** Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. NO personal ads.

**Rates:** Classified listings (non-display) per issue: Help Wanted \$1 60 per word, \$32 weekly minimum. Situations Wanted \$06 per word \$16 weekly minimum. All other classifications \$1 60 per word, \$32 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, P.D., etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments) Per issue: Help Wanted \$138 per inch. Situations Wanted \$69 per inch. All other classifications \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising requires display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted. No charge. All other classifications \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to Box (letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**For subscription information call 1-800-323-4345.**

# Date Book

## NOVEMBER

**Nov. 16—Cable Television Public Affairs Association** northeast regional luncheon. Speaker: Senator Robert Packwood (R-Ore.). Time Life Building, New York, Information: Lisa Sloan, (301) 206-5393.

**Nov. 16-17—"Personal Communications Services: An International Perspective,"** conference sponsored by **The Annenberg Washington Program in Communications Policy Studies of Northwestern University.** Willard Office Building, Washington, D.C. Information: Christine Love, (202) 393-7100.

**Nov. 16-18—The London Programme Market.** International programing market incorporating the London Screenings. The Meridien Hotel, Piccadilly. Information for single market events, (081) 948-51-66, and for press and publicity, (081) 675-35-05.

**Nov. 16-18—Inter-Union Satellite Operations Group** biannual meeting. DBP Telecom, Munich. Information: (613) 738-6553.

**Nov. 18—"Careers in Radio,"** seminar sponsored by **Center for Communication.** Center, New York. Information: (212) 836-3050.

**Nov. 18—National Academy of Television Arts and Sciences,** New York chapter, drop-in luncheon. Speaker: Alan Wagner, president, Boardwalk Entertainment. Copacabana, New York. Information: (212) 768-7050.

**Nov. 19—International Radio and Television Society** newsmaker luncheon. Speaker: Phil Donahue. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

**Nov. 19-22—National Association of College Broadcasters** national conference. Providence, R.I. Information: (401) 863-2225.

**Nov. 20—"Fast Starts In New Communications Technologies, III,"** third annual conference co-sponsored by **National Telecommunications and Information Administration,** New York Law School Communications Media Center and the Federal Communications Commission. New York Law School, New York. Information: Roberts Tasley, (212) 966-2053.

**Nov. 23—20th anniversary International Emmy Awards.** Sheraton New York Hotel, New York. Information: Gillian Rose, (212) 489-6969.

**Nov. 30-Dec. 1—Cable Television Administration and Marketing Society** fourth annual western regional pay-per-view conference. Hyatt Regency Alicante, Anaheim, Calif. Information: Kirsten McConnell, (703) 549-4200.

## DECEMBER

**Dec. 1—National Academy of Television Arts and Sciences,** New York chapter, drop-in luncheon. Speaker: Neil Braun, senior vice president, Viacom International, Inc., and chairman and CEO, Viacom Entertainment Group. Copacabana, New York. Information: (212) 768-7050.

**Dec. 3—Ohio Association of Broadcasters** sales workshop. Embassy Suites Hotel, Columbus, Ohio. Information: (614) 228-4052.

**Dec. 3—American Sportscasters Association** eighth annual Hall of Fame Awards dinner. Inductee: Vin Scully, veteran sports announcer and voice of the Los Angeles Dodgers. Marriott Marquis Hotel, New York. Information: Louis Schwartz, (212) 227-8080.

**Dec. 8—Radio Television News Directors Association** region 13 meeting. George Washington University, Washington, D.C. Information: Debbi Sabel, (202) 659-6510.

**Dec. 8—"The First Battle of the Bands,"** holiday event co-sponsored by **New York chapters of Cable Television Administration and Marketing Society and Women in Cable.** Lone Star Roadhouse, New York. Information: Tracy Murdoch, (212) 697-3335 or Monica Lyons, (718) 706-3607.

## MAJOR MEETINGS

**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, Calif. Information: (510) 428-2225.

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

**Jan. 16-19—National Association of Broadcasters** winter board meeting and legislative forum. Ritz Carlton, Naples, Fla.

**Jan. 24-28—NATPE International/Association of Independent Television Stations.** NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orfanopoulos, for NATPE, (310) 453-4440, and Angela Giroux, for INTV, (202) 997-1970.

**Feb. 4-7—Radio Advertising Bureau** managing sales conference. Loews Anatole Hotel, Dallas. Information: Gail Steffens, (800) 722-7355.

**Feb. 5-6—Society of Motion Picture and Television Engineers** 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

**Feb. 8-12—15th International Market of Cinema TV and Video.** Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44.

**Feb. 13-16—50th annual National Religious**

**Broadcasters** convention. Washington. Information: (201) 428-5400.

**Feb. 24-26—Texas Cable Show** sponsored by **Texas Cable TV Association.** San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

**March 3-6—24th Country Radio** seminar sponsored by **Country Radio Broadcasters.** Opryland Hotel, Nashville. Information: (615) 327-4487.

**April 16-21—MIP-TV,** international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

**April 16-19—Broadcast Education Association** 38th annual convention. Las Vegas. Information: Louisa Nielsen, (202) 429-5354.

**April 18-20—Cabletelevision Advertising Bureau** 12th annual conference. New York Marriott Marquis, New York. Information: (212) 751-7770.

**April 18-20—Television Bureau of Advertising** annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

**April 19-22—National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

**May 5-9—Public Radio** annual conference. Washington. Information: (202) 822-2000.

**May 16-19—Broadcast Cable Financial Management Association** 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

**May 19-23—American Women in Radio and Television** annual convention. Orlando, Fla. Information: (202) 429-5102.

**June 6-9—National Cable Television Association** annual convention. San Francisco. Information: (202) 775-3669.

**June 10-15—18th Montreux International Television Symposium and Technical Exhibition.** Montreux Palace, Montreux, Switzerland.

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

**June 22-25—National Association of Broadcasters** board of directors meeting. Washington.

**July 18-21—Cable Television Administration and Marketing Society** annual convention. Atlanta. Information: (703) 549-4200.

**Aug. 25-27—Eastern Cable Show** sponsored by **Southern Cable Television Association.** Atlanta. Information: (404) 255-1608.

**Sept. 8-11—Radio '93** convention sponsored by **National Association of Broadcasters.** Dallas.

**Sept. 29-Oct. 2—Radio-Television News Directors Association** conference and exhibition. Miami. Information: (202) 659-6510.



# Open Mike

## SHIFT SUPPORT

EDITOR: I was disturbed by your Nov. 2 article, "Prime Time Has Shifted, Viewers May Not Have." It's obvious your reporter was not made privy to the full story. Unfortunately, KPIX(TV) did not get to comment on the story, but this letter will help show how well early prime time is really doing.

Contrary to your story, KPIX's early prime time has been in the rating gain column, not the loss column as was reported. A few key points will help clear up any confusion about the performance of early prime on KPIX. In February 1992, the winter Olympics aired on KPIX at 7-10 p.m. and outdelivered the CBS national prime Olympics average by 26%. In May of this year, more total adults watched 7-10 p.m. prime time on KPIX than watched 8-11 p.m. prime time on KPIX in May 1991.

As you reported, in October 1992, KPIX reached the same number of people in prime time that the station did a year ago. However, we do not agree that the reason for KPIX's early prime time rating performance is a consequence of the airing of the playoffs and World Series. The playoffs and World Series air every October, making their ratings impact on prime time negligible on year-to-year comparisons.

The move to early prime time by KPIX and KRON has increased total late news viewing by 19% (May 1992 to May 1991). More San Francisco Bay Area viewers watch local news in the 10 p.m. news time period than any other local news time period. It fits with their lifestyle of going to sleep earlier because they're getting up earlier.

In February 1992, the 10 p.m. news on KPIX gained 4 rating points over KPIX's number one-ranked 11 p.m. news in February 1991. By May 1992, a trend was beginning to develop. KPIX's 10 p.m. news again achieved a 2 rating point gain over KPIX's 11 p.m. news in May 1991. In very simple language, 46,000 more adults viewed KPIX's 10 p.m. news in May 1992 than viewed KPIX's 11

p.m. news in May 1991.—*Harry Fuller, news director, KPIX(TV) San Francisco.*

**Editor's note:** BROADCASTING compared the most recent sweeps (October) for 10-11 p.m. with year-ago numbers for the same period. The writer is comparing news ratings in the 10 p.m. time period with the station's year-ago 11 p.m. news ratings.

## STERN REACTION

EDITOR: After reading BROADCASTING's Oct. 26 article regarding Howard Stern, I wanted to express my deep gratitude for the commission's actions with respect to Infinity Broadcasting and Greater Media. Unbelievable as it seems to me, I find myself in agreement with Senator Jesse Helms

**"The FCC is fully justified in regulating Mr. Stern's speech."**

**Marc G. Corrado**

on this issue. Mr. Stern's behavior violates every imaginable standard of community decency and morality.

Syndicators have a responsibility to the broadcasters to insure that filth is kept off the air. When the syndicators fail to fulfill this responsibility, the commission should—indeed must—have the authority to intervene. Just because Mr. Stern is entertaining male adults 25-54 does not mean he is entertaining the entire population. In fact, many people who do not fall within this age category find his language offensive and inappropriate for children. Moreover, there is substantial evidence that he is driving away listeners who are critical to the survival of many entities in the broadcasting industry, namely adults 55 and over.

Mel Karmazin's demand for a more specific definition of "indecentcy" is laughable. The commission's definition is more than adequate, and besides, Mr. Stern's behavior falls within any possible definition. Mr. Karmazin's concern that the commission is caving in to

pressure by Infinity's competitors is arrogant and/or paranoid. The commission is simply fulfilling its legal obligations of keeping the public's airwaves clean.

Determining the point at which free speech falls beyond the protection of the First Amendment is extremely difficult. But that determination is not at issue with respect to Mr. Stern's on-the-air behavior. The commission is fully justified in regulating Mr. Stern's speech.—*Marc G. Corrado, president, International Syndications Inc., Washington.*

EDITOR: I can't believe what I'm reading! If the quotes I read by Howard Stern on page 56 of the Nov. 2 issue of BROADCASTING are not indecent, as Mel Karmazin and BROADCASTING try to argue, then I'm convinced that anything, no matter how repulsive and base, is acceptable, according to your standards.

I'm tired of broadcasters and others who hide behind the First Amendment when it's convenient for them. The fact is, indecent speech is *not* protected, and that's what we are dealing with—at least if you would ask most Americans. Ever hear of community standards?

We're making a mockery of our Constitution, which was created by men for men who were willing to die in order to speak up against injustice, not for oversexed, hormone-driven, potty-mouthed DJ's.

I find BROADCASTING's position on the issue just as extreme as that of Senator Jesse Helms, and probably more dangerous.—*Stephen R. Young, station manager, WBGL(FM) Champaign, Ill.*

## OTHER SIDE OF THE COIN

EDITOR: The only behavior more shocking than the FCC fining Howard Stern would be the silence of his colleagues.

Congratulations on your editorials regarding the matter and my admiration for Mel Karmazin's support of his employe.—*Walter R. Sabo Jr., president, W.R. Sabo Inc., New York.*

# For the Record

As compiled by BROADCASTING from November 2 through November 6 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **KLTW(FM) El Dorado, AR** (BAPH921015HP; 93.3 mhz; 25 kw; ant. 492 ft.)—Seeks assignment of CP from William J. Wynne to Noalmark Broadcasting Corporation for \$10,000. Seller has no other broadcast interests. Buyer is headed by William C. Nolan Jr., and is licensee of four AM's and five FM's. Filed Oct. 15.

■ **KXEX(AM) Fresno, CA** (BTC921013EB; 1550 khz; 5 kw-D, 2.5 kw-N)—Seeks transfer of control of Atlas Broadcasting Inc. for no cash consideration. Control of station will move from Sylvia Sonder, deceased, to daughters Tami Richert and Lana Spitz as cotrustees. Principals have no other broadcast interests. Filed Oct. 13.

■ **KCHH(FM) Paradise, CA** (BAPLH921026HD; 92.7 mhz; 850 w; ant. 620 ft.)—Seeks assignment of CP from Media Mark Ltd. to Golden Empire Broadcasting Co. for \$940,000. Seller is headed by general partner Gary Weinstein. Principals in license also have interests in KHIP(FM) Hollister, CA. Buyer is headed by Hugh McClung Jr., and is licensee of KHSL-AM-TV Chico, CA. Filed Oct. 26.

■ **KRXY-AM-FM Denver** (AM: BAL920929EA; 1600 khz; 5 kw-U; FM: BALH920929EB; 107.5 mhz; 100 kw; ant. 670 ft.)—Seeks assignment of license from KRXY Radio Inc. to Jefferson-Pilot Communications Co. for \$6.1 million (see BROADCASTING, Aug. 24). Seller is subsidiary of Capcities/ABC, licensee of 10 AM's, 9 FM's and 8 TV's. Buyer is headed by Joseph M. Bryan, and is licensee of five AM's and five FM's. Filed Sept. 29.

■ **WAVZ(AM) New Haven, CT** (BAL921020EB; 1300 khz; 1 kw-U)—Seeks assignment of license from Noble Broadcast Group to Clear Channel Communications for \$10; station is part of sale of WKCI(FM) New Haven ("Changing Hands," Feb. 10), from Noble to Clear Channel. Seller is headed by John T. Lynch, and is licensee of 8 AM's and 10

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.

FM's. Buyer is headed by Lowry Mays, and is also purchasing KQXT(FM) San Antonio, TX (see below). It is licensee of 11 AM's and 12 FM's; it recently purchased KQXT(FM) San Antonio, TX ("Changing Hands," Oct. 19). Filed Oct. 20.

■ **WTXX(TV) Waterbury, CT** (BALCT921016KI; ch. 20; 2,239 kw-V; 223.9 kw-A; ant. 1,200 ft.)—Seeks assignment of license from Channel 20 Licensee Inc. to Counterpoint Communications Inc. for \$3.601 million. Seller is subsidiary of Renaissance Communications, headed by Michael Finkelstein, and recently purchased TV stations in Hartford, Conn.; Atlanta; Denver, and Indianapolis from Chase Communications ("Changing Hands," Sept. 14). It owns four other TV's. Buyer is headed by Edward D. Taddei, and has no other broadcast interests. Filed Oct. 16.

■ **WMLB(TV) Miami** (BTCCT921016KH; ch. 35; 5,000 kw-V; ant. 1,174 ft.)—Seeks transfer of control of New Miami Latino Broadcasting Corp. to William C. de la Pena for \$1.6 million ("Changing Hands," Nov. 9). Seller is headed by Jose M. Molina and Beverly Smith, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 16.

■ **WAMT(AM) Titusville, FL** (BAL921029EF; 1060 khz)—Seeks assignment of license from Florida-American Broadcasting Inc. to Radio Brevard Inc. for \$265,000. Seller is headed by Angel F. Bocanegra, and has no other broadcast interests. Buyer is

headed by Charles C. Liles, and has no other broadcast interests. Filed Oct. 29.

■ **KLER(FM) Orofino, ID** (BALH921020HK; 95.3 mhz; 100 kw; ant. 750 ft.)—Seeks assignment of license from 4-K Radio Inc. to Central Idaho Broadcasting for \$75,000. Seller is headed by Michael R. Ripley, and is also licensee of four AM's and two FM's. Buyer is headed by Jeffrey C. Jones, and has no other broadcast interests. Filed Oct. 20.

■ **WZZP(FM) Kankakee, IL** (BAPH921027GK; 95.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Baldrige Shelton Partnership to Rollings Communications of Kankakee Inc. for \$90,000. Seller is headed by Dennis Baldrige and has no other broadcast interests. Buyer is headed by Dale Rollings, and is subsidiary of licensee of two AM's and two FM's. Filed Oct. 27.

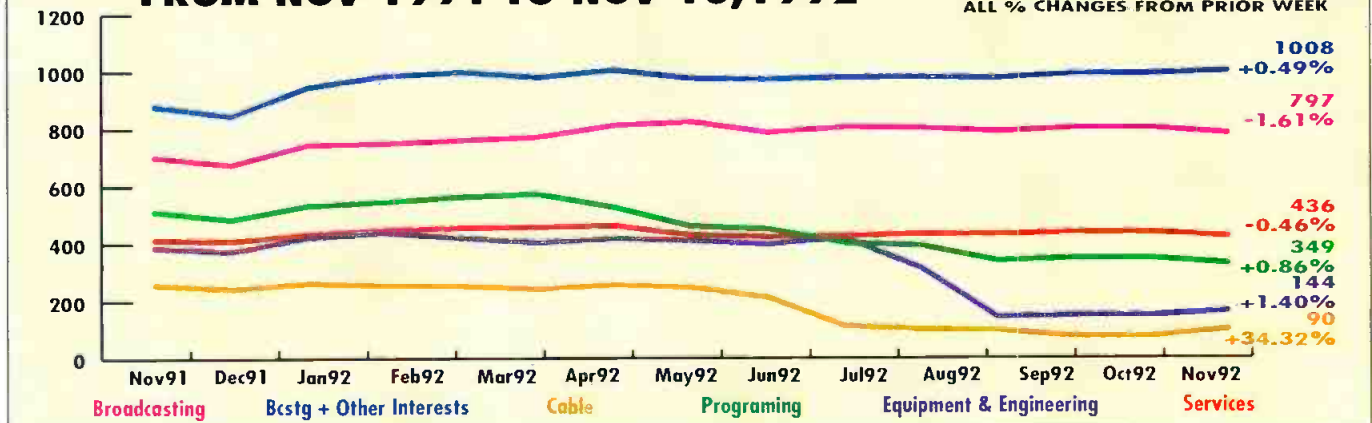
■ **KDMI(FM) Des Moines, IA** (BTCH921028HA; 97.3 mhz; 115 kw; ant. 500 ft.)—Seeks assignment of license from KDMI-FM Inc. to Stoner Broadcasting for \$1.35 million ("Changing Hands," Nov. 2). Seller is headed by Ralph E. Duckworth, and has no other broadcast interests. Buyer is headed by Thomas Stoner, and is also purchasing WONE-AM-WTUE(FM) Dayton, OH, and WMXZ(FM) New Orleans (see below). It is licensee of four AM's and eight FM's. Filed Oct. 28.

■ **WXLN(FM) Eminence, KY** (BALH921016HZ; 105.9 mhz; 3 kw; ant. 325 ft.)—Seeks assignment of license from Midwestern Broadcasting Assoc. of Kentucky Inc. to Cross Country Communications Inc. for approximately \$210,000. Seller is headed by Mark Roberts, and is also licensee of WXLN(AM) Eminence, KY. Buyer is headed by George A. Zarris, and has interests in noncommercial WBPT(FM) Naples, FL. Filed Oct. 16.

■ **WNKY(AM) Neon, KY** (1480 khz; 5 kw-D)—Seeks assignment of license from Headwaters Broadcasting Corp. to Pine Mountain Broadcasting, Inc. for \$50,000. Seller is headed by Charles Whitaker, who also owns weekly newspaper. Buyer is headed by Jerry Short, and has no other broadcast interests. Filed Oct. 9.

■ **WLFX(FM) Winchester, KY** (BAPLH921021HG; 100.1 mhz; 1.4 kw; ant. 460 ft.)—Seeks assignment of CP from Hancock Communications Inc. to Trumper Communications of Kentucky Ltd. for \$1.513 million. Seller is headed by Bayard H. Walters, who has interests in six AM's and seven FM's. Buyer is headed by Jeffrey E. Trumper, and is

## STOCK MARKET PERFORMANCE AVERAGES FROM NOV 1991 TO NOV 10, 1992





subsidiary of licensee of one AM and four FM's. Filed Oct. 21.

■ **KSIG(AM) Crowley, LA** (BAL921023EB; 1450 khz; 1 kw-U)—Seeks assignment of license from KSIG Radio Inc. to Acadia Broadcast Partners Inc. for \$350,000. Seller is headed by John F. Craton, and has no other broadcast interests. Buyer is headed by Philip E. Lizotte, and has no other broadcast interests. Filed Oct. 23.

■ **WMXZ(FM) New Orleans** (BALH921026GN; 95.7 mhz; 100 kw; ant. 1,000 ft.)—Seeks assignment of license from Stoner Broadcasting System Inc. to Phase II Broadcasting Inc. for \$3.25 million. Seller is headed by Thomas Stoner, and is also purchasing **WONE(AM)-WTUE(FM)** Dayton, OH, and **KDMI(FM)** Des Moines, IA (see stations). It is licensee of four AM's and eight FM's. Buyer is headed by Edmond J. Muniz, and is licensee of **WYAT(AM)-WLTS-FM** New Orleans. Muniz also has interests in licensees of two AM's and two FM's. Filed Oct. 16.

■ **WBBS(FM) Great Barrington, MA** (BALH921023HC; 105.1 mhz; 1.1 kw; ant. 1,708 ft.)—Seeks assignment of license from Berkshire Broadcasting-South Inc. to WAMC for \$325,000 ("Changing Hands," Nov. 2). Seller is headed by Donald A. Thurston, who also owns three FM's. Buyer is headed by Alan S. Chartock, and is licensee of four FM's. Filed Oct. 23.

■ **WCEG(AM) Middleborough, MA** (BAL921023EE; 1530 khz; 1 kw-D)—Seeks assignment of license from Steven J. Callahan to Metro South Broadcasting Network Inc. for \$150,000. Seller has no other broadcast interests. Buyer is headed by Donald Sandler, and has 51% interest in licensee of **WMSX(AM)** Brockton, MA. Filed Oct. 23.

■ **KWEB(AM)-KRCH(FM) Rochester, MN** (AM: BAL921027EA; 1270 khz; 5 kw-D, 1 kw-N; FM: BALH921027EB; 101.7 mhz; 810 w; ant. 565 ft.)—Seeks assignment of license from Rochester Communications Corp. to KRCH of Minnesota Inc. for \$2 million. Seller is headed by Donald Seehafer, and is licensee of two AM's and two FM's. Buyer is headed by Robert E. Ingstad, who recently sold **KKPR-AM-FM** Kearney, NE ("Changing Hands," Oct. 19). Ingstad is licensee of seven AM's and nine FM's. His brother, Thomas Ingstad, is purchasing **KOUT(FM)** Rapid City, SD (see below). Filed Oct. 27.

■ **KKAQ(AM)-KDKQ(FM) Thief River Falls, MN** (BAL921026EA; 1460 khz; 2.5 kw-U; FM: BALH921026EB; 99.3 mhz; 6 kw; ant. 170 ft.)—Seeks assignment of license from Olmstead Broadcasting Inc. to Spectrum Broadcasting Inc. for \$441,000. Seller is headed by Dale R. Olmstead, and has no other broadcast interests. Buyer is headed by John P. Mattson, and has no other broadcast interests. Filed Oct. 26.

■ **WMGO(AM) Canton, MS** (BAL921022EA; 1370 khz; 1 kw-D, 28 w-N)—Seeks assignment of license from Madison County Broadcasters Inc. to Martin Broadcasting Inc. for \$111,000. Seller is headed by Michael L. McCulloch, and has no other broadcast interests. Buyer is headed by Darrell E. Martin, and is licensee of three AM's. Martin also has interests in licensees of two AM's. Filed Oct. 22.

■ **WTUP(AM)-WESE(FM) Tupelo-Baldwyn, MS** (AM: BAL921016HC; 1490 khz; 1 kw-U; FM: BALH921016HN; 95.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Magnolia Communications Corp. to Tupelo Broadcasting Corp. for \$250,000. Seller is headed by Zane D. Roden, and has no other broadcast interests. Buyer is headed by Donald R. DePriest, and is also licensee of **WPMX(AM)-WWZD(FM)** Tupelo-New Albany, MS. DePriest has interests in one AM and three FM's. Filed Oct. 16.

■ **KIPP(FM) Mesquite, NV** (BAPH921027GL; 97.5 mhz; 100 kw; ant. -295 ft.)—Seeks assignment of CP from A.G.P. Inc. to Mesquite Broadcasting Corp. for \$12,750. Seller is headed by Dale G. Gardner, and has no other broadcast interests. Buyer is headed by Patrick C. Clary, and has no other broadcast interests. Filed Oct. 27.

■ **WIBG(AM) Ocean City, NJ** (BAL921019EK; 1520 khz; 1 kw-D)—Seeks assignment of license from Quinn Broadcasting Inc. to Enrico S. Brancadora for \$140,000. Seller is headed by James F. Quinn, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 19.

■ **KCQL(AM)-KKFG(FM) Aztec-Bloomfield, NM** (AM: BAL921021EA; 1340 khz; 1 kw-U; FM: BALH921021EB; 104.5 mhz; 100 kw; ant. 1,086 ft.)—Seeks assignment of license from Frank and Wanda Jean Elwood, husband and wife, to J. Thomas Development of New Mexico Inc. for \$25,000. Sellers have no other broadcast interests. Buyer is headed by Jeff Thomas, and is also purchasing **KRZE(AM)** Farmington, NM (see below), and is permittee of **KMYI(FM)** Kirtland, NM. Filed Oct. 21.

■ **KVIO-TV Carlsbad (Albuquerque), NM** (BALCT921027KE; ch. 6; 26.3 kw-V; 5.3 kw-A; ant. 1,200 ft.)—Seeks assignment of license from Marsh Media of El Paso to Pulitzer Broadcasting Company for \$1.75 million. Seller is headed by David L. Weir, and is also licensee of **KVII-TV** Amarillo, TX, and two satellite stations. Buyer is headed by Joseph Pulitzer Jr. and Ken J. Elkins, and is licensee of one AM, one FM and nine TV's. Filed Oct. 27.

■ **KRZE(AM) Farmington, NM** (BAL921021EC; 1280 khz; 5 kw-D)—Seeks assignment of license from Robert D. Coker, receiver, to J. Thomas Development of New Mexico Inc. for \$110,000. Seller is also licensee of **KKEL(AM)** Hobbs, NM, and has interests in **KWKA(AM)-KTQM-FM** Clovis, NM. Buyer is headed by Jeff Thomas, and is also purchasing **KCQL(AM)-KKFG(FM)** Aztec-Bloomfield, NM (see above). Filed Oct. 21.

■ **WLKC(FM) Henderson, NY** (BTCH921021HE; 100.7 mhz; 108 w)—Seeks transfer of control of Jefferson Broadcasting Inc. Terry Owen is transferring 49% of his common voting stock to licensee and will retain 5%. Transferees, David W. Mance and John C. Clancy (each 47.5%), have interests in two AM's and two FM's. Filed Oct. 21.

■ **WCCA(FM) Shalotte, NC** (BALH921022HD; 106.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from TAS Communications Inc. to Sound Business of Coastal North Carolina Inc. for \$200,000. Seller is headed by Todd Spoerl, and has no other broadcast interests. Buyer is headed by Arthur S. DeBerry (vice president), and is 50% owner of **WBLA(AM)-WGQR(FM)** Elizabethtown, NC. Filed Oct. 22.

■ **WHCC(AM)-WQNS(FM) Waynesville, NC** (AM: BAL921026GP; 1400 khz; 1 kw-U; FM: BALH921026GQ; 104.9 mhz; 100 w; ant. 1,640 ft.)—Seeks assignment of license from Roger A. Akin and Banking Services Corp., co-receivers of **KAT** Broadcasting Corp., to Media Mart Inc. for \$480,000. Seller is also receiver for **WSVS-AM-FM** Crewe, VA ("Changing Hands," Nov. 2). **KAT** Broadcasting is licensee of three AM's and three FM's, all in receivership. Buyer is headed by Leslie V. Campbell, and has no other broadcast interests. Filed Oct. 26.

■ **WLW(AM)-WEBN(FM) Cincinnati** (AM: BTC921015GE; 700 khz; 50 kw-U; FM: BTCH921015GF; 102.7 mhz; 16.6 kw; ant. 876 ft.)—Seeks transfer of control within Jacor Communications. Zell-Chilmark Fund Ltd. will purchase \$5 million worth of newly issued common shares from Jacor Communications Inc. (\$71,080 post-split shares) at \$5.74 per share, proceeds to be used for transaction expenses and payments to creditors. Transaction includes licensee stations **KOA(AM)-KRFX(FM)** Denver; **WGST(AM)-WPCH(FM)** Atlanta; **WFLA(AM)-WFLZ-FM** Tampa and **WQIK-AM-FM** Jacksonville, both Florida, and **WMYU(FM)** Sevierville (Knoxville), TN. Filed Oct. 15.

■ **WJMO-AM-FM Cleveland** (AM: BAL921019HQ; 1490 khz; 1 kw-U; FM: BALH921019HR; 92.3 mhz; 40 kw; ant. 548 ft.)—Seeks assignment of license from Friendly Broadcasting Co. to Zebra Broadcasting Corp. for \$4.25 million ("Changing Hands," Oct. 26). Seller is subsidiary of United Broadcasting, headed by Gerald Hroblak, and is licensee of three AM's and three FM's. It recently sold **WINX(AM)** Washington to its vice president, William Paris.

Buyer is headed by Orrin L. Tolliver, who has interests in **Zapis Communications**, licensee of **WBHT(AM)-WAFF(FM)** Worcester, Mass., and **WZAK(FM)** Cleveland. Filed Oct. 19.

■ **WONE(AM)-WTUE(FM) Dayton, OH** (AM: BAL921019HS; 980 khz; 5 kw-U; FM: BALH921019HT; 104.7 mhz; 50 kw; ant. 499 ft.)—Seeks assignment of license from Summit-Dayton Broadcasting Corp. to Stoner Broadcasting System Inc. for \$7.7 million ("Changing Hands," Oct. 12). Seller is headed by James Wesley, licensee of three AM's and five FM's. Buyer is headed by Thomas Stoner, and is selling **WMXZ(FM)** New Orleans (see above). It is licensee of four AM's and eight FM's. Filed Oct. 19.

■ **WZRZ(FM) Hamilton, OH** (BALH921021HH; 96.5 mhz; 19.5 kw; ant. 810 ft.)—Seeks assignment of license from Reams Broadcasting Corp. to National Radio Partners Ltd. for \$3.25 million. Seller is headed by William P. Egan, et al., and is licensee of **WCWA(AM)-WIOT(FM)** Toledo, OH. It is 90% owned by Alto Holdings Inc., which has interests in eight AM's, six FM's and one TV. Buyer is headed by Arthur H. Kern, and is backed by American Media Management Inc. (24% general partner) and Hellman & Friedman Capital Partners II (76% limited partner). National Radio Partners is licensee of four AM's and four FM's. Kern has interests in two AM's and three FM's. Filed Oct. 21.

■ **WSWR(FM) Shelby, OH** (BTCH921019HX; 100.1 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control of The Petroleum V. Nasby Corporation for no cash consideration. Transferees are Thomas L. Root and Kathy G. Root; transferors are Joanne L. and Thomas F. Root (parents of Thomas L. Root), jointly, et al. Simultaneously filed is application for transfer of minority interest in station to law firm (see below). Licensee has no other broadcast interests. Filed Oct. 19.

■ **WSWR(FM) Shelby, OH** (BTCH921019HY; 100.1 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control of The Petroleum V. Nasby Corporation for no cash consideration. Joanne L. Root and Thomas F. Root, jointly, et al., will transfer minority interest in station to law firm of Ginsburg, Feldman and Bress (approximately 20%). Several partners in firm have varied interests in 6 AM's and 10 FM's. Filed Oct. 19.

■ **WRRO(AM) Warren, OH** (BAL921023EA; 1440 khz; 5 kw-U)—Seeks assignment of license from Warren Broadcasting Company to general partners Robin Best and Lyle Williams for \$460,000. Seller is headed by Frank J. Mangano, who is also licensee of two AM's and two FM's. Buyers have no other broadcast interests. Filed Oct. 23.

■ **KOUT(FM) Rapid City, SD** (BAPH921026GM; 98.7 mhz; ant. 456 ft.)—Seeks assignment of CP from Crystal Broadcast Partners to Thomas E. Ingstad Broadcasting Inc. for \$45,000. Seller is headed by general partners Doyle D. Estes and Crystal S. Schilgen, and has no other broadcast interests. Buyer is headed by Thomas Ingstad, and has interests in licensees of five AM's and eight FM's. His brother, Robert E. Ingstad, is purchasing **KWEB(AM)-KRCH(FM)** Rochester, MN (see above). Filed Oct. 26.

■ **WJZM(AM)-WTWL(FM) Clarksville-McKinnon, TN** (AM: BAL921021GU; 1400 khz; 1 kw-U; FM: 101.5 mhz; 790 w; ant. 607 ft.)—Seeks assignment of license from WJZM Inc. to Ted Young and Trent C. Knott for \$344,206. Seller is headed by Dotson Guinn and D. Gregory Guinn, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 21.

■ **KMXP(FM) Corpus Christi, TX** (BALH921023GR; 93.9 mhz; 100 kw; ant. 840 ft.)—Seeks assignment of license from Twin W Communications Inc., debtor-in-possession, to Sparkling City Communications Inc. for \$693,000 ("Changing Hands," Nov. 9). Seller is headed by Tom Smith, and has no other broadcast interests. Buyer is headed by Barry G. Andrews, and has no other broadcast interests. Filed Oct. 23.

■ **KQXT(FM) San Antonio, TX** (BALH921027GO; 101.9 mhz; 100 kw; ant. 700 ft.)—Seeks assign-

ment of license from KQXT Inc. to Clear Channel Communications for \$8 million ("Changing Hands," Oct. 19). **Seller** is subsidiary of Westinghouse Broadcasting (Group W), headed by Jim Thompson, and is licensee of nine AM's and seven FM's. **Buyer** is headed by Lowry Mays, and is purchasing WAVZ(AM) New Haven, CT (see above). Filed Oct. 27.

■ **KXIV(TV) Salt Lake City** (BTCCT921023KF; ch. 14; 912 kw-V; 91 kw-A; ant. 3,687 ft.)—Seeks transfer of control of Skaggs Telecommunications Services Inc. to Larry H. Miller Communications Corp. for \$1.725 million. **Seller** is headed by Don Skaggs. Subsidiary American Television of Utah is licensee of several TV translators. Subsidiary U.S. Satellite Corp. is licensee of several earth stations. **Buyer** is headed by Larry H. Miller, and has no other broadcast interests. Filed Oct. 23.

■ **\*WHEM(FM) Eau Claire, WI** (BAPLED921019HW; 91.3 mhz)—Seeks assignment of licenses from State of Wisconsin - Educational Communications Board to Fourth Dimension, Inc. for \$2,810. **Seller** is headed by Paul M. Norton (director), and is licensee of one AM, nine FM's and five TV's, all noncommercial stations. **Buyer** is headed by Harlan G. Reinders, and has no other broadcast interests. Filed Oct. 19.

■ **WRLS-FM Hayward, WI** (BAPLH921020GV; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Pine-Aire Broadcasting Inc. to Vacationland Broadcasting Inc. for \$275,000. **Seller** is headed by Ida Meyer, and has no other broadcast interests. **Buyer** is headed by Thomas Koser, who also has interests in licensee of two AM's and two FM's. Filed Oct. 20.

■ **KSGT(AM)-KMTN(FM) Jackson, WY** (AM: BTC921019EO; 1340 khz; 1 kw-U; FM: BTCH921019EO; 96.9 mhz; 48 kw; ant. 940 ft.)—Seeks transfer of control of Crecelius-Lundquist Communications Corp. for \$215,000 (see KMER(AM) Kemmerer, WY, below). Filed Oct. 19.

■ **KMER(AM) Kemmerer, WY** (BTC921019EL; 950 khz; 5 kw-D)—Seeks transfer of control of Crecelius-Lundquist Communications Corp. for \$215,000. Edward K. Crecelius is selling his 51% to partner Jerrold T. Lundquist, who will own 100% of stations. Transfer includes KSGT(AM)-KMTN(FM) Jackson, WY (see above). Licensee owns four AM's and three FM's. Filed Oct. 19.

#### Actions

■ **KSRB(AM) Hardy, AR** (BTC920902EE; 1570 khz; 1 kw-D)—Granted transfer of control of River Country Partners Inc. for \$30,000. Sellers are James R. Adkins, Terry D. Robinson and John J. Shields. **Buyer** is John W. Shields, who has no other broadcast interests. Action Oct. 15.

■ **KUTE(AM) Desert Hot Springs, CA** (880 khz; 500 w-D, 250 w-N)—Granted assignment of license from Esther Korn Inc. to K-IV Broadcasting Corp. for \$14,000. **Seller** is headed by Esther Korn. **Buyer** is headed by James Mackay, and has no other broadcast interests. Action Oct. 1.

■ **WMLO(FM) Havana (Tallahassee), FL** (BAPLH911107HI; 104.9 mhz; 2.1 kw; ant. 400 ft.)—Dismissed app. of assignment of CP from Ed Winton to John H. Phipps Inc. for \$725,000. **Seller** also has interests in WEZI-AM-FM Memphis, TN, and KCKJ(AM)-KCBQ(FM) Roswell. **Buyer** is headed by John E. Phipps and Dennis O. Boyle,

and is also licensee of WCTV(TV) Thomasville (Tallahassee, FL), GA, and has partnership interest in WPBF(TV) Tequesta (West Palm Beach), FL. Action Oct. 14.

■ **WCSP(AM) Crystal Springs, MS** (BAL920813EA; 590 khz; 500 w-D, 203 w-N)—Granted assignment of license from Chautauqua Broadcasting Co. Inc. to Wesley College for no cash consideration. **Seller** is headed by Joseph K. Hollingsworth. **Buyer** is headed by Wilton R. Fowler, and has no other broadcast interests. Action Oct. 2.

■ **WJDS(AM)-WMSI(FM) Jackson, MS** (AM: BTC920312HN; 620 khz; 5 kw-D, 1 kw-N; FM: BTCH920312HO; 102.9 mhz; 100 kw; ant. 1,800 ft.)—Granted transfer of control from Capstar Communications Inc. to Capstar Media of the Southeast Inc. for \$42.5 million (see WSSL-AM-FM Greenville, SC, below). Action Oct. 7.

■ **KTYZ-AM-FM Wolf Point, MT** (AM: BAL920831EC; 1450 khz; 1 kw-U; FM: BALH920831E; 92.7 mhz; 860 w; ant. 508 ft.)—Granted assignment of license from Wolf Point Broadcasting Inc. to Wolf Town Wireless Inc. for \$120,000. **Seller** is headed by Dennis Danielson, and has no other broadcast interests. **Buyer** is headed by Marvin Presser, and has no other broadcast interests. Action Aug. 31.

■ **WZRQ(FM) Ballston Spa, NY** (BAPLH920814HM; 102.3 mhz; 4.1 kw; ant. 386 ft.)—Granted 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. Action Oct. 2.

■ **WSFL-AM-FM New Bern, NC** (AM: BTC920723GH; 1380 khz; 5 kw-D; FM: BTCH920723GI; 106.5 mhz; 100 kw; ant. 915 ft.)—Seeks transfer of control from Howard A. Wilcox and George G. Beasley to Brad A. Beasley for \$200,000. George Beasley has attributable interests in 4 AM's, 10 FM's and 1 TV. Brad Beasley is son of George, and has attributable interests in two FM's. Action Oct. 5.

■ **KWON(AM) Bartlesville, OK** (BAL920828EA; 1400 khz; 1 kw-U)—Granted assignment of license from Moran Broadcasting Co. to KYFM Radio Inc. for \$250,000. **Seller** is headed by R. J. Moran, and is licensee of one AM and two FM's. **Buyer** is headed by Galen O. Gilbert, and has interests in three AM's and five FM's. Action Oct. 15.

■ **WSSL-AM-FM Greenville, SC** (AM: BTC920312HH; 1440 khz; 5 kw-U; FM: BTCH920312HI; 100.5 mhz; 100 kw; ant. 1,240 ft.)—Granted transfer of control from Capstar Communications Inc. to Capstar Media of the Southeast Inc. for \$42.5 million. Transfer includes WSIX-FM Nashville and WJDS(AM)-WMSI(FM) Jackson, MS (see individual stations). Transfer is part of merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman see KODA(FM) Houston, below). Action Oct. 7.

■ **WSIX-FM Nashville** (BTCH920312HL; 97.9 mhz; 100 kw; ant. 1,140 ft.)—Granted transfer of control from Capstar Communications Inc. to Capstar Media of the Southeast Inc. for \$42.5 million (see WSSL-AM-FM Greenville, SC, above). Action Oct. 7.

■ **KRLD(AM) Dallas, TX** (BTC920617EA; 1080 khz; 50 w-U)—Granted transfer of control from Command Communications Inc. to CF Media Inc. for \$63 million. Sale includes KODA(FM) Houston and KJQY(FM) San Diego, which were previously announced as selling for \$45 million (see "Changing Hands," July 6). **Seller** is headed by Carl Brazell. **Buyer** is headed by Robert F.X. Sillerman, who has minority investment in assignor, and is merging companies (BROADCASTING, March 23). Sillerman also has interests in one AM and three FM's. Action Oct. 7.

■ **KODA(FM) Houston and KJQY(FM) San Diego** (KODA: BALH920312HK; 99.1 mhz; 95 kw; ant. 1,920 ft.; FM: BALH920312HM; 103.7 mhz; 36 kw;

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
<b>Total Radio</b>	<b>11,275</b>	<b>1,410</b>	<b>12,685</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
<b>Total TV</b>	<b>1,505</b>	<b>183</b>	<b>1,688</b>
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
<b>Total LPTV</b>	<b>1,291</b>	<b>1,061</b>	<b>2,352</b>
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

### CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.

<sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

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



ant. 580 ft.)—Granted assignment of license from Command Communications Inc. to Capstar Media of Texas Inc. for \$45 million. Assignment is part of merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (BROADCASTING, March 23). Included in merger is KODA(FM) Houston; KJQY(FM) San Diego; WSIX-FM Nashville; WJDS(AM)-WMSI(FM) Jackson, MS, and WSSL-AM-FM Greenville-Spartanburg, SC (see individual stations). Force II, headed by Norman Feuer, purchased station in January from Trumper Communications for \$21 million ("Changing Hands," Jan. 20). Feuer has approximately 6.9% voting stock of Noble Broadcast Group, licensee of 7 AM's and 10 FM's. Capstar Media is headed by R. Steven Hicks and Sillerman. Besides interests in Force II and Capstar, Sillerman has attributable interests in class B nonvoting stock of Group W Radio Acquisition Corp., licensee of nine AM's and eight FM's. He owns 100% of shares of licensee of WHMP-AM-FM Northampton, MA. He is also sole shareholder of company that is 50% general partner of licensee of WNEW(AM) New York. Feuer and Hicks will hold executive positions at CF Media. Sillerman will be president and CEO. Action Oct. 7.

■ **KLVT-AM-FM Levelland, TX** (AM: BAL920902EF; 1230 khz; 1 kw-U; FM: BALH920902EG; 105.5 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from KLVT Radio Inc. to James D. Peeler for \$400,000. Seller is headed by Clint Formby, and has interests in KPAN-AM-FM Hereford, KTEM(AM)-KPLE(FM) Temple and KSAM-AM-FM Huntsville, all Texas. Buyer also has interests in licensee of KPAN-AM-FM. Action Oct. 16.

■ **KXTQ(AM)-KKIK(FM) Lubbock, TX** (AM: BAL900626EB; 950 khz; 5 kw-D; 500 w-N; FM: BALH900626EC; 93.7 mhz; 100 kw; ant. 740 ft.)—Dismissed app. of assignment of license from Bakcor Broadcasting Inc., debtor in possession, to William S. Sanders for \$750,000. Seller is headed by George Bakke. Buyer is headed by William S. Sanders, who is 86.83% shareholder of Wagontrain Communications Inc., which owns 100% of Arroyo Broadcasting Corp., licensee of KPER-FM Hobbs, NM. Sanders owns 23.75% of Encantada Broadcasting Corp., licensee of KHEI(AM) Kiehi and KVIB(FM) Makawao, both Hawaii. Action Oct. 9.

■ **KFMX-AM-FM Lubbock, TX** (AM: BAL920819EA; 1340 khz; 1 kw-U; FM: BALH920819EB; 94.5 mhz; 100 kw; ant. 817 ft.)—Granted assignment of license from KFMX Radio Ltd. to Sonance Lubbock L.C. for \$1 million ("Changing Hands," Sept. 7). Seller has no other broadcast interests. Buyer is headed by brothers William Hicks and Thomas Hicks, who are purchasing KCHX(FM) Midland, Tex., and own one AM and one FM. William Hicks also has interests in one FM. Thomas Hicks also has interests in one AM and one FM. Action Oct. 7.

■ **KJBC(AM) Midland, TX** (BAL920720EE; 1150 khz; 1 kw-D)—Granted assignment of license from Margaret L. McBeath to Donald R. Kennedy for \$70,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 17.

■ **KCHX(FM) Midland, TX** (BALH920701HT; 106.7 mhz; 100 kw; ant. 613 ft.)—Granted assignment of license from Kelsay Broadcasting Corp. to Sonance Midland L.C. for \$700,000. Seller is headed by Jon C. Peterson, who has interests in WWGS(AM)-WCUP(FM) Tifton, GA. Buyer is headed by brothers William R., Thomas O. and R. Steven Hicks. Thomas and William Hicks have interests in WTAW(AM)-KTSR(FM) College Station and KLVI(AM)-KYKR-FM Beaumont-Port Arthur, both Texas. William Hicks also has interests in KULF(FM) Brenham, TX. Steven Hicks owns Capstar Inc., which owns WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Spartanburg, SC, and WSIX-FM Nashville; Capstar was recently merged into CF Media (BROADCASTING, March 23). Action Sept. 17.

■ **KKHQ(FM) Odem, TX** (BALH920817HL; 98.3 mhz; 3 kw; ant. 303 ft.)—Granted 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. Action Oct. 8.

■ **KZVE(AM)-KXTN(FM) San Antonio, TX** (AM: BAL920810EC; 1310 khz; 5 kw-D, 280 w-N; FM: BALH920810ED; 107.5 mhz; 100 kw; ant. 1,514 ft.)—Granted 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. Action Oct. 7.

■ **KUKA(FM) San Diego, TX** (BAPH920624GJ; 105.9 mhz; 3 kw)—Granted assignment of CP from Brent Epperson to Armando Marroquin Jr. for \$5,900. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 16.

■ **KSST(AM) Sulphur Springs, TX** (BTC920810EE; 1230 khz; 1 kw-U)—Granted transfer 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. Action Sept. 28.

■ **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.)—Granted 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. Action Oct. 2.

■ **KTLE(AM) Tooele, UT** (BAPL920819EC; 990 khz; 1 kw-D)—Granted assignment of CP from Vida Spanish Broadcasting Inc. to KTUR Inc. for \$100,000. Seller is headed by Joe Alaniz, and has no other broadcast interests. Buyer is headed by Robert Turley, and has no other broadcast interests. Action Oct. 13.

■ **WKW(FM) Kilmarnock, VA** (BALH920803HU; 101.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Kilmarnock Broadcasters to Buffalo Broadcasters Inc. for \$715,000. Seller is headed by William D. Loudy, who has interests in WNNT-AM-FM Warsaw, VA. Buyer is headed by Thomas E. Davis, and has no other broadcast interests. Action Sept. 30.

## NEW STATIONS

### Applications

■ **East Brewton, AL** (BPH911014MC)—Escambia Creek Indian Broadcasting Co. seeks 95.7 mhz; 6 kw; ant. 100 m. Address: Route 4, Box 88, Atmore, AL 36502. Applicant is headed by general partners Randy D. Gehman and Martin G. Gehman, and has no other broadcast interests. Filed Oct. 14.

■ **Houston, AK** (BPH921026MB)—American Radio Brokers seeks 94.3 mhz; 6 kw; ant. 80 m. Address: 1255 Post Street, Suite 625, San Francisco, CA 94109. Applicant is headed by Chester P. Coleman, and has interests in two AM's. Filed Oct. 26.

■ **Houston, AK** (BPH921026MD)—Evangelistic Alaska Missionary Fellowship Inc. seeks 94.3 mhz; 6 kw; ant. -43.8 m. Address: P.O. Box "O," North Pole, AK 99705. Applicant is headed by Donald L. Nelson, and is licensee of KJNP-AM-FM-TV North Pole, AK. Filed Oct. 26.

■ **Silverton, CO** (BPH921019MB)—Kenneth B. Kendrick seeks 103.7 mhz; 26 kw-H; ant. -582 m. Address: 1906 Brenwood Drive, Farmington, NM 87401. Applicant has interests in licensee of KENN(AM)-KRWN(FM) Farmington, NM. Filed Oct. 19.

■ **Douglas, GA** (BPH921015MB)—Orchon Media Inc. seeks 92.5 mhz; 6 kw; ant. 100 m. Address: 19

Stonehaven Drive, Newnan, GA 30265. Applicant is headed by Cliff F. McCurdy III and Edmidio Fernandez. McCurdy is 10% shareholder of permittee of new FM in Greenville, GA. Filed Oct. 15.

■ **\*Knightstown, IN** (BPED921022MA)—New Castle Area Vocational School-I.S.S.C.H. seeks 90.7 mhz; 4 kw-H; ant. 25.1 m. Address: Route 1, Box 417-H, Knightstown IN 46148. Applicant has no other broadcast interests. Filed Oct. 22.

■ **\*Oscoda, MI** (BPED921023MA)—Central Michigan University seeks 95.7 mhz; 50 kw; ant. 150 m. Address: 3965 E. Broomfield Road, Mt. Pleasant, MI 48859. Applicant is headed by Margaret A. Riecker and Thomas Hunt, and is licensee of five FM's and four TV's. Filed Oct. 23.

■ **New London, MO** (BPH921027MC)—ProRadio Inc. seeks 105.9 mhz; 25 kw; ant. 100 m. Address: 1834 Kentucky Street, Quincy, IL 62301. Applicant is headed by Pam Hunt, and has interests in licensees of two AM's and four FM's. Filed Oct. 27.

■ **New London, MO** (BPH921022MB)—Roderick M. Cox seeks 105.9 mhz; 25 kw; ant. 100 m. Address: 800 South Wells, Apt. 1418, Chicago, IL 60607. Applicant has no other broadcast interests. Filed Oct. 22.

■ **\*Whitehall, OH** (BPED921026MA)—Lou Smith Ministries Inc. seeks 91.5 mhz; .25 kw; ant. 286 m. Address: P.O. Box 1226, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr., and has interests in three LPTV's. Filed Oct. 26.

■ **Elk City, OK** (BPH921027MD)—Brooks D. Brewer seeks 94.3 mhz; 1.8 kw; ant. 182.7 m. Address: P.O. Box 945, Elk City, OK 73648. Applicant has no other broadcast interests. Filed Oct. 27.

■ **Benavides, TX** (BPH921022MC)—Jalapeño Tejano Broadcasting seeks 107.7 mhz; 50 kw; ant. 150 m. Address: P.O. Box 7079, Corpus Christi, TX 78467-7079. Applicant is headed by Rodolfo R. Vela Jr. and Thomas H. Daniels, and has no other broadcast interests. Filed Oct. 22.

■ **Junction, TX** (BPH921026MC)—Robert L. Meadows seeks 93.5 mhz; 2.72 kw; ant. 97 m. Address: 214 Pecan Street, Junction, TX 76849. Applicant has no other broadcast interests. Filed Oct. 26.

■ **\*Winchester, VA** (BPED921005MC)—Shenandoah University seeks 89.7 mhz; .1 kw; ant. -5 m. Address: 1460 University Drive, Winchester, VA 22601. Applicant is headed by Catherine A. Tinsinger, and has no other broadcast interests. Filed Oct. 5.

### Actions

■ **Tucson, AZ** (BPH870515NL)—Granted app. of F.E.M. Ray Inc. for 104.1 mhz; 3 kw; ant. -14 m. Address: 711 N. Banff Ave., Tucson, AZ 85748. Applicant is headed by Francine Rienstra, and has no other broadcast interests. Action Oct. 13.

■ **Grand Junction, CO** (BPCT920410KG)—Dismissed app. of Grand Junction Broadcasting Co. Inc. for ch. 4; 6.6 kw; ant. 403 m. Address: 2000 Avalon Road, Des Moines, IA 50314. Applicant is headed by Marshall J. Garrison, who is 51% general partner in permittee of KBTV(TV) Des Moines and is permittee of LPTV in Waterloo, both IA. Action Oct. 28.

■ **Oviedo, FL** (BP860310AH)—Granted app. of Seminole Broadcasting for 880 khz. Address: C 8 2nd St., Urb El Retiro, Quebradillas, PR 00742. Applicant is headed by Idalia Arzuaga, and has no other broadcast interests. Action Oct. 27.

■ **Fort Kent, ME** (BPED920424MB)—Granted app. of Maine Public Broadcasting Corp. for 106.5 mhz; 25 kw; ant. 92 m. Address: 65 Texas Ave., Bangor, ME 04401. Applicant is headed by Robert L. Woodbury, and has no other broadcast interests. Action Oct. 26.

■ **Garapan, Saipan, MP** (BPH911024MA)—Granted app. of Commonwealth Radio Ltd. for 100.3 mhz; 1.3 kw; ant. 454 m. Address: 530 West O'Brien Dr., Agaña, GU 96910. Applicant is headed by Lee M. Holmes. Shareholders of licensee have interests in licensees of KFVE(TV) Honolulu and KOKU(FM) Agaña, Guam, and in cable systems

serving Guam, Saipan, and Tinian. Action Oct. 15.

■ **Starkville, MS** (BPED910528MC)—Dismissed app. of Mississippi State University-WMSU-FM for 89.1 mhz; 2.96 kw; ant. 2.96 kw. Address: P.O. Box 6101; Mississippi State, MS 39762. Applicant is headed by William Jones, and has no other broadcast interests. Action Oct. 23.

■ **Grants, NM** (BPH920113ME)—Granted app. of Margaret Everson for 105.5 mhz; 100 kw; ant. 454 m. Address: 874 Rockrimmon Rd., Stamford, CT 06903. Applicant has no other broadcast interests. Action Oct. 21.

■ **Olean, NY** (BPED920303MH)—Granted app. of State University of New York for 91.3 mhz; .115 kw; ant. 200 m. Address: State University Plaza, Albany, NY 12246. Applicant is headed by general manager Jennifer Roth, and has no other broadcast interests. Action Oct. 19.

■ **Jamestown, ND** (BPED911022ME)—Granted app. of Prairie Public Broadcasting Inc. for 91.5 mhz; 18.6 kw; ant. 108 m. Address: P.O. Box 3240, Fargo, ND 58108. Applicant is headed by Dennis L. Falk, and is applicant of four noncommercial FM's and six noncommercial TV's. Action Oct. 19.

■ **Florence, SC** (BPED860808MB)—Granted app. of South Carolina Radio Fellowship for 91.7 mhz; 10 kw-H, 9.2 kw-V; ant. 150 m. Address: 3213 Huxley Dr., Augusta, GA 30909. Applicant is headed by Clarence Barinowski, and has no other broadcast interests. Action Oct. 21.

■ **Rio Grande City, TX** (BPCT911029KF)—Dismissed app. of Unicom-LRGV for ch. 40; 7.5 kw; ant. 128.1 m. Address: 1536 Logan Avenue, Altoona, PA 16602. Action Oct. 13.

■ **Victoria, TX** (BPED910930MH)—Granted app. of Educational Media Foundation of Victoria for 89.3 mhz; 18.5 kw; ant. 92 m. Address: P.O. Box 187, Humble, TX 77347. Applicant is headed by Buddy Holiday, who also has interests in licensee of noncommercial KSBJ(FM) Humble, TX. Action Sept. 11.

■ **Vergennes, VT** (BPH910822MB)—Granted app. of Lakeside Broadcasting Corp. for 96.7 mhz; 3.4 kw; ant. 131 m. Address: 33 Pine Plain Rd., Wellesley, MA 02181. Applicant is headed by John Davis,

and has no other broadcast interests. Action Oct. 27.

■ **Dillwyn, VA** (BPH911115MH)—Granted app. of Dillwyn Radio Co. for 93.7 mhz; 6 kw; ant. 100 m. Address: 1200 Nineteenth St., NW, Ste. 700, Washington, DC 20036. Applicant is headed by Randall A. Hanson, and has no other broadcast interests. Action Sept. 15.

■ **Royal City, WA** (BPH920305MK)—Granted app. of Northwest Chicano Radio Network Inc. for .8 kw; ant. 505 m. Address: P.O. Box 800, Granger, WA 98932. Applicant is headed by Ricardo Garcia and has interests in licensee of KDNA(FM) Yakima, WA. Action Oct. 15.

■ **Rock Springs, WY** (BPED920304MF)—Granted app. of University of Wyoming for 90.5 mhz; 100 kw; ant. 363 m. Address: P.O. Box 3434, Laramie, WY 82071. Applicant is headed by Chris Heck, and is licensee of noncommercial KATI(AM)-KUWR(FM) Casper-Laramie, WY. Action Oct. 20.

## CALL LETTERS

### Applications

#### Existing AM

KROO(AM) KSTB Buckaroo Broadcasting Inc.; Breckenridge, TX

#### Existing FM

WQAR(FM) WKXH-FM The Hays Group Inc.; Alma, GA

#### Grants

#### New FM's

KAGD(FM) Coon Valley Communications; Stuart, IA

KCWX(FM) Frank Copsidas, Jr.; Columbia Falls, MT

KCFA(FM) Calaveras Inspirational Stations; Arnold, CA

KEGT(FM) Lula May Stone; Lake Village, AR

KULO(FM) Agana Guam FM Radio Ltd.; Agana, GA

KWXW(FM) Desert Broadcasting, G.P.; Baker, CA

KXBJ(FM) Educ. Media Foundation Victoria; Victoria, TX

WDKM(FM) Roche-A-Cri Broadcasting; Adams, WI

WJFP(FM) Black Media Works Inc.; Ft. Pierce, FL

WJLR(FM) Austin Radio; Austin, IN

WMNW(FM) Roger L. Hoppe II; Beulah, HI

WOMQ(FM) Bostwick Broadcasting Group; Bostwick, GA

WQAC(FM) Alma College; Alma, MI

WUNW(FM) Key West Public Radio Inc.; Key West, FL

WUNX(FM) He's Alive Inc.; Clarksburg, WV

WVRP(FM) Lower Ohio Valley Educ. Corp.; Ripley, WV

### New TV

KWXU(TV) Chase Commun. Corp.; Ft. Collins, CO

### Existing AM's

KAJK(AM) KNCR M. Keith Allgood; Fortuna, CA

KCGQ(AM) KGIR Target Media Inc.; Cape Girardeau, MO

KIDR(AM) KMEO Bonneville Holding Co.; Phoenix, AZ

KYOT(AM) KISP Sundance Broadcasting Inc.; Phoenix, AZ

WIOZ(AM) WKHO Muirfield Broadcasting Inc.; Pinehurst, NC

WKJV(AM) WTOO Anchor Baptist Broadcasting Assoc.; Asheville, NC

WNJC(AM) WVSJ Vineland Broadcasting Inc.; Vineland, NJ

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# Fates Fortunes

## TELEVISION

**Todd Leavitt**, senior VP, NBC Productions, Burbank, Calif., named executive VP, planning, operations.

**Michael Klinghoffer**, VP, television programming, production, Viacom Entertainment Group, New York, named senior VP.

**Laurence Beirne**, manager, inter-

reporter, KMOL-TV San Antonio, Tex., joins WCAU-TV Philadelphia in same capacity.

**Emmett Miller**, weekend anchor, WAVY-TV Norfolk, Va., joins WMAQ-TV Chicago as general assignment reporter/weekend anchor.

**Craig James**, host, Sports Central, KRLD(AM) Dallas, former player, New England Patriots, joins KDFW-TV there as main sports anchor.

Appointments at WGNT-TV Ports-

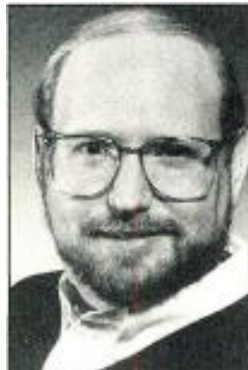
tor, Stephen J. Cannell Productions, Hollywood, Calif., named publicity manager.

**Chris Enger**, account director, Olympic sales, NBC, New York, joins Fox Broadcasting Company, Chicago, as VP, central sales.

**William Lockhard**, counsel, director, copyright and trademark Fox Inc., Beverly Hills, Calif., named VP, legal affairs, senior intellectual property.



**Todd Leavitt**  
NBC Productions



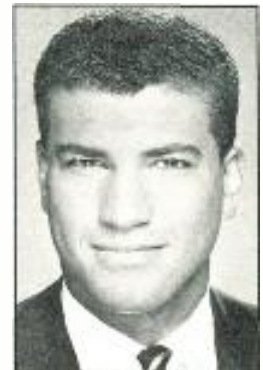
**Michael Klinghoffer**  
Viacom Entertainment



**Neil Strum**  
MTM Enterprises



**Kym Alvarado**  
WCAU-TV



**Emmett Miller**  
WMAQ-TV

national sales service, Viacom Enterprises, New York, named director.

**Andrew Coleman**, project manager, *Stunt Dawgs*, Franklin/Waterman Entertainment, Los Angeles, named director, development.

**Neil Strum**, VP, business, legal affairs, MTM Enterprises, Studio City, Calif., named senior VP.

**Steven Nalevansky**, senior VP, creative affairs, domestic television, Paramount Pictures, Los Angeles, joins Twentieth Television, Beverly Hills, as senior VP, programming, domestic television.

**Melvin Berning**, account executive, prime time sales, NBC, New York, named VP, news sales.

**Stephen James**, division controller, Welk Group, Inc., Los Angeles, joins Western International Syndication there as controller.

**Lon Lee**, VP/GM, KHQ-TV Seattle, named president, KHQ Incorporated, licensee of station, there.

**Kym Alvarado**, general assignment

mouth, Va.: **Joe Brunki**, chief engineer, KDFI-TV Dallas, joins in same capacity; **John Cochran**, manager, special projects, Resident Publications, New York, joins as account executive.

**Daniel Revesz**, retail development specialist, WHTM-TV Harrisburg, Pa., joins WGAL-TV Lancaster, Pa., as account executive.

**Roberto Pineda**, account executive, KDTV-TV San Francisco, joins KGO-TV there in same capacity.

**David Wright**, reporter/anchor, KETK-TV Tyler, Tex., joins KTVN-TV Reno as reporter/fill-in anchor.

**Callie Crossley**, producer/writer, ABC-TV, New York, named to national advisory board, Poynter Institute for Media Studies, St. Petersburg, Fla.

**Steve Lewis**, line producer, ABC's *Good Morning America*, New York, named senior producer, *Good Morning America* and *Good Morning America/Sunday*.

**Cathy Krickl**, publicity coordina-

**Tony Tirado**, sports director/anchor, Telemundo Group, Inc., Hialeah, Fla., named VP, sports.

Appointments at WTTV-TV Indianapolis, Ind.: **Thom Byxbe**, business trainer, Davis College, Toledo, Ohio, joins as local direct sales consultant; **Tad Varga**, account executive, WIPB-TV Muncie, Ind., joins in same capacity; **Jeanne Liosi**, sales manager, Media Monitors, Indianapolis, joins as account executive.

Appointments at WAAY-TV Huntsville, Ala.: **Greg Carroll**, promotion manager, named marketing director; **Frances Dillard**, promotion supervisor, named promotion manager.

**G. Sue Peters**, program director, WEVU-TV Naples, Fla., joins Third Coast Productions, Bonita Bay, Fla., as national sales consultant.

**Denise Eccher**, senior promotion producer, KOCO-TV Oklahoma City, named programming/promotion manager.

**Stephen Burrow**, assistant execu-



tive director/house counsel, American Federation of Television and Radio Artists, New York local, named executive director.

**Jeff Lingg**, account executive, Blair Television, New York, named sales manager.

**Sara James**, anchor, NBC *Night-side*, New York, joins NBC News there as general correspondent.

**Beth Perrella**, producer, WPLG-TV Miami, joins WAGA-TV Atlanta as executive news producer.

**Denise Massingale-Lamb**, former prosecutor, Bergen County, New Jersey, joins Directors Guild of America, New York, as eastern counsel.

Appointments at Broadcast Music Inc., New York: **James Babb**, presi-

tor and chairman, department of telecommunications, San Diego State University, San Diego, Calif., named director, Pacific Dialogue, International Center for Communications, there.

**Alina Mueller**, coordinator, special events, Parma Community General Hospital Foundation, Cleveland, joins WKYC-TV there as press and community affairs manager.

**Tricia Davey**, agent, Triad Artists, Los Angeles, joins ICM, Beverly Hills, in same capacity.

**Willy Walker**, executive producer, WMAR-TV Baltimore, named assistant news director.

Appointments at WLIG-TV Melville, N.Y.: **George Pafitis**, former sales

Appointments at Premiere Radio Networks, Los Angeles: **Jenny Shields**, special projects coordinator, named regional marketing director; **Bill Filipiak**, writer/producer, Premiere Comedy Troupe, named production director.

**Randi Rhodes**, part-time disc jockey, WFLC-FM Miami, joins WIOD(AM) there as nighttime talk show host.

**Mark Turak**, national sales manager, WHLI(AM)-WKJY-FM Hempstead, N.Y., named general sales manager.

**Alan Leinwand**, general sales manager, WMAL(AM) Washington, joins WJFK-FM there in same capacity.

**Eileen Woodbury**, assistant promotion director, KQLZ-FM Los Ange-



**Callie Crossley**  
ABC-TV

dent, CEO, Outlet Communications, Providence, R.I., elected board chairman; **Frances Preston** re-elected president/CEO.

Appointments at RHI Television Sales, New York: **David Spiegelman**, VP, New Line Television, there, assumes additional responsibilities for day-to-day operation of RHI; **Marc Brody**, southeast sales manager, TPE, New York, joins as VP, sales manager; **Vicky Gregorian**, former GM, WHLL-TV Worcester, Mass., joins as Northeast regional director; **Dennis Boyle**, division manager, central region, Tribune Entertainment, Chicago, named Midwest regional director.

**Richard Eller**, news promotion director, WRAL-TV Raleigh, N.C., joins KHOU-TV Houston as senior producer.

**Beverly White**, general assignment reporter, WTVJ-TV Miami, joins KNBC-TV Burbank, Calif., in same capacity.

**John Witherspoon**, former profes-



**Van Toffler**  
MTV: Music Television



**Michael Bungey**  
Backer Spielvogel Bates

representative, Seltel, New York, joins as national sales representative; **Tracy Speed**, air personality, WBAB-FM Babylon, N.Y., joins as promotion coordinator; **Jodi Felice**, sales representative, Chanry Communications, New York, and **Edward Loud**, account executive, WALK-FM Patchogue, N.Y., join as account executives.

Appointments at WDIV-TV Detroit: **Paula Tutman**, reporter/fill-in anchor, WJZ-TV Baltimore, joins as reporter; **Carol Lerner**, local broadcast buyer, McCann Erikson Advertising Agency, Troy, Mich., joins as account executive.

**Diane Storey**, freelance producer, New York, joins WEWS-TV Cleveland as promotion producer.

## RADIO

**Raymond Holbrook**, Northeast VP, marketing, Radio Advertising Bureau, Wilton, Conn., joins WPTX(AM)-WMDM-FM Leesburg, Va., as GM.



**Kirsten Roth**  
Hughes

les, named promotion director.

**Mark Tyree**, regional sales manager, WOLL-FM West Palm Beach, Fla., named general sales manager.

**Susan Stamberg**, special correspondent, National Public Radio, Washington, joins NPR's *Morning Edition* as special arts and cultural affairs reporter.

**Fred Heller**, program director, WJOI-FM Detroit, joins WEZW-FM Milwaukee in same capacity.

**Bennett Zier**, VP/GM, WODS-FM Boston, joins WTEM-AM Rockville, Md., in same capacity.

**Dan Dunlop**, sales manager, WCHL(AM) Chapel Hill, N.C., named GM.

**Jim Ashbery**, program manager, WSB(AM)-FM Atlanta, joins WCCO(AM) Minneapolis in same capacity.

**Tom McKinley**, senior VP, operations, Noble Broadcast Group, San Diego, joins WTOP(AM) WASH-FM



**John Gwynn**  
Hughes

Washington as executive VP/GM.

**Reggie Bates**, GM, WNOE(AM)-FM New Orleans, joins WKNN-FM Biloxi, Miss., in same capacity.

**Matthew Kell**, account executive, WLNS-TV Lansing, Mich., joins Christal Radio, Detroit, in the same capacity.

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## CABLE

**Van Toffler**, VP, business management, MTV: Music Television, New York, named senior VP, programming enterprises, business development.

Appointments, Arts & Entertainment Network, New York: **Jon Stittle**, president, Stittle & Associates, Detroit, joins as director, regional ad sales, there; **Terry O'Neill**, VP, national ad sales, New York, named staff VP, national, corporate sales; **Kim Verkler**, account executive, Turner Broadcasting, Chicago, and **David Tucci**, account executive, Capcities/ABC Radio, Chicago, join as account executives, midwest region, Chicago.

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## ADVERTISING

**Michael Bungey**, chairman/CEO, Backer Spielvogel Bates, Dorland, U.K., and chairman, Backer Spielvogel Bates, Europe, named president/COO, Backer Spielvogel Bates Worldwide, Inc., there.

Appointments at Rogers & Cowan, Los Angeles: **Eliot Sekuler** and **Cheryl Kagan**, senior VP's, enter-

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## ANOTHER STRIPE FOR ROGERS

**N**BC named Tom Rogers to the new post of executive VP. Rogers will continue to serve as president of NBC Cable and Business Development, and the additional title was characterized by insiders as a corporate stripe and a "vote of confidence" from NBC President Bob Wright. As executive VP, he'll work with Wright to chart a "course for NBC's core activities, looking for new avenues for growth, and continuing to broaden NBC's business base," Wright said in a press statement. —SM

tainment, named executive VP's, entertainment; **Maureen O'Connor**, senior VP, Roskin-Friedman Associates, Los Angeles, joins as senior VP, entertainment.

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## WASHINGTON

**Thomas Schell**, former correspondent, ABC News, joins Motion Picture Export Association of America Inc., as director, communications, worldwide anti-piracy.

**Melissa Green**, manager, international sales, acquisitions, Public Television International, New York, joins National Cable Television Association and the National Academy of Cable Programming as director, program promotion.

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## TECHNOLOGY

Appointments at United States Satellite Broadcasting, Minneapolis: **Ralph Dolan**, president, Cityline, subsidiary of Hubbard Broadcasting, there, named VP, programming, USSB Operated Channels; **James Blake**, VP, Hubbard Broadcasting, there, named VP, national sales manager, USSB.

Appointments at Hughes Communications Inc., Los Angeles: **Kirsten Roth**, manager, HCI Mobile Satellite Services Unit, and **John Gwynn**, manager, HCI Finance department, named directors, Galaxy and SBS Satellite Marketing, there.

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## DEATHS



**Connors**

Angelo hospital. Before his acting career, Connors was a professional baseball player with the New York Yankees, Brooklyn Dodgers and the Chicago Cubs. He also played professional basketball with the Boston

**Chuck Connors**, 71, actor, best known for his portrayal of sharpshooter Lucas McCain on the television series *The Rifleman*, died Nov. 10 of lung cancer in a Los

Celtics. He formally changed careers in 1953 after his appearance with Spencer Tracy and Katherine Hepburn in the film *Pat and Mike*. *The Rifleman* ran from 1958-63 on ABC with Connors as Lucas McCain, a widower trying to raise his young son (played by Johnny Crawford) on a New Mexico ranch. Connors and Crawford were reunited (in different roles) on the 1990 television series *Paradise*. Connors also starred in *Arrest and Trial* (1963-64) and *Brand-ed* (1965-66). He was nominated for an Emmy for his role as slave owner Tom Moore in the 1977 miniseries *Roots*. He is survived by four sons.

**Edward Allen Jr.**, 82, president and retired general manager, Door County Broadcasting Co., died Oct. 9 of a heart attack at his home in Sturgeon Bay, Wis. His broadcasting career spanned 62 years working as an announcer at WGN(AM) Chicago (1933) and NBC (1943). He was one of the pioneer announcers on television in Chicago while continuing as host of WMAQ(AM)'s Early Bird program in the late '40s. He left NBC in 1951 to establish WDOR(AM) Sturgeon Bay, Wis. In 1966, he established WDOR-FM. In 1952 he started WWOC(AM) (now WCUB(AM)) Manitowoc, Wis. He served on the National Association of Broadcasters board of directors from 1964-76. He was named to the Wisconsin Broadcasters Association Hall of Fame in 1991, and was a member of the Broadcast Pioneers. He is survived by his wife, Dolores, and three children.

**James McGovern**, 62, VP/GM, KMPS(AM)-FM Seattle, Wash., died Oct. 12 of complications from surgery at a hospital there. He served at KMPS(AM)-FM from 1975-85. McGovern also managed KJRB(AM) Spokane, Wash., WUBE(AM)-FM Cincinnati and KGON-FM Portland, Ore. He is survived by his wife, Edith Hilliard, VP/GM, Broadcast Programming, Seattle.

**Robert C. (Boomer) Branson**, 55, afternoon drive anchor, KHEZ-FM Boise, Idaho, died Oct. 7 of a heart attack while on his way to work. His past broadcasting jobs included NBC O&O WKYC-TV Cleveland, KFI(AM) Los Angeles and KSON(AM)-FM San Diego. He is survived by his sister and five children.



## WILLIAM JOSEPH HOGAN

Consider the headaches involved in building and running a major national radio network—four separate networks, actually, that include four news services, seven music formats, weekly programs, countless music specials, offices on both coasts and more than 2,000 affiliates.

In other words, consider Bill Hogan's job as president of Unistar Radio Networks. If anyone is suited for the complicated world of network radio, it's Hogan.

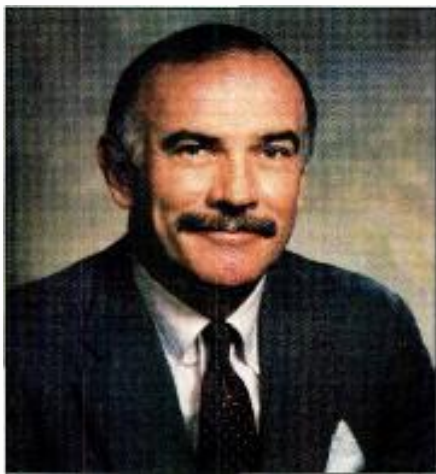
He has worked in radio for more than two decades, and in virtually every sector of the industry—first as a salesman for a national rep firm, then for a legendary major-market station, then for a group of radio stations and finally for United Stations as it grew into Unistar Radio Networks.

At Unistar, Hogan oversees news, affiliate relations, engineering and personnel matters, reporting to his longtime friend Unistar Chairman Nick Verbitsky. In helping to build Unistar from a syndicator into a network, Hogan has built a reputation as an adept troubleshooter whose diplomatic approach complements Verbitsky's hard-charging style.

"Bill is a great ombudsman," says Gary Fries, former Unistar president and now president of the Radio Advertising Bureau. "He is a great person at soothing feelings, at going in and honestly, realistically approaching problems and getting them solved."

Hogan and Verbitsky have been friends since their days together at St. John's University in the mid-1960s, and have followed similar career paths: St. John's, the Marine Corps, J. Walter Thompson, Eastman Radio and now Unistar.

"We've known each other for a long time, and most people who know the two of us would say we complement each other," Hogan says. Then, dipping into his vast reservoir of sports metaphors, he muses: "He's a fastball pitcher and I'm more of a curveball pitcher. Or rather, he's the quarterback and I'm the receiver. It's worked well, and we'll leave it that way."



Hogan first learned the broadcast industry from the buyer's perspective, handling the Ford account for J. Walter Thompson. But he truly immersed himself in radio at Eastman Radio, which was known at the time for its rigorous training program.

"Eastman was like the Paris Island of radio sales—very intense, very aggressive, with 8:30 meetings every morning," Hogan says. "The big advantage was that you really learned radio thoroughly. It was great basic training for radio."

From the rep world, Hogan moved on to one of New York's top stations, WNEW(AM), where he learned the station side of the business from another rising star—Mel Karmazin.

"It was an exciting station, a station that I grew up with and really knew," Hogan says. "And it was the station in New York to sell for. It was the prize."

From there, Hogan stepped into three senior management posts, including a particularly challenging assignment as president of RKO Radio

Networks when the network was trying to re-establish its credibility after advertisers charged the network had short-changed them.

A period of adversity soon turned to opportunity for Hogan in 1985 when his old friend Verbitsky stepped in to buy the RKO networks, and took on Hogan as a partner in United Stations.

"We felt that there was an excellent future in network radio," Hogan recalls. "The stations were becoming a lot more comfortable with nationally distributed programming. And we were very optimistic about the future."

The optimism proved well-founded. Until the revenue slump of 1992, the network radio business has grown steadily, and United Stations grew from a little-known syndicator into a major national network.

Along the way, Hogan has established himself as a leader in the industry—he has served on the boards of directors of the Radio Network Association, the Advertising Council and the National Association of Broadcasters, among other groups.

And as network radio weathers a painful year of sliding revenue and cost-cutting, Hogan remains optimistic and focused on the future.

"Clearly the big issue today is cable," Hogan says. "They have seen remarkable growth through the 1980s and '90s, and it's a challenge for network radio. In a sense, we've got a new competitor. That's true for national spot radio too and for local TV stations."

"We've got to go after that new battleground emerging national companies—companies that will find and see the effectiveness of network radio." ■

**President, Unistar Radio Networks, New York; b. Feb. 20, 1944, New York; BBA, St. John's University, New York, 1966; MBA, Long Island University, New York, 1972; media development program, J. Walter Thompson, New York, 1968-69; account executive, Eastman Radio, New York, 1969-70; account executive, CBS Radio Spot Sales, New York, 1970-71; account executive, WNEW(AM) New York, 1971-73; general sales manager, WNEW(AM), 1973-79; president, RKO Radio Sales, New York, 1979-82; executive vice president, RKO Radio Division, New York, 1983-84; president, RKO Radio Network, New York, 1984-85; president, United Stations, New York, 1985-89; present position since 1989; m. Mary Baker, Aug. 12, 1967; children: Laura, 23; Julie, 20; William Jr., 18; Elizabeth, 16.**

# In Brief

**CBS finally pulled the plug on *Brooklyn Bridge*** last Thursday after a season-and-a-half of critically acclaimed but low-rated performance. Gary David Goldberg's UBU Productions in association with Paramount Network Television had been given a 22-episode order for this season but with the proviso the show's performance would be evaluated after the first 13. The network has not announced what will take the show's place in its struggling Saturday night lineup.

According to sources close to **Buena Vista Television**, the Walt Disney Studios syndication arm will announce within the next two weeks that the newly released animated "**Aladdin**" theatrical will be spun off into a syndicated series within BVT's two-hour *Disney Afternoon* cartoon block, likely replacing half-hour spoke *Tale Spin* in fall 1994. It is said that Disney will be pitching for a Saturday morning slot on the networks, similar to the weekend berths the studio secured for *Little Mermaid* and DA's *Goof Troop* on

**NSS POCKETPIECE**

(Nielsen's top ranked syndicated shows for the week ending Nov. 1. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....	13.9/220/98
2. Star Trek .....	13.2/245/98
3. Jeopardy! .....	12.9/210/97
4. Oprah Winfrey Show .....	10.3/235/99
5. Entertainment Tonight .....	8.7/178/94
6. Wheel Of Fortune-wknd .....	7.9/184/78
7. Current Affair .....	7.7/178/94
8. Married...With Children .....	7.6/187/96
9. Inside Edition .....	7.1/165/92
10. Imagination I .....	6.9/180/97
10. Warrior Bros. Vol. 29 .....	6.9/137/93
12. Tri Star Showcase III .....	6.6/183/97
13. Roseanne (M-F) .....	6.3/132/85
14. Nat'l Geographic Assgnmt .....	6.1/171/95
15. Designing Women .....	6.0/209/98

CBS this season. A Buena Vista spokesman had no comment.

Claiming the title of **highest syndicated series**—and unseating *Wheel of Fortune* from its long-time claim to the top spot—Paramount's **Star Trek: The Next Generation** finished out the October sweeps (NSS/NTI, Sept. 28-Oct. 25) with a 13.5 rating (aggregate average), just

over one full rating point ahead of *Wheel's* 12.4. It should be noted that some stations double-run the science fiction action-adventure on a weekly basis. Following *Wheel*, King World's consistently top-rated *Jeopardy!* and *The Oprah Winfrey Show* series turned in respective 10.5 and 9.1 rating averages. Closing out the top-10 series were Paramount's *Entertainment Tonight* (8.2); Twentieth's *A Current Affair* (7.2); Columbia's *Married...with Children* (7.0); King World's *Inside Edition* (6.6); Turner Program Services' *National Geographic: On Assignment* (6.4), and King World's weekend version of *Wheel* (6.4).

Warner Bros. Domestic Television Distribution's **NightTalk with Jane Whitney**, on a test run in nearly two dozen markets, **has received 52-week commitments** for its planned January 1993 national rollout from KCAL-TV Los Angeles, KP1X(TV) San Francisco, WCVB-TV Boston (the broadcast hub for *NightTalk*) and all nine Scripps-Howard Broadcasting stations, which are partners with Warner Bros.' Telepictures division.

**Group W will distribute 13 half-hour episodes** of *The New Adventures of Speed Racer*, an updated version of the Japanese-produced series that entered syndication in 1967. Fred Wolf Films, which produces *Teenage Mutant Ninja Turtles* for Group W, will produce the half-hour weekly for fall 1993.

**Home Shopping Network shares were still off** for the week after dropping 1 $\frac{3}{8}$ , to 4 $\frac{1}{2}$ , following the company's announcement of disappointing operating results. In a special filing with the Securities and Exchange Commission, HSN said it expected to report a 6%-8% sales decline for the first quarter of fiscal 1993.

## COX PUTS KTVU, WKBD UP FOR SALE

**N**BC and CBS, as well as Fox, could be interested parties in acquiring Cox Enterprises' Fox affiliate KTVU(TV) San Francisco-Oakland which the group owner asked Morgan Stanley to look into selling along with its other Fox affiliate, WKBD(TV) Detroit, last week.

Both NBC and CBS have had stormy relations with their affiliates, KRON(TV) and KP1X-TV, respectively, and industry sources speculate one or both may want KTVU, ch. 2.

Fox Inc. may also want one or both properties. It owns five stations that reach 18.635% of all U.S. households. The addition of the two Cox stations would put Fox at 22%—3% under the FCC's 25% cap.

Industry sources estimate the two stations are worth \$500 million-\$600 million with the San Francisco property commanding the lion's share.

Other possible buyers include Chris Craft, which owns a station in San Francisco but may be willing to spin it off, and Paramount Communications, which owns three Fox affiliates. "We're always interested in stations in major markets," a Paramount executive said last week.

Cox did not say why they are interested in selling or what their current debt load is. Cox, which owns five other TV's, went private several years ago.

—JF





The National Academy of Television Arts and Sciences presented Phil Donahue with its Special Recognition Award. Donahue, who is celebrating his show's 25th anniversary, was cited for "his contributions to television and for presenting a rewarding and democratic hour on TV each day." Shown are (l-r): Walter Bartlett, chairman-CEO, Multimedia Inc.; Donahue; John Cannon, NATAS president, and Michael Collyer, NATAS chairman. In addition, Multimedia established a scholarship at the University of Notre Dame in Donahue's name. Multimedia produces Donahue.



Nickolas Davatzes, president, Arts & Entertainment Network, was awarded the "Chevalier des Arts et Lettres" by the French government on behalf of the relationship between A&E and the French TV industry that began in 1989 when A&E celebrated the French bicentennial with a month of programming. Present at the Ambassador's residence in Washington were (l-r): Daniel Toscani du Plantier, president, Unifrance Film; Davatzes; Jacques Andreani, French ambassador, and Jerome Clemente, president, ARTE, a new Franco-German TV consortium.

**WNTR(AM) Silver Spring, Md.** (Washington), was sold by Broadcast Equities Inc. (affiliated with the Christian Broadcasting Network) to Capital Kids Radio Co. for **\$650,000**. The buyer is headed by Larry Kessner and Virginia Carson; the station will become an affiliate of the Childrens Satellite Network. Broker: Questcom Radio Brokerage Inc.

The end of his successful 1992 reelection campaign bid did not end the **allegations of sexual harassment** for Senate Communications Subcommittee Chairman **Daniel Inouye** (D-Hawaii). The Associated Press reported last week that nine women surfaced—seven of them anonymous—who claim to be victims of harassment by Inouye. Hawaii state legislator Annelle Amara (D), appearing on KHOU-TV Honolulu last week, said she received phone calls from the nine women, who said they had had experiences similar to those of Lenore Kwock, Inouye's hair stylist, who claims she was assaulted by the senator in the mid-1970's. Kwock's charges were trumpeted in campaign ads for Rick Reed, Inouye's Republican challenger during the campaign. The ads were pulled a day after Kwock threatened to take legal action against Reed. Inouye's press secretary, Nestor Garcia, said the new allegations were from "nine shadowy fig-

ures that we have no chance to confront" and that there was no evidence to substantiate the allegations.

New York-based **Madison Square Garden eliminated 34 positions** last week including an undisclosed number of Madison Square Garden Network staffers. The cuts, affecting senior, mid-level and administrative positions, are the result of fewer concert tours by top-name performers, said a spokeswoman.

**SportsChannel Chicago filed suit** last Friday in Illinois federal court **against 68 Chicago-area bars**, charging them with unlawfully intercepting, receiving and exhibiting Hawkvision, a programming service of SportsChannel that provided exclusive coverage of 1992 Chicago Blackhawks home Stanley Cup Playoff games. SportsChannel originally charged 92 bars with illegal theft of service but has since settled out of court with 22 defendants and has pending settlements with two others.

## CASTLE ROCK ENTERS FIRST-RUN

**R**ob Reiner's Castle Rock Entertainment is making its first foray into syndicated television, teaming with Group W Productions to distribute a proposed fall 1993 teen-skewing talk strip, *You Are Here*. Group W Productions President Derk Zimmerman says the Westinghouse-owned syndication arm had approached Castle Rock Entertainment (Westinghouse owns 15% of the company and distribution rights to any first-run projects), about developing a teen-based series. The show was created by Al Burton, former producer of *Charles in Charge* (among other youth-appeal sitcoms). Two pilot episodes have been taped in what Burton stresses is a fast-paced MTV-style format. Zimmerman says the program is intended to serve as a 5-7 p.m. transitional vehicle into older-skewing adult programming.

*You Are Here* is separated into three interview segments featuring sitcom stars interviewing other celebrities about lifestyle issues. Burton says each show will start with a topic, but he adds that the studio audience, made up of their peer group, will "dictate" the progression of the discussion. In the final segment, a counselor or therapist will join the discussion to "correct any misimpressions the celebrities may have about everyday teen life. There is no celebrity gossip whatsoever," Burton stresses.

—MF

# Editorials

## VOICE OF EXPERIENCE

**N**ational Cable Television Association President Jim Mooney got a vote of confidence from the association in the form of a new multiyear contract last week, effectively quelling rumors that the longtime industry spokesman was in trouble following cable's failure to defeat sweeping reregulation legislation in the Congress.

To take nothing away from the National Association of Broadcasting's lobbying effort in that cause, the bill became a high-profile political football that brought some powerful players to the cable rereg side. We're not sure that, given the mood of change in the country and the constituent-friendliness of a move to cut cable rates just before election time, any amount of lobbying would have defeated the bill, although Mooney and company came close.

As lobbyist, chief lobbyist and president of NCTA, Jim Mooney has been a consistent voice for the cable industry for over a decade. Intelligence, expertise and a player's knowledge of the political process have been the long suits that have brought him and NCTA this far; it will take closer attention to diplomacy to help restore them to the good graces of the country at large.

With Washington now playing a more important—NCTA would say intrusive—role in cable affairs (the logistics of cable rate and other reregulation will be occupying much of the FCC's time in the next year), that voice of experience continues to be an important asset.

## EDITORIALLY CORRECT

**E**vergreen Media, new owner of WTOP(AM) Washington, has lifted the ban on use of the name Redskins for the Washington football team—whose name, like it or not, is Redskins. We think it was the right move, maybe even a gutsy one in the current climate of timidity.

For several months, the former station management, following complaints from some native Americans, had prohibited mention of the team in sportcasts and news accounts as well as advertisements. To pretend that the name was not being used—that the stereotype was not being perpetuated, if that is what such use constitutes—was a disservice to the audience, as well as a questionable editorial judgment.

Before we are too hard on the old guard at WTOP, however, let's not forget what one complaint about content—indecentcy, for instance—can do to a station. The threat of reprisal for guessing wrong on content calls is ever present and powerful. But if WTOP's sensitivity is understandable, the decision of Evergreen, which is currently challenging a hefty fine for indecentcy, is that much

more impressive.

At the risk of generating more letters on this subject (see "Open Mike"), we have to take off our hats to the Infintys and Evergreens of the world, which are standing up to the FCC at the potential risk of hundreds of thousands of dollars in fines, or worse.

## GETTING THE WORD OUT

**T**here are few images more haunting than the photo of a missing child. Often gap-toothed and grinning. Our sons or daughters or neighbors.

Fox Broadcasting is helping launch an initiative, The Missing Child Alert, to help in the search for missing children. *America's Most Wanted*, in conjunction with The Center for Missing and Exploited Children, will prepare bulletins as soon as a child search has been officially launched. Narrated by *AMW's* John Walsh, the spots will be fed via satellite to affiliates, which will in turn be encouraged to make them available to other stations in the market. During a trial run two weeks ago following the disappearance of a Pennsylvania girl (she was eventually found dead), two non-Fox stations in the state picked up the alerts, and several more expressed interest in doing so in the future.

Reality programing as a genre has taken its share of licks from TV critics, but the two realities we are most concerned with are those of missing children and of the proven ability of *America's Most Wanted*—read television—to get results: 231 fugitives captured with the help of the show's profiles.

Television has proved an effective partner in tracking wanted criminals. We hope it proves equally effective in finding missing children.



Drawn for BROADCASTING by Jack Schmidt

"Should I record that response as a 'show needs work' or 'not one of my favorites'?"



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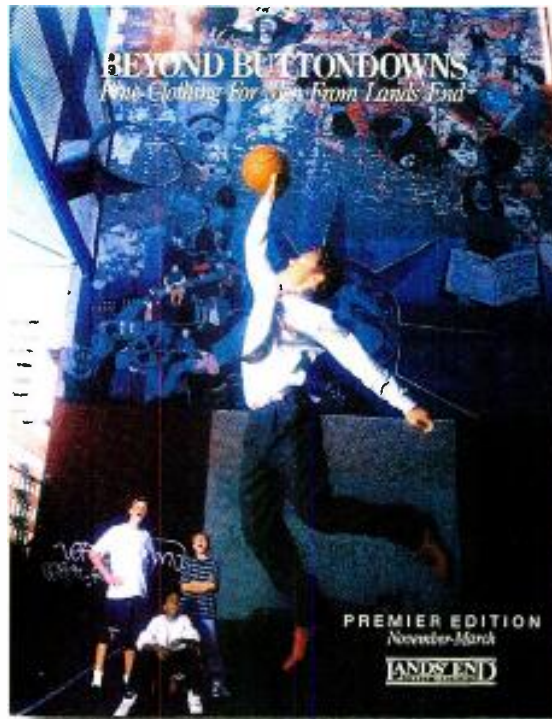
For the seasons when the weather isn't exactly cooperative, there's a John Partridge trench coat. On the surface, it's impervious to rain. While on the inside, thanks to a cotton viscose lining and moleskin-lined collar, cuffs and pockets, it's quite warm.

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Now our complete line of fine men's clothing might not be able to fit into your mailbox, but our catalog can. All you have to do is call one of our friendly operators in Dodgeville at 1-800-356-4444, any day of the week. They will be happy to send you

a copy of our premier edition at no charge, whatsoever.

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