

would not proceed with previously announced spinoff of TV stations into separate company. Competing suitor, Bell-South, which previously agreed to merge cellular operations with those of LIN, had as of last Friday (Dec. 8) to counter revised McCaw offer, which is binding on McCaw until Feb. 28, 1990. LIN shareholder meeting is scheduled for Jan. 12.

**Fox has rearranged its Saturday and Sunday night schedules to bring *The Simpsons*, first prime time animated series in more than 20 years, to its Sunday lineup.** Show will occupy 8:30-9 p.m. slot, following *America's Most Wanted* and leading in to *Married...With Children*. *Totally Hidden Video*, currently in 8:30-9 slot, is moving to same slot on Saturday night. Hour-long *The Reporters*, currently in 8:30-9:30 slot moves to 9-10 p.m. *Beyond Tomorrow* (9:30-10 p.m.) has been canceled. Saturday night changes will take effect Jan. 13 and Sunday night switches take effect Jan. 14.

**Two Cox Broadcasting radio stations paid total \$16,000 in "fundamentally unfair" indecency fines to FCC** only "to avoid expense and time that a lawsuit would require," said Michael Faherty, executive VP, radio. Commission ignored ratings and listener comment as evidence of standards in WIOD(AM) Miami and KFI(AM) Los Angeles communities and "needs to review the definition of community standards," he said. "Absence of concrete, practical guidance [in FCC's] vague national community standard...imposes a chill" on radio. FCC also fined Chicago station last week (see page 71).

**WBZN-AM-FM Racine, Wis. (Milwaukee) was sold by group owner Adams Communications to Ragan Henry for \$3.5 million** and tax certificate. Seller is headed by Steve Adams and owns seven AM's, eight FM's and 10 TV's. Buyer currently owns five AM's and 10 FM's. WBZN(AM) is fulltimer on 1460 khz with 500 w day and 65 w night. WBZN-FM is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Capstone Communications Inc. Also, **look for Henry to announce sale of wwin-am-fm Baltimore** to Washington broadcaster Cathy Hughes, owner of WOL(AM)-WMMJ(FM) there, for \$6.9 million.

**Qintex Entertainment Inc. announced that Jonathan Lloyd will become president** of restructured company, replacing David Evans, who will resign post effective Jan. 1, 1990. Theodore MacKinney has also been tapped to fill Lloyd's senior VP-CFO-treasurer position in attempt to help firm (which filed for Chapter 11 bankruptcy in October) refinance reported \$30 million-\$35 million loss for fiscal year ending July 31. Lloyd's top priority is to "recapitalize" Qintex by finding "credible investment firms" to help sagging production and syndication operation meet obligations to creditors. Since filing, Qintex laid off 31 employees and eliminated its syndicated sales force, trimming Los Angeles-based operation to 50 employees. Lloyd says QEI is continuing to pursue "production opportunities" while under Chapter 11 protection. *Tuff Trax* and *Rollergames* are still being distributed for weekend late fringe, but Lloyd said it wants to make sub-distribution agreements with outside party to syndicate both for 1990-92 season. Same holds true for former Evans and Qintex Australia CEO Christopher Skase's pet project, *The Time Is Now*, weekly hour show on world environmental issues.

**Just-released fall 1989 RADAR report shows national radio usage remains virtually unchanged from fall 1988 levels.** Overall FM share is 77% (versus 76% in 1988). On projected basis, report finds 96% of population (193 million people)

listens to radio in course of week; 79% of population (157 million) are reached by stations associated with networks measured by RADAR (ABC, CBS, National Black Network, Sheridan Broadcasting, Unistar and Westwood One). In average quarter hour during week, 24 million people are in radio audience.

**ABC World News Tonight with Peter Jennings is extending and increasing its ratings lead over CBS Evening News with Dan Rather.** During week 11, WNT had 11.5/21, compared to *Evening News's* 10.3/18. *NBC Nightly News with Tom Brokaw* scored 10.2/19. ABC's lead was its largest since it carried 1984 summer Olympics. ABC News has now won ratings race outright seven of last nine weeks—and tied CBS other two. For year, ABC has finished first 27 times, including six ties. To add little perspective, CBS won evening news race for every fiscal quarter from 1968 to 1985. In 1967, when ABC joined CBS and NBC in running 30-minute newscast, NBC won first half of year, while CBS won second half. NBC didn't win again until it took fourth quarter of 1986. Following year, CBS and NBC again split, two quarters apiece, with NBC taking second and third and CBS getting first and fourth. ABC's first quarterly win came in second quarter of 1988, when ABC tallied 9.4/20 over CBS's 9.2/20, according to ABC and CBS records.

**National Telecommunications and Information Administration last week opened first comprehensive review in its 11-year history of how radio spectrum is used and distributed.** "Spectrum is an issue that is finally having its day," said NTIA head Janice Obuchowski. Sixty-five page inquiry raises questions about adequacy of FCC's and NTIA's current methods of spectrum management and invites comments on alternative market-based approaches. First round of comments is due Feb. 23, 1990.

**MAC III Productions, which was founded in Los Angeles two years ago, is trying to become leading U.S. production supplier and program acquisitions house for parent company, Scottish Television.** Jeremy Fox, MAC III president and COO, has two new unidentified pilot projects being planned for CBS Station Groups Division, pilot project for Fox Broadcasting Co., titled *Are You Kidding* (to be presented to Fox executives this week), and is co-producing talk show *Private Affairs* with syndicator Multimedia Entertainment for current three-week test on KCRA-TV Sacramento, in hopes of eventual fall 1990 syndication. In addition, 35-episode commitment been made to produce children's game show, *Krypton Factor*, for syndicator G2 Entertainment.

**Martin Marietta was scheduled to launch Dec. 8 its first commercial Titan booster** carrying JCSAT 2, second satellite in Japan Communications Satellite Co.'s \$300 million, two-bird system, 30% owned by U.S.-based Hughes Aircraft, which built both spacecrafts. Japanese companies C. Itoh and Mitsui are other owners of JCSAT, Japan's first commercial satellite company. Identical satellites (JCSAT 1 was successfully launched last March) will carry total of 64 Ku-band transponders, 37 of which have already been contracted for video, data and telephone services to private Japanese companies.

**Fred Silverman, former chairman of NBC, and currently president of Fred Silverman Co., Los Angeles-based television program production company, is recovering from mild heart attack** suffered Dec. 1 during business trip in Chicago. He was hospitalized at Northwestern Memorial Hospital and is expected to be back in Los Angeles this week, but according to his staff, he won't be back to work right away.