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Buena Vista takes chance on lottery; Worldvision mulls 'Peaks' possibilities

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Station stunts: humor or humor? Annual revenue growth nominal in '91

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Malrite Communications: Two years after the buyout

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BROADCASTING finds FCC tax certificate program boosts minority ownership

APR 09 1991
INDIANA STATE UNIVERSITY

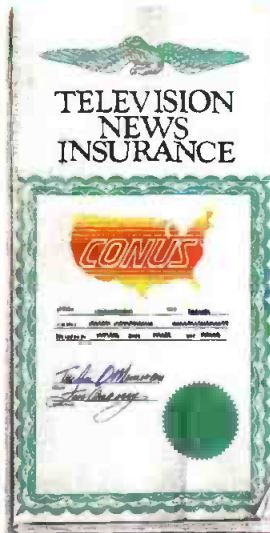
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THIS WEEK

19 / NEW PLAN

The FCC majority late last Friday revised their fin-syn plan to allow the networks to acquire foreign syndication rights in outside-produced programming.

21 / CABLE SALES ACTIVITY

Although money remains tight and the cable industry continues to be burdened by highly leveraged transaction classifications, there are growing signs that potential buyers are positioning themselves for cable system purchases, which could reignite trading activity. At what price level, however, is uncertain.

22 / NBC LEAD

NBC will win its sixth straight prime time ratings victory over second-place ABC, in one of the most hotly contested, three-network races in more than 25 years.

23 / 'NEGATIVE' IMPACT

National Association of Broadcasters President Eddie Fritts said the NAB is worried about a number of Bush administration proposals the NAB feels will have a "negative" impact on the industry.

24 / NCAA RECAP

Despite a drop in average tournament and championship game ratings compared to last year's NCAA Basketball



Top-rated 'Cheers' helped NBC to a narrow victory (page 22)

Tournament, CBS claimed victory for the first year of its \$1 billion seven-year college basketball experiment, saying CBS will earn at least a small profit from its three-week, 65-hour slate of games.

25 / NEW 'TODAY'

NBC News has permanently replaced *Today* co-anchor Deborah Norville, who has been on maternity leave, with substitute co-anchor Katherine Couric.

25 / FNN BID

Bankruptcy court chooses CNBC's \$115 million bid for FNN over the Dow Jones-Group W offer. However, the latter hasn't given up hope of acquiring the network.

26 / MANAGEMENT CHANGES AT ORION

Orion Pictures Corp. reorganized its top management last week and continues to explore ways to reduce its heavy debt load. The new Orion hierarchy has executive vice president William Bernstein becoming president and chief executive officer.

27 / ADVANCE ON LAS VEGAS

The HDTV World Conference & Exhibition, digital audio broadcast demonstrations and appearances by FCC and Capitol Hill policymakers are among the events planned for the NAB annual convention in Las Vegas, April 15-18 (see agenda

beginning on page 29). Additionally, some 425,000 square feet of exhibit space has been sold (see page 36 for a list of firms exhibiting there), with radio exhibits accounting for a fourth of that.

46 / LOTTERY GAME

Buena Vista Television has acquired the rights to distribute a half-hour lottery game strip for fall 1992. A new national lottery game is being developed for the program by a consortium of lottery organizations from 33 states and Washington, D.C., that sold BVT the rights to the show. It is estimated the new televised game would generate about \$900 million in annual revenue, with roughly half of that given away in winnings.

47 / SYNDICATION DEALS AT NAB

For the first time in 20 years, syndicators officially will return to the annual NAB convention. But with most syndicated series already topping 80% clearances, programming sales may be overshadowed by the exchange of programming development ideas with station executives. One pitch: Worldvision Enterprises will be talking about the possibility of picking up *Twin Peaks* for first-run syndication if ABC should cancel the series at the end of this season.

48 / FOX BLOCKS

The Fox Children's

Network is changing its fall strategy. Instead of scheduling two strips in the afternoon, it will launch one new afternoon show and start a new weekday morning block by shifting *Peter Pan* from the afternoon to 8 a.m., Monday-Friday.

50 / CAB'S 10-YEAR CLIMB

The Cable Television Advertising Bureau began 10 years ago, funded initially with about \$350,000. That budget is now \$4 million, and this year cable advertising will reach about \$3 billion—\$2.1 billion of which will come from national advertising sales.

51 / CABLE UPFRONT

Cable executives and advertisers are making predictions of what the cable upfront selling season will look like. So far, the opinions are mixed.

54 / STUNTS

Many listeners expect humor on the radio, but some programming and/or marketing stunts may carry things a bit too far. How far can a station go before it runs into trouble with the FCC? Farther now than a few years ago, and farther than many complainants might expect, according to Chuck Kelly, chief of the FCC Mass Media Bureau Enforcement Division.

57 / NEWS CORP. TO CUT COSTS BY 10%

News Corp. is planning to cut costs by 10% over the next 12 months, according to News Corp.'s Chief Operating Officer Gus Fisher. He told the Australian Financial Review that the cuts would hit every division, although that does not mean that each division will be equally affected.



Fordham panel—Betsy Aaron, CBS; Ed Diamond, 'New York,' and Bernard Shaw, CNN—discuss censorship in Gulf war with Fordham's William Small (far right) (page 71).

58 / THE MALRITE STORY

Investors are carefully studying Malrite Communications, one of the largest radio group owners and Fox TV affiliate groups. The company went private two years ago in a leveraged buyout from which it now faces some bills while operating in a weaker than expected ad environment.

60 / DELIVERY DEBATE FOR PIZZA HUT

A battle between television rep firms and the West Coast office of advertising agency BBDO has broken out over the last two months because of the agency's attempt to bypass reps and buy advertising time for its client, Pizza Hut, directly from the TV stations. Caught in the middle of the rep-agency battle are the television stations. Los Angeles Television Rep Association (LATRA) is planning to meet with BBDO and executives from BBDO clients Pizza Hut and Sizzler Restaurants. Although BBDO currently is not trying to make direct buys for Sizzler, their expected presence at the meeting suggests that it may also be in line for direct buys.

64 / TEST AND DELIVER

FCC Chairman Alfred Sikes tells the commission's advisory committee on advanced television service that it must "deliver" evidence of progress in the selection of an HDTV transmission system. Sikes said, however, he understands the reasons for the delay in testing at the Advanced Television Test

Center, which will now begin in July rather than this month.

66 / STILL IN THE RACE?

Since February 1990, Cablevision Systems Chairman Charles Dolan has sought to convince cable operators that DBS is a viable ticket to channel capacity expansion. A year later, despite gathering claims that video compression will do the trick for plants large and small, Dolan, Hughes Communications and Stanley S. Hubbard decline to change their DBS tune.

68 / TAX CERTIFICATES

According to a BROADCASTING survey, the FCC's 15-year-old tax certificate program has boosted minority ownership or control of dozens of television and radio stations.

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Brains, Bird and Barr.**

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CLOSED CIRCUIT

SALHANY 'IN PLAY' IN HOLLYWOOD

The presidency of a major studio television group, at Paramount or at one of three other studios, may be in the wings for Lucie Salhany, president, Paramount Domestic Television. Salhany, considered by many to be the most powerful female executive in male-dominated Hollywood, has, according to several sources, been involved in exploratory talks with Fox Inc., MCA Inc., and the Walt Disney Co. Both Paramount and Fox spokesmen declined comment on the reports.

The Hollywood community has been speculating for months on what Salhany's next move would be. And Salhany, whose contract is up shortly, has made no secret of the fact that she wants expanded duties beyond syndication, either at Paramount or somewhere else. "It really depends on whether Fox or MCA can come up with the position," said one observer. "This has to do more with power than money."

Salhany, whose contract is up for renegotiation within the next few months, is looking outside as well as within management-weary Paramount. In the last month, that studio has experienced a top-level shakeup with Paramount Communications Chairman Martin Davis installing Stanley Jaffe as COO of the parent company, followed almost immediately by the resignation of Paramount Pictures Chairman Frank Mancuso.

These are the scenarios that surfaced from various sources last week:

■ At Fox, discussions have apparently centered on Salhany assuming a position on the television side comparable to the one held on the theatrical side by Joe Roth, chairman, 20th Century Fox. She would oversee Fox Broadcasting Co., Fox Television Stations group and network production and syndication groups within Twentieth Television Inc. Like

Roth, Salhany would report directly to Fox Inc. Chairman Barry Diller. The Fox scenario would provide Salhany an opportunity to head a studio/network/syndication combine, an opportunity denied her with Paramount's abandoned attempt to establish a fifth network with MCA in 1989. (And last week, Paramount executives at the company's annual meeting made it clear the company was not interested in getting into the network business.)

■ At MCA, talks have centered on the possibility of Salhany assuming the chairmanship of the MCA Television Group, which covers its Universal Television network production division, in addition to MCA TV syndication and MTE cable production arms. Currently, the TV group is overseen by Al Rush, but sources say he may retire by the end of the year.

■ Just across from Universal City, in Burbank, The Walt Disney Co., according to one source, has also talked about centralizing TV activities, a scenario in which Salhany could oversee the operations of Touchstone Television and Disney Television network divisions, Buena Vista Television syndication, and Los Angeles independent station, KCAL-TV.

■ Closer to home, Salhany is reportedly being considered for presidency of Paramount Television Group, post currently held by Mel Harris, who would in turn become chairman of Group.

Since taking over the syndication division in 1985, Salhany has firmed up production and ratings of *Entertainment Tonight* to the point that a New York media analyst estimated the show yields \$40 million in net profits are ushered in the \$150 million first-cycle off-network launch of *Cheers*. *Star Trek: The Next Generation*, it was estimated, accounts for \$20 million in net profits, followed by an estimated \$10 million for *The Arsenio Hall Show* and *Hard Copy*. —SC, MF

WASHINGTON

New wrinkle

FCC deferred action last January in case of Timothy Brumlik, convicted drug-money launderer now doing time in federal prison and licensee of Fox affiliate WXFL(TV) Albany, Ga. Proposal then was to begin revocation hearing and deny Brumlik opportunity to sell station through so-called distress sale policy, which allows station set for hearing to be sold to minorities at 75% of market value. Although FCC Chairman Alfred Sikes supported plan, other commissioners, worried that tampering with distress sale policy would irk Congress, insisted on postponement ("Closed Circuit," Jan. 21).

Since then, new wrinkle has developed. Summit Bank of Indianapolis has been winning support at FCC on way of keeping Brumlik from profiting from station, yet allow Summit to recoup \$1.7 million it has sunk in station, which is in chapter 11 bankruptcy. Summit's best hope is to persuade bankruptcy court to put stations in hands of trustee, who would sell station and pay off creditors first. Even if FCC insists on revocation hearing, Summit argues, precedent exists for allowing trustee to sell station as long as "wrongdoer" does not benefit. Only problem with those plans is that Brumlik is vigorously resisting appointment of trustee. For moment, FCC appears content to continue to put off action to see who wins trustee fight.

No burn off

Concerned about upsetting Congress, FCC order implementing law limiting commercials in children's programming, which agency is expected to adopt tomorrow (April 9), will not allow broadcasters to "burn off" existing barter syndication programming in which commercials exceed limits. Association of Independent Television Stations has pushed for burn-off period, arguing its members would have to give up availabilities that make barter shows profitable.

However, at urging of Commissioner James Quello, FCC is adding language inviting INTV and other affected broadcasters to submit detailed information of extent and impact of



**There's More to Cleveland
than Indians.**

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ENCORE DEBUT

Encore Chairman and Chief Executive Officer John Sie (center) are joined by Jack Hayes (l), regional vice president, HBO, and Bob Greene (r), vice president, national accounts, Showtime, at the launch party for cable's newest pay programming service. Encore, which carries hit movies from the 1960's, 70's and 80's, commercial-free, is designed to provide cable operators "the glue" to solidify their other pay subscribers, according to Sie. Encore will range in price from as low as \$1 for existing pay subscribers to \$4.95 as a stand-alone. Encore launched on April 1 on five TCI owned and managed systems.

problem. Such language will tee up question for petition for reconsideration while giving FCC and broadcasters chance to pacify Congress.

Once and for all

In effort to settle issue of broadcasters' obligations under lowest-unit-charge law, FCC is considering launching rulemaking or inquiry aimed at airing problems broadcasters have had with law and establishing rules or revised guidelines for complying with it. Proceeding is being pushed by National Association of Broadcasters and communications attorneys. Group of attorneys and NAB staff met at NAB headquarters last Wednesday to discuss issues. Session resulted in memo outlining problems and possible solutions, which representatives of group presented to FCC general counsel's office following day.

NEW YORK

Motivating factors

It looks like reasons CNBC does not want to pick up ATC's affiliation agreement with FNN, for which it was winning bidder (see page 25), are (a) ATC has one of lowest rates of all

FNN affiliates and (b) CNBC could end up owing ATC more than \$2 million. Nation's second largest MSO, ATC has "favored nations" clause in its FNN contract in which MSO pays flat, monthly rate, and clause states that if FNN "shall offer a more favorable per-subscriber rate to any other affiliate it shall, at the same time, offer such favorable rate to [ATC]." ATC claims another FNN affiliate got more favorable rates and its rate remained unchanged, and so is looking for rebate, which could total up to \$2,066,633. If CNBC were to pick up contract, it could be liable if ATC's claims were proved valid. If contract is unassumed, ATC will have to try to prove its claim as FNN unsecured creditor.

Inflated numbers?

Throughout Persian Gulf war, Pentagon repeatedly defended its strict controls over reporters there as necessary way of dealing with more than 1,000 correspondents in region. But figure was misleading according to CNN anchor Bernard Shaw, who last week said there were no more than 300 working journalists assigned to the conflict. Most "correspondents" included in Pentagon figures were actually technicians and other support personnel.

Goose and gander

In memo leaked to BROADCASTING last week, Seltel charges that electronic communications system that will automate agencies' avail requests, create electronic contracts and interface with station's clearance system will be bad for rep business, resulting in "nightmare of lowball rates submitted to reps by buying scavengers," and will only "benefit the agencies and those reps interested in cutting costs." System in question is Advertising Document Delivery System being developed by Donovan Data Systems for competing reps Katz Communications, Blair Communications, MMT Sales Inc. and NBC Spot Television Sales. While memo says firm agrees that electronic processing on some points in buying process is inevitable (Seltel is working on developing its own software system), it says that "we must be assured that our ability to influence the buy" will be maintained. It also rubs Seltel wrong way that ADDS system is controlled by vendor (Donovan) that "derives over 90% of its revenues from agencies." In other words, memo says, "while the system may start out looking like a goose, it could quickly look like a gander."

ATLANTA

New Worlds

Buoyed by successful efforts in Georgia, lawyers representing politicians in their attempts to get stations to refund alleged overcharges for political ad time are now turning their efforts to Florida. Robert Kahn, attorney for group of Georgia politicians, told BROADCASTING that he and other lawyers have sent 44 letters to stations in Florida. Clients include Florida Governor-elect Lawton Chiles. Other states being looked at for overcharging politicians include Kentucky, Nebraska, Rhode Island, Texas and Virginia.

LOS ANGELES

Povich producer

According to sources, Kari Sagin, supervising producer, *Sally Jessy Raphael Show*, will be named executive producer of Paramount's *The Maury Povich Show*. Hour-long strip project from Paramount, set to debut in fall, has been without head of production staff since its inception in May 1990, when studio lured Povich away from Fox's *A Current Affair*.



**Something's Brewing
in Milwaukee.**

WVTV Got Real. They Got Roseanne.

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 7-10—"Unleashing Your Competitive Advantage," business-to-business marketing communications conference sponsored by *Association of National Advertisers*. Ritz-Carlton Buckhead, Atlanta. Information: (202) 659-3711.

April 7-10—Annual meeting of *Central Educational Network*, nonprofit regional broadcasting network that provides programming, education services and management support to public television. Hyatt on Capital Square, Columbus, Ohio. Information: (708) 390-8700.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

April 19-24—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220 or 750-8899.

April 21-24—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-18—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

May 22-23—*NBC-TV* annual affiliates meeting. Marriott Marquis, New York.

May 29-31—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

June 7-11—*American Advertising Federation* national advertising conference. Opryland, Nashville.

June 8-11—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 11-13—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

April 8—40th anniversary of American Women in Radio and Television. Association's first convention was April 6-8, 1951, at the Astor in New York.

April 8—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting the Ratings" and "Breaking Up and Making Up: Current Affairs Between Local Stations and Cable." Washington. Information: (213) 282-8801.

April 8—"Ramifications of the Antitrust Exemption for Sports on Television," conference sponsored by *Cardozo Arts and Entertainment Law Journal*. Speakers include Thomas Newell, director of business affairs, CBS; Edwin Durso, executive vice president, network marketing, and general counsel, ESPN, and Donald Fehr, executive director and general counsel, Major League Baseball Players Association. Cardozo Law School, New York. Information: (212) 790-0292.

MAJOR MEETINGS

June 13-18—17th International Television Symposium and Technical Exhibition. Montréux, Switzerland.

June 16-19—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore. Information: (213) 465-3777.

June 18-21—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

July 11-13—*Satellite Broadcasting and Communications Association* trade show. Opryland, Nashville.

July 24-27—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14—Radio '91 convention, sponsored by *National Association of Broadcasters*. Moscone Convention Center, San Francisco.

Sept. 24-29—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Sept. 25-28—*Radio-Television News Directors Association* international conference and exhibition. Denver.

Oct. 1-3—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 3-6—*Society of Broadcast Engineers* fifth annual national convention. Houston. Information: 1-800-225-8183.

Oct. 10-14—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

April 8-11—*Electronic Industries Association* spring conference. Keynote speaker: Vice President Dan Quayle. J.W. Marriott, Washington. Information: (202) 457-4900.

April 9—*Electronic Industries Association* government/industry dinner, during association's spring conference (see listing above). Washington. Information: (202) 457-4900.

April 9—*American Women in Radio and Television, New York City Chapter*, breakfast, "Media Issues—Some Hot, Some Not." Marriott Hotel, New York. Information: (212) 572-9832.

April 9—"Winning New Business," seminar sponsored by *American Association of Advertising Agencies*. Hotel Nikko, Chicago. Information: (212) 682-2500.

April 9-10—"Living with the New Clean Air Law: Costs vs. Benefits," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Oct. 26-29—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992, Metro Toronto Convention Center, Toronto.

Oct. 27-30—*Association of National Advertisers* 82nd annual convention. Biltmore, Phoenix.

Nov. 18-20—*Television Bureau of Advertising* annual meeting. Las Vegas Hilton, Las Vegas.

Nov. 20-22—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

Nov. 23-25—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas.

Jan. 7-10—*Association of Independent Television Stations* annual convention. San Francisco.

Jan. 31-Feb. 1, 1992—*Society of Motion Picture and Television Engineers* 26th annual television conference. Westin St. Francis, San Francisco.

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

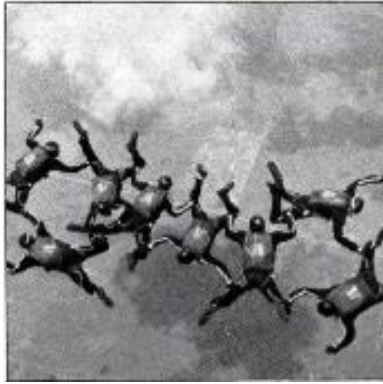
Jan. 25-29, 1992—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

Feb. 7-8, 1992—26th annual *Society of Motion Picture and Television Engineers* television conference. Westin St. Francis Hotel, San Francisco.

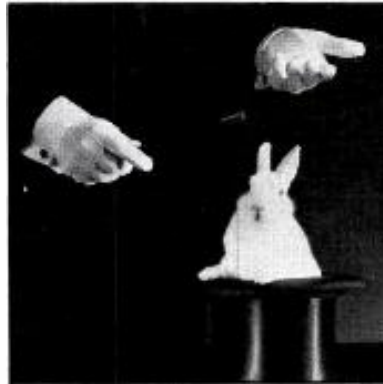
Feb. 26-28, 1992—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

May 3-6, 1992—*National Cable Television Association* annual convention. Dallas. Future convention: June 6-9, 1993, San Francisco.

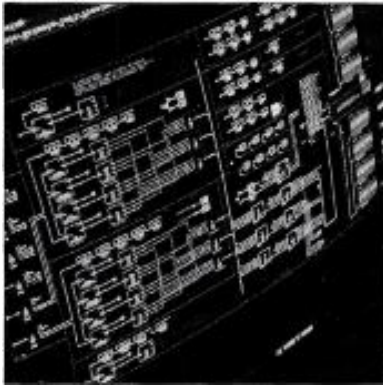
July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.



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April 9-11—*Cable Television Administration and Marketing Society* service management master course. Chicago. Information: (703) 549-4200.

■ **April 10**—Forum honoring publication of "Freedom, Technology and the First Amendment," sponsored by *Cato Institute's Center for Constitutional Studies*. Cato Institute, Washington. Information: (202) 546-0200.

April 10—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

April 10—Deadline for nominations for 11th annual Buccaneer Awards for national and local TV and radio public service announcements, sponsored by *Public Interest Radio and Television Education Society*. Information: (800) 752-6515.

April 10—Presentation of 34th annual New York Emmy Awards, presented by *National Academy of Television Arts and Sciences*, New York chapter. Marriott Marquis. New York. Information: (212) 768-7050.

April 10—*Women in Cable*, New York chapter, celebration of First Women in Cable Week, April 8-12, with two events: "Cable Force 2000 Awards" presentation and "Media Mommies in Cable." Viacom Media Center, New York. Information: Audrey Fontaine, (212) 916-1040.

April 10—*Society of Broadcast Engineers*, chapter 15, meeting, "Receiver manufacturers and the broadcaster." New York Times auditorium, New York. Information: Dave Bialik, (914) 634-6595.

April 10—"Media & Advocacy: Effecting Social Change Through Film and TV," panel sponsored by *New York Women in Film*. Time Warner, New York. Information: (212) 679-0870.

■ **April 10**—Speech by television comedy writer Gary Fox, fifth in series, "Getting Into the Business," sponsored by *Center for New Television*. 912 South Wabash, Chicago. Information: (312) 427-5446.

April 10-13—*National Broadcasting Society*, *Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

April 11—55th annual Ohio State Awards banquet and ceremony, sponsored by *Institute for Education by Radio-Television*, Columbus, Ohio. National Press Club, Washington. Information: (614) 292-0185.

April 11—Forum on digital audio broadcasting, sponsored by *Annenberg Washington Program*. Annenberg Office, Willard Office Building, Washington. Information: (202) 393-7100.

April 11—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speakers: Phil Beuth, president, early morning and late night TV, ABC-TV, and Jack Reilly, executive producer, ABC's *Good Morning, America*, present: "An Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

April 11—*Royal Television Society* Alistair Cooke Lecture, to be delivered by Jack Valenti, president, Motion Picture Association of America, on "The Magic of the Movies: The Impact of Hollywood on the World Through TV." Cosmos Club auditorium, Washington. Information: (202) 429-0190.

April 11—"Video and Audio Production Houses: Untapped Career Opportunities," seminar sponsored by *National Association of Broadcasters Employment Clearinghouse*. NAB headquarters, Washington. Information: Karen

Hunter, (202) 429-5498.

■ **April 11**—"Cableforce 2000: The Work Force as a Strategic Resource," discussion sponsored by *Women in Cable*, Washington chapter. Hall of States Building, Washington. Information: Mary Holley, (202) 626-4867.

■ **April 11**—Career Day, annual event sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington, Washington. Information: (301) 656-2582.

April 11-12—*Indiana Broadcasters Association* spring conference. Muncie, Ind.

April 12—Deadline for entries in Vanguard Awards, sponsored by *Women in Communications*, for "companies and organizations that have taken actions and instituted programs to advance women to positions of equality within that company or organization." Information: (703) 528-4200.

April 12—"Radio Advertising: A Journey Through Sound," seminar sponsored by *Center for Communication*. Speaker: Bud Heck, president, Radio Network Association. Center for Communication, New York. Information: (212) 836-3050.

April 12—"On Location at WINS Radio: News Around the Clock," seminar sponsored by *Center for Communication*. WINS, Center for Communication, New York. Information: (212) 836-3050.

April 12-13—*Society of Professional Journalists and Radio-Television News Directors Association* "super regional" conference (Oregon, Washington, Montana, Idaho, Alaska). Marriott Hotel, Portland, Ore. Information: Carol Riha, (503) 228-2169 or (503) 645-6386.

April 12-13—*Society of Professional Journalists* regional conference. Bismarck Holiday Inn, Bismarck, N.D. Information: Lucy Dalglish, (612) 228-5490.

April 12-13—*Society of Professional Journalists* regional conference. Greenwood Executive Inn, Ky. Information: (502) 745-4143.

April 12-14—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

April 12-14—*National Association of Black Owned Broadcasters* 15th annual spring Broadcast Management Conference. Las Vegas Hilton, Las Vegas. Information: (202) 463-8970.

April 12-14—44th annual convention of the *Associated Press Television-Radio Association of California-Nevada*. Coconut Grove and Holiday Inn, Santa Cruz, Calif. Information: Rachel Ambrose, (213) 746-1200.

April 13-15—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

■ **April 14**—10th annual workshop, "Representing Your Local Broadcaster," sponsored by *American Bar Association*, held in conjunction with National Association of Broadcasters convention (see listing). Participants include Robert Pettit and Roy Stewart, FCC; David Donovan, Association of Independent Television; George Vradenburg, CBS; Charles Senet, Tribune Co., and Bruce Sanford, general counsel, Society of Professional Journalists/Sigma Delta Chi. Las Vegas Hilton, Las Vegas. Information: (312) 988-5000.

April 14-16—25th annual convention of *Virginia Cable Television Association*. Williamsburg Lodge, Williamsburg, Va. Information: (804) 780-1776.

April 15—Deadline for entries in National ADDY Awards for creative excellence in advertising, sponsored by *American Advertising Federation*. Information: (202) 898-0089.

April 15—*Association for Maximum Service Television* 35th annual membership meeting, during NAB meeting (see listing below). Keynote speaker: James Kennedy, chairman and CEO, Cox Enterprises. Ballroom B, Las Vegas Hilton. Information: (202) 462-4351.

April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 16—"Producing for Cable: ACE Award Winners Tell What It Takes," Hollywood luncheon sponsored by *National Academy of Cable Programming and Southern California Cable Association*. Regent Beverly Wilshire, Los Angeles. Information: Bridgit Blumberg, (202) 775-3611, or Carol Mechanic, (818) 505-7715.

April 16-17—"America's Decaying Cities: Neglect from Afar, Competition at Home," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

April 17—"High Performance Account Management," seminar sponsored by the *American Association of Advertising Agencies*. Ritz-Carlton, Washington. Information: (212) 682-2500.

April 17—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: John Hoagland Jr., on "Do We Really Need More Television News?" Copacabana, New York. Information: (212) 768-7050.

April 18—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

■ **April 18**—"The NBA on Television," sponsored by *International Radio and Television Society Sports Division*. Panelists include Don McGuire, executive producer for NBA on TNT; Tom Roy, coordinating producer for NBA on NBC, and Don Sperling, executive producer, NBA Entertainment. Time Warner auditorium, New York. Information: Mary Jane Lardner, (212) 867-6650.

April 18-19—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. Hyatt Embarcadero. San Francisco. Information: (212) 765-5700.

April 18-19—40th annual Broadcast Industry Conference sponsored by *San Francisco State University, Broadcast Communications Arts Department*. Knuth Hall. San Francisco State University, San Francisco. Information: (415) 338-7083.

April 18-21—11th annual Health Reporting Conference, sponsored by *American Medical Association's Division of Television, Radio and Film Services*. Hilton Hotel, Washington. Information: (312) 464-5484.

April 19-20—*Texas AP Broadcasters* annual convention. Capitol Marriott, Austin, Tex. Information: Diana Jensen, (214) 991-2100.

April 19-21—Southern regional conference of *National Association of College Broadcasters*. Georgia State University, Atlanta. Information: (401) 863-2225.

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BC

April 19-21—Radio-Television News Directors Association region six conference, in conjunction with Iowa News Broadcasters Association. Des Moines, Iowa. Information: Dale Woolery, (515) 280-1350.

April 19-28—Worldfest/Houston International Film and Video Festival. Festival theaters: Greenway Plaza, AMC Greenway III Theaters, Museum of Fine Arts and Rice Media Center. Festival hotel: Wyndham Warwick, Houston. Information: (713) 965-9955.

April 20—Radio-Television News Directors Association region four conference in conjunction with Texas AP. Austin, Tex. Information: Stuart Kellogg, (817) 654-6333.

April 21-23—Broadcast Cable Financial Management Association, and subsidiary Broadcast Cable Credit Association, 31st annual conference. Theme: "Breakthrough Performance: Lights! Camera! Innovation!" Century Plaza, Los Angeles. Information: (708) 296-0200.

April 19-24—MIP-TV, international television program market. Palais des Festivals. Cannes, France. Information: (212) 750-8899.

April 21-24—Broadcast Financial Management Association 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

April 22-25—National Computer Graphics Association 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

■ **April 23**—International Radio and Television Society newsmaker luncheon. Panel: Robert Alter, Cabletelevision Advertising Bureau; Tom Burchill, Lifetime; Scott Sassa, Turner Entertainment Networks; Tom Freston, MT Networks; Charles Dolan, Cablevision Systems, and Don Mitzner, Group W Satellite Communications. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 23—Seminar featuring presentation of findings of 1991 U.S. Hispanic Market to Advertisers, Agencies and Media, by Strategy Research Corp. Marriott Marquis, New York. Information: (305) 649-5400.

April 24—International Radio and Television Society Gold Medal Award dinner. Recipient: Frank Bennack Jr., president-CEO, Hearst Corp. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **April 24**—"The Future of Investigative Journalism," drop-in luncheon sponsored by National Academy of Television Arts and Sciences, New York chapter. Speaker: Pamela Hill, vice president-executive producer, CNN Special Assignment. Copacabana, New York. Information: (212) 768-7050.

■ **April 24**—Speech by production manager Gene Consentino, sixth in series, "Getting Into the Business," sponsored by Center for New Television. 912 South Wabash, Chicago. Information: (312) 427-5446.

April 25-26—C-SPAN invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

April 26—Deadline for entries in Daytime Emmy Awards, sponsored by National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences. Information: (212) 586-8424 or (818) 953-7575.

April 26—Seminar featuring presentation of findings of 1991 U.S. Hispanic Market to Advertisers, Agencies and Media, by Strategy Research Corp. Sheraton Universal, Los Angeles. Information: (305) 649-5400.

April 27—Radio-Television News Directors Association

region eight conference in conjunction with Michigan AP. Livonia Marriott, Livonia, Mich. Information: Gary Hanson, (216) 788-2456.

April 27—Radio-Television News Directors Association region seven super-regional conference. Loyola University, Water Tower campus, Chicago. Information: Gene Slaymaker, (317) 923-1456.

■ **April 27**—"Talent-Track '91," second annual one-day workshop "designed to assist radio air talent in achieving their fullest potential as communicators," sponsored by Upper Midwest Communications Conclave. Concourse Hotel. Madison, Wis. Information: (612) 927-4487.

April 29—"New Technologies: The Video Journalist of the Future," seminar sponsored by Center for Communication. Center for Communication, New York. Information: (212) 836-3050.

April 29-30—"Spectrum Allocation and Management," sponsored by Annenberg Washington Program. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

April 29-30—"Newsroom Technology: The Next Generation," technology seminar sponsored by Gannett Center for Media Studies. Gannett Foundation, Columbia University, New York. Information: (212) 280-8392.

April 29-30—Kentucky and Indiana Cable Television Associations joint spring meeting. Galt House Hotel, Louisville, Ky. Information: (502) 864-5352.

April 30—Seminar featuring presentation of findings of 1991 U.S. Hispanic Market to Advertisers, Agencies and Media, by Strategy Research Corp. Hyatt Downtown, Miami. Information: (305) 649-5400.

MAY

■ **May 1**—American Association of Advertising Agencies seminar, "High-Performance Account Management." Hotel Nikko, Chicago. Information: (212) 682-2500.

■ **May 1**—"Pay-Per-View: About to Become Real," speech by Edward Bleier, president, pay TV, animation and network features, Warner Bros., to drop-in luncheon of National Academy of Television Arts and Sciences, New York chapter. Copacabana, New York. Information: (212) 768-7050.

May 2—"Celebrating 200 Years of the First Amendment," sponsored by American Bar Association Forum on Communications Law and Federal Communications Bar Association. Capital Hilton Hotel, Washington. Information: (202) 833-2684.

May 3-5—Federal Communications Bar Association annual seminar. King's Mill Resort and Convention Center, Williamsburg, Va. Information: (202) 833-2684.

May 3-5—"Energy, the Economy and the Middle East," economics conference for journalists sponsored by Foundation for American Communications, Ford Foundation and Dallas Morning News. Dallas-Fort Worth Hilton Executive Conference Center, Grapevine, Tex. Information: (213) 851-7372.

May 5-8—Association of National Advertisers advertising financial management conference, "Advertising and Accountability." Walt Disney World Dolphin, Orlando, Fla.

May 5-11—31st annual Golden Rose of Montreux festival for light entertainment television

programs, sponsored by Swiss Broadcasting Corp. and City of Montreux, Switzerland. Information: John Nathan, (212) 223-0044.

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by University of Nebraska-Lincoln. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 7—USA Network local ad sales workshop. Boston Marriott Copley, Boston. Information: Tracey Muhlfeld, (212) 408-9170.

■ **May 8**—Speech by film distributor Gretchen Ellsner-Sommer, seventh in series, "Getting Into the Business," sponsored by Center for New Television. 912 South Wabash, Chicago. Information: (312) 427-5446.

■ **May 8**—"Television's New Power Partnership: Advertisers and Regional Sports Networks," speech by John Severino, president and chief executive officer, Prime Ticket Network, to drop-in luncheon of National Academy of Television Arts and Sciences, New York chapter. Copacabana, New York. Information: (212) 768-7050.

May 10—USA Network local ad sales workshop. Greenbelt Marriott, Greenbelt, Md. Information: Tracey Muhlfeld, (212) 408-9170.

May 12-14—Pacific Telecommunications Council mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort, Indonesia. Information: (808) 941-3789.

May 13—George Foster Peabody luncheon, sponsored by Broadcast Pioneers. Plaza Hotel, New York. Information: (212) 586-2000.

May 13-15—Pay Per View '91 annual convention, sponsored by Cable Television Administration and Marketing Society. Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 14—International Radio and Television Society Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 14—American Women in Radio and Television, New York City chapter, lunch, "People Finders." Marriott Hotel, New York. Information: (212) 572-9832.

May 14—Action for Children's Television 19th annual awards ceremony and luncheon. National Press Club, Washington. Information: (617) 876-6620.

May 14-16—Cable Television Administration and Marketing Society service management master course. San Antonio, Tex. Information: (703) 549-4200.

■ **May 15**—"Cable's Next Breakthrough: Court TV," speech by Steven Brill, president, American Lawyer Media, and chief executive officer, Courtroom Television Network, to National Academy of Television Arts and Sciences, New York chapter. Copacabana, New York. Information: (212) 768-7050.

■ **May 15**—"Interdiction/off premise addressability," seminar sponsored by Society of Cable Television Engineers, Penn-Ohio meeting group. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

May 15-18—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

May 15-19—21st annual National Educational Film and Video Festival. Among sponsors: *National Captioning Institute*, *Clorox Co.*, *City of Oakland* and *California Council for the Humanities*. Oakland Museum, Exploratorium's McBean Theater and Oakland Convention Center, Oakland, Calif. Information: (415) 465-6885.

May 16—*USA Network* local ad sales workshop. Hyatt Westshore at Tampa International, Tampa, Fla. Information: Tracey Muhlfeld, (212) 408-9170.

May 16-17—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

■ **May 16-18**—*New Mexico Broadcasters Association* 40th annual convention. Hyatt Regency, Albuquerque, N.M. Information: Dee Schelling, (505) 299-6908.

May 16-19—*American Women in Radio and Television* 40th annual convention, featuring presentation of new awards, AWRT Star Awards, for commitment and sensitivity to the issues and concerns of women. Omni, Atlanta. Information: (202) 429-5102.

May 18—Presentation of 43rd annual Los Angeles area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

May 20-21—*Illinois Broadcasters Association* congressional visits. Washington. Information: (217) 753-2636.

OPEN MIKE

NETWORK ADDENDUM

EDITOR: Thank you for your March 4 Special Report: "Network Radio: Power of the Pipeline." It was an informative section on the major networks, but potentially misleading from an exclusionary standpoint. I offer this letter as an addendum.

ABC, Westwood One, Unistar and CBS Radio Networks do have extensive inventory, the largest market share, invaluable news resources and access to technology, but they do not represent the entire communications entity of "network radio." Network radio is a creative, vital, dynamic and innovative programming medium, much more than reconfigured inventory and station compensation.

Although the names NBC, ABC, CBS and Mutual are still in use, the glory days of those major networks are history. Corporate mergers, the credit fiasco of the '80s, satellite technology, deregulation and the proliferation of communications media, have diminished the once exclusive influence of the "major radio networks." Further, the American media visionaries who created the major networks—David Sarnoff, William Paley and Edward Noble—have been succeeded by a new breed of corporate managers/executives (that is, with the exceptions of formidable network stalwarts Norm Pattiz, Nick Verbitsky and Ed Salamon).

The point is, businesses investigating

network radio as a potential advertising medium have more numbers to call than those associated with the reputable companies mentioned above. For the record, the following network radio companies have recently pioneered programming for music, ideas, information, and/or comedy and have simultaneously provided advertisers proximity to the "action" in network radio: EFM Media Management, Premiere Radio Networks, Radio Today Entertainment, Global Satellite Network, Kris Stevens Enterprises, ABC/Watermark, Sun Radio Network, Olympia Radio Networks, MJI Broadcasting and Morrie Trumble & Associates. Soon to follow, Vision Broadcasting Network.—*Floyd E. Vasquez, founder/president, Vision Broadcasting Network, New York.*

MISPLACED TRANSMITTER

EDITOR: A brief correction is in order for your otherwise excellent story (March 25) on the rebuilding of Kuwait broadcasters. While LBA Technology Inc. is indeed proud to have been selected to provide the complete Kuwait antenna system, including our high efficiency AM Tunipole, we did not provide the 25 kw transmitter attributed to us in the article. That honor goes to Nautel.—*Jay Batista, vice president, business development, LBA Technology Inc. Greenville, N.C.*

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MONDAY MEMO

An AM commentary from Dan Patrick, co-owner, president-GM, KSEV(AM) Houston

Over the past several months, AM radio has received much attention. Some experts say AM is dying. However, it is interesting to note that most of these experts don't own or operate AM stations.

The FCC has said it is dedicated to solving the problems of AM. Chairman Sikes has vowed to clean up the band, and the FCC imposed a freeze on AM and called on the spectrum's leaders for suggestions and help.

The National Association of Broadcasters jumped on the bandwagon. And BROADCASTING ran a series of articles on the problems and their possible solutions.

With all these great minds and institutions focused on AM's problems, you would think they would be able to find the answers, right? Wrong.

The problem is that the majority of the AM stations that are in trouble have no strong collective voice. The NAB supposedly represents all broadcasters. However, it seems the NAB often aligns itself with the "clear channel" giants and other major operators. A good example of this is the NAB's backing of efforts to overturn a proposed FCC rule to eliminate simulcasting. This proposal is clearly in the best interest of the AM band and smaller operators. Unfortunately, the NAB has given into the pressure of the "big boys".

It seems the only AM voices being heard are the very ones causing many of the problems: the clear channel giants who pull big ratings and make huge profits at the expense of their brothers on the band.

It amazes me that with all of the studies, suggestions and recommendations concerning AM, both the FCC and NAB have overlooked the fact that the clear channel giants are one of the biggest problems on AM.

If you review the top AM stations, you will find there is no major mystery to their success. They all have great signals (in most cases, 50,000 w) that penetrate office and apartment buildings, signals that don't fade out under bridges, signals that aren't powered down in the middle of afternoon drive during the winter, signals that don't disappear at night.

The real tragedy is that there is no need



for many stations' hardships because there is no longer a need for 50,000 w clear channel giants.

I am not suggesting the FCC require these giants to reduce their day signals. However, there is absolutely no need for a station to cover 1,500 miles and 25 states at night, especially when they are destroying an entire medium.

The only reason for protecting their night signals is for their owners' egos. They love boasting that they can reach 25 states.

What a sin. Four thousand-plus AM stations and their listeners suffer because a handful of operators have the ear of the FCC and the NAB. These stations and their owners are dinosaurs. This is 1991, not 1941.

In Houston, my station is a prime example of how AM stations suffer. I must power down at night to protect WLW in Cincinnati. It is impossible for me to explain to my listeners why they have to hear a Cincinnati station at night in many parts of Houston instead of a local station.

The FCC has talked about negotiated interference. However, that will not always work. For example, WLW tried to purchase my main competitor in Houston. Do you think WLW is going to help me with my signal? And my station is not the only one in this situation.

I believe the FCC is doing its best to help solve the many problems on the band. However, if it doesn't address the problems of clear channel stations dominating the band at night, then all of its other actions will be in vain.

The FCC could solve many of AM's problems by enacting two rules.

First, the commission needs to establish a rule that will allow all stations currently restricted at night because of a 50,000 w station more than 200 miles away enough night power to cover their metro area.

The FCC must understand that there is no harm if two stations interfere over an area where no one is listening.

Second, regardless of any new nighttime rules, the FCC needs to establish standard daytime operating hours. Every station must be able to keep its day power up between 6 a.m. and 7 p.m. to realistically compete and serve the public. This would help all AM's that are required to power down at sunset during the winter months.

The amount of interference caused to the stations they are protecting would be minimal for a few hours a day, four months a year. However, it would give the weaker AM stations the chance to have a

consistent signal through the critical hours of operation.

The bottom line is AM needs more power, not more restrictions as proposed.

If all AM stations had good, clear signals, the band would attract new blood and new money and the band would turn around overnight. All the troubled AM's need are a chance to compete, and not with FM's, but with the power-house AM's.

If these 50,000 w stations lose some of their night coverage their ratings won't go down, and their profits won't suffer. In fact, I believe their profits will increase as AM as a whole improves.

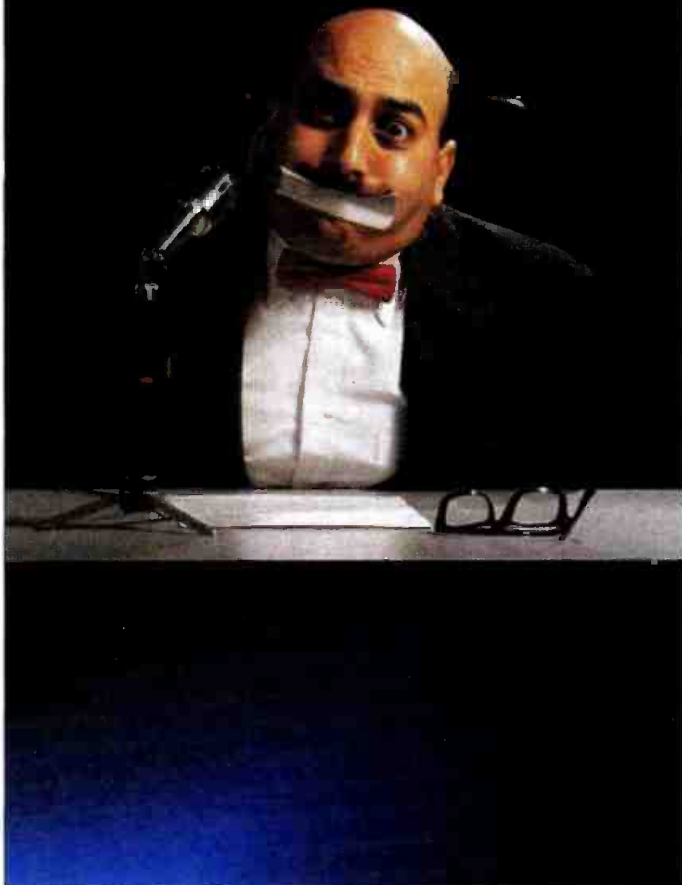
If the AM band is healthy and all stations can improve their audience share through better signals, then AM as a whole will start to reverse the trend of losing audience to FM. □

"The bottom line is AM needs more power, and not more restrictions as proposed."

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TOP OF THE WEEK

NETWORKS WIN FOREIGN SYNDICATION IN MAJORITY'S LAST DRAFT ON FIN-SYN

Two-year option eliminated, definition of network revised

The three FCC commissioners backing the so-called "majority plan" for revamping the financial interest and syndication rules agreed late last Friday to revise their proposal to allow networks to acquire foreign syndication rights in outside-produced programming and to enter the foreign syndication business, according to FCC sources.

After settling on the revised plan, Commissioners Andrew Barrett, Ervin Duggan and Sherrie Marshall presented it to FCC Chairman Alfred Sikes and Commissioner James Quello in hopes they would join the majority in voting for it. The vote is scheduled for Tuesday's (April 9) open meeting.

"The majority has made very substantial moves in the direction of compromise," Duggan told BROADCASTING without elaboration.

But the majority wasn't alone in coming up with fin-syn drafts Friday. Sikes and Quello devised their own version, which sources on the majority said was close enough to hold out hope of an eventual accommodation. Earlier, Quello had made clear he was in step with the chairman and was not interested in making a separate peace with the majority. "Any proposal they come up with will have to meet with Chairman Sikes's approval too," he said. "There isn't going to be a four-one vote on this one."

According to the sources, the majority made several other significant revisions.

□ The "anti-extraction" safeguard on the networks' acquisition of financial interest and foreign syndication rights in outside produced programming was changed. Instead of limiting initial licensing agreements to two years, the plan would now require networks to wait 30 days after negotiating a basic license deal before negotiating for backend rights.

□ The definition of in-house programming was expanded to permit producers



Commissioners Duggan, Marshall and Barrett

and networks to negotiate creative financing and rights deals as long as the negotiations were initiated by the producers. Such negotiation would be subject to certain safeguards.

□ The definition of network was modified so that the rules would now apply to networks that deliver "no more than 15 hours" of prime time programming to affiliates reaching 75% of television homes. That may be the minimum Fox feels it needs to roll out its planned seven-day-a-week prime time schedule (two hours, Monday through Saturday, and three hours on Sunday). Because of its lucrative syndication business, Fox feels it is imperative to avoid the rules by staying below the definitional threshold.

Other major aspects of the majority plan remain intact. It caps the amount of in-house programming on the prime time schedules at 40%, but allows the networks to syndicate such programming internationally and, subject to certain safeguards, domestically. And it prohibits the networks from entering first-run syndication.

According to the sources, Barrett pushed for allowing the networks into foreign syndication. Barrett has opposed the two-step anti-extraction safeguard, but accepted it in exchange for Duggan and Marshall agreement on foreign syndication.

Duggan has been the toughest opponent to syndication rights for the networks, believing the majority had gone too far in allowing the networks to syndicate their in-house productions.

Allowing the networks into foreign syndication is certain to raise howls of protest from producers. The failure of private talks between the two sides two weeks ago was due primarily to an impasse over those syndication rights, along with the domestic kind. Hollywood adamantly opposed giving the networks any syndication rights beyond those in in-house programming.

"The idea of the networks acquiring or taking our [syndication] rights...is out of question under any circumstances," said Bob Daly, chairman of Warner Bros., following the talks. "We will not move off that point of not giving the

networks distribution rights, foreign or domestic. That point is not negotiable." Whatever the FCC commissioners do on fin-syn tomorrow, they better be able to explain why they did it. The day after the vote they are expected on Capitol Hill where Congress's grand inquisitor, House Energy and Commerce Committee Chairman John Dingell (D-Mich.), wants to ask a few questions about the fin-syn decision.

In a letter to Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) last Thursday (April 4),

Dingell invited himself to appear at the subcommittee's authorization hearing for the FCC. Dingell said his Oversight and Investigations Subcommittee had planned to hold hearings on fin-syn, but since Markey's subcommittee had already scheduled an authorization hearing for the day after the vote and fin-syn was certain to be a topic, he said it made no sense to "cover the same ground twice."

Dingell's interest in fin-syn may have contributed to the majorities' loosening of the reins of network participation in

foreign syndication. His overriding interest in the proceeding has been to insure that such U.S.-owned companies as the networks are not put at a competitive disadvantage to the foreign-owned studios.

The majority interest in revising the plan stems not only from a desire to appease the networks and the minority, but also to make it palatable to the independent producers (and the programming diversity those producers represent), which the majority is ostensibly trying to protect. —NAJ

CBS LAYS OFF HUNDREDS TO CUT BUDGET BY AT LEAST \$100 MILLION

News division hit hard; stock gains; more changes possible following completion of McKinsey study

CBS last Friday announced layoffs and other cost cutting which, before the end of 1991, will reduce personnel by approximately 400 people (6% of its work force) and cut at least \$100 million from annual budgets going forward. News bore a disproportionate amount of the cuts, while other operations, including entertainment, promotion and radio will feel the impact less.

CBS Broadcast/Group President Howard Stringer told BROADCASTING that the cuts "jumped the gun" on a study New York-based consulting firm, McKinsey & Co., is still conducting for CBS and which is tentatively expected to be concluded by the end of summer. That study is reviewing CBS structure and strategy, including the network's use of freelancers and other "outsourcing," the future of the CBS Broadcast Center and other major questions, said Stringer.

The CBS president said CBS News would bear between 20% to 25% of the cost reductions, which implies a nearly 10% reduction in the division's annual budget. While declining to provide many specifics about the news cuts, CBS executives said the division would eliminate more news bureaus, leaving only a handful from what is now about a dozen. Additional news cost cutting will come from individual program budgets, said Stringer.

The 10-person Dallas bureau and the 20-person Atlanta office were thought to be primary targets. Dallas staffers braced for word from CBS News executives on Friday and, in Atlanta, a staff meeting was scheduled for that after-

noon.

Internationally, Johannesburg and Rome are likely to be eliminated, although in Rome at least two news people would remain. CBS News has already indicated it would not renew the contract of veteran Beijing correspondent John Sheahan. Along with Johannesburg, top bureaus include London, Tel Aviv, Tokyo and Moscow.

Although international staffing is being reduced as the network considers ending its relationship with international news supplier World Television News, a newsgathering agreement with Tokyo Broadcasting went into effect this month that may allow for shared bureau space.

In an earlier round of cuts late last year, CBS News closed its Denver and Chicago bureaus, leaving a correspondent in the former and a correspondent-producer team in Chicago. As of Friday's announcement, the network had six bureaus nationally: New York, Los Angeles, Dallas, Atlanta, Miami and Washington.

Most other divisions of the company will feel the impact of the budget cuts less. One of them, promotion activities under CBS Senior Vice President George Schweitzer, has accounted for much of the growth in the "selling, general and administrative" costs at CBS, which have shown average growth of more than 11% over the last two years. Stringer praised the promotion department for its delivery of audience sampling of new TV shows.

The reason for the cost cutting now, said Stringer, rather than waiting for the McKinsey & Co. report, the upfront net-

work advertising market or other near-term events is that: "The [financial] numbers got so much worse than we anticipated." The company last week reported an operating loss of \$55 million compared to income of \$90 million in the same period last year. Even excluding last year's telecast of the NFL Super-Bowl, revenue declined and profit deteriorated. Among other reasons cited by the company were the recession, the Gulf War and the first year of a new NCAA television contract. Also affecting operating income was a \$20 million pre-tax charge to account for severance and other expenses associated with the budget cutting.

Those same events also affected the CBS owned TV stations, which reported both lower sales and income as many of the events also impacted both the AM and FM radio groups and the radio networks, all of which also had lower results.

Although the advertising economy has improved slightly since the first quarter ended in March, Stringer said there has been "no dramatic turnaround." In last week's earnings release, the company predicted a full-year 1991 loss for the television network, which the company said would be only the second time a loss has been reported in the last 40 years.

But both the first-quarter numbers and full-year projections were in line with Wall Street estimates and CBS stock was up 2% Friday afternoon, in a down market. The cost cuts announced last week would amount to almost \$4 pre-tax per CBS share. —GF,RS

BUYERS LINING UP FOR CABLE SYSTEMS

Emergence of buying interest by MSO's, others could ignite sales activity

There are growing indications that potential buyers are positioning themselves for cable system purchases, which could reignite trading activity. At what price level such activity would take place, however, is anyone's guess.

The signs come from several quarters. Douglas McCorkindale, vice chairman, chief financial and administrative officer of Gannett, told analysts last week that the company, backed by a \$1.5-billion credit line, was looking at possible cable system purchases. He pointed out that Gannett's interest in cable is not entirely new. And the giant newspaper-broadcast-outdoor company had owned cable systems in the early 1970's.

Hallmark Cards, with a reported war chest of \$1 billion, has joined with Heritage Media Chairman James Hoak to form Crown Media, with cable system and programming companies topping its interest list.

The Blackstone Group, a Wall Street financial firm, has reportedly established a \$100 million to \$300 million fund with an eye to cable system purchase.

Steven Rattner, general partner, Lazard Freres, said "we are doing various things with two investor groups, one with foreign investors who are trying to pick up cable systems at attractive prices."

Tele-Communications Inc. is backing former Heritage founder James Cownie in a new venture, New Heritage Associates, which intends to acquire and manage cable systems. Comcast recently completed some refinancing moves, as has Cencom. As one observer said: "The equity money is waiting to go."

Buyers appear ready, despite problems presented by debt financing. What they lack are sellers; very few large systems are on the market. Gilbert Media's Staten Island system is on the block as well as several limited partnership-type systems. As system prices have been driven below \$2,000 a subscriber over the past 18 months, potential sellers are sitting tight. Viacom, for instance, tested the waters with its Dayton, Ohio, and Milwaukee systems, only to take them off the block.

The first seeds of a revival, however, may be about to be sown. Proponents point to the continued strength of the underlying business, the advancements in technology (fiber, compression) that could produce major new revenue by the

mid-1990's and the lessening of potential DBS competition (the Sky Cable consortium has fallen apart and SkyPix is now cable-friendly). Once several deals get done, market observers say, more sellers could come off the sidelines, fueling a buying spurt.

Gannett's McCorkindale said if Gannett made an acquisition, it would do so on a large scale: "We are not interested in small systems that would require building our own management division. We would instead be interested in an operation of a size that would already have a management team in place."

James Hoak, chairman of Heritage Media, who recently formed a joint venture, Crown Media, with Hallmark Cards, sees a window of opportunity with sale prices: "I don't know [if] they are going to lower, but I don't think they will go higher in the short run." Cable, he said, has settled into a multiple-of-cash-flow range of "maybe 9 to 11." Crown Media, he said, would be willing to pay at the upper end for quality properties and added that the market now appears to be making greater distinctions between properties: "There is a recognition that different systems won't equally share in the upside of technology and will have different vulnerabilities to competitive and possible regulatory threats."

With the long-term goal and means to create a multi-billion dollar media company, Hoak said that cable systems currently have their highest priority among possible acquisitions.

David O'Hayre, senior vice president, investments, Time Warner Cable Group, said: "We have never lost faith" in the

market, adding that "we felt underlying values have been going up." In fact, he said, "we're feeling even better" about values because of advancements in fiber and compression. Although Time Warner remains leveraged, O'Hayre said: "If we found a deal that was a real good fit, we'd find a way to do it."

Bob Lewis, TCI vice president, corporate development, said the company has several small deals in the pipeline, the largest being for 45,000 subscribers. "We're a willing buyer as long as it's the right kind of deal," he said. TCI also has extensive lines of credit to use for system purchase, but Lewis hinted the company may go another route to finance future purchases: forming a different company with certain TCI assets that could purchase systems and finance them outside HLT restrictions.

Julian Brodsky, vice chairman and chief financial officer, Comcast Corp., said: "We certainly are looking," noting that Comcast "strengthened [its] balance sheet enormously" with recent financing moves. System purchases remain a "deal-by-deal situation," said Brodsky, but there hasn't been much on the market. Although today's deals would necessitate more equity upfront, Brodsky pointed out that that would be compensated for by a lower price.

At least one buyer thinks prices will go even lower. "I think if you examine the cable transactions over the past five-to-seven years you will find that a disproportionate number involved financial players as opposed to operators. Those financial players will soon be out of the cable business forever," said Richard Simmons, president of The Washington Post Co., parent company of Post-Newsweek Cable.

Any departure of "financial players" should lead to a further reduction in system prices, suggested Simmons. "We did not regard prices of a couple of years ago as reasonable, and if you look at our record we bought very few systems. We still do not believe prices have been reduced to levels consistent with the economics of today...they will drop further," Simmons said. He added that the need for buyers to operate systems responsibly will lead potential sellers to realize they can no longer obtain the prices they used to expect.

One corporate development executive at a major media company said another reason for the dearth of transactions is

"We still do not believe prices have been reduced to levels consistent with the economics of today...they will drop further."

**—Richard Simmons
Washington Post Co.**

that some overleveraged system owners had yet to reach the point of being forced to sell.

Among other key factors determining future system prices, the executive said, are the continuing capital expenditure requirements of the business, a high percentage of which are mandated by fran-

chise agreements, and the expected growth of advertising revenue as market share begins to match viewer share.

Jay Dugan, senior vice president, Communications Equity Associates, said there has been "real pickup in activity in the last month or so.... The attitude has really changed." The nega-

tive side remains the banks, said Dugan. Because they are raising their capital reserves, lending is restricted. Dugan said buyers need to put up at least 30% in equity and may need some seller financing to complete deals. Players are also waiting on the outcome of regulatory events, he said. **-MS,CF**

NBC EXPECTED TO WIN BY NOSE IN PRIME TIME RACE

Closest three-network finish since 1964-65 brings NBC its sixth straight prime time win

In the most hotly contested, three-network race in over 25 years (the 1964-65 season to be exact, when four-tenths of a rating point separated first-place CBS and third-place ABC), NBC is expected to win its sixth straight prime time ratings crown over second-place ABC when the season ends on Sunday, April 14. As of last Thursday NBC held a two-tenths of a rating point season-to-date lead—not technically insurmountable but realistically so—over ABC, 12.7 versus 12.5 and fourth-tenths of a point over third-place CBS, which has a 12.3 rating average. Fox, with an expanded schedule this year, averaged a 6.4 rating.

Although the final numbers will show a much closer finish than last year, when NBC won with a nearly two-rating point lead over ABC, Preston Beckman, vice president, audience research, NBC, said the leveling of the players is not cause for great concern among NBC executives. "The closeness is not due to the others catching us. Nobody is surging ahead as we head into next season. Only CBS is up [from last year], and that's only one percent," he said.

Overall, the three-network household rating this year (as of April 1) is down 6% from last year, 37.5 versus 39.9. Individually, NBC is down 14% and ABC 4%, with CBS up 1%.

In audience share, CBS showed the greatest growth, improving more than two share points over last year, while NBC lost nearly three points and ABC gained seven-tenths of a point.

Among the key demographic groups of adults

18-49 and adults 25-54, the three-network rating total this season was down 1.2 rating points from last year. In the combined 18-54 group, CBS showed a 6% gain from last year, while NBC and ABC were down 14% and 8%, respectively.

Beckman said that despite the 14% drop in NBC's household ratings from last year, there are several growth areas. "We'll wind up winning four nights this year (Tuesday, Wednesday, Thursday, and Saturday) after winning three last year. We added Tuesday night, a dominant ABC night," he said.

Beckman also said NBC has renewed *Fresh Prince* and *Law & Order*, its highest rated new situation comedy and new drama, respectively. He said the renewals are an indication of NBC's growing strength for next season. "This year, we didn't bring back any sophomore shows. Next year we'll have both

back on the schedule."

NBC will also finish as the highest-rated network in long-form programming, including made-for TV movies, theatricals and mini-series. For the sixth straight year, the network will finish first in long-form in household ratings and among women 18-49 and 25-54.

Beckman pointed out that although only two-tenths of a point separate first and second places, the network holds a seven-tenths of a point lead over ABC among regular series programming. "It's not by as big a margin as last year, but we're still strong in that area," he said. The network can also boast the top-rated series on television this season in *Cheers*.

David Poltrack, senior vice president, planning and research, CBS, said CBS's growth in audience share will bring about a change in the distribution of advertising money more to CBS's favor. "The changing competitive balance will affect the overall economic situation of

each network. The money advertisers spend will be distributed differently due to the change in audience shares. The critical thing is what percentage of the total share a network has. The 2% increase is significant in our attempt to get advertising dollars," he said.

Another encouraging factor for CBS this season, said Poltrack, is the performance of series that returned to the schedule this season from last. "CBS has eight returning shows that performed above last year's levels. ABC has six, and NBC none," he said. He mentioned *Major Dad*, *Murphy Brown*, *Designing Women*, *Rescue:911*, *60*

Both NBC and its 'Cheers' finished the season in first place



Minutes, Guns of Paradise, Tuesday Night Movie and the *Sunday Night Movie*. "Where I think we have positive momentum for the fall is our returning core of shows."

At ABC, Alan Wurtzel, senior vice president, research and marketing, said that numbers aside, "I think all four networks are probably disappointed that no shows broke through. Last year we finished the season strong with *Twin Peaks* and *America's Funniest Home Videos*, and that sort of excitement is good for television," he said.

As for the demographic composition, Wurtzel says ABC managed to maintain its strong demographic profile, as the leader among adults 18-49. As of March 31, ABC averaged an 8 rating in the category as opposed to NBC's 7.5 and CBS's 6.8. "Another way to look at it is that 50.1% of our prime time schedule is made up of adults 18-49," he said, noting that CBS has a 44.9% and NBC is at 46.6%. Conversely, he said, 29.3% of ABC's schedule is made up of viewers 50 plus, while 43.1% of CBS's schedule is made up of that group, and 38.9% of NBC's is viewed by that demographic.

Wurtzel pointed to several time periods that showed improvement this season, particularly Wednesday night at 9 p.m. where *Doogie Howser, M.D.*, is scheduled. "The performance of *Doogie Howser* in its sophomore season has been good, and served as a linchpin for us in stabilizing the night," he said. He also pointed out the show has helped to deliver audience to two new shows tried out in the 9:30-10 time period, *Married People* and *Anything But Love*.

Andy Fessel, senior vice president, research, Fox Broadcasting Company, said Fox's goal coming into the season was to successfully launch two new nights of programming without seriously damaging their established nights and to that end Fox has succeeded. "We had to break apart our strengths to build new nights, and we're very pleased with what happened. We held onto our audience levels but also expanded our overall schedule."

Fessel noted that Fox's strong demographic makeup of young viewers, primarily 18-34, remained intact with the expansion.

As for the two new nights, Thursday and Friday, Fessel said both have improved from levels Fox affiliates achieved last year when the nights were programed locally. "Both are up on average about 50% from last year. And on Sunday night, we're holding even from last year, after pulling *The Simpsons* and *America's Most Wanted* to anchor two new nights," he said.

-SC

FRITTS: BUSH LACKS COORDINATED COMMUNICATIONS POLICY

NAB president says number of government initiatives harmful to broadcasting industry

National Association of Broadcasters President Eddie Fritts blasted the Bush administration last week for its failure to "appreciate the role broadcasters play in the mass media marketplace."

He conveyed NAB's dissatisfaction with the White House in a letter to John Dingell (D-Mich.), the powerful chair-



Fritts

man of the House Energy and Commerce Committee. (Fritts also criticized the administration for its lack of a "coherent, coordinated" communications policy in an earlier interview with BROADCASTING to be published next week.)

The letter to Dingell cites a number of "troubling" administration proposals: "last year's proposed spectrum tax; last year's proposed limits on deductibility of advertising; this year's new FCC fee schedule; opposition to cable re-regulation legislation and specific, targeted opposition to its must carry provisions, and support for full telco entry into the television business without content restrictions." Fritts said he hoped Congress would "strongly and affirmatively address these crucial issues."

This week, FCC commissioners will appear before the House Telecommunications Subcommittee and the subject of the agency's proposed user fee will undoubtedly crop up. Dingell's opposition to spectrum fees and auctions is well known.

At a subcommittee hearing last month, Janice Obuchowski, head of the National Telecommunications and Information Administration, testified in favor

of spectrum auctions. Her testimony "continues a particularly troubling pattern of proposed taxes, charges and policy statements, which if adopted would relegate broadcast service to a shadowy afterthought in communications policy," Fritts wrote.

Fritts blasted Obuchowski last year for what he said was a bias in favor of the telephone industry and he called NTIA, the "National Telephone Improvement Association" (BROADCASTING, Aug. 27).

His letter said it is "ironic" that last year, the President appeared at the NAB convention seeking support for TV Marti, "as a source of information for the Cuban people which might replicate the service provided to our citizens by local broadcasters." A service, Fritts said, "clearly in jeopardy if the administration is successful in its policy initiatives."

A Commerce Committee staffer said it is "unfortunate that the administration is so unsympathetic and that there is a far greater appreciation for the institution of free over-the-air broadcasting in Congress."

"We think the administration certainly has not been kinder and gentler to broadcasting," Fritts told BROADCASTING as he attacked the administration for its lack of a "coherent, coordinated" communications policy. He said NAB has "spent a great deal of time talking with administration officials. 'We've talked to Treasury, the Council of Economic Advisers, to OMB, to Justice—virtually every hot spot in the administration—and have not found a coherent, coordinated policy.'"

There seems to be a "lack of coordination. Either that or it's very well orchestrated subterranean thoughts, but I chose to think it's just a lack of coordination and that nobody is steering the ship," Fritts said.

NAB has "legitimate concerns that the administration does not have a coordinated policy; that it is piecemeal, I don't think that is consistent with what George Bush wants," he said.

"I don't know if this was a just a fit of pique but the idea that they [NAB] don't like fees is not new," said an FCC source in response to NAB's attack on the administration.

-KM

CBS PLEASSED WITH NCAA

Network and others predict it will make money on first year

Despite a drop in average tournament and championship game ratings compared with a banner 1990 National Collegiate Athletic Association Basketball Tournament (which last week won a Sports Emmy for "outstanding live sports series"), CBS claimed victory for the first year of its \$1 billion seven-year all-or-nothing college basketball experiment, saying the network will make at least a small profit from its three-week, 65-hour slate of tournament games.

Satisfied that "we made money on this tournament," Len DeLuca, vice president of programming for CBS Sports, said he was also satisfied that other network goals—promoting the latter half of the tournament by adding first round games (telecast by ESPN until this year) and creating a well-watched venue for CBS Entertainment Division promos—were also achieved.

"I'm sure they will make money" on the package this year, said one ad executive. "Whether a little or a lot, I'm not sure," he added, also expressing confidence that the entire contract would prove profitable.

Compared with 10.1 average national Nielsen rating achieved a season ago by CBS's second round-through-championship package, this season's showing for the second round on came at 9.5, down 6%.

However, DeLuca noted, the 1991 ratings average "matched 1989," and the 30 share CBS said its championship game achieved was on par with shares



achieved over the past 10 seasons.

"We got viewers to the set, and it's up to the event to keep them there for two-and-a-half or four hours. That didn't happen on the second weekend," he said, attributing a 21% 1990-91 drop in ratings during the tournament's second weekend—down from 10.4 to 8.2—to a streak of tight matchups that same weekend last year and a dearth of them this year.

However, in games carrying the tournament's most expensive advertising avails, the semifinals and championship, CBS fared well, said DeLuca. During the three days of what CBS Sports President Neal Pilson billed as "a single event with a beginning, middle and end," ratings were bolstered when the March 30 Duke vs. University of Neva-

da Las Vegas semifinal game earned a 15.7, the highest rated Final Four broadcast since Villanova vs. Georgetown earned a 17.1 in 1985. (Tournament favorite UNLV had helped the network win the highest second-round rating ever, 12.6, beating Georgetown University on March 24.) The other semifinal, Kansas vs. North Carolina, also beat its 1990 counterpart 12.7 to 12.3, said CBS.

The April 1 championship achieved less. Duke University's prime time championship victory over the University of Kansas earned the second lowest rating of any championship game in 12 years—19.4, off 3% from last year's 20.0 Kansas win over Duke, or off 8% from the 20.9 championship average from 1980 through 1990. However, said CBS, the Duke vs. Kansas rematch was viewed by 18.1 million people, the sixth largest audience in tournament history. And, DeLuca said, in the quarter hour after 11 p.m., when Kansas nearly recovered from a 14-point deficit, the rating reached 21.

In any case, he said, the championship's 30 share—since 1980, it has ranged from a 29 to 33—confirmed CBS's belief that, like the Super Bowl, the event draws a "remarkably steady" national audience regardless of which markets normally follow the two teams or conferences they represent.

And in the experimentation department, the network began the tournament two days early, adding 18 hours and 32 first-round games telecast by ESPN until this year. Noting that the average 4.4 rating those first two afternoons did not stop CBS daytime from winning the week, DeLuca said he also believed that "the cumulative impact of being on all day" Thursday and Friday, March 14 and 15, showed up in a 2% ratings increase for the first weekend.

And in another experiment that pervaded the first two rounds, CBS risked moving from game to game, attempting to give viewers a panoramic perspective and maximum critical action. Conceding that the strategy had created some mistakes in timing, DeLuca estimated that, in the top 25 markets, viewers saw an average 41 of the 48 games covered during the first four days.

"Nobody can accuse us of not testing the envelope" in terms of viewer patience with new approaches and a few miscues, as well as network logistics, he said. "We are genuinely happy with the reaction to 65 hours of college basketball," he added, vowing that, except for "refinements," CBS will take on the same challenge next year.

—PDL

MORE SYNDICATION FOR NBC

NBC continues to expand its domestic syndication production activities. Last week, the company's owned cable network, CNBC, sold the distribution rights to a weekly news and information magazine show for children, *K-TV*, to Goodman Entertainment, New York. The entire NBC-owned station group has agreed to clear the show, which will debut in syndication next fall. The show has aired on weekends on CNBC since April 1989 as an alternative to cartoons on the big three and other children's fare. The show will come off CNBC before going into syndication in the fall.

CNBC will continue to produce new weekly half-hour episodes for syndication. Goodman is also distributing another children's magazine, *Wide World of Kids*, for next fall. It too has been picked up by some NBC-owned stations, including KNBC-TV Los Angeles, and has now cleared about 70% of the country. Two other NBC divisions are producing shows for syndication. NBC News Productions is producing *Memories Then and Now*, the weekly LBS-distributed show going into its second season. And NBC Productions, Los Angeles, is co-producing *Johnny B...On the Loose*, which Viacom has cleared in 70% of the country for a June 1991 start.

MORE MUSICAL ANCHORS AT 'TODAY'

Katie Couric, substituting for Deborah Norville while latter is on maternity leave, is given the job permanently

NBC News executives, enjoying a rare boost in the *Today* show ratings since co-anchor Deborah Norville went on maternity leave, have permanently replaced the controversial personality with substitute co-anchor Katie Couric.

Thursday's announcement capped off a year of turmoil at *Today*, which has struggled to regain its one-time position as the ratings leader among network morning shows. ABC's *Good Morning, America* has consistently held the number-one position since Norville joined *Today* anchor Bryant Gumbel 14 months ago.

Within the span of a year, efforts to fix the show have included various on-air staff changes and the removal of Dick Ebersol as the show's top executive. Despite the efforts, ratings gains did not begin to really take hold until late February 1991, when Norville left for what was originally intended to be a two-month maternity leave.

Norville's problems dated back to late 1989, when she replaced Jane Pauley as co-host and triggered a storm of controversy over the abrupt removal of the popular, 13-year *Today* veteran. NBC kept Norville on board despite continuing criticism, opting to repair the show through a June 1990 shift that saw the return of another co-anchor, Joe Garagiola, as well as the addition of Faith Daniels and Couric.

Couric, who joined *Today* as a Washington-based national correspondent, began her career with the network in July 1989 as deputy Pentagon correspondent. Prior to that, she spent three years as a general assignment reporter with NBC-owned WRC-TV in Washington.

Ratings declines in the time Norville was on board were costly to NBC News. Division president, Michael Gartner, said six months after the switch that the ratings drop would cost the network more than \$10 million in lost advertising revenue. He added the NBC O&O's would lose about \$2 million more.

"We are anxious for improvements and supportive of them when they occur," said Eric Bremner, president of TV broadcasting at King Broadcasting and president of the NBC affiliate board, about the Couric announcement. "We want it back to where it was. God knows it's important to the affiliates."

NBC News issued a statement last



Katie Couric



Deborah Norville

week saying that Norville, who recently gave birth to her first child, told the network that she wanted "to spend at least the next year as a full-time mother." Network executives and Norville agent Jim Griffin declined to comment on speculation that she had turned down a chance to return as anchor of *NBC News at Sunrise*, the position she held before joining *Today*.

"Clearly, she has been in the middle of a maelstrom not of her making," said

Griffin, "and she'd now like to spend a little time at home."

Norville's exit arrived just weeks after *60 Minutes* correspondent Meredith Vieira learned she would be losing her CBS News job when she took maternity leave. And Couric herself will have to sort out an arrangement with NBC News when she goes on maternity leave in July. *Today* has not yet named a July replacement for Couric, according to an NBC News spokeswoman. —RB

CNBC WINS FNN ROUND

CNBC may have walked away from last week's bankruptcy hearing as the winning bidder for the assets of Financial News Network, but as far as Dow Jones and Group W are concerned, CNBC may have won the latest battle, but it hasn't won the war. The Dow Jones-Group W partnership is counting on an FTC antitrust investigation or its own appeal to regain the network.

Before a standing-room-only courtroom, Judge Francis G. Conrad last Wednesday threw out Dow Jones-Group W's bid for FNN and accepted CNBC's \$115 million offer. He held off closing the sale until after an FTC decision, due April 19, on whether it will request an injunction to stop the sale to CNBC on antitrust grounds. The bid was dismissed after Dow Jones-Group W refused to extend its \$115 million bid deadline to May 31 (the same as CNBC's) should it

lose in bidding. When the attorney for FNN's unsecured creditors protested dismissing Dow Jones's \$115 million offer, and accepting CNBC's \$105 million, CNBC upped its offer to match Group W's, successfully appeasing creditors.

Most had walked in expecting an auction, but Dow Jones-Group W's refusal to extend the date of its bid past 11:59 p.m. that same day insured the auction never got under way. With high-profile antitrust attorney David Boies at the helm, observers say it was evident Dow Jones-Group W intended to avoid a bidding war, preferring to continue its fight through legal maneuvers. The result of the hearing, said Burt Staniar, president, Westinghouse Broadcasting, "was not unexpected...we were pleased to see [the price] end up at \$115 million."

Presumably, Dow Jones-Group W is pleased to see the price remain there

because if an FTC restraining order holds up the sale to CNBC (as it could for a year or more), the partnership could conceivably offer no more than \$115 million (and hopefully less).

In a possible response to the FTC investigation, Dow Jones-Group W has publicly, at least, changed its mind about starting its own cable financial news service should it lose FNN, as it said it might do when CNBC first overbid. The week after the FTC filed with bankruptcy court, Group W said starting such a channel did not make economic sense (BROADCASTING, March 25).

Dow Jones and Group W say they may appeal, although they may wait to see the outcome of the FTC investigation. Peter Skinner, senior vice president, Dow Jones, said the issue of having to hold the bid until May 31 is a likely grounds for appeal, since it would have been "ridiculous to leave \$115 million on the table that long when the judge himself called FNN a wasting asset." Said Tom Rogers, president, NBC Cable: "We knew the issue of the date had to be dealt with," but just how critical it was to become was unclear at the start, he added.

Dow Jones-Group W may also try to take up the issue of CNBC's \$105 million overbid of its own \$90 million bid on appeal. Through the questioning of two witnesses at the start of the hearing—FNN co-Chief Executive Officer Alan Tessler and Errol Cook, former managing director of Wertheim Schroeder, which handled the sale—Boies was careful to get on the record the process through which CNBC overbid on Friday, Feb. 22, and what it required of FNN during that process. Some industry sources speculated that Dow Jones-Group W was questioning the timing of CNBC's bid, which came on the same day Dow Jones-Group W was about to sign a definitive agreement with FNN, and whether CNBC had unpublicized details on the status and content of Dow Jones-Group W's offer.

As for its own bid, CNBC told FNN it could not disclose the offer until the definitive agreement was signed, or the offer would disintegrate. But Tessler testified last week that once the definitive agreement was signed at 11 p.m. Monday, Feb. 25, the contract specified FNN could then listen to another bidder, as long as it did not encourage or solicit bids. Yet between that Monday and late Friday (March 1) when FNN filed for bankruptcy, Dow Jones-Group W tried to talk to FNN and get a copy of CNBC's bid, executives claimed, to see if the partnership would make a counter offer, but was rejected by FNN. —SDM

ORION RESTRUCTURES; NOW MUST REDUCE DEBT

Studio names new management team; largest shareholder, Metromedia, says it's in for long term

Faced with a heavy debt load, Orion Pictures Corp. announced last week that it is reorganizing its top management and is exploring a "major capital or financial restructuring" to reduce its debt.

The new Orion hierarchy has 57-year-old Executive Vice President William Bernstein becoming president and chief executive officer. Current president-CEO Eric Pleskow, 67, will become chairman and Arthur Krim, 81, chairman of Orion since the studio was founded in 1978, has been named founder-chairman and will remain chairman of the studio's executive committee.

Orion also announced it has formed a new management team with the promotions of David Forbes, president, Orion Pictures Distribution Corp., and Marc Platt, president, Orion Pictures Productions, who have been named executive vice presidents, Orion Pictures Corp. Both will work in all areas of the studio and will report directly to Bernstein and will be responsible for the day-to-day operations of Orion.

The appointments may be the completion of Orion Pictures Corp. shareholder and Metromedia chairman and president John Kluge's makeover of the studio. In February, Metromedia added five of its executives to the Orion board, giving it and Kluge (who owns 68% of Orion stock) control of the board. Around the time of the board announcements, Kluge also disclosed that he had retained Salomon Brothers to explore the possibility of selling his stake in the studio.

Now, with top management changed apparently to his liking, Kluge may be in for the long haul with Metromedia. Said Stuart Subotnick, Metromedia executive vice president and a member of the Orion board: "These new assignments reflect the constructive steps the company is taking in order to ensure the continuation of Krim's and Pleskow's long-standing pursuit of artistic excellence. "The changes signal Metromedia's long-term commitment to the management group and to the continuation of Orion as a viable major motion picture company."

The new management team has its work cut out for it. Despite the recent success of multiple Oscar winner "Dances with Wolves" and the hit film

"Silence of the Lambs," the studio is still reeling from a string of disappointing films released over the last two years and has \$509 million in debt. Orion also has almost used up its \$300 million credit agreement with its lenders. In an effort to raise money, Orion has been selling its movie projects to raise equity. The studio just recently sold its highly anticipated "The Addams Family" to Paramount for between \$20 million and \$25 million. This summer, Orion is scheduled to pay back \$50 million of that debt, and by Aug. 31, 1992, the level is supposed to drop to \$200 million. All outstanding borrowings are due Aug. 31, 1993.

This July is also the reset date on Orion's approximately \$199.5 million in senior subordinated reset notes due in 1998. The interest on the reset notes is payable semi-annually at 12½% through July 15, when the interest rate will be adjusted to no less than 12¾% and no more than 15¾%.

In an effort to raise equity, Orion retained Salomon Brothers last November to find an investor or a buyer for the ailing studio. Rumors of Korean electronic company Samsung as a buyer appeared in December but quickly faded, and the latest rumor had Castle Rock, which is 33% controlled by Sony Corp.'s Columbia Pictures, buying the studio.

Sabotnick, in a published interview, acknowledged that there had been talks with Castle Rock but said they had fallen through because Castle Rock had no financing of its own. It "would have required an investment on Orion's part and taking yet another risk."

Unfortunately for Orion, Sony Corp. may be one of the few buyers out there, according to one analyst. Orion has a foreign distribution agreement with Columbia Pictures for 50 films. The agreement so far has brought Orion \$175 million for license fees, renewal fees and advances and thus has a vested interest that Orion will be able to get those films done.

There have been more disappointments for Orion on the broadcasting side. The studio's *WIOU* was recently canceled by CBS and its only other show on network TV, ABC's *Equal Justice*, is struggling. —JF

SPECIAL REPORT

NAB 91
LAS VEGAS

H D T V
WORLD
'91
CONFERENCE & EXHIBITION

NAB ROLLS INTO LAS VEGAS

Improved audio, video and regulatory picture on tap for convention

A special exhibit and conference on high-definition television, digital audio broadcast demonstrations and appearances by FCC and Capitol Hill policymakers are some of the attractions at the National Association of Broadcasters annual convention next week in Las Vegas (April 15-18).

"We're excited about the convention," NAB President Eddie Fritts told *BROADCASTING* last week. "We're doing a lot of new things. The format is shifted to different days [the conference is being held Monday through Thursday instead of over the weekend] and we're experimenting with this HDTV World Conference & Exhibition; it's going to be huge," said Fritts.

Attendance at last year's convention in Atlanta exceeded 50,000 and Fritts expects the Las Vegas show will draw an even greater crowd. Since the end of the Persian Gulf War, there has been a "surge" in registration, especially among international broadcasters, Fritts reported.

He said the demand from exhibitors has been "very heavy." In the exhibit hall, 425,000 square feet has been sold, with radio exhibits accounting for 100,000 square feet.

The four-day meeting kicks off Monday, April 15, with a keynote address from FCC Chairman Al Sikes. He'll speak at an all-industry luncheon at

which NAB is also honoring ABC/Capital Cities Chairman Thomas Murphy with its Distinguished Service Award. A "policymakers breakfast" is scheduled for Tuesday, April 16, with FCC Commissioners James Quello, Sherrie Marshall, Andrew Barrett and Ervin Duggan and National Telecommunications and Information Administration head, Janice Obuchowski. Duggan is slated to give a speech on the public interest responsibilities of broadcasters at a meeting of the Broadcast Education Association on Sunday, April 14.

At least four senators and 16 congressmen are slated to attend the convention. Among the topics for discussion is a session called: "Profits or Losses?—Congress and Your Bottom Line," featuring Representatives Tom Bliley (R-Va.); Jack Fields (R-Tex.); Richard Lehman (D-Calif.); Tom McMillen (D-Md.); Bill Richardson (D-N.M.), and Billy Tauzin (D-La.).

Concurrent with the convention is NAB's HDTV World Conference & Exhibition which will be held at the Las Vegas Hilton (the exhibit will open at 8:30 a.m. every day). The HDTV show's opening ceremonies will include a speech by Hollywood director Francis Ford Coppola, who has long been an advocate of electronic motion picture production using HDTV tape formats.

As part of the HDTV World exhibit,

Japan Broadcasting Corp. (NHK), is holding a technology open house featuring prototypes of its future consumer electronics (*BROADCASTING*, March 25). "They have spent over a million dollars to do this," said Fritts.

Digital audio broadcasting is also high on the NAB agenda. Demonstrations of two DAB systems, the NAB endorsed European-developed Eureka 147 system and an FM in-band system supported by Gannett Radio, are scheduled.

Also new this year, NAB is convening membership meetings on Sunday afternoon (radio is from 3 to 4 p.m. and television from 4 to 5 p.m.). "We'll do a briefing on the issues and give an update on NAB activities," Fritts said.

There is a large group of general managers and group heads who attend the convention, he said, and in an effort to cater to that segment of the industry NAB has invited syndicators to Las Vegas (see story, page 48). "We don't intend to compete with NATPE, but there is an aftermarket behind NATPE and INTV," Fritts explained. "After people have had an opportunity to run their shows, they begin to think about replacements."

"We're not going to make any money [the surcharge is \$1,500] but the important thing is to make the convention more relative to the entire spectrum of broadcasters who are attending," he

said.

Among the syndicators who will be there: King World; Buena Vista Television; Viacom (first-run sales and off-network sales); Warner Bros. Domestic Television; Tribune Entertainment; Co-

nus Communications; ITC Entertainment Group; LBS, Medstar Communications; CNN Television; Twentieth Television, and Worldvision.

Fritts is also excited about the number of international attendees, some 7,000.

NAB is hosting a private dinner on Wednesday (April 17) for international broadcast executives. Fritts said NAB expects a delegation from Eastern Europe and at least 15 private broadcasters from the Soviet Union. —KM

BROADCAST EDUCATION ASSOCIATION AGENDA

All events are in Las Vegas Convention Center unless otherwise noted.

Friday, April 12

2 p.m.-6 p.m. Convention registration desk open.

4 p.m.-5 p.m. Pre-convention staff meeting: Board convention program committee, academic host and volunteer staff, Louisa Nielsen/Tom Thayer, coordinators of textbook fair, placement and audio-visual equipment. *Convener:* Susan Eastman, BEA convention program chair.

6 p.m.-7:30 p.m. ITVA/BEA teleconference. *Coordinators:* Pam Chase, regional vice president, International Television Association; David Ostroff, chair, BEA history division.

8 p.m.-9 p.m. Pre-convention division chairs meeting. Division and interest group chairs, convention program chair, board convention program committee. *Convener:* Raymond Carroll, vice chair, BEA board.

Saturday, April 13

8 a.m.-5 p.m. Convention registration desk open.

8 a.m.-9 a.m. Reception, continental breakfast. Welcome and official opening.

Courses & curricula division: Business meeting. *Chair:* Robert Musberger, University of Houston.

9 a.m.-noon: BEA placement center open. *Coordinators:* Clay Waite, Radford University; Alice Tait, Central Michigan University.

9 a.m.-10:15 a.m. sessions: Production showcase. *Coordinator:* Joseph Bridges, Wheaton College. 9 a.m.-9:30 a.m. "Technical Demonstration," Ken Spelke, Queens College; 9:30 a.m.-10:15 a.m. "Hi-8mm Production Evaluations."

Management & sales division: "The Economics of New Technologies" *Moderator:* Bary Litman, Michigan State University. *Panelists:* Gary Ozanich, Prudential-Bache Capital Funding; Barry Litman, Michigan State University; Rick Ducey, National Association of Broadcasters; John Able, NAB.

International division: "Competitive Papers in International and Comparative Broadcasting and Electronic Media" *Moderator:* K.S. Sitarom, University of Southern Illinois. *Presenters:* (top four papers): *Respondent:* K.S. Sitarom, University of Southern Illinois.

Law and policy division: Business meeting. *Chair:* Louise Benjamin, Indiana University.

Minority division: Business meeting. *Chair:* Dhyana Ziegler, University of Tennessee.

10:30 a.m.-11:45 a.m. Production showcase. "Without a Word Drama Production Exercise" *Presenter:* Mara Alper, SUNY-New Paltz.

Interdivisional poster session: "Competitive papers in news and courses and curricula" *Coordinators:* William A. Davie, University of Texas-Austin; David E. Tucker, University of Toledo.

History division: "Oral history approaches and resources" *Moderator:* Paul Dewald, Buffalo State College. *Panelists:* Mary Kay Platte, California Polytechnic University-Pomona; Grace Frederick, Grace Foundation.

Gender issues division: "Cutting through some polemics: issues of women in media" *Moderator:* Betsy Laeborn, Temple University. *Panelists:* Sari Thomas, Temple University; Sue Lafky, University of Iowa; Allison Alexander, University of Massachusetts. *Respondent:* Ellen Wartella, University of Illinois.

Production division: Business meeting. *Chair:* Suzanne Williams, Trinity University

Noon-5 p.m. Textbook and instructional material fair open. *Coordinators:* Rebecca Hayden, Wadsworth Publishing Co.; Honey Howell, Winthrop College.

Noon-1:15 p.m. sessions. *Interdivisional poster session:* "Competitive papers in research and management and sales" *Coordinators:* Norbert Mundorf, University of Rhode Island; Charles Warner, University of Missouri.

News division: Business meeting. *Chair:* Jeff McCall, DePauw University

Minority division: "Competitive papers in minority issues" *Moderator:* Marilyn Fife, Temple University. *Presenters:* (top papers).

Production Division: "Interactive computer programs for broadcast education" *Moderator:* Michael Stanton, California Polytechnic-Pomona. *Panelists:* David Kamerer, Trinity University; Steven Zimmer, Apple Educational Services; Michael Stanton, California Polytechnic University-Pomona.

Writing interest group: Business Meeting. *Convener:* Ronald Dyas, California State University, Fullerton.

1:30 p.m.-2:45 p.m. Production showcase. "Faculty production competition showcase" *Presenter:* Prudence Faxon, California Polytechnic University-Pomona.

Research division: "Nonquantitative approaches to media research" *Moderator:* Barry Sopolsky, Florida State University. *Panelists:* K.S. Sitarom, Southern Illinois University; John Edgar Reid, University of Georgia; Timothy Meyer, University of Wisconsin-Green Bay; Douglas A. Ferguson, Bowling Green State University. *Respondent:* Jay Rayburn Florida State University.

Law and policy division: "Competitive papers in legal and policy issues" *Moderator:* Louise Benjamin, Indiana University. *Respondent:* Norman Felsenhal, Temple University.

History Division: Business meeting. *Chair:* David Ostroff, University of Florida

Media outlet supervisors division: Business meeting. *Convener:* Bob Rubanks, Sam Houston State University

3 p.m.-4:15 sessions. *Interdivisional poster session:* "Competitive papers in history, gender issues and production" *Coordinators:* B.R. Smith, Central Michigan University; Richard Bartone, William Patterson College; Elliott A. Pood, Middle Tennessee State University.

Two-year colleges division: "Academic Transitions" *Moderator:* Barry Goldfarb, Monroe Community College. *Panelists:* Thomas Proietti, Monroe Community College; Virginia Bachelor, SUNY-Brockport; Robert deMaria, Washington & Lee University.

Interdivisional panel: "Ethics in media" *Panelists:* John Michael Kittross, Emerson College; Kenneth Harwood, University of Houston. *Respondent:* Dennis O'Neal, Middle Tennessee State University.

4:30 p.m.-5:45 Regional meetings: District I: James R. Smith, SUNY-New Paltz; District II: Raymond Carroll, University of Alabama; District III: Peter Orlik, Central Michigan University; District IV: Ellen Wartella, University of Illinois; District V: Robert Eubanks, Sam Houston State University; District VI: Lynne Gross, California State University.

6 p.m.-7:30 BEA reception

Sunday, April 14

8 a.m.-noon: Convention registration desk open

BEA placement center open *Coordinators:* Clay Waite, Radford University; Alice Tait, Central Michigan University.

8 a.m.-9:15 a.m. sessions *Publisher's showcase:* "The great textbook rip-off...fact or fiction?" *Coordinator:* Rebecca Hayden, Wadsworth Publishing Co.; Honey Howell, Winthrop College.

Courses & Curricula division: "Cultural studies and the broadcast curriculum" *Moderator:* Peter Orlik, Central Michigan University. *Panelists:* James Schwoch, Northwestern University; Richard Cordova, DePaul University; Jill Swenson, University of Georgia; Mimi White, Northwestern University; Susan Reilly, Miami (Ohio) University.

Research division: "What scholars and industry professionals can learn from each

other about research" *Moderator*: Betsy Krueger, Washington State University. *Panelists*: Frank A. Aycack, Appalachian State University; Vernone Sparkes, Syracuse University; Craig Allen, University of Alabama; Sheva Farkas, Ohio University. *Respondent*: Rick Ducey, NAB.

International division: Business meeting. *Chair*: Raj Kumar, Weber State University.

Gender issues division: Business meeting. *Chair*: Betsy Leebron, Temple University.

9 a.m.-5 p.m. Textbook and instructional materials fair open *Coordinators*: Rebecca Hayden, Wadsworth Publishing Co.; Honey Howell, Winthrop College.

9:30 a.m.-10:45 a.m. sessions Production showcase: "Live sports media coverage as curriculum" *Presenter*: Mary Ann Carroll, Herkimer County Community College.

Production division: "Competitive papers in production methods and issues" *Moderator*: Elliott A. Pood, Middle Tennessee State University.

History division: "Competitive papers in media history" *Moderator*: B.R. Smith, Central Michigan University.

News division: "Preparing tomorrow's broadcast journalists—professional and academic perspectives" *Moderator*: Jeff McCall, De Pauw University. *Panelists*: Poul Matney, Amarillo College.

Two-year college division: Business meeting. *Chair*: Ann Catalano-Broughton, Niagra County Community College.

11:00 a.m.-12:15 p.m. sessions Archive production showcase: "Video oral histories" *Presenter*: Richard Barton, William Patterson College.

International Division: "International mass communications: It's more than *Lucy* in Spanish" *Moderator*: Clem Chow, Newberry College. *Panelists*: Sydney Head, University of Miami; Donald Browne, University of Minnesota; Douglas Boyd, University of Kentucky; Clem Chow, Newberry College.

Management & sales division: "Marketplace forces media metamorphosis: how sales became marketing" *Moderator*: James A. Brown, University of Alabama. *Panelists*: Tom Leahy, CBS Marketing; David Poltrack, CBS Network Sales; Mike Nowacki, CBS Sports Marketing; Ronald C. Inman, INTV; Wes Dubin, DDB Needham; Char Beales, NCTA; Mike Wirth, University of Denver; Barry Sherman, University of Georgia.

Research division: Business meeting. *Chair*: Joey Reagan, Washington State University.

12:30 p.m.-2:15 p.m. BEA Luncheon

2:30 p.m.-3:45 p.m. Joint NAB/BEA special presentation: Current issues in broadcasting. *Moderator*: Gerald E. Udwin, vice president, Westinghouse Broadcasting.

4:00 p.m.-5:15 p.m. sessions

News division: "Competitive papers in news" *Moderator*: William A. Davie, University of Texas-Austin. *Respondent*: Lawrence W. Lichty, The Woodrow Wilson Center.

Town meeting on mass media courses Sponsored by Courses & Curriculum division.

Moderator: Robert Musberger, University of Houston.

Monday, April 15

8 a.m.-9:15 a.m. sessions

Law & Policy division: "Current issues in law and policy" *Moderator*: Jerry Haines, Wiley, Rein, & Fielding.

Courses & Curricula Division: "Competitive papers in pedagogy and curricula" *Moderator*: David E. Tucker, University of Toledo.

Production division: "Advanced audio production on location" *Moderator*: Jeff McCall, DePauw University. *Panelists*: Kevin Delaney, Westwood One; Richard Kimball, Westwood Mobile One; Dave Saddler, KUAT-AM-FM; Warren Pease, Pacific University.

International division: "Aspects of present-day international communication" *Moderator*: Raj Kumar, Weber State University. *Panelists*: Robert MacLouchin, Colorado State University; Richard Gershon, Western Michigan University; Douglas Boyd, University of Kentucky; Janet Anderson, BBC World Service.

9 a.m.-noon BEA placement center open

9:30 a.m.-10:45 a.m. sessions

Research division: "Competitive papers in research methods and issues" *Moderator*: Norbert Mundorf, University of Rhode Island.

Gender issues division: "Recruiting women and minorities in academe in the '90s" *Moderator*: Norman Medoff, Northern Arizona University. *Panelists*: Clay Waite, Radford University; Alice Taitte, Central Michigan University; Don Agostino, Indiana University. *Respondent*: Mary Ann Watson, Eastern Michigan University.

Management & Sales division: Business meeting. *Chair*: Micheal Wirth, University of Denver.

New Technologies interest group: Business meeting. *Convener*: Howard Gross, Hofstra University.

11:00 a.m.-12:15 p.m. Joint NAB/BEA special presentation: 1990 NAB Research grant recipients. *Moderator*: Rick Ducey, National Association of Broadcasters.

12:30 p.m.-1:45 p.m. Joint NAB/BEA special presentation: Minorities in broadcasting: Issues of control and ownership. *Moderator*: Marilyn D. File, Temple University. *Panelists*: Phillip Jeter, Florida A&M University; Marian Douglas, University of Minnesota; Ken Wilkenson, University of Texas-Austin; James Winston, National Association of Black-Owned Broadcasters.

2 p.m.-3 p.m. Post convention division chairs meeting. *Conveners*: Raymond Carroll, vice chair/in-coming chair, BEA board; Robert Musberger, 1991 BEA convention program chair.

NAB exhibits open

CONVENTION PLANNER: NAB DAY BY DAY

All events are at the Las Vegas Convention Center unless otherwise noted.

Engineering sessions

Sunday, April 14

8 a.m.-5 p.m. Registration open—exchange desk only. Bally's, Las Vegas Hilton (LVH), Pavilion.

5 p.m.-8 p.m. Registration open—exchange desk only. Pavilion, LVH.

9 a.m.-10:15 a.m. Video test and measurement workshop. Room A4, LVH. *Moderator*: Al Petzke, WTVQ-TV Rockford, Ill. *Presenter*: John Horn, Tektronix.

9 a.m.-12:05 p.m. Digital audio integration. room A6. *Moderator*: Donald Lockett, National Public Radio.

9:05 a.m. Significant technical contributions to radio broadcast technology (Larry Carvon, Broadcast Electronics Inc.).

9:35 a.m. A tutorial on recordable compact disk (Laura Tyson, Denon America Inc.).

10 a.m. Low cost digital sample-rate converters (Sangil Park, Motorola Inc.).

10:25 a.m. Spectrum efficient digital audio technology. (Kent Malinowski, Scientific-Atlanta).

10:50 a.m. An integrated digital system for broadcast audio (David

Evers, Broadcast Electronics Inc.).

11:15 a.m. All-digital CD quality studio transmitter link for 950 mhz band (Howard Friedenber, Moseley Associates).

11:40 a.m. Performance tradeoffs for satellite and terrestrial digital encoded audio circuits (William Rollins, Intralex Inc.).

10:25 a.m.-noon Professional development—learning to say no. Room A4. *Moderator*: Bert Goldman, Shamrock Broadcasting/KMLE Phoenix; *presenter*: Judith E.A. Perkinson, The Calumet Group Inc.

1:30 p.m.-4:05 p.m. AM systems engineering and improvement. Room A6. *Moderator*: Milford Smith, Greater Media Inc.

1:35 p.m. FCC AM regulations update (William Hassinger, FCC).

2 p.m. Modern methods in mediumwave directional antenna feeder system design (Ronald Rackley, du Treil, Lundin & Rackley Inc.).

2:25 p.m. Using isolation transformers to lease AM tower space (Thomas King, Kintronic Laboratories).

2:50 p.m. Implementation of anti-skywave antenna technology by extreme top loading of short antennas in directional array (Timothy Cutforth, Vir James Consulting Radio Engineers).

3:15 p.m. Preventive maintenance for AM radio towers (Bob Sunduis, S.G. Communications).

3:40 p.m. Noise free radio for AM broadcasting (George Yazell, Noise Free Radio).

1:30 pm.-4:55 p.m. Television engineering—signal distribution and transmission. Room A4. *Moderator:* John Tollefson, WJLA-TV Washington.

1:35 p.m. *Complying with Oct. 1 STL deadline* (Craig M. Skarpiak, Andrew Corp.).

2 p.m. *Looking 100 mhz ahead, need for bandwidth in routing switches* (Erik Fabricius-Olsen, PESA Industries Inc.).

2:25 p.m. *Multistage distribution switching systems, close and beyond* (Marc Walker, Broadcast Television Systems).

2:50 p.m. *Unique adaptation of traditional television vector display* (Mark Everett, Videotek Inc.).

3:15 p.m. *Development of commercial echo cancelers for television* (Stephen Hermon, Philips Laboratories).

3:40 p.m. *Remote monitors for broadcast transmitters* (Roy Chrisop, Harris Allied Broadcast Equipment).

4:05 p.m. *Average power ratings of coaxial transmission lines* (William DeCormier, Dielectric Communications).

4:30 p.m. *Stripline Technology—fundamentals and applications in high power transmitters* (P.C. Turner, LARCAN Communications Equipment; Steven Crowley, du Treil, Lundin & Rackley Inc.).

2 p.m.-2:45 p.m. Welcome briefing, international registrants. Ballrooms F&G, LVH.

Monday, April 15

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/west hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.

9 a.m.-noon Television production and post production. Room A4. *Moderator:* Sim Kolliner, WSB-TV Atlanta.

9:05 a.m. *Large multi-channel wireless microphone systems* (Joseph Cioudelli, Sennheiser Electronic Corp.).

9:30 a.m. *Trends in electronic graphics equipment* (Steven Davis, WPRI-TV Narragansett Television, L.P.).

9:55 a.m. *Character animation—merging of technology and creativity* (Randy Trullinger, Ampex Recording Systems Corp.).

10:20 a.m. *Design considerations for today's still store systems* (Bob Pank, Quontel Ltd.).

10:45 a.m. *Emerging issues in still storage, distribution and management* (Michel Proux, Leitch Video of America Inc.).

11:10 a.m. *Second generation digital nonlinear editing in post production environment* (William Warner, Avid Technology Inc.).

11:35 a.m. *CBS digital videotape edit rooms in hybrid analog/digital environment* (Philip McCutcheon and Donna Faltschek, CBS Inc.).

9 a.m.-11:10 a.m. International technical updates and agendas. Room A5. *Moderator:* Charles Rush, NTIA.

9:05 a.m. *How CCIR's 1990-1994 agenda will affect U.S. broadcasters* (Waldo Roseman, FCC).

9:30 a.m. *DAB in CCIR—overview of international technical basis for digital audio broadcasting* (William Meintel, Datel Corp.).

9:55 a.m. *Gearing up for spectrum war: WARC-92* (Julie Rones, consultant).

10:20 a.m. *EBU approach to broadcast standards: present and future initiatives and U.S. impact* (George Waters, European Broadcasting Union).

10:45 a.m. *NHK initiatives in technology development and international implementation* (Masao Sugimoto, NHK).

9-11:10 a.m. Broadcast auxiliary and satellite systems. Room A6. *Moderator:* Carl Girod, Public Broadcasting Service.

9:05 a.m. *Object-oriented network automation system* (William Spurlin, The Christian Science Monitor).

9:30 a.m. *Advanced technologies bring improved performance to microwave ENG transmitters and receivers* (John Payne III, Nucomm Inc.).

9:55 a.m. *Review of scrambling technology for broadcast applications* (Stan Moate, Leitch Video International Inc.).

10:20 a.m. *Low cost video uplink for broadcasters* (Anthony Campbell, Andrew Corp.).

10:45 a.m. *Enhancements in voice communications for satellite news-gathering* (James Brink, GTE Spacenet Corp.).

11:15 a.m.-12:30 p.m. Emergency broadcast system improvement. Room A6. *Moderator:* Dennis Snyder, WJOY-WOKO Burlington, Vt. *Panelists:* Richard Smith, FCC; William Browning, FCC; Ted DeLozier, Federal Emergency Management Agency; Morris

Blum, WANN Annapolis, Md.

12-2 p.m. All-Industry luncheon. Pavilion.

1:30-3 p.m. Audio/radio test and measurement workshop. Room A6. *Moderator:* Steve Davis, KAKC(AM)-KMOD-FM Tulsa, Okla. *Presenters:* Guy Berry, Potomac Instruments; Kent McGuire, Sound Technology.

1:30-4:55 p.m. Television automation. Room A4. *Moderator:* Ben Greenberg, Capital Cities/ABC.

1:35 p.m. *Computer technology applied to off-site remote transmitter operation* (Gary Schmidt, Broadcast Software Ltd.).

2 p.m. *Use of ethernet for broadcast facility control* (Robert Odell, Dynatech Utah Scientific).

2:25 p.m. *Design for real-time network automation at NHK* (Suresh Gursahoney, IBM Corp.).

2:50 p.m. *Advances in cart machine control systems* (Raymond Baldock, Odetics Broadcast).

3:15 p.m. *Smart carts: improving station efficiency without breaking bank* (William Corpenner, Ampex Corp.).

3:40 p.m. *Critical look at camera robotics* (David Philips, KPX San Francisco).

4:05 p.m. *Robotics...Capitol Hill project* (Darcy Antonellis and Dobrimir Borovecki, CBS Inc.).

4:30 p.m. *Innovative intelligent remote control system* (Sergio Moreno, Schmid Telecommunication).

3:05-4:40 p.m. Advances in FM system design. Room A6. *Moderator:* Charles Morgon, Susquehanna Radio Corp.

3:10 p.m. *NRSC FM subcommittee report* (Wes Whiddon, Group W).

3:35 p.m. *N+1 compatible FM exciter* (Gerald Collins, Harris Allied).

4 p.m. *Advances in techniques for airborne antenna pattern measurements* (Harrison Klein, Hammett & Edison).

4:25 p.m. *RDS in U.S.—review of 1990 and plans for 1991* (Gerald LeBow, Sage Alerting Systems Inc.).

5-7 p.m. International reception. Ballroom A.

Tuesday, April 16

8 a.m.-5 p.m. Registration open. Pavilion, Las Vegas Hilton.

8:30 a.m.-6 p.m. Outdoor/west hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.

9:15 a.m.-11 a.m. Broadcast/aeronautical compatibility: airwaves and airspace. Room A4. *Moderator:* John F.X. Browne, John F.X. Browne, P.C.

9:20 a.m. *Broadcast/aeronautical compatibility issues and status* (Barry Umonskey, NAB).

9:35 a.m. *An update on FAA electromagnetic interference model* (William Suffa, Lahm, Suffa & Cavell Inc.).

9:55 a.m. *FAA perspectives on protecting national airspace* (David Morse and Gerald Markey, FAA).

10:15 a.m. *FCC/FAA coordination* (Larry Eads and Richard Smith, FCC).

10:35 a.m. *Panel discussion with all presenters.*

9:15 a.m.-11 a.m. FM modulation monitor forum: What FCC expects. Room A6. *Moderator:* Dennis Ciapura, Noble Broadcasting. *Panelists:* Charles Halbrick, QEI Corp.; William Hassinger, FCC; Arno Meyer, Belar Electronics Laboratories Inc.; Eric Small, Modulation Sciences; Thomas Stanley, FCC; Joe Wu, TFI Inc.; William Zeans, FCC.

11:05 a.m.-noon FM/TV antenna and transmission line workshop. Room A6. *Moderator:* Jerry Robinson, WISN-TV Milwaukee. *Presenter:* Dean Sorgant, D.W. Sargent Broadcast Service Inc.

11:05 a.m.-noon Contract engineers workshop. Room A5. *Moderator:* John Bisset, Multiphase Consulting. *Panelists:* MidAmerica Electronics Service; Grady Moates, Loud and Clean; Mike Patton; Mike Patton & Associates.

12:30 p.m.-2 p.m. Engineering luncheon/presentation of engineering achievement awards. Ballroom A-C, LVH. *Radio recipient:* George Marti, president and CEO, Marti Electronics; *television:* Kerns Powers, David Sarnoff and NBC consultant. *Remarks:* Keiji Shimo, chairman, NHK. *Keynote speaker:* Roy Dolby, president and CEO, Dolby Laboratories.

2:30 pm.-4:40 p.m. UHF transmission. Room A4. *Moderator:* Robert Ogren, LIN Broadcast Corp.

2:35 p.m. *All band VHF and UHF antennas* (Vittorio Raviola, SIRA s.r.l.,

Milan, Italy).

3 p.m. *Status report on high efficiency UHF TV transmitters* (J.B. Pickard, Harris Allied).

3:25 p.m. *Air cooled common amplification TV transmitter at 120 kw: UHF breakthrough* (N.S. Ostroff, Comark Communications Inc.).

3:50 p.m. *Update: digital television broadcast transmitter* (Timothy Hulick, Acrodyne Industries Inc.).

4:15 p.m. *High power solid state amplifiers for UHF TV transmitter* (Martin Koppen, Philips Semiconductors, Nijmegen, The Netherlands).

2:30 p.m.-4:40 p.m. *Digital audio broadcasting—system concepts*. Room A6. *Moderator*: Terry Grieger, Emmis Broadcasting.

2:35 p.m. *Broadcasting systems concepts for digital sound* (Gerald Chauvinard, Communications Research Centre).

3 p.m. *Communications systems engineering for digital audio broadcast* (Steve Kuh, LinCom Corp.).

3:25 p.m. *NAB digital audio broadcast spectrum study* (Alon Gearing, Jules Cohen & Associates; William Meintel, Datel Corp.).

3:50 p.m. *Subjective assessments on low bit-rate audio codecs* (Christer Grewin, Swedish National Radio Co., Stockholm, Sweden).

4:15 p.m. *Initial experimentation with DAB in Canada* (Francois Conway, CBS/CAB/DOC/CRC, Ad Hoc Group for DAB Tests and Demonstrations in Canada, CBS).

Wednesday April 17

8 a.m.-5 p.m. Registration open. Pavilion, Las Vegas Hilton.

8:30 a.m.-6 p.m. Outdoor/west hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.

9 a.m.-11:10 a.m. Digital video and transmission systems. Room A4. *Moderator*: Richard Streeter, CBS Inc.

9:05 a.m. *Migration path from analog to digital* (J. Robert Mullins, Utah Scientific Inc.).

9:30 a.m. *Pragmatic approach for digital pandemonium* (Thomas Goldberg, Ampex Corp.).

9:55 a.m. *Digital video compression techniques for math haters* (Robert Miller, The Grass Valley Group Inc.).

10:20 a.m. *Half-inch composite digital VTR format* (Y. Oba, NHK, Tokyo, Japan).

10:45 a.m. *SPECTRE digital television to UK homes in existing UHF band* (A.G. Mason, Notional Transcommunications Ltd., Winchester, Hampshire, England).

9 a.m.-10:45 a.m. FM systems engineering and improvement. Room A6. *Moderator*: David Reaves (WHTZ-FM Secaucus, N.J.).

9:05 a.m. *FCC regulations update* (William Hassinger, FCC).

9:30 a.m. *Technical future of FM radio* (Thomas Keller, Broadcast Technology Partners).

9:55 a.m. *Effects of limited bandwidth transmission paths in FM on SCA/RDS performance* (Charles Kelly Jr., Broadcast Electronics Inc.).

10:20 a.m. *New design in multi-user FM antennas* (Eric Dye, Jampro Antennas Inc.).

11:15 a.m.-12:30 p.m. Computer applications for broadcast engineers. Room A5. *Moderator*: Richard Rudman, KFWB Los Angeles.

11:20 a.m. *Computer applications for broadcast engineers* (Thomas Gary Osenkowsky, Radio engineering consultant).

11:45 a.m. *Computer documentation: engineer's friend or foe* (Walter Black, Video Design Pro).

1:30 p.m.-5 p.m. Digital audio broadcasting methods and systems. Room A6. *Moderator*: Donald Wilkinson, Fisher Broadcasting.

1:30 p.m. *DAB today* (Michael Rau, NAB).

1:40 p.m. *Update on EU-147 DAB transmission scheme* (Daniel Pammier, CCETT, Rennes, France).

2:05 p.m. *Modulation and coding for DAB using multi-frequency modulation* (John Wazencraft, Mercury Digital Communications Inc.).

2:30 p.m. *Compatible digital audio broadcast system* (Glen Myers, John Leonard Jr., Kintel Technologies Inc.).

2:55 p.m. *Multipath cancellation techniques for digital audio broadcasting* (Edward Schober, Radiotechniques Engineering Corp.).

3:20 p.m. *Radiosat system* (Gary Noreen, Radio Satellite Corp.).

3:45 p.m. *Project acorn: compatible DAB* (Paul Donahue, Gonnert Broadcasting; Tony Masiello, CBS Inc.).

4:10 p.m. *DAB designs for multipath environment* (Lloyd Engelbrecht, Stanford Telecommunications).

4:35 p.m. *Panel discussion with all presenters.*

1:30 p.m.-4:20 p.m. Safety and environmental concerns. Room A4. *Moderator*: Warren Happel, Scripps Howard Broadcasting.

1:35 p.m. *FCC tower enforcement efforts* (Richard Smith, FCC).

1:50 p.m. *PCB concerns for broadcasters* (Roland Kump, GE Co.).

2:15 p.m. *Utility paralleling emergency power generator reduces transmitter operating costs* (Harvey Arnold and Wayne Estabrooks, University of N.C. Center for Public Television).

2:40 p.m. *Disaster preparedness and 1989 San Francisco earthquake: This is no drill!* (Peter Hammar, Hammar Communications).

3:05 p.m. *Computer analysis of on-tower RFR exposures* (William Hammett, Hammett & Edison Inc.).

3:30 p.m. *Construction of multiple user FM facility in urban environment* (Larry Holtz, KGOV-FM Portland, Ore.; Greg Frierson Haertig, Haertig & Associates).

3:35 p.m. *Product safety compliance of professional equipment* (Anthony Bodetti, Underwriters Laboratories Inc.).

5:30 p.m.-7:30 p.m. Post production reception. *Sponsored by*: Snell & Wilcox. Pavilion, LVH.

6 p.m.-8 p.m. Ham radio operators reception. Ballroom B, LVH.

Thursday, April 18

8 a.m.-1 p.m. Registration open. Pavilion, Las Vegas Hilton.

8:30 a.m.-4 p.m. Outdoor/west hall exhibits open.

9 a.m.-4 p.m. Main hall exhibits open.

8:30 a.m.-4 p.m. HDTV World exhibits open. LVH.

9 a.m.-11:35 a.m. Audio system design and measurement. Room A6. *Moderator*: Margaret Bryant, WMAQ-FM Chicago.

9:05 a.m. *Fast response and distortion testing* (Richard Cabot, Audio Precision).

9:30 a.m. *Future of analog audio cartridges* (William Franklin, Fidelipac Corp.).

9:55 a.m. *Digital audio cart machine for broadcast* (Robert Easton, 360 Systems).

10:20 a.m. *Audio processing for radio in digital domain* (William Gillman, Gentner Electronics Corp.).

10:45 a.m. *Applications for digital audio tape machines in radio broadcasting* (Mel Lambert, Media and Marketing).

11:10 a.m. *World first studio acoustic design* (Brian McGettigan, Radio New Zealand).

9 a.m.-11:35 a.m. Interactive television. Room A4. *Moderator*: William Loveless, Bonneville International Corp.

9:05 a.m. *Interactive television technologies: overview* (Diana Gagnon, consultant).

9:30 a.m. *Answer to TV response systems* (Harold Kassens, A.D. Ring).

9:55 a.m. *Interactive network* (Robert Brawn, Interactive Network Inc.).

10:20 a.m. *Interactive television* (Louis Martinez, Radio Telecom and Technology Inc.).

10:45 a.m. *Cable and Interactive Television* (Claude Baggett, Cable Television Laboratories Inc.).

8 p.m. Closing celebration. Showroom, LVH.

All events are at the Las Vegas Convention Center unless otherwise noted.

RADIO SESSIONS

Sunday, April 14

8 a.m.-5 p.m. Registration open—exchange desk only. Bally's, Las Vegas Hilton. Registration open. Pavilion, LVH.

5 p.m.-8 p.m. Registration open. Pavilion, LVH.

2 p.m.-2:45 p.m. Welcome briefing for international registrants. Ballrooms F&G, LVH.

3 p.m.-4 p.m. Radio membership meeting. Ballroom B, LVH.

4 p.m.-6 p.m. Radio's opening party. Ballroom C, LVH.

Monday, April 15

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

9 a.m.-10:15 a.m. *Optimum effective scheduling in the real world.* Room R2. *Moderators:* Steve Marx, NewCity Associates, Worcester, Mass.; Pierre Bouvard, Coleman Research, Raleigh, N.C. *Panelists:* Harry Wright Chapman, Wright Edge Advertising, Albuquerque, N.M.; Scott Daly, Hal Riney & Partners, San Francisco; Ken Dobmeier, Travers-Schutte Advertising, Buffalo, N.Y.; Ed Hammerman, Hammerman & Morse Advertising, Chicago; Jim Loftus, WUSL(FM) Philadelphia; Arnie Rothchild, WVOR/WHAM, Rochester, N.Y.

9 a.m.-10:15 a.m. *Government relations seminar.* Room L2&4.

Determine your station's unique selling prospects. Room R1. *Moderator:* Jeff Wakefield, Interop Radio Store, New York. *Panelists:* Ken Dennis, KSFO-KYA, San Francisco; Tom Evans, Westwood One Radio Networks, New York; Craig Gugel, Backer, Spielvogel, Bates Worldwide, New York.

10:30 a.m.-11:45 a.m. *Keeping your air safe from suits (and the FCC).* Room R1. *Moderator:* Steve Bookshester, NAB. *Panelists:* Robert L. Pettit, FCC; Judith R. Epstein, Crosby, Healey, Roach & May, Oakland, Calif.; Bruce W. Sanford, Baker, Hostetler, Washington; Daniel M. Waggoner, Davis Wright Tremaine, Seattle. *Arm yourself with cost-effective research.* Room S1. *Moderator:* Austin J. McLean, NAB. *Panelists:* Edward Giller, Gilcom Associates Inc., Altoona, Pa.; Gerry Hartshorn, NAB; Kevin T. Kelly, WDBQ/KLYV Dubuque, Iowa.

Government relations seminar. Room L2, 4.

11 a.m.-12:15 p.m. *NAB research grants—academic research in broadcast industry.* Room N240. *Moderator:* Rick Ducey, NAB. *Panelists:* Tom J. Brown, University of Wisconsin, Madison, Wis.; Glen T. Camerton, University of Georgia, Athens, Ga.; James A. Danowski, University of Illinois, Chicago; Arlen Diamond, Southwest Missouri State University, Springfield, Mo.; Timothy P. Meyer, University of Wisconsin, Green Bay, Wis.

Noon-2 p.m. *AH-Industry luncheon.* Pavilion, LVH.

2:30 p.m.-3:45 p.m. *The discount store challenge.* Room R1. *Speaker:* Kenneth Stone, professor of economics, Iowa State University, Ames, Iowa. *Panelists:* Rod Orr, Orr & Eorl's Broadcasting Inc., Branson, Mo.; Joe Lee Walker, KHRN Hearne, Tex.

Marketing to baby boomers. Room R2. *Speaker:* Phil Goodman, Western Media Corp., San Diego.

Qualitative research—issues and trends. Room N234. *Moderator:* Jhan Hiber, Jhan Hiber & Associates, Carmel, Calif. *Panelists:* Gerry Boehme, Katz Radio, New York; Brian Fiori, KRON-TV San Francisco.

Washington update: the insiders' view. Room L 2&4.

4 p.m.-5:15 p.m. *Working things out—solving a station financial crisis.* Room R1. *Moderator:* Jack Goodman, NAB. *Panelists:* John Feore, Dow, Lohnes & Albertson, Washington; Mary McReynolds, Haley, Bader & Potts, Washington; Mitt Younts, Media Services Group Inc., Arlington, Va.

Small/medium market idea exchange: sales, operations and selling against Yellow Pages. Room R2. *Discussion leaders:* Larry Roberts, Sunbrook Communications, Spokane, Washington; Carl Schuele, KRUZ-FM, Santa Barbara, Calif.; J. Douglas Williams, KWOX-FM Woodward, Okla.

How to do your own audience research. Room N 234. *Moderator:* Susan Korbel, Korbel Marketing, San Antonio, Tex. *Panelists:* James Fletcher, University of Georgia, Athens, Ga.; Kurt Hanson, Strategic Radio Research, Chicago; Gerry Hartshorn, NAB.

5 p.m.-7 p.m. *International reception.* Ballroom A, LVH.

Tuesday, April 16

7:30 a.m.-9 a.m. *Policymakers breakfast.* Ballroom A, LVH. *Moderator:* Jeff Baumann, NAB. *Panelists:* FCC Commissioners James Quello, Andrew Barrett and Ervin Duggan; Janice Obuchowski, NTIA, Washington.

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

9:15 a.m.-10:30 *Building successful sponsorship package.* Room R1. *Moderator:* Gary Taylor, BPME, Hollywood, Calif. *Panelists:* Doug Harris, KLOI-FM Houston; Laurel Thompson, KWPM(AM), West Plains, Mo.; Lou Bartone, WBAX-FM Boston.

Avoiding event legal and insurance pitfalls. Room S1. *Moderator:* Steve Bookshester, NAB. *Panelists:* Mary Hutchings Reed, Winston & Strawn, Chicago; E. Byron Spencer, Norman-Spencer Inc., Lombard, Ill.; John L. Stewart Jr., Crowell & Moring, Washington.

10:45 a.m.-noon *How to get the most out of a special event.* Room R2. *Moderator:* Al Schreiber, Burson-Marsteller/U.S.A.

Negotiating sports rights. Room R1. *Moderator:* Joel Hollander, WFAN(AM) New York. *Panelists:* David Alworth, Major League Baseball, New York; Michael Ewing, KRLD Dallas; Greg Reed, Media Sports Inc., Tiburon, Calif.

12:15 p.m.-2 p.m. *Radio leadership luncheon.* Pavilion, LVH.

2:30 p.m.-3:45 p.m. *Creatively marketing events.* Room R2. *Speaker:* Jim Andrews, International Events Group Inc., Chicago.

Local Sports for profit. Room R1. *Moderator:* Rusty Shaffer, KBOL Boulder, Colo. *Panelists:* Bill Sanders, KICD Spencer, Iowa; David Shepard, KWIX(AM)-KRES-FM Moberly, Mo.

4 p.m.-5:15 p.m. *Managing and marketing radio sports.* Room R2. *Speaker:* Tom Barton, Bud Sports, Anheuser-Busch Inc., St. Louis.

Small market events that worked. Room R1. *Moderator:* John Murphy, WAXX(AM) Eau Claire, Wis. *Panelists:* Richard Osborne, WYCL-AM-FM Concord, N.H.; Dennis Ryan, WRD-WLPW Lake Placid, N.Y.; James Shaheen, WDLR(AM), Delaware, Ohio.

Wednesday, April 17

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

9 a.m.-10:15 a.m. *Stages of excellence in broadcasting.* Room R2. *Moderator:* Rick Ducey, NAB. *Speaker:* Arthur A. Bushkin, A.T. Kearney Inc., Alexandria, Va.

Forecasting station and market revenue. Room R1. *Moderator:* Mark Fratik, NAB. *Panelists:* Tony Bonnici, KENO-KOMP Las Vegas; George Nael, Rivin, Miller, Kaplan, Arase & Co., North Hollywood, Calif.; David Schultz, Hoffman Schultz Media Capital Inc., New York.

FCC staff leadership—addressing the issues. Room L 2&4. *Moderator:* Valerie Schulte, NAB. *FCC panelists:* Terry Haines, Laurin Belvin, Robert E. Branson, Robert Com-Revere, Michele Farquar and Linda Solheim.

10:30 a.m.-11:45 a.m. *DAB: friend or foe?* Room M 1-4. *Moderator:* David Hicks, Hicks Broadcasting Corp., Kalmazoo, Mich. *Panelists:* Alan Box, EZ Communications Inc., Fairfax, Va.; John D. Abel and Michael C. Ran, NAB.

12:30 p.m.-1:45 p.m. *Budgeting workshop.* Room R1. *Moderator:* Russell Wood, KSL(AM) Salt Lake City. *Panelists:* Joon Hamm, Nationwide Communications, Columbus, Ohio; J. Michael Hines, Dow, Lohnes & Albertson, Washington; Ronald J. Ninowski, QSTAR Financial Corp., McLean, Va.

Satellite DAB direct to listeners: prospects and technology. *Moderator:* Ben C. Fisher, Fisher, Wayland Cooper & Leader, Washington. *Panelists:* Peter Dolan, Satellite CD Radio, Washington; Walter LaFleur and H. Donald Messer, Voice of America, Washington; Gary Noreen, Radio Satellite Corp., Long Beach, Calif.; Peter Marshall, RadioSat International, Washington.

2 p.m.-3:15 p.m. *Fair employment practices...you be the judge!* *Speaker:* Stephen M. Paskoff, Employment Learning Innovations Inc. Atlanta.

2 p.m.-3 p.m. *Contests & Promotions—making money without incurring FCC fines.* Room M1. *Moderator:* Jack Goodman, NAB. *Panelists:* Jonathan V. Cohen, Arter & Hadden, Washington; Eldred D. Ingraham, Miller & Holbrooke, Washington; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand, Washington; M. Anne Swanson, Koteen & Naftalin, Washington.

Newsroom law for broadcasters. Room M3. *Moderator:* Steve Bookshester, NAB. *Panelists:* Michael R. Klipper, Leventhan, Senter & Lerman, Washington; Chad E. Milton, Media/Professional, Kansas City, Mo.; Gregory M. Schmidt, Covington & Burling, Washington; Charles Sennet, Tribune Broadcasting, Chicago.

FCC rule enforcement and keeping your station license. Room M2. *Moderator:* Barry D. Umansky, NAB. *Panelists:* Charles Kelly, FCC; George R. Borsari, Borsari & Paxson, Washington; Arthur B. Goodkind, Koteen & Naftalin, Washington; William S. Green, Reed Smith Shaw & McClay, Washington; M. Scott Johnson, Gardner, Carton & Douglas, Washington.

Children's TV advertising and programing law and responsibilities.

Room M4. *Moderator:* Valerie Schulte, NAB. *Panelists:* Stephen A. Hildebrandt, Westinghouse Broadcasting Co. Inc., Washington; Lawrence Secrest III, Wiley, Rein & Fielding, Washington; George Vradsburg, CBS Inc., New York.

3:15 p.m.-4:15 p.m. *AM and FM station improvements—new opportunities and challenges.* Room M2. *Moderator:* Barry D. Umansky, NAB. *Panelists:* Larry D. Eads, FCC; John Garziglia, Pepper & Corozzini, Washington; John Griffith Johnson Jr., Bryan, Cabe, McPheeters & McRoberts, Washington; Brian Modden, Cohn & Marks, Washington.

EEO/Hiring/Firing, sexual harassment, age discrimination and other workplace issues. Room M1. *Moderator:* Jack Goodman, NAB. *Panelists:* Charles Kelley, FCC; Michael D. Berg, Miller & Halbrooke, Washington; Stanley J. Brown, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Robert B. Jacobi, Cohn & Marks, Washington.

Advertising laws and problems for broadcasters. Room M3. *Moderator:* Terry Etter, NAB. *Panelists:* Craig J. Blakeley, Sidley & Austin, Washington; Vincent I. Curtis, Fletcher, Heald & Hildreth, Washington; Mark J. Prak, Tharrington, Smith & Hargrove, Raleigh, N.C.; John C. Quale, Wiley, Rein & Fielding, Washington.

3:15 p.m.-5 p.m. *Radio music licensing for the '90s.* Room M4. *Moderator:* Benjamin F.P. Ivins, NAB. *Panelists:* Dave Fuelhart, All Industry Radio Music Licensing Committee, Baltimore; Richard Morris, Group W Radio, Stamford, Conn.; Alan Weinschel, Weil, Gotth & Manges, New York.

2 p.m.-5 p.m. *Radio station tours.* Shuttle pick-up point, main entrance, convention center.

3:15 p.m.-4:30 p.m. *Utilizing your creative style.* Room R2. *Speaker:* Anne Faber, Center for Creative Leadership, Greensboro, N.C.

4:30 p.m.-6 p.m. *Programming and production expo.* Room N234.

6 p.m.-8 p.m. Ham Radio Operators reception. Ballroom B, LVH.

Thursday, April 18

8 a.m.-1 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-4 p.m. Outdoor/West hall exhibits open.

9 a.m.-4 p.m. Main hall exhibits open.

9 a.m.-10:15 a.m. *Maximizing revenue in target marketing era.* Room R2. *Speakers:* George Hyde, Radio Advertising Bureau, New York.

AM success stories. Room S1. *Moderator:* Michael A. Phillips, WMEQ(AM) Menomonia, Wis. *Panelists:* Dan Griffin, WHDH(AM) Boston; Jim Rolling, WTBF(AM) Troy, Ala.; James Taszrek, KTAR(AM) Phoenix.

9 a.m.-noon *The global marketplace.* Room B1. *Moderator:* Barry D. Umansky, NAB. *Panelists:* Walda Roseman, FCC; Charles Rush, NTIA; Gene P. Mater, The International Media Fund, Washington.

10:45 a.m.-noon *Media investments and opportunities.* *Moderator:* Donald Wear Jr., Wiley, Rein & Fielding. *Panelists:* David Graves, Westinghouse Broadcasting; Donald L. Hacker, Tribune Entertainment; Earl Jones, International Business Systems, Ltd.; Richard MacDonald, MacDonald, Grippo & Riely; Tom Stoner, Stoner Broadcasting.

10:30 a.m.-11:45 a.m. *20 ways to increase auto dealer advertising.* Room R2. *Speaker:* Irwin Pollack, Irwin on Radio Inc. Notick, Mass.

Keeping up with radio allocations and regulatory change. Room S1. *Moderator:* Barry D. Umansky, NAB. *Panelists:* Larry D. Eads, FCC; Alon C. Campbell, Dow, Lohnes & Albertson, Washington; Edward S. O'Neill, Bryan Cave McPheeters & McRoberts, Washington; William Patts Jr., Holey, Bader & Patts, Washington; Mornie K. Sarver, Reed Smith Show & McClay, Washington.

8 p.m. Closing celebration. Showroom, LVH.

TELEVISION SESSIONS

Sunday, April 14

8 a.m.-5 p.m. Registration open—exchange desk only. Bally's, LVH, Pavilion.

5 p.m.-8 p.m. Registration open. Pavilion, LVH.

2 p.m.-2:45 p.m. Welcome briefing for international registrants. Ballrooms F&G, LVH.

4 p.m.-5 p.m. TV membership meeting. Ballroom F&G, LVH.

5 p.m.-7 p.m. TV general managers' get-together. Hilton Center Foyer, LVH.

Monday, April 15

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-9 a.m. HDTV World opening ceremonies. Ballroom H&G, LVH.

9 a.m.-6 p.m. HDTV World exhibits open. LVH.

9 a.m.-10:15 a.m. *America's watching—syndicated programming in the 1990's.* Room M1-4. *Moderator:* Ron Alridge, *Electronic Media*, Chicago. *Panelists:* Dennis Gillespie, Viacom Enterprises, New York; Jim Dowdle, Tribune Broadcasting Co., Chicago; Robert Jacquemin, Buena Vista Television, Burbank, Calif.; Richard T. Robertson, Warner Brothers Domestic Television Distribution, Burbank, Calif. Government relations seminar. Room L 2&4.

10:30 a.m.-11:45 a.m. *Cashing in on direct marketing...new opportunities for broadcasters.* Room B1. *Presenter:* Don E. Schultz, Graduate program of direct marketing, Medill School of Journalism, Northwestern University, Evanston, Ill.. *MSTV meeting.* Ballroom B, LVH.

Government relations seminar. Room L 2&4

11 a.m.-12:15 p.m. *NAB research grants-academic research in broadcast industry.* Room N240. *Moderator:* Rick Ducey, NAB. *Panelists:* Tom J. Brawn, University of Wisconsin, Madison, Wis.; Glen T. Cameron, University of Georgia, Athens, Ga.; James A. Danowski, University of Illinois, Chicago; Arlen Diamond, Southwest Missouri State University, Springfield, Mo.; Timothy P. Meyer, University of Wisconsin, Green Bay, Wis.

Noon-2 p.m. All-industry luncheon. Pavilion, LVH. *Host:* Lowry Mays, NAB joint board chairman. *Distinguished Service Award recipient:* Thomas Murphy, Chairman, Capital Cities/ABC Inc.; *State of the industry address:* Eddie Fritts, NAB president/CEO; *Keynote speaker:* Alfred Sikes, Chairman, FCC.

2:30 p.m.-4:15 p.m. *Which way for two-way? Update on interactive TV.* Room B1. *Moderator:* Gary H. Arlen, Arlen Communications Inc., Bethesda, Md. *Panelists:* Brian Rivette, Call Interactive, Omaha; Diana Gagnon, ACTV, New York; Ted Koplur, KPLR-TV St. Louis; Richard Miller, TV Answer, Reston, Va.; Martin Nisenholtz, Dgivy & Mather, New York; Barry H. Whalen, Microelectronics and Computer Technology Corp., Austin, Tex.

Share in: hometown television—local programming for profit. Room B2. *Discussion leader:* Debra Zeyen, Group W Stations, New York. *Presenters:* Dennis FitzSimons, WGN-TV Chicago; Amy McCombs, KRON-TV San Francisco; Mauricio Mendez, KTMD-TV Houston; Carolyn Wall, WYWW New York.

Share in: broadcasting and cable—forming a more perfect union? Room B3. *Discussion leader:* Paul Bortz, Bortz & Co., Denver. *Presenters:* Len Allsup, KBL-KOM Houston; Dennis Garrison, Jones Intercable, Davie, Fla.; David Kantor, Cox Cable, Atlanta; Bob Thompson, TCI, Denver.

2:30 p.m.-3:45 p.m. *Qualitative research—issues and trends.* Room N 234. *Moderator:* Jhan Hiber, Jhan Hiber & Associates, Carmel, Calif. *Panelists:* Gerry Boehme, Katz Radio, New York; Brian Fior, KRON-TV San Francisco.

4 p.m.-5:15 p.m. *How to do your own research.* Room N 234. *Moderator:* Susan Korbel, Korbel Marketing. *Panelists:* James Fletcher, University of Georgia; Gerry Horshorn, NAB; Kurt Hanson, Strategic Radio Research.

5 p.m.-7 p.m. International reception. Ballroom A, Las Vegas Convention Center.

Tuesday, April 16

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.

7:30 a.m.-9 a.m. Policymakers breakfast. Ballroom A, LVH. *Moderator:* Jeff Baumann, NAB. *Panelists:* FCC Commissioners James H. Quello, Andrew C. Borrett, Ervin S. Duggan; Janice Obuchowski, NTIA.

9:15 a.m.-10:30 a.m. *Competition '90s style—the struggle for audience.* Room M1-4. *Moderator:* Don West, *BROADCASTING* magazine, Washington. *Panelists:* Stanley S. Hubbard, Hubbard Broadcasting Inc., St. Paul, Minn.; Glenn E. Jones, Jones Intercable, Englewood, Colo.; Bill Ryan, Post-Newsweek Stations Inc., Miami; James Young, Bell Atlantic, Arlington, Va.

10:45 a.m.-noon *HDTV assessment: the world today.* Ballroom F&G, LVH. *Moderator:* John D. Abel, NAB. *Panelists:* Peter Fannon, Advanced Television Test

Center, Alexandria, Va.; Ward Huey, A.H. Belo, Broadcasting Corp., Dallas; Roy Stewart, FCC; Richard Wiley, FCC advisory committee on ATS, Wiley, Rein & Fielding, Washington.

10:45 a.m.-noon *Beyond peplemeters—what's next for local audience measurement?* Room B1. *Moderator:* Tom McClendon, Cox Enterprises Inc., Atlanta. *Panelists:* Gary Chapman, LIN Television Corp., Providence, R.I.; John Dimling, A.C. Nielsen, New York; Ken Wollenberg, The Arbitron Co., New York.

1 p.m.-2:15 p.m. *Live from everywhere—war in the TV age.* Room B1. *Moderator:* Charles E. Sherman, NAB. *Panelists:* Darrel Blue, KAPP-TV Yakima, Wash.; Roy Conover, Conus, Minneapolis; Peter Ford, WRC-TV Washington; Jeff Marks, WCSH-TV Portland, Me.

Maximizing the value of your ratings. Room B2. *Moderator:* William Moll, WNBC-TV New York. *Panelists:* Michael J. Conly, KENS-TV San Antonio, Tex.; Jim Joyella, Television Advertising Bureau, New York; James Lutton, KPX-TV San Francisco.

2:30 p.m.-4:30 p.m. *Share in: Cost cutters and revenue raisers in news, engineering and operations.* *Discussion leader:* Ben Tucker, Retlaw Broadcasting, Fresno, Calif. *Presenters:* David Bartlett, RTNDA, Washington; Karl Renwanz, WHDH-TV Boston.

2:30 p.m.-3:45 p.m. *Stages of excellence in broadcasting.* Room B1. *Moderator:* Rich Duøy, NAB. *Presenter:* Arthur Bushkin, A.T. Kearney, Alexandria, Va.

2:30 p.m. Television affiliates group meeting.

Wednesday, April 17

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.

8:30 a.m.-9:45 a.m. *Tomorrow's media buy...where will the dollars go?* Room M 1-4. *Moderator:* Jim Joyella, Television Bureau of Advertising. *Panelists:* Phil Guarascio, 1991 ANA Chairman, General Motors, Detroit; John L. McMennoin, Carnation, Co., Glendale, Calif.; Robert Ward, Miller Brewer Co., Milwaukee, Wis.; Robert Watson, AT&T, New York.

Here's the scoop! Moving from #3 to #1 in news. Room B1. *Moderator:* Willis Duff, Audience Research and Development Corp., Dallas. *Panelists:* John Butte, WFLA-TV Tampa, Fla.; Allan Howard, KHOU-TV Houston; Ed Piette, KSDK-TV St. Louis.

9 a.m.-10:15 a.m. *FCC staff leadership—addressing the issues.* Room L 2&4. *Moderator:* Valerie Schulte, NAB. *FCC panelists:* Terry Haines, Laurin Belvin, Robert E. Branson, Robert Corn-Revere, Michele Farquar and Linda Solheim.

10 a.m.-6 p.m. Program syndicators suites open. 28th floor, LVH.

10 a.m.-12:30 p.m. Television brunch. Pavilion, Las Vegas Hilton.

1 p.m.-3 p.m. *LPTV—Gearin' up for prime time.* *Moderator:* John Kompas, Community Broadcasters Association, Milwaukee, Wis. *Panelists:* Eddie Barker, Eddie Barker & Associates, Dallas; D.J. Everett, Channel 43, Hopkinsville, Ky.; Roy Stewart, FCC; Peter Tannenwald, Arent, Fox, Kinter, Plotkin & Kahn, Washington; Matt Tombers, Foote, Cone & Belding Telecom, Burbank, Calif.

2 p.m.-3 p.m. *Contests & promotions—making money without incurring FCC fines.* Room M1. *Moderator:* Jack Goodman, NAB. *Panelists:* Jonathan V. Cohen, Arter & Hadden, Washington; Eldred D. Ingraham, Miller & Halbrooke, Washington; Erwin Krasnow, Verner, Liplart, Bernhard, McPherson & Hand, Washington; M. Anne Swanson, Koteen & Naftalin, Washington.

Newsroom law for broadcasters. Room M3. *Moderator:* Steve Bookshester, NAB. *Panelists:* Michael R. Klipper, Leventhan, Senter & Lerman, Washington; Chad E. Milton, Media/Professional Ins., Kansas City, Mo.; Gregory M. Schmidt, Covington & Burling, Washington; Charles Sennet, Tribune Broadcasting, Chicago.

FCC rule enforcement and keeping your station license. Room M2. *Moderator:* Barry D. Umansky, NAB. *Panelists:* Charles Kelly, FCC; George R. Borsari, Borsari & Paxson, Washington; Arthur B. Goodkind, Koteen & Naftalin, Washington; William S. Green, Reed Smith Shaw & McClay, Washington; M. Scott Johnson, Gardner, Carton & Douglas, Washington.

Children's TV advertising and programing law and responsibilities. Room M4. *Moderator:* Valerie Schulte, NAB. *Panelists:* Stephen A. Hildebrandt, Westinghouse Broadcasting Co. Inc., Washington; Lawrence Secrest III, Wiley, Rein & Fielding, Washington; George Vradenburg, CBS Inc., New York.

3:15 p.m.-4:15 p.m. *AM and FM station improvements—new opportunities and challenges.* Room M2. *Moderator:* Barry D. Umansky, NAB. *Panelists:* Larry D. Eads, FCC; John Garziglia, Pepper & Corazzini, Washington; John Griffith

Johnson Jr., Bryan, Cabe, McPheeters & McRoberts, Washington; Brian Madden, Cohn & Marks, Washington.

EEO/Hiring/Firing, sexual harassment, age discrimination and other workplace issues. Room M1. *Moderator:* Jack Goodman, NAB. *Panelists:* Charles Kelley, FCC; Michael D. Berg, Miller & Holbrooke, Washington; Stanley J. Brown, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Robert B. Jacobi, Cohn & Marks, Washington.

Advertising laws and problems for broadcasters. Room M3. *Moderator:* Terry Etter, NAB. *Panelists:* Craig J. Blakeley, Sidley & Austin, Washington; Vincent I. Curtis, Fletcher, Heald & Hildreth, Washington; Mark J. Prok, Tharrington, Smith & Hargrove, Raleigh, N.C.; John C. Quale, Wiley, Rein & Fielding.

Time Brokering: Who's in charge here? Room M4.

3:15 p.m.-5 p.m. *Radio music licensing for the '90s.* Room M4. *Moderator:* Benjamin F.P. Ivins, NAB. *Panelists:* Dave Fuelhart, All Industry Radio Music Licensing Committee, Baltimore; Richard Harris, Group W Radio, Stamford, Conn.; Alan Weinschel, Weil, Gotthall & Manges, New York.

5:30 p.m.-7:30 p.m. Post production reception. Pavilion, LVH.

Thursday, April 18

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.

9 a.m.-10:30 a.m. *On the seesaw...The ups and downs of labor relations.* Room B2. *Discussion leaders:* Terry Etter, NAB; Travis Rocky, Cordillera Communications, Spokane, Wash. *Special guests:* Joseph Damato, Seyfarth, Shaw, Fariweather & Geraldson, Washington; David Grant, Baker & Hostetler, Washington; Clifford Harrington, Fisher, Wayland, Cooper & Leader, Washington; Melodie Virtue, Holey, Bader & Potts, Washington.

Share in: swap shop...sales promotion ideas exchange. Room B3. *Discussion leaders:* James Giodo, Cornerstone Media, Denver; Gary Taylor, Broadcast Promotion & Marketing Executives, Los Angeles.

9 a.m.-noon *The global marketplace.* Room B1. *Moderator:* Barry D. Umansky, NAB. *Panelists:* Waldo Roseman, FCC; Charles Rush, NTIA; Gene P. Mater, The International Media Fund, Washington.

10:45 a.m.-noon *Media investments and opportunities.* *Moderator:* Donald Wear, Jr., Wiley, Rein & Fielding, Washington. *Panelists:* David Graves, Westinghouse Broadcasting; Donald L. Hocker, Tribune Entertainment, Chicago; Earl Jones, International Business Systems Ltd., Dallas; Richard MacDonald, MacDonald, Grippo & Riely, New York; Tom Stoner, Stoner Broadcasting, Annapolis, Md.

Share in: Fair Employment Practices...you be the judge! Room B2. *Presenter:* Stephen M. Paskoff, Employment Learning Innovations Inc., Atlanta.

10 a.m.-6 p.m. Program syndicators suites open. 28th floor, LVH.

8 p.m. Closing celebration. Showroom, LVH.

HDTV SESSIONS

Monday, April 15

8 a.m.-5 p.m. Registration open. Pavilion, Las Vegas Hilton.

8:30 a.m.-6:30 p.m. Outdoor/West hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

9 a.m.-6 p.m. HDTV World exhibits open.

8:30 a.m.-9 a.m. HDTV World opening ceremonies.

9 a.m.-noon *The continuing evolution of television: a brave new world.* Ballroom F&G, LVH.

9:10 a.m. *Did the hundred year dream come true?*

9:17 a.m. *The evolution of high definition television.*

9:37 a.m. *We must consider spectrum.*

9:45 a.m. *Key aspects of the broadcasters' transition to HDTV.*

10:00 a.m. *HDTV: exciting technology, but who can afford it?*

10:15 a.m. *Europe's demands on enhanced television.*

10:30 a.m. *Progress in high-definition television.*

10:45 a.m. *Advanced television from a consumer electronics viewpoint.*

11:00 a.m. *What's in and what is coming in place in Japan.*
11:30 a.m. *HDTV: A business or technology.*

Noon-2 p.m. All industry luncheon. Pavilion, LVH.

2 p.m.-5 p.m. *The transition to HDTV: changing the world.* Ballroom F&G.
2:05 p.m. *The transition to ATV—Is it real? Will broadcast television survive it?*
2:30 p.m. *Transition to HDTV—a broadcaster's scenario.*
2:55 p.m. *HDTV: high-definition video; low-definition audio?*
3:30 p.m. *Proposal for advanced HDTV audio.*
3:45 p.m. *Closed captioned television: a global and HDTV perspective.*
4:10 p.m. *Cost effective approach to an HDTV playback facility.*
4:35 p.m. *Display technology: a common meeting ground.*
2 p.m.-5:30 p.m. *Progroming in HDTV (I) A world of its own.* Ballroom E, LVH.
2:05 p.m. *Compilation francaise.*
2:30 p.m. *HD production—an original approach: the tools and the results.*
2:55 p.m. *Sports coverage on HDTV.*
3:20 p.m. *The aims of vision 1250—a European grouping.*
3:45 p.m. *After night music.*
4:10 p.m. *High definition in the practical world.*
4:35 p.m. *A new visual vocabulary.*
5 p.m.-7 p.m. International reception. Ballroom A, LVH.

TUESDAY, April 16

8 a.m.-5 p.m. Registration open. Pavilion, LVH.
8:30 a.m.-6:30 p.m. Outdoor/west hall exhibits open.
9 a.m.-6 p.m. Main hall exhibits open.
9 a.m.-6 p.m. HDTV World exhibits open.
9 a.m.-noon *Progroming in HDTV(II): a world of its own.* Ballroom E, LVH.
9:05 a.m. *High definition computer graphics.*
9:30 a.m. *Real time HD electronic intermediate process.*
9:55 a.m. *Opera in high definition.*
10:20 a.m. *The loves of Emma Bardac.*
10:45 a.m. *HD: Major League style.*
11:10 a.m. *Challenge of introducing HD broadcast service.*
11:35 a.m. *The integration of 3-D computer animation with HD imaging.*
9 a.m.-11:40 a.m. *Enhanced television systems: toward a wide screen world.* Ballroom D LVH.
9:05 a.m. *Full utilization of signals and transmission spaces of NTSC TV system.*
9:30 a.m. *Recent developments in SuperNTSC.*
9:55 a.m. *The implementation of wide-screen enhanced television for satellite and terrestrial broadcasting.*
10:20 a.m. *PALplus developments.*
10:45 a.m. *A new system of NTSC—compatible wide aspect advanced television—new NTSC mode 1.5.*
11:10 a.m. *A receiver-compatible wider aspect ratio EDTV system.*
10:45 a.m.-noon 1991 HDTV assessment: the world today. Ballroom F&G LVH.
12:30 p.m.-2 p.m. Engineering luncheon/presentation of engineering achievement awards. Ballroom A-C, LVH.
2 p.m.-5 p.m. *HDTV's first markets: a world of possibilities.* Ballroom E, LVH.
2:10 p.m. *HDTV in design systems.*
2:30 p.m. *Printing and industrial presentations on applications of HDTV.*
2:45 p.m. *HDTV and health care training.*
3:05 p.m. *Techno art museum T-brain club art museum featuring van Gogh painting in HDTV collection.*
3:25 p.m. *Results of second experiment of evaluate the use of HDTV techonolgy under operating conditions during an NSTS launch.*
3:45 p.m. *Can the quality of film be maintained when transferred to the HDTV format?*
4:05 p.m. *The magic system—1250.*
4:25 p.m. *HDTV applied in commercial environment.*
2:45 p.m.-5 p.m. *HDTV global issues: HDTV around the world.* Ballroom F&G, LVH.

2:50 p.m. *Update of HDTV studies in CCIR.*
3:05 p.m. *HDTV standards in a developing environment—EBU perspectives.*
3:20 p.m. *Present status of HDTV in Japan.*
3:35 p.m. *The harmonization of broadcasting and nonbroadcasting HDTV standards.*
3:50 p.m. *HDTV—why we approach it differently in the United States.*
4:05 p.m. *Panel discussion and Q&A.*

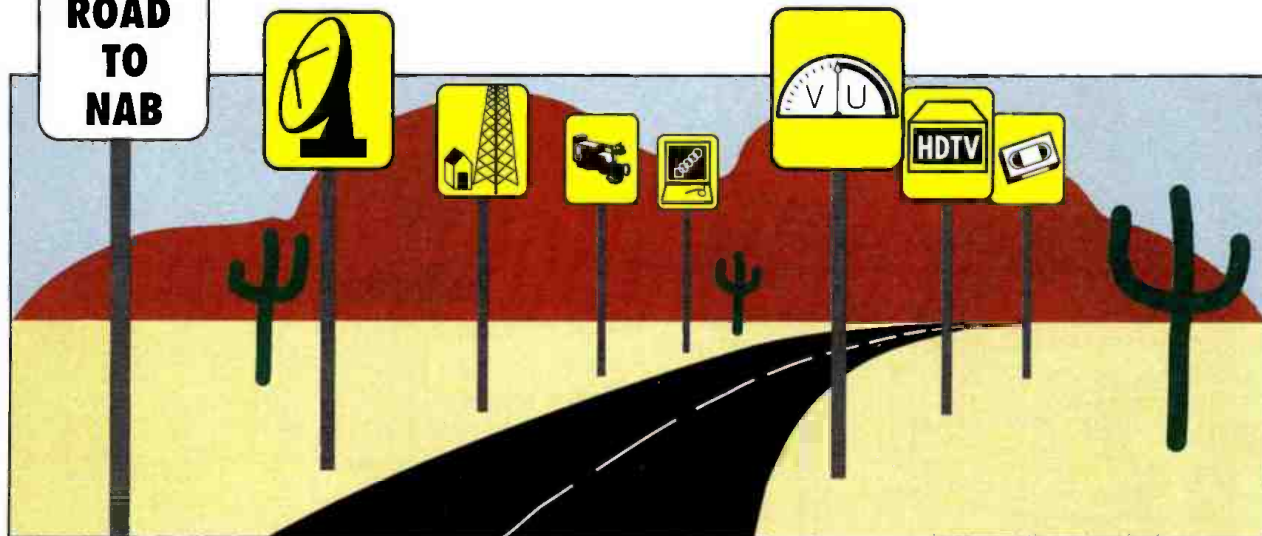
WEDNESDAY, April 17

8 a.m.-5 p.m. Registration open. Pavilion, LVH.
8:30-6 p.m. Outdoor/west hall exhibits open. LVCC.
9 a.m.-6 p.m. Moin hall exhibits open. LVCC
8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.
9 a.m.-noon *ATV transmission proponents for North America: the world is watching.* Ballroom F&G, LVH.
9:05 a.m. *ACTV status report.*
9:25 a.m. *The Narrow-Muse System for terrestrial broadcasting of HDTV*
9:45 a.m. *Current status of digicipher development for U.S. terrestrial broadcast standard.*
10:05 a.m. *The all-digital spectrum-compatible HDTV (DSC-HDTV) system.*
10:25 a.m. *ATRC digital simulcast (ADTV).*
10:45 a.m. *Progress on MIT-CC system.*
11:05 a.m. *Executive panel of ATV proponents.*
1:30 p.m.-5 p.m. *Alternate HDTV delivery methods: worlds apart?* Ballroom D, LVH.
1:40 p.m. *Broadband technologies of the future.*
2:05 p.m. *Transition to HDTV—a cable operator's scenario.*
2:30 p.m. *HDTV MUSE signals on cables and optical fibers.*
2:55 p.m. *Marketing economics of DBS drive HDTV.*
3:20 p.m. *International HDTV service via INTELSAT.*
3:45 p.m. *The future of high-definition TV in Europe is satellite television.*
4:10 p.m. *Project of an electronic cinema service in Mexico City using terrestrial HDTV/MUSE-E broadcasting.*
1 p.m.-1:30 p.m. *Testing the ATV systems: is there a world of difference?* Ballroom F&G, LVH.
1:05 p.m. *Status of testing of advanced television systems.*
2:10 p.m. *Creating a laboratory to test analog and digital advanced TV systems for terrestrial transmission in North America.*
2:35 p.m. *Difficulties of designing subjective tests.*
3:15 p.m.-5 p.m. *RF Spectrum for terrestrial HDTV: it's a crowded world.* Ballroom F&G, LVH.
3:20 p.m. *Consideration for planning an HDTV service in a digital environment.*
3:45 p.m. *Radio spectrum for tansmission/emission of advanced television systems.*
4:10 p.m. *Study of television co-channel interference.*

THURSDAY, APRIL 18

8 a.m.-1 p.m. Registration open. Pavilion, LVH.
8:30 a.m.-4 p.m. Outdoor/west hall exhibits open. LVCC.
9 a.m.-4 p.m. Moin hall exhibits open. LVCC.
8:30 a.m.-4 p.m. HDTV World exhibits open. LVH.
9 a.m.-11 a.m. *HDTV display technology: windows on the world.*
9:10 a.m. *Flat panel display technology.*
9:35 a.m. *Projection displays for HDTV.*
10 a.m. *CRT technologies for HDTV applications.*
10:25 a.m. *Ultra wide rear projection system.*
9 a.m.-12:30 p.m. *New HDTV technology ond systems: setting the world on fire.* Ballroom F&G, LVH.
8 p.m. Closing celebration. Showroom, LVH.

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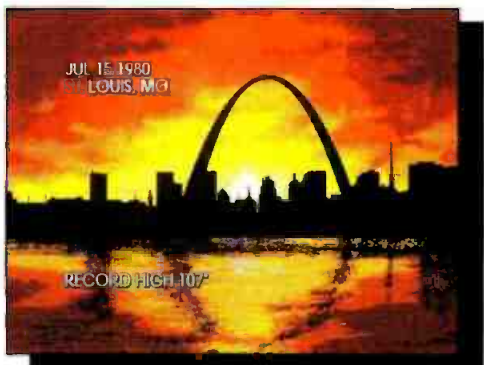
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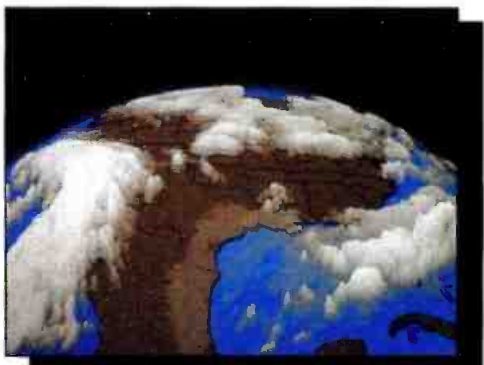
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Continues on page 72.

PROGRAMMING

BUENA VISTA BUYS TICKET TO LOTTERY

BVT to pitch national lottery game as half-hour strip for fall 1992

Buena Vista Television (BVT) has acquired the rights to distribute a half-hour lottery game strip for fall 1992. A new national lottery game is being developed for the program by Lottery Innovations Inc., a consortium of lottery organizations from 33 states and the District of Columbia that sold BVT the rights to the show (BROADCASTING, Feb. 25).

According to Peter Lynch, president of LIC, who also heads the New York State Lottery, the lotteries in the consortium, covering about 85% of the country, generate \$20 billion in annual revenues. Lynch estimated conservatively that the new televised game would generate an additional \$900 million in annual revenues. Roughly half the additional revenues would be given away in winnings.

The program is being jointly developed by LIC and BVT. It is targeted for access and will be sold on a cash-plus-barter basis for 52 weeks of original episodes, said Robert Jacquemin, president, BVT. Jacquemin said BVT will hire an executive shortly to oversee the project from BVT's end. BVT will be responsible for finding a producer for the show. "That's wide open at this point," said Jacquemin.

Developing a lotto show that will hold viewers attention for a half-hour each day may be a tough challenge, and both Lynch and Jacquemin dismissed the notion last week that the basic viewer appeal to the show would be the prospect of becoming an instant millionaire. "The show must be entertaining and engaging," said Jacquemin. Added Lynch: "If people just want to find out if they won, they pick up the paper in the morning."

Each day's program could produce millions of winners around the country, said Lynch, with jackpots varying from day to day.

Some of the state lottery organizations already do a weekly half-hour show, such as California's *Big Spin*. Jacquemin and Lynch said the new show would be designed to "compliment" those shows, not supplant them. Both execu-

tives said that their agreement did not give stations currently airing lotto games or drawings right of first refusal to the new show.

According to Jacquemin, there will probably be different versions of the program, including one version for markets within a state with a participating lottery, and another version for markets not in lottery states. For those markets carrying the show within participating lottery states, an interactive component to the show is being "explored," said

Jacquemin.

According to Lynch, stations taking the proposed strip won't run afoul of FCC rules, which prohibit stations from creating lotteries for air. Stations are allowed to broadcast state-authorized lottery drawings, he said. An FCC official confirmed that was the case.

So far, 24 of the 33 state lottery organizations within LIC have agreed to participate, said Lynch. As to the remaining organizations, "no one has said no," he said. -SM

SYNDICATION MARKETPLACE

LBS Communications has signed a \$15 million agreement with A.I.P. (Action International Pictures) Studios to distribute Los Angeles-based independent's theatrical releases for domestic syndication, cable and pay-per-view. Deal also includes foreign distribution of A.I.P.'s 50-title film library and two syndicated TV series offerings, "Firehead" and "Future Zone." A.I.P., which produces 10-15 theatrical releases annually, has theatrical version of "Future Zone," starring David Carradine, set for June release. "Firehead" debuts in theaters in August and stars Martin Landau and Christopher Plummer; and "Raw Nerve," featuring Glenn Ford, Randall "Tex" Cobb, Jan Michael Vincent, Traci Lords and Sandhal Bergman, is scheduled for early 1992 release. Those titles and others will be syndicated within "LBS World Premiere Movies" package, which is entering its second season in syndication.

Viacom has cleared the new first-run late night strip, *Johnny B...On the Loose*, in 70% of the country, including 28 of the top 30 markets. The show, debuting June 24th, stars Chicago radio personality Jonathon Brandmeier (WLUP-AM-FM). The half-hour comedy show, produced by Pierce Silverman Co. and Brandmeier in association with NBC Productions, will be taped at WMAQ-TV Chicago. The program exhibits Viacom's most recent effort to make a mark in the adult first-run strip business. The company has also teamed with Katz Communications and its client TV stations to develop strip programs (BROADCASTING, March 25), although *Johnny B* is not part of the Viacom-Katz consortium. Earlier strip efforts included two kid's strips, *Super Mario Brothers Super Show* and *Doubledare*. In New York, *Johnny B* is cleared by WWOR-TV, and in Los Angeles on KCOP-TV. While most stations are airing the show in late night, KCOP-TV will air it in access.

Gamepro, Samuel Goldwyn Television's planned fall 1991 weekly video game magazine, has been sold in 35 markets, representing 45% U.S. coverage. According to Dick Askin, president of SGT, *Gamepro's* clearances in 20 of the top 30 markets are highlighted by sales to ABC O&O stations in New York (WABC-TV) and Los Angeles (KABC-TV), as well as Group W's O&O's in Boston (WBZ-TV), Pittsburgh (KDKA-TV) and Baltimore (WJZ-TV).

WORLDVISION FLOATS FIRST-RUN 'PEAKS'

Return of syndicator presence at NAB includes possible pitch of syndicated 'Peaks' if ABC cancels show

For the first time in almost 20 years, syndicators will again have an official presence at the annual NAB convention next week in Las Vegas (see story, page 27). But with most syndicated series already topping 80% clearances, programing sales will probably take a back seat to the exchange of programing development ideas with station executives.

One of those comes from Worldvision Enterprises, whose president and CEO, John Ryan, told BROADCASTING his company will be talking with station group executives about the possibility of picking up *Twin Peaks* for first-run syndication if ABC should cancel the series at the end of this season.

Although Buena Vista Television President Bob Jacquemin was unavailable for comment, a company insider said Jacquemin will be talking about a national lottery game show at NAB that the Disney-owned syndication division acquired last week (see story, page 46) for entry as early as the 1992-93 season.

Most syndication executives contacted expressed the view that NAB's offering of hospitality suites at the Hilton Hotel, which are being sold at a surcharge of approximately \$1,500 per suite, will lure back some major syndicators, but will be little threat to the programing-driven NATPE and INTV conventions in early January each year. At least 10 major distributors have taken out hospitality suites: King World Productions, Viacom Enterprises, Warner Bros. Domestic Television Distribution, Tribune Entertainment, Conus Communications, ITC Entertainment Group, Turner Program Services (syndication and CNN divisions), Twentieth (Fox) Television, Buena Vista Television and Worldvision Enterprises.

Although Worldvision's Ryan said his company, which is a unit of Spelling Entertainment, will not be screening currently offered 1991-92 syndicated programing (*Tarzan* tops the list), "contingency plans" have been drawn up in which Ryan will approach station executives about *Twin Peaks*, possibly making a fall 1991 syndication bow if ABC's move of the show to Thursday nights last March against tough competition proves its undoing. Ryan said feelers will also be put to cable network executives about a possible basic cable run.

David Lynch and Mark Frost, executive producers of the acclaimed psychodrama (through LynchFrost Productions), have, according to Ryan, expressed interest in continuing with their creative roles in *Twin Peaks* for the "long haul," but are "slightly dismayed" over ABC's shuffling of the series from lower HUT level Saturdays (at 10 p.m. ET) to highly competitive Thursdays (at 9 p.m.) against NBC's *Cheers* and CBS's *The Flash*.

"There certainly has been interest among local and group station executives that I have talked to," Ryan said. "There is a dedicated *Twin Peaks* audience that is being underserved domestically. We think the show's popularity in the foreign markets is especially strong, and would be a major factor in us deciding to produce first-run episodes for syndication."

Other top product announcements forthcoming from Worldvision, Ryan suggested, would include testing reaction to "several" series development projects, a soon-to-be launched "family-oriented" show from co-owned division, Hanna-Barbera Productions for weekly syndication in fall 1992 and a sales debut of *Worldvision II*, a syndicated package of 15-25 major theatricals to trigger sometime in 1992. Currently, Ryan says the fall 1991 weekly *Tarzan* has already been sold in over 70% of the U.S.

Entering the NAB convention, Buena Vista's Jacquemin, according to a BVT spokeswoman, has set up "personal appointments" with several top station executives in advance. Presumably, one of the first topics broached will be broadcasters' interest in its new lottery game show format licensed from Lottery Innovations Corp., a newly formed consortium of 33 state lotteries (BROADCASTING, Feb. 25).

ITC's senior vice president of marketing, Henry Urick, said his privately held company will be talking about the pending launch of *Volume X*, a package of 12 recently released theatricals, in addition to several first-run series projects in development. Remaining small market sales for its currently running *Volume IX* (108 markets, 87% coverage) and *Movie of the Month* film packages will be another goal at NAB.

Viacom Enterprises' president of off-



network syndication, Dennis Gillespie, said his company is "concentrating efforts" on three or four areas, including the fall 1992 off-network sales of *Roseanne* and current off-network sales of *Matlock* (which is believed to be airing currently in 50% of the U.S.). Meanwhile, his first-run counterpart Michael Gerber is said to be tying up small market sales of *Johnny B...On the Loose*, having achieved over 70% coverage for its June 1991 launch.

"Given the amount of volume of what [Viacom] sells, it would be silly for us to take a week off because the stations are meeting in Las Vegas," Gillespie said. "Our sales staff is on the road nearly 52 weeks a year, so having everyone under one roof is all the more convenient. A lot of what we'll be talking about is when certain shows are set to go into production and delivery dates, but there'll be some selling too. I just think NAB sees this as a chance to broaden its constituency and interest going into the convention." -MF

FOX GOES WITH WEEKDAY MORNING KIDS BLOCK

'Beetlejuice' will be new afternoon strip

The Fox Children's Network has altered its strategy for next fall, the start of its second season. Instead of scheduling two strips in the afternoon, it will launch one new afternoon strip—*Beetlejuice* (4:30 p.m. Eastern)—and start a new weekday morning block by shifting *Peter Pan* from the afternoon to 8 a.m., Monday-Friday.

In addition, FCN will launch three new Saturday morning cartoons and bring back three others. According to FCN president Margaret Loesch, FCN will spend about \$50 million producing shows for next season, including eight scheduled series, a miniseries to test another show idea, *Little Dracula*, and a mid-season series, *Yo! It's Chester Cheetah's Show*, about a cheetah with a penchant for rap music.

The mini-series, to be produced by 1991 Academy Award winner Michael Young (best animated short), will air the week before *Beetlejuice* debuts, and is being considered as a series.

At a presentation last week, Fox officials also announced that an animated *Batman* series, which will be supervised by Tim Burton, producer of the 1989 hit movie, will debut on FCN in fall 1992. The *Beetlejuice* and *Batman* series are coming to FCN via Warner Bros. Domestic Television Distribution, which made a long term deal last fall to supply the fledgling children's network with new shows (BROADCASTING, Oct. 22, 1990).

FCN also announced three new shows for Saturday morning, including one that CBS is dropping from its schedule after this season: *Bill and Ted's Excellent Adventure*, from Orion. "CBS's loss is our gain," said Loesch.

Loesch suggested that CBS Sports preemptions may have contributed to *Bill and Ted's* demise on that network (7 of 15 weeks in the fourth quarter of 1990). But when it aired, she said, it averaged a 30 share among kids 2-11. The program will get some cross promotion this summer when Orion releases a sequel theatrical film entitled "Bill and Ted Go to Hell."

Other new programs on the Saturday slate next season include *Little Shop*, which Loesch said was the first animated musical children's show. It's based on the play and cult movie, "Little Shop of Horrors," about a man-eating alien plant, and will feature five or six songs per episode.



weekly half hour in September (with 13 episodes).

Since series is going to be making midseason debut, Bell says production of series—which is being overseen by Sunbow Productions—is well ahead of schedule for its June debut, and Claster is already presenting completed one-minute animated clips for remaining unsold stations. "Producing for midseason gives us a lot of leeway," Bell said. "You can put more attention into producing a quality animated series when it is not in the same production cycle logjam that other series face for fall entry."

"*Little Shop* will be our toughest production challenge," said Loesch. She said the show would cost "well over" \$300,000 per episode, but that it was being produced at a deficit by Saban.

The third new Saturday series is *Tazmania*, also from Warner Bros., based on the Tazmanian Devil from the studio's stable of cartoon characters.

According to FCN president Margaret Loesch, the decision was made to move *Peter Pan* to mornings after testing the show on Saturday morning, where it performed better than in its weekday afternoon slot.

Loesch said FCN had planned all along to program a morning strip block, but that plan was accelerated when *Pan* performed well in the morning. She said kids' audience levels at 8 a.m. are about the same as those at 3 p.m. and 3:30 p.m., but lower than at 4 p.m. or 4:30 p.m. Program researchers said that was essentially accurate.

Loesch said that by 1994, "our plan is to have two hours in the morning, two hours in the afternoon and four hours on Saturday." The network also expects to win a concession from the FCC that FCN programming would not count toward the hours that make up the Fox Broadcasting Company prime time network.

A handful of Fox owned stations or affiliates have or are planning morning

Cluster Television has solidified sales of animated series, *Bucky O'Hare and the Toad Wars*, by clearing 90 markets—59 of top 60 markets—representing 85% domestic coverage. With production of first episode nearing completion for airing as installment of three-part mini-series for June 1991 airing, Sally Bell, executive vice president, Claster Television, says Conami has signed to manufacture *Bucky O'Hare* video games for Nintendo and NES Gameboy home video game and video arcade versions, in addition to a vast array of sportswear and toy merchandising to promote animated half hour. Following its mini-series introduction, *Bucky O'Hare* will roll out as

news and will continue to air *Pan* in the afternoon. But Loesch said 95% of the network will air the show in the morning.

The new FCN lineup was well received last week. "They've put together a very good lineup for next year," said Janeen Bjork, vice president for programming, Seltel. "And that's coming off a very tough first year with a lot of production problems."

Loesch addressed the production issue last week, indicating that this year, much more lead time has been given for new and returning shows. "We renewed three shows in the fall," she noted. "And we'll have 40 new episodes of *Beetlejuice* in the can by fall." In 94 markets, she said, *Beetlejuice* is "locked into" an adjacency with another program from Warner, the syndicated *Tiny Toon Adventures*, one of the top-rated kids shows.

Also next season, FCN will expand a series of public service announcements, hosted by *America's Most Wanted* host John Walsh, which encourage children to be "street smart." Also, a new series of comedy inserts will be launched next season called *Fox in a Box*. The shorts, a combination of animation and live action, are to keep kids tuned in between programs, said Loesch. *Beetlejuice* will continue to air on ABC's Saturday morning schedule next season. —SM

RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 3/25	ABC 25.6 / 41		BARBARA WALTERS (4) [18.5 / 31] 18.1 / 30		ACADEMY AWARDS (1) [28.4 / 40] 26.3 / 40			
	CBS 9.6 / 15		EVENING (41) SHADE 11.3 / 18	MAJOR (40) DAD 11.8 / 18	MURPHY (41) BRWN 11.3 / 17	DESIGN (45) WOMN 10.6 / 16	TRLS OF R. O'NEILL (53) [6.3 / 11] 6.5 / 11	30.7 / 48 30.5 / 50
	NBC 10.2 / 16		FRESH (36) PRINCE 12.4 / 19	BLOSSOM (45) 10.6 / 16	MONDAY NIGHT MOVIE—TERROR ON THE BLACKTOP (52) [9.6 / 15] 8.7 / 13 9.3 / 14 10.1 / 16 10.2 / 18			
TUESDAY 3/26	ABC 13.5 / 23		WHO'S THE (25) BOSS 13.8 / 23	DAVIS (23) RULES 13.9 / 22	ROSEANNE (5) 18.1 / 28	COACH (6) 16.9 / 28	EDDIE DODD (57) [9.2 / 18] 9.4 / 17	9.0 / 18
	CBS 11.2 / 19		RESCUE 911 (21) [14.3 / 23] 14.1 / 23 15.2 / 24 13.7 / 22			TUESDAY NIGHT MOVIE—ANTAGONISTS (66) [8.0 / 15] 8.2 / 13 7.9 / 15 7.9 / 16		
	NBC 14.4 / 24		MATLOCK (14) [15.4 / 25] 14.7 / 24	16.1 / 25	HEAT OF NIGHT (17) [14.8 / 24] 14.5 / 23	15.2 / 25	LAW AND ORDER (34) [12.6 / 24] 13.0 / 24	12.2 / 24
WEDNESDAY 3/27	ABC 11.6 / 20		WONDER (34) YEARS 12.6 / 21	GROWING (22) PAINS 14.1 / 23	DOOGIE (28) M.D. 13.3 / 22	ANYTHING (33) LOVE 12.8 / 21	EQUAL JUSTICE (64) [8.6 / 16] 8.7 / 16	7.8 / 15
	CBS 9.9 / 17		48 HOURS (68) [7.8 / 13] 7.9 / 13 7.8 / 13		JAKE AND THE FAT MAN (44) [10.9 / 19] 10.6 / 17 11.0 / 18		11.3 / 20	10.6 / 21
	NBC 13.7 / 24		UNSLVD. MYSTERIES (7) [16.8 / 28] 16.6 / 28	16.9 / 28	NIGHT (30) COURT 13.2 / 22	DEAR (43) JOHN 11.1 / 19	QUANTUM LEAP (39) [12.1 / 23] 11.7 / 21 12.5 / 24	
THURSDAY 3/28	ABC 8.0 / 14		FATHER DOWLING (58) [9.1 / 16] 8.9 / 15	9.2 / 16	TWIN PEAKS (76) [6.2 / 10] 6.4 / 11	5.9 / 10	PRIMETIME LIVE (60) [8.8 / 16] 8.9 / 16	8.7 / 16
	CBS 9.9 / 17		TOP COPS (60) [8.8 / 15] 8.0 / 14 9.5 / 16		ANTAGONISTS* (63) [8.6 / 14] 8.4 / 14 8.7 / 15		KNOTS LANDING (38) [12.3 / 22] 12.1 / 21 12.5 / 23	
	NBC 17.0 / 29		COSBY (16) 15.2 / 26	DIFFERENT (8) WORLD 16.6 / 28	CHEERS (2) 20.6 / 34	WINGS (12) 16.2 / 28	L.A. LAW (8) [16.6 / 30] 16.6 / 29 16.6 / 31	
FRIDAY 3/29	ABC 14.7 / 26		FULL (11) HOUSE 16.4 / 30	FAMILY (10) MAT. 16.5 / 29	PERFECT (19) STRAN. 14.5 / 26	BABY (28) TALK 13.3 / 23	20/20 (27) [13.3 / 23] 13.6 / 25 13.5 / 26	
	CBS 9.4 / 17		GUNS OF PARADISE (62) [8.7 / 16] 8.4 / 15 9.1 / 16		DALLAS (50) [10.0 / 18] 9.9 / 17 10.1 / 18		TRUE DETECTIVES (54) [9.2 / 18] 9.2 / 17 9.6 / 18	
	NBC 10.4 / 19		MOVIE OF THE WEEK—THE SOUND OF MUSIC (49) [10.4 / 19] 7.2 / 13 8.6 / 15 10.8 / 19 11.7 / 21 12.4 / 22 11.6 / 22					
SATURDAY 3/30	ABC 9.0 / 16		YOUNG RIDERS (64) [8.3 / 15] 7.8 / 15 8.9 / 16		SATURDAY NIGHT MOVIE—EVERYBODY'S BABY: JESSICA (54) [9.4 / 17] 7.2 / 13 8.3 / 15 10.0 / 18 12.2 / 24			
	CBS 14.0 / 26		CBS NCAA BASKETBALL CHAMPIONSHIP (13) [15.7 / 29] 12.8 / 25 14.7 / 28 14.6 / 27			17.0 / 30	17.7 / 32	FLASH SP. (70) 7.3 / 14
	NBC 11.3 / 21		AMEN (52) 9.6 / 18	DOWN (51) HOME 9.7 / 18	GOLDEN (20) GIRLS 14.4 / 26	EMPTY (31) NEST 13.1 / 23	CAROL & COMPANY (45) [10.6 / 20] 10.5 / 19 10.7 / 21	
SUNDAY 3/31	ABC 12.3 / 22	LIFE GOES ON (71) [7.2 / 14] 6.3 / 13 8.0 / 15	AMR. FUN (14) VIDEO 15.4 / 27	AMR. FUN. (18) PPLE. 14.7 / 25	ABC SUNDAY MOVIE—PALE RIDER (26) [13.8 / 23] 12.3 / 21 13.8 / 23 13.7 / 24 13.7 / 25			
	CBS 14.8 / 27	60 MINUTES (3) [19.3 / 38] 18.4 / 38 20.1 / 38	MURDER SHE WRT. (23) [13.9 / 24] 13.2 / 23	14.6 / 25	CBS SUNDAY MOVIE—EYES OF A WITNESS (32) [13.0 / 23] 14.3 / 24 13.0 / 22 12.7 / 22 11.8 / 22			
	NBC 7.5 / 13	PETER PAN (54) [9.4 / 16] 5.3 / 11 5.6 / 11 5.6 / 10 6.1 / 10			NBC SUNDAY NIGHT MOVIE—BLACK JACK SAVAGE (54) [9.4 / 16] 9.0 / 15 9.6 / 16 9.6 / 17 9.6 / 18			
FOX 7.2 / 13	TRUE CLR. (82) 4.3 / 9	P. LEWIS (81) 5.2 / 10	LIVING (59) COLOR 9.0 / 16	GET A LIFE (73) 7.1 / 12	MRD. WITH (48) CHILD. 10.5 / 18	BEVERLY HILLS, 90210 (71) [7.2 / 13] 7.6 / 13 7.3 / 13 6.8 / 13		

WEEKLY PRIME TIME AVERAGE ABC 13.5 / 25 CBS 11.4 / 20 NBC 11.8 / 21 FOX 6.8 / 12 YELLOW = 1/2 HR WINNER

SEASON PRIME TIME AVERAGE ABC 12.5 / 21 CBS 12.3 / 20 NBC 12.7 / 21 FOX 6.4 / 10 *--PREMIERE

NIGHTLY RATING / SHARE (#)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CABLE

CAB: GROWING THE 'OTHER' REVENUE STREAM

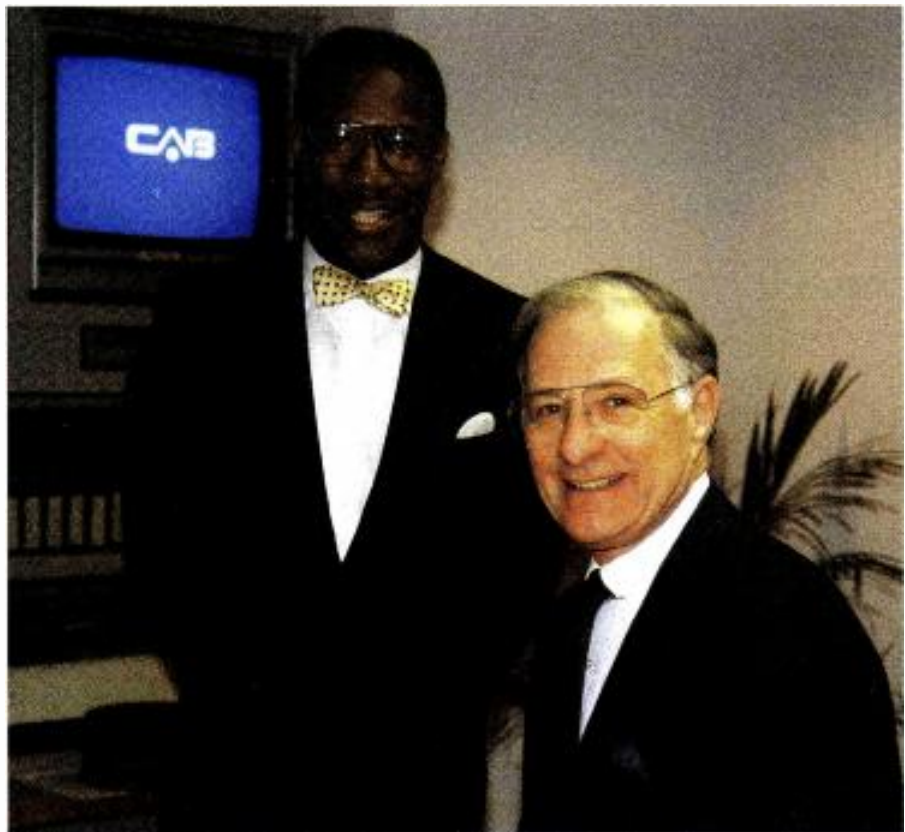
In its 10-year history, association under President Robert Alter has seen ad revenue grow from embryo to full-fledged sibling

The Cable Television Advertising Bureau came into being 10 years ago, funded by money collected in Ted Turner's New York apartment that came to an initial annual budget of \$350,000. That budget is now \$4 million, and this year cable advertising will reach about \$3 billion, with \$2.1 billion coming from national ad sales. Ten years ago, cable advertising was just "a vague, embryonic thing" bringing in \$150 million in national advertising, and local ad sales "was nearly nonexistent," said Robert Alter, president of the CAB since its inception.

The CAB's own growth, as well as its budget's, has been dictated by the growth of the cable ad marketplace. "The industry has always been willing to fund whatever is needed for us to do our job," said Alter. And as it enters its 10th year, the CAB, whose stated mission is to raise the profile of cable advertising, is charged with the dual task of maintaining a maturing business and giving life to a burgeoning one. The CAB's biggest challenge in terms of national advertising this year is to maintain the pace of growth in the face of a tight TV economy, and to insure cable gets fair value for its inventory, according to Alter.

Cable networks now account for 21% of all TV viewing, yet only get 15% to 16% of TV advertising dollars, said Alter. He predicts that within the next three to four years, helped by ever-increasing penetration, cable will get a 50% share of the viewing audience, and the CAB plans to work to get cost-per-thousand levels (CPM's) up to get the share of ad budgets commensurate with cable's audience. One of the key elements that will dictate cable CPM rates will be supply and demand; as cable gets more popular and inventory tightens, CPM's will rise, according to Alter.

But the challenge to increase local ad revenues requires an entirely different strategy. The CAB will concentrate on the structural and attitudinal changes to hasten the growth of local ad sales, said Thomas McKinney, CAB executive vice



McKinney and Alter

president. Every major MSO has made it a priority, said McKinney, who envisions a time when MSO's, whose local ad sales make up only 2% to 5% of total revenues on average, get to a point where local ad sales represent 10% to 15% of total revenues. And that could translate into 30% to 40% of net operating profit because the margins are so high on local ad sales, said McKinney.

The local cable ad marketplace still suffers from a lack of reliable ratings numbers, something the CAB is trying to fix. Current diaries can understate cable viewing by as much as 50%, said Alter. The organization is currently working with both Arbitron and Nielsen to come up with a workable local ratings methodology. But the big question is who will pay for the research required to

come up with that methodology. "Ultimately, the operators will pay for it," said McKinney. The CAB and cable operators are finding some competition in creating such a system, and not in too favorable a place. The Television Bureau of Advertising, not likely to be a favorable voice for cable, last week announced a computer program that they claim provides accurate information on local cable ratings.

National spot by far though, is the advertising category that still has the longest way to go in terms of success. "We've got to make it more user friendly," in terms of engineering, being able to put a spot on and respond to advertisers' needs for information, said McKinney. The growth of interconnects and the creation of advertising co-ops are

needed, as is "better understanding from operators on how national spot sales fits into the program," he said. National spot is bought more on a CPM basis than are local ads, which means operators get lower rates than they do on local ads. Probably in the next three years, the top 50 markets will have some sort of interconnect or co-op that will allow national buyers to easily buy spots, predicts McKinney.

In contrast to various factions that create associations within the broadcast universe and serve cross purposes, Alter said, there's a synergy that exists in all facets of cable advertising, even verging

on what he describes as a "collegial feeling." He notes, "We're still at a point where we're selling all of cable." Alter said he does not find himself being pulled in two different directions trying to fulfill the needs of both cable programmers and operators. As he explains it, operators want to see networks succeed in advertising, because then the networks put more money into programming, and are also (hopefully) less reliant on subscriber fees.

Networks, in turn, are anxious to see the cable operators succeed in local advertising because when operators take advantage of local avails on a particular

network, that makes the network more valuable to the operator, who is further inclined to heavily promote that network.

Alter said the CAB is an important resource for emerging networks as well (all existing ad-supported cable networks are CAB members). Those networks especially need the research the CAB provides. "There's no sense in them reinventing the wheel," said Alter. The organization also counts as its members MSO's serving about 80% of all subscribers, and Alter does not seem to have given up getting those who represent the remaining 20%. **-SDM**

UPFRONT PREDICTIONS MIXED FOR CABLE

With ad budgets flat, cable looks to get bigger slice; some see national remaining flat, local offering growth opportunities

Cable executives and advertisers are looking into their crystal balls to see what the cable upfront selling season is going to look like. While the former remain optimistic that they will walk away from the upfront table sated, the latter seem certain that cable will find less on its plate than last year.

Overall advertising budgets are expected to be flat or down, so for cable to make gains, it must get a larger share of the overall upfront pie. Leo Burnett's Dick Hobbs, senior vice president of media services, predicts that the broadcast-based cable networks share of the pie will remain constant, meaning revenues will go down, although vertical networks, such as ESPN and MTV should be able to keep pace with last year's upfront revenues. Virtually all the growth in cable advertising this year will be in local cable advertising, said Jon Mandel, senior vice president and director of national broadcast, Grey Advertising. Basic cable networks, on the other hand, while somewhat cautious, still see CPM and revenue increases for upfront. Doug McCormick, executive vice president at Lifetime, contends that if there are fewer advertising dollars available, cable networks are in a good position, because advertisers are looking to maintain a national presence at lower prices.

Robert Alter, president of the Cable-television Advertising Bureau, remains reluctant to make predictions on what this year's total revenue from cable upfront will be. Cable, which took in \$750 million in upfront last year, was buoyed by the war over guarantees between broadcast networks and advertisers, and managed to get into upfront even before the broadcasters. This year, cable will

likely be bought in conjunction with broadcast, and in a weak environment to boot, which takes away some of last year's glitter. Some advertisers, though, might still buy cable before broadcast. "It's a practical matter to do cable first," said Tom Winner, executive vice president Campbell-Mithun-Esty, because advertisers "risk having all their money spent if they do network first."

The entire upfront process could get started late, given the slow economy. "Buyers won't be jumping into the market," said John Silvestri, executive vice president, ad sales, USA Network. The later selling season will contribute to "the first buyers upfront marketplace ever," predicts Doug Greenlaw, executive vice president, ad sales, MTV Networks. While he says that is bad for network radio and broadcast TV, it's good for cable (both national and local), independents and other media.

Hobbs said the timing of the completion of cable's upfront depends largely on how it prices itself. If cable networks try to get increased CPM's over last year's upfront rates, they are going to have a long wait. "We are looking for CPM decreases across the board," said Hobbs. When cable networks lose business as a result of getting increases, "then they'll get real," said Mandel.

If advertisers live up to their pre-upfront posturing, cable networks might find themselves in for a protracted upfront, as they try to get CPM increases ranging from 7% to 25%. A&E is one network trying to push some of the more modest increases of the large basic cable networks. A&E hopes to get 7% to 8% increases, the same as it got last year. "We didn't gouge anyone last year,"

according to Ron Schneier, vice president, ad sales, who hopes that stance is remembered by advertisers this upfront. At the other end of the spectrum is MTV Networks, looking for CPM increases ranging from 15% to 25% because of its niche audience reach.

It seems to be largely original programming, mostly in prime time and early fringe, that will capture advertisers' attention in upfront. On TNT, NBA and original movies are what will command the greatest audience, and thus the best CPM's, which are still \$3 to \$5 dollars less in prime time than the broadcast networks, according to John Barbera, president, Turner Broadcasting Sales. "Daytime remains a bargain hunter's utopia," he said. But while cable toots its horn about increased ratings and better programming, advertisers remain skeptical. "My sense is that cable ratings that have grown have been isolated situations," said Hobbs. And Grey Advertising's Mandel notes that while cable ratings overall have grown, the ratings for many individual networks are down, although not by much. "That's because they haven't delivered on their promises of programming," he said.

Cable networks are also disparate in how much inventory they plan (and hope) to sell during upfront, but are largely remaining consistent with their sales in last year's upfront, selling anywhere from 40% to 75% up front. High inventory sellers such as USA hope not to get caught in a slow scatter market, and low inventory sellers such as MTV Networks get a lot of promotional and movie advertising, which requires last-minute inventory. **-SDM**

SPOT, REGIONAL SPORTS ARE HOT AD CATEGORIES

Cable is 'priced right for post-LBO decade,' says one executive

While some sectors of television advertising have hit on hard times, some of the top companies selling spot cable and regional sports networks are reporting double- and, in some cases, triple-digit increases over prior year performances.

Bob Williams, president, National Cable Advertising, said NCA's spot business last year increased 45% over 1989 to more than \$30 million, and the company is looking for another year of 45%-50% growth in 1991. "We feel very bullish," he said. NCA reps more than 22 million homes nationwide.

Williams cites several reasons for NCA's strong growth. "We are a lower out-of-pocket cost" for clients, he said. Even though cable's C-P-M's remain higher, "in this economy, it's less expensive," he said. When a client's budget is cut from \$500,000 to \$350,000, he said, for instance, spot cable is given a second look. "We're priced right for the post-LBO decade," he said.

A second reason, he said, is that

"people believe in our product." Alluding to war coverage, Williams said: "CNN in January did not hurt us."

Although NCA actually lost spots due to the war, and wasn't able to take advantage of the short-term ratings growth, CNN's post-war ratings remain higher than their pre-war numbers. People in powerful buying positions are now watching cable themselves at home, Williams said. The news, sports and original programming on cable "all starts to add up," said Williams.

He also said marketers are starting to look at customers by zip codes, focusing in on micromarketing techniques. On this, Williams said, "marketers are definitely ahead of the agencies," and it's a trend that augurs well for cable's specialized reach.

An added benefit for NCA has been the development of its CableTrack Avail system, which basically provides an apples-to-apples comparison of broadcast and cable ratings in a particular market. "Existing agency software does not

compute cable and noncable audience delivery in the spot markets," said Linda Williams, NCA senior vice president. "Education is needed about the strategic use of spot cable to target areas or restore GRP's due to broadcast underdelivery."

In Los Angeles, for instance, said Bob Williams, the combined ratings of basic cable networks are on par with some independents in town. Five years ago, the apples-to-apples comparison would have been detrimental to cable sales. "We had to have enough of an audience to shine a light on it," said Williams. Although the numbers are equivalent, NCA continues to push the more upscale profile of the cable consumer. The CPM differential doesn't present that much of a negative, said Williams, because agencies are used to buying different CPM's for different mediums. The key in implementing CableTrack, he said, is training the salespeople and pitching the right clients who "we can sell premium time to."

10TH TIME AROUND FOR CAB

The Cabletelevision Advertising Bureau celebrates its 10th annual convention this week at the Marriott Marquis in New York. Some 2,000 are expected for the three-day conference that begins Sunday, April 7, with a series of panel sessions on communicating the positives about cable television. A day that traditionally has been set aside for hardware and software exhibits will feature two sales sessions as well as four panels of MSO executives.

The sales sessions are: "Mining Incremental Revenue From Co-op Advertising and Vendor Programs" with presenter Christine Wagner, president of Coopnet, and "Winning Negotiations: Helping Your Salespeople Get the Best Rates" with Kathy Aaronson, executive director of The Sales Athlete.

The four MSO-related sessions deal with communicating cable's messages to communities and will be moderated, respectively, by Jack Clifford, chairman, Colony Communications; Steve Simmons, chairman and chief executive officer, Simmons Communications; Gus Hauser, chairman and chief executive officer, Hauser Communications and William Bresnan, president, Bresnan Communications.

Monday will open with keynote speaker Layne Longfellow, a management expert who will address "The Stress of Success." ESPN sports host Roy Firestone will be Monday luncheon speaker.

Monday will be divided into two separate tracks. One will begin with a morning general session, "Setting and Implementing Strategies: Making it Work in Different Management Environments" moderated by Ron Dorchester, chief operations manager, Prime Cable. Panelists include Gary Weik, president and chief operating officer, KBLCOM Inc.;

Ellis, executive vice president, Warner Cable; Len Allsup, president, KBL-TV, KBLCOM; Scott Smith, general sales manager, Palmer Cablevision and Larry Zipin, vice president, ad sales, Warner Cable. It will be followed by two afternoon sessions: building and keeping sales teams, and expanding inventory.

The second track begins with "The Greatest Cable Presentation Ever" moderated by Tom Baxter, president, Comcast Cable. Panelists include William Barrett, executive vice president, client services, SFM Media; Paul Keppo, media supervisor, J. Walter Thompson; Lisa Kohler, general sales manager, Cable AdNet; Frani Pisano, vice president, local broadcast, DDB Needham; Liz Romaine, media director, Nobody Beats the Wiz and Kevin Smith, general manager, Mega Advertising.

Tuesday begins with one opening session, "The Future Belongs to the Niche-Pickers," moderated by Larry Light, Arcature Corp. Speakers include Phil Guarascio, executive director, marketing, programs and advertising, General Motors; Keith Reinhard, chairman and chief executive officer, DDB Needham Worldwide; Robert Johnson, president, BET; James Robbins, president, Cox Cable and Kay Koplovitz, president and chief executive officer, USA Network.

It will be followed by three concurrent morning sessions addressing spot advertising, and defining and delivering values in the 90's. Ralph Roberts, chairman of Comcast Corp., will be the luncheon speaker. The afternoon sessions include "Planning Cable for Maximum Value," "Regional Sports: A Growing Force," plus an administrative workshop and eight concurrent sales management roundtables.

The spot business at Cable Networks Inc. (11 million homes exclusive, 18 million overall) was up 75%, 123% and 146%, respectively, in the first three months of 1991, said CNI President Robert Fennimore, which is at a rate far above the 46% CNI had budgeted for 1991.

"The war had a lot to do with it," Fennimore acknowledged, but the increased business also reflects the growing maturation of cable. "The national business is very, very strong," he said. "The base of advertisers has risen dramatically." Years ago, the top three advertisers might amount to 60% of CNI's overall spot revenue. Now the top three may not represent more than 15% of the base, Fennimore said.

Fennimore said sports sales for the nine regionals CNI handles are 36% ahead of last year's pace for the first quarter, with baseball sales (in the sec-

ond and third quarter) up 42%. "We're going like gangbusters," he said. Overall, Fennimore said, sports sales hit \$27 million in 1990, and CNI is projecting they'll hit \$39 million in 1991.

The rosy picture stems from several factors, said Fennimore. One is that "people believe what we have is for real," he said. When money got tight, people reexamined budgets, he said. With regional cable sports, advertisers can buy as many games as broadcast television and receive "the benefits of merchandising and marketing at a very efficient dollar level," he said.

Fennimore said CNI has also benefited from the newspaper war in New York, which has brought it \$700,000 in business, he says. The base of advertisers is also increasing, he adds. New advertisers include the paint category and clients RCA and the Discover Card.

Robert Kunath, senior vice president,

general manager, Group W Sports Marketing, said GWSC expects to hit \$30 million in revenue in 1991, after reaching \$14 million in 1990, its first full year in the business. Some of the increase has come from an increase in the number of networks (GWSC reps the Prime Network-owned-and-affiliated regionals), he said, but more importantly "the medium is more acceptable and we're better at presenting what we have."

Like others, Kunath reports a widening base of advertisers. Automobiles account for 13%, petroleum 12%, beer and wine 10% (down from 18% the previous year), cars 13%, financials 8%, personal care products 8%, the auto aftermarket 7%, the sneaker category 7% and sports equipment 5% of GWSC's revenues. The dollars are coming from all over, Kunath believes, and the key for advertisers is the increasing role of microscopical marketing. -MS

NEW CARRIAGE OPTIONS FOR PPV OLYMPICS

Latest idea would have MSO's identify number of small cable networks with which they could negotiate pre-emptions for carriage of '92 summer games

The channel capacity issue continues to be the most perplexing one for the pay-per-view Olympics. As one top 10 MSO executive puts it, "We have hit a wall." To try and get over that wall, the PPV Olympics began polling the top 100 MSO's last week to get their reaction to the several proposed ideas to get channel capacity (BROADCASTING, March 25), the most controversial being the plan in which four top 10 basic networks give up their channel space and combine on one composite channel leaving three channels for the Olympics Triplecast.

In addition to scenarios that involve operators getting other basic channels or local access on a system-by-system basis, a fourth option was offered by Chris Forgy, senior vice president, programming and marketing, Times Mirror, at the National Cable Television Association convention two weeks ago. Although Forgy was not available for comment, Marty Lafferty, vice president, PPV Olympics, said the plan involves six to eight networks with smaller subscriber counts giving up national channel space so that a system would likely have at least three of those channels, which would solve the channel problem. The idea is still sketchy, said Lafferty, and details on how to create a composite

Continues on page 73.



NBC and Cablevision Systems Olympics TripleCast players (l-r): Host Don Criqui, NBC Sports President Dick Ebersol, host Kathleen Sullivan, Coordinating Producer Terry Ewert and host Ahmad Rashad.

RADIO

STATION STUNTS TREAD FINE LINE OF HUMOR AND HOAX

FCC lenient toward programing or promotion stunts unless they could cause adverse community reaction or public injury

April Fools' Day has come and gone, and so have the annual on-air and promotional stunts that remind the listening public that radio will be radio. Whether it was WCXR(FM) Washington announcing that certain players on the Redskins had been traded or WKLH(FM) Milwaukee reporting that delinquent taxes could be paid without threat of arrest or penalties, hundreds of stations reminded their audience that laughter is the best medicine.

While many on-air stunts last Monday amused many listeners, they also irritated others who say misleading broadcasts and marketing gimmicks compromise a station's public interest commitment. Listeners have come to expect humor on radio, but some stunts focus local attention on the station's community responsibility and, in extreme cases, elicited formal complaints to the FCC. In fact, April 1 is just another day in an industry as competitive and position-oriented as radio. Witness the recent nuclear attack broadcast in St. Louis by KSHE-FM morning jock John Ulet (BROADCASTING, Feb. 4) or the latest in a series of "job wanted" billboard stunts, this one conducted at WRBT(FM) Mt. Carmel, Ill.

Rick Balis, program director/operations manager, KSHE-FM, said the FCC scrutiny that followed the broadcast has

been "most unenjoyable," especially to Ulet, who he said is extremely humbled and contrite, and still employed. "John made a major mistake, a major miscalculation, a major misjudgment, a bad move in no uncertain terms," he said. "We suspended him without pay for a week, but any suspension without pay would have been dwarfed by what the man went through. Just because he made a bad mistake doesn't mean he should join the ranks of the unemployed."

Tom Joerres, president and general manager, WKLH(FM) Milwaukee, admitted his station's tax amnesty stunt was a bit more mischievous than previous April Fools' Day stunts. "Many listeners knew it was a hoax but others took it seriously and were not appreciative that they were misled," Joerres said. "There was no public injury, but it was an inconvenience for the people who were delinquent and wanted to pay up."

The stunt also could have resulted in the arrest of some citizens who were grossly in arrears, Joerres added. Would he do it again? "We'll always do something, but we won't do something that inconveniences people the way this did," he said.

Scott Fenneman, co-owner of WRBT-FM, would do it again. His station bought a billboard that read: "Please: I

need a job bad. Call Toni." What local listeners did not know was that Toni was recently hired by disk jockey Toni Scott; when word leaked out that she was gainfully employed and the billboard was part of a stunt, a local newspaper, a TV station and one homeless person were upset.

"These folks are reacting pretty ridiculously now because they fell for it," Fenneman said. "If the other media had done a better job reporting and checking their sources, maybe they wouldn't have been had." Fenneman said such stunts harm no one and are done for fun. "We did it for exposure and we've gotten a ton of it, so there's no question we'd do it again," he said. "Except for the few people who have mud on their faces, our advertisers and community friends think it's funny as heck."

How far can a station go before it runs into trouble with the FCC? Possibly further than a few years ago, and further than many protestors might expect. "It comes down to a question of judgment between what constitutes a humorous attempt at kidding the public for April Fools' Day to a serious case that could cause significant adverse reactions or adverse problems in the community," said Chuck Kelly, chief of the FCC Mass Media Bureau and Enforcement

TOWER FELLED IN FLORENCE, S.C.

Atantic Broadcasting's WJMX-FM Cheraw, S.C. (Florence) lost its tower March 28, after vandals cut the guy wires of the 500 foot structure, according to Harold Miller, station manager. The station, a primary Emergency Broadcast Station, is offering a \$5,000 reward for any information leading to the arrest of those involved in the act. The station returned to the air at 7:30 p.m., March 30, broadcasting from Vision Cable's tower in Darlington. Local, state and federal law enforcement officials, including the FBI, are investigating the occurrence.

According to Miller, whoever was involved in the incident seemed to know what he or she was doing. Said Miller: "They systematically disconnected the correct wiring to topple the tower. Each wire had 2,500 pounds of pressure on it and could virtually cut your body in half when released."



Division. Kelly said the FCC abandoned many of its previous guidelines concerning on-air stunts in an attempt, among other things, to become less "heavy-handed and censorious in telling broadcasters what they can or cannot do."

Generally, the FCC maintains loose guidelines hoping broadcasters "show good judgment and do not cross into areas that approach the severity of a *War of the Worlds* situation," Kelly said.

KSHE-FM's nuclear attack broadcast is such a situation, and Kelly declined to comment on the specifics other than to say the FCC "still has rules that prohibit news slanting, distortion or falsification." He said currently, the commission is concerned primarily with broadcasters who "seriously miscalculate what the community finds acceptable, and for the most part, we aren't concerned with April Fool-type humor."

A station is responsible for all its on-air programming, according to Barry Umansky, deputy general counsel at the NAB in Washington. "That's one of the primary conditions of holding a broadcast license—to serve the community in a responsible manner," Umansky said. "At license renewal time, if there were to be a finding that the station's programming led to injuries or some development where the station was sued, it would constitute a major black mark against the station."

He added that "various tort laws and other courses of action are available to people who feel they, in some way, might be hurt by a program or promotion." Fortunately, few stations transgress into an area where they can be considered liable, by a court or the FCC, he said.

To what degree would the FCC sanction those stations whose conduct calls into question whether the station is abiding by its most basic license responsibility? Said Kelly: Depending on individual circumstances, anywhere from issuing an admonition to leveling fines to revoking the license. He cited the case of an unidentified Tucson, Ariz., station that lost its license because it claimed, among other things, that one of its disk jockeys had been kidnapped and was in serious danger. When the local police and other officials got involved with the manhunt, management continued to perpetrate the hoax. Such discipline still exists for stations that show, "over a continuing and long period of time a total disinclination to come straight with its audience," Kelly said.

Because of the possibility of severe penalties, broadcasters should maintain continuous communication with their on-air personnel to "apprise them of the negative consequences to the station and

all those who work there should things go wrong," Umansky said.

That's advice that Rick Balis, program director/operations manager, KSHE-FM, has taken to heart. Three weeks before April Fools' Day, and still

gunshy from the nuclear attack broadcast, he sent a memo to his on-air staff that read: "Please allow me to be just a bit cautious and request that you speak to me in advance of pulling off any on-air April Fools' Day stunts." —REB

EXPANDED HISPANIC PROGRAMING

The CBS Hispanic Radio Network will expand its programming this season to include *Latin Legends of Baseball*, a month-long series celebrating the achievements of Major League greats of Latin origins. The broadcast will air daily from Aug. 5 through Aug. 31, and will end in a live, two-hour call-in talk show featuring several of those baseball greats on Sept. 1.

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REAL REVENUE GROWTH SHOULD BE NOMINAL IN '91

Revenue should rebound, but higher inflation will keep 'real growth' at modest level

Radio market revenue growth should increase to pre-1990 levels but, because of higher economic inflation, this growth will reflect only nominal real revenue growth. While top 50 market revenues should grow 7% in 1992 vs. 4.9% in 1991, much of that increase will be due to higher inflation rates, according to a market-by-market analysis conducted by Broadcast Investment Analysts, Washington.

According to the BIA study, based on data compiled from its "Investing In Radio" 1991 report, several factors could significantly impact 1991 (and future) revenue growth. These include the length and depth of the current economic recession, the progression of the Middle East situation, potential evaporation of

national ad dollars, a depressed automobile industry and the loss of rate integrity in many markets. Also of significance is the fact that radio advertising growth increased at a slower rate than retail sales growth in 1986, 1989, 1990, and is no longer insulated from economic downturns. Additionally, bonus revenue

generated and expected by the Olympic/election year combination will only be moderate at best in 1992.

Given this, radio growth will be modest in most markets in 1991, and the economic environment of 1991 should stimulate higher inflation in 1992 and beyond, the study concluded.

PROJECTED MARKET REVENUE GROWTH

Markets	1991	1992	1993	1994
1-10	5.4%	7.0%	7.4%	7.8%
11-20	4.5%	6.9%	7.3%	7.6%
21-30	3.8%	6.6%	7.0%	7.3%
31-40	5.1%	7.2%	7.6%	8.0%
41-50	4.7%	7.3%	7.7%	8.1%
Top 50	4.9%	7.0%	7.4%	7.7%

SECOND MISSISSIPPI AM TO BROADCAST ON FM

Opus Media Group's Jackson station affiliates with FM in same market; Opus has seven-year time broker and lease agreement with St. Louis-based CSB Broadcasting

Another Mississippi AM has been tapped for an affiliation agreement with an FM station in the same market. Coral Springs, Fla.-based Opus Media Group has signed a seven-year time broker and lease agreement with St. Louis-based CSB Broadcasting Inc. Under the terms of the agreement, Opus Media's WKXI(AM) Jackson, Miss., will lease the studios and air time of co-located WMJW(FM), where it will originate the urban contemporary sound to be broadcast on both outlets.

Last July, Spur Jackson Ltd. and Capstar Communications reached a similar agreement for WJDX(AM) and then WSLI-FM (now WJDX-FM, BROADCASTING, July 9, 1990).

CSB Broadcasting's WMJW(FM) is a class C FM licensed to Magee, Miss. The station currently airs an adult contemporary format. Opus Media's WKXI(AM) is one of the market's highest cuming stations, according to Tom Birch, chairman and CEO, Opus Media. The management team currently in

place at WKXI will continue to program and sell the format. The stations will separate on Sundays for public affairs programming.

"What we have done is improve the rate structure in the market," said Birch. The group believes that by removing a weak voice and presenting an expanded version of an established station, the market, both operators and the listeners will benefit. "We are now actively looking to do this type of deal in every one of our markets," Birch said.

Opus Media Group Inc. is owned by Tom Birch and Raymond Quinn and also owns WSOK(AM)-WAEV(FM) Savannah, Ga., and KNAN(FM) Monroe, La. Birch and Quinn also own Emerald Coast Communications, the licensee of WWAV(FM) Fort Walton Beach, Fla.

CSB Broadcasting Inc. is owned by Steve Bunyard, who is also president of the Olympia Radio Networks and who, with partner Richard Dames, owns WVOC(AM)-WAAS(FM) Columbia, S.C.

1990's TOP 25 NETWORK RADIO ADVERTISERS

The Radio Network Association has released the top 25 network radio advertisers in 1990, as compiled by Ernst & Young. The list is compiled by rank only; dollar figures were not available.

1. Sears Roebuck Co.
2. Volkswagen
3. AT&T
4. General Motors
5. Goodyear
6. Procter & Gamble
7. Ford Motor Co.
8. U.S. Government
9. Warner Lambert
10. Hershey Foods
11. Motel 6
12. K mart
13. General Foods
14. CNA Insurance
15. Miles Laboratories
16. Gateway Tapes
17. Campbells
18. Greyhound
19. CBS-TV
20. Chrysler Motors
21. Cotter & Co.
22. J.C. Penney
23. Miller Brewing
24. Marriott
25. State Farm Insurance

BUSINESS

NEWS CORP. TO CUT COSTS BY 10%

News Corp. COO tells Australian paper it will cut costs by about 10% during next 12 months; all divisions said to be included; impact on Fox may be minimal

News Corp., committed to paying back \$800 million of debt prior to February 1992, will cut costs by 10% over the next 12 months. In an article published in the *Australian Financial Review* last week, News Corp. Chief Operating Officer August Fischer said cost reductions would come from all sections of the company. "I believe personally that we should be able, in order of magnitude, to reduce costs by 10% at least within 12 months or less," Fischer told the *Financial Review*. Those cuts will no doubt include employees. Fischer said in the interview that "if you talk 10%, you can't do it without cutting staff, and we have close to 40,000 people, so you can figure out yourself what it is."

Just how these cuts will impact the Fox network, Fox owned-and-operated stations and Twentieth Century Fox Studios is unclear. A News Corp. spokesperson said that although the cuts, when finished, would total about 10% of the company, cuts will not be of equal pro-

portion throughout each division of the company. An executive in Fischer's London office said Fischer does not see "any need to do anything drastic [at Fox]." The executive added that any decisions about Fox would be handled by Fox President and Chief Executive Officer Barry Diller. "I don't think you'll see Gus going into Fox and doing his stuff," the executive said.

Analyst Dennis McAlpine with Barclays de Zoete Wedd said it is "difficult to cut [at Fox] when they are ramping up on something," and that the company would probably look at its more "mature" operations to make cuts. The analyst also pointed out that while the market may react favorably to News Corp.'s decision to implement across-the-board cuts, it still does not resolve the basic part of what the company has to do, which is sell off some assets. Of course, should the final decision on the future of the financial interest and syndication rules have a dramatic impact on Fox's network and syndication future, it is not

known what News Corp. will do.

As for British Sky Broadcasting, the *Australian Financial Review* article said Fischer reaffirmed News Corp.'s commitment to the company, "despite the likelihood that consortium would call on shareholders for additional funds." News Corp. is a 48% shareholder of British Sky Broadcasting.

Some cutting at News Corp. has already started. Late last week, the company announced it was closing down its Melbourne, Australia, paper, *The Sunday Herald*. According to the News Corp. spokesperson, the paper was losing \$15 million a year in Australian dollars. —R

STAUFFER SEEKS NEW CHIEF

Stuffer Communications, a closely held group owner and publisher, said key shareholders had negotiated an agreement that would result, among other things, in a search for a new chief operating officer who "would be expected to become the chief executive officer" in April 1993. A surprise player in the recently negotiated deal is Fred J. Eychaner, who, through his company, Newsweb Inc., already owned WPWR-TV Chicago and now owns 17% of Topeka, Kan.-based Stauffer. Eychaner was named to the board as a result of the agreement, which also calls for another "...outside director experienced in the media industry" to be appointed in the "near future." John H. Stauffer, the president and son of one of the company's two founders, will soon be named chief executive officer and, in May 1992, will replace his older brother, Stanley H., as chairman. The 62-year-old president told BROADCASTING that last week's announcements represented "planning for succession within the company." The company's financial results suffered in 1990 as operating income fell on a slight increase in revenue. Stauffer's five radio and seven TV stations showed a 1990 revenue increase of 3.8%, to \$26.7 million. Eychaner, who started investing in Stauffer at least five years ago, said the announced agreement was "handled in gentlemanly fashion...it was not a fight as has been suggested." Stauffer stock, which currently has a market capitalization of roughly \$120 million, has about 350 shareholders. Many of the shares are held by family members, roughly half a dozen of whom work there.



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MALRITE: TWO YEARS DOWN...THREE TO GO

Company is one of few leveraged deals from 80's untouched by 90's-style restructuring; but cash needs loom while advertising growth is subdued

Malrite Communications, over the last decade, is a good illustration of the odyssey taken by corporate America. The Cleveland-based group owner bought and sold stations, went public in 1984 and five years later went private again in a management-led leveraged buyout. It even completed, and still manages, a limited partnership fund. The only thing untried is a restructuring of the LBO debt, 1990's style.

On its face, Malrite should not be a candidate for any restructuring. The LBO required less than half of the stock to be bought in—the remainder was held by company founder and chairman Milton Maltz and other management—while existing convertible debt was bought in at 80 cents on the dollar. Only half the new debt taken on to finance those transactions were the adventurous zero coupon bonds, bearing a hefty 15¼% interest; the rest was



Milton Maltz

bank debt.

But in the months after the LBO, the bid price on those bonds has dropped from about 90% of their accrued value

as of November 1989 to 50% at the end of 1990 to about a third currently. Much of the decline appears to be the result of bond holders' uncertainty about Malrite's operating performance and the effect that declining station values will have on those stations serving effectively as collateral for the bonds. There are also several events triggered in 1994 that could force a restructuring.

But so far, the available evidence suggests that Malrite has been making ends meet. Just two weeks ago, the company made its first quarterly bank debt repayment, which, along with lower interest rates, should cut cash interest payments this year.

Competitors also note that Malrite has spent aggressively for new programming. In recent months, it landed both *Married...with Children* and *Roseanne* for all three of its Fox-affiliated TV stations and has landed local NFL football radio rights in both Minneapolis and Cleveland.

Maltz calls some of these recent acquisitions "calculated risks," with a rebound in the broadcast economy as part of the calculation. That rebound will have to come on strong over the next two or three years, as Malrite's newly acquired and recently renegotiated and deferred TV film payments start kicking in; film payments due beyond the next 12 months were, at year end, up 31% over the same time last year.

The riskiness in Malrite's case is enhanced because bank principal repayments will also be increasing at the same time: from \$8 million in 1991 to \$14 million in 1992 and to \$20 million in 1993. That is in addition to whatever cash interest payments there are—\$14.3 million last year—and capital expenditures—limited this year to a \$2.25 million ceiling which subsequently increases by roughly 10% annually.

The money to pay those bills, barring any station sales, will come from operating cash flow, which in 1990 weighed in at roughly \$23 million, according to the definition of "cash flow" used by the banks.

For the time being, Malrite executives do not deny that the current revenue picture leaves much to be desired. Said Maltz: "It certainly is no bed of roses...we just aren't seeing the growth."

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MALRITE PROPERTIES



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WHTZ(FM)	CHR	New York
KLAC(AM)	Country	Los Angeles
KZLA(FM)	Country	Los Angeles
KNEW(AM)	Country	San Francisco
KSAN(FM)	Country	San Francisco
WEGX(FM)	CHR	Philadelphia
WDGY(AM)	News/talk	Minneapolis-St. Paul
KEYY-FM	Country	Minneapolis-St. Paul
WHK(AM)	News/talk	Cleveland
WMMS(FM)	AOR	Cleveland



WFLX(TV)	Fox	West Palm Beach, Fla.
WDIO(TV)	Fox	Cleveland
WXIX-TV	Fox	Cincinnati
WSTE(TV)	Ind.	Ponce, P.R.

And chief financial officer Kevin Fight said low single digit growth that had characterized 1990 was even slower so far in 1991, for both the Malrite stations and their respective markets.

In recognition of the industrywide advertising weakness, Malrite is watching costs closely at the same time it bids for product. For instance, WFLX(TV) West Palm Beach, Fla., is adding a 10 p.m. newscast, but the program will be produced by the local CBS affiliate. And while buying the football rights in Cleveland and Minneapolis, Malrite will simulcast the games on both the AM and FM stations in those markets, a relatively unusual approach.

Of the two station divisions, television and radio, it is the latter which generates an estimated two-thirds of the total cash flow, thereby magnifying the slight decline in radio financial performance last year.

Since 1983, Malrite's WHTZ(FM) New York has consistently ranked at or near the top of the marketplace, and last year the mass-appeal CHR billed an estimated \$22 million. The station, known locally as "Z-100," has weathered the departure of one of its architects, Scott Shannon the reemergence of urban-format stations and the arrival of a more

directly competitive dance CHR station. Further competitive pressure is arriving: Shannon is returning to New York as program director and morning jock at cross-town CHR competitor, WPLJ(FM).

In Cleveland, WMMS(FM) has been a dominant force. Although the station posted an almost 20% decline in target demos during the fall 1990 survey, Chuck Bortnick, vice president and general manager, WHK(AM)-WMMS(FM), said subsequent Arbitrends for January and February indicate the fall survey drop may have been an aberration. Co-located sister station, WHK(AM), carries a news/talk format that makes money despite low ratings, said Bortnick.

About 18 months ago, a news/talk format was also installed at WDGY(AM) Minneapolis. Its sister station, KEYY(FM), ranks second with a market-exclusive country format. While the FM has shown continuous growth over the last year and a half, the AM's ratings barely register, a situation the company believes will change when the Vikings broadcasts begin; the stations also simulcast Timberwolves basketball.

The radio successes of Malrite were partly engineered by former executives like one-time president Carl Hirsch.

Dean Thacker, Z-100's first general manager, later named president of radio, was let go by the company just over a year ago. President at the time, John (Gil) Rosenwald, who also formerly ran the radio division, himself parted ways with Maltz and Malrite last spring.

Currently all radio and television general managers report to president and chief operating officer John Chaffee, who has experience in both media. Meanwhile, Hirsch and Thacker will now, through an FM recently purchased in Cleveland by their Legacy Broadcasting Partners, compete indirectly against their former employer.

Unlike radio, television has had built-in help from the expansion and improved ratings of the Fox network, with whom three of the four stations are affiliated.

The station that appears to have benefited the most from its Fox affiliation is Malrite's most profitable operation, WXIX(TV) Cincinnati, which increased three share points over the prior year's November sweeps, according to data from John Blair & Co.

Malrite's other profitable independent, WFLX, is in West Palm Beach where the "vector" of fast growth, said



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The sale of KTQQ-FM, Lake Charles, Louisiana from KSIG Broadcasting Co., Inc., Louis M. Basso, Jr., Principal to 21st Century Communications, Inc., Keith Baine Martin, Principal for \$808,760.

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REPS, BBDO BATTLE OVER SPOTS

A battle between television rep firms and the West Coast office of advertising agency BBDO has developed during the last two months because of the agency's attempt to bypass reps and buy advertising time for its client, Pizza Hut, directly from TV stations.

The Los Angeles Television Rep Association (LATRA) is planning to meet with BBDO and executives from BBDO clients Pizza Hut and Sizzler restaurants. Although BBDO is not currently trying to make direct buys for Sizzler, its expected presence at the meeting suggests it may also be in line for direct buys ("Closed Circuit," April 1).

Los Angeles-based rep firms have been fighting BBDO since January when the agency first proposed the idea in a meeting with the reps. The reps represent stations in Western markets BBDO has targeted for direct buys, including Los Angeles, San Diego and Fresno, all California, and Yuma, Ariz.

This not the first time there have been attempts to bypass rep firms, but what concerns some reps is that it is an advertising agency trying to buck the system. "In the past, reps have been troubled by media buying services," said Dave Ware, sales manager, Seltel, Los Angeles. Still, the success of some media buying services, and the perception that they get better rates by dealing directly with TV stations instead of through a rep, is driving BBDO.

Buying services, according to Seltel President and Chief Executive Officer Don Robinson, have "taken root" in Los Angeles in a much greater way than anywhere else because of the growth of advertising agencies that use buying services instead of an in-house buying department. Many agencies, Robinson said, are under attack from successful buying services and that "is what this is

all about."

Caught in the middle of the rep-agency battle are television stations. BBDO, according to station executives, has decided to give Pizza Hut spots first to stations that permit account executives to work with the agency, second to stations that give national sales managers authority to deal with the agency and third to stations that still want business to flow from rep firms. Stations are somewhat reluctant to allow account executives to work on national accounts because it takes them away from their local obligations. One executive at a San Diego station did not like the idea of having to send an account executive on a three-hour trip to Los Angeles to meet with the client or agency. And there are also legal issues to consider. For starters, most rep-station contracts state that national dollars must come through the rep firm; when BBDO asks stations to conduct business for national dollars directly with the agency, it is interfering in a contractual relationship, according to a lawyer. "The agency," the lawyer said, "is asking the station to breach the contract it has with the rep."

Stations have not decided on one policy and, in some cases, it comes down to the market size of the station. Stations in bigger markets with more employees are able to work with the agency. KTTY(TV) San Diego, for example, has one of its sales managers working with the agency while KCEY-TV El Centro, Calif. (Yuma, Ariz.), is pushing for the rep to handle its dealings with BBDO. In either scenario, the rep still gets a commission. Only when the account executive handles the business is the rep completely out of the picture.

BBDO is said to be hoping to have its direct-buy plan implemented by the start of the second quarter (April 1). Executives at the agency did not return calls.—

Maltz, has more recently slowed.

Cleveland, heavily dependent on the auto industry, is the softest domestic advertising market for Malrite's TV stations, and WOIO(TV) is still running second to the independent recently bought by Cannell Communications. Outside estimates say WOIO is either losing money or just breaking even.

Malrite continues to invest in WSTE(TV) Ponce, P.R. Much of the company's apples-to-apples revenue gain in 1990 came from the station's improved performance, and a February ratings

book showed the station moving up from fourth to third. Still, the station lags the two front runners by more than 10 share points each, and because of weak marketplace ad pricing, WSTE probably lost money last year. The station's signal is greatly enlarged by several experimental transmitters, the authorization for which is currently under review at the FCC.

It will probably take exceptional growth by most of Malrite's properties to get the company past 1994 without a

Malrite story continues on page 63.

CHANGING HANDS

WBYS(FM) Van Wert (Ft. Wayne, Ind.), Ohio □ Sold by Atlantic Resources Corp. to Southern Skies Corp. for \$2.775 million. Price includes \$2.325 million cash at closing and \$450,000 note payable. Seller is headed by Chris Caggiano, and has no other broadcast interests. Buyer is headed by Jerry Atchly, and is licensee of KSSN(FM) Little Rock, Ark., and KLEO(AM)-KZSN(FM) Wichita, Kans. WBYS has classic hits format on 98.9 mhz with 50 kw and antenna 450 feet above average terrain. Broker: Robert A. Chaisson Inc. and R.C. Crisler Co.

KMMK(FM) Las Vegas □ Sold by Internart Broadcasting of Las Vegas Inc. to George Tobin for \$2 million cash at closing. Seller is headed by James E. Martin, and has 66% interest in WGCO(FM) Jessup, Ga., and 34% interest in WMMO(FM) Orlando, Fla. Buyer has no other broadcast interests. KMMK has light adult contemporary format on 103.5 mhz with 100 kw and antenna 353 feet above average terrain.

KHIT(AM)-KIIQ(FM) Reno, Nev. □ Sold by Reno Broadcasting Corp., in receivership, to Radio Associates of Reno Inc. for \$1 million on terms. Seller is headed by Randy George, receiver. George is also receiver for KXGO(FM) Arcata, Calif. Buyer is headed by Ken Miller, Jerry Miller, Karen Wolfe and Bob Salmon, who own Radio Associates Inc., licensee of KMIX-AM-FM Modesto and KEWB(FM) Redding, both California. KHIT(AM) has country format on 1590 khz with 5 kw day. KIIQ(FM) has country format on 104.5 mhz with 25 kw and antenna 2,930 feet above average terrain. Broker: Media Venture Partners.

WACY(AM) Fenton, Mich. Sold by Deano Day Enterprises Ltd. to Statewide Broadcasting Systems Inc. for \$600,000. Price includes \$350,000 payable at 9%, \$200,000 payable by October 1, 1991, and \$250,000 as 10-year, interest-bearing note. Seller is headed by Deano Day, who is forming new company that will purchase station. Buyer is headed by Day (30%), Edward Derbabian (30%) William Wilcher (30%) and Mitchell D. Moen (10%), who is son of Day. Statewide is filing concurrent application for assignment of WELL(AM) Battle Creek and WELL(FM) Albion, both Michigan, from Triad Communications. WACY is fulltimer with country format on 1160 khz with 1 kw.

KDDB(FM) Bonne Terre, Mo. □ Sold by Owensville Communications Co. to Zindy Broadcasting Inc. for \$350,000. Price includes \$60,000 cash and balance on terms. Seller is headed by Marcus D. Jones and Tracy Jones, husband and wife. Marcus

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,374,500 □ 6

FM's □ \$4,675,000 □ 3

AM-FM's □ \$293,000 □ 1

TV's □ \$20,000 □ 1

Total □ \$6,362,500 □ 11

Year to Date:

AM's □ \$13,317,140 □ 56

FM's □ \$68,534,100 □ 71

AM-FM's □ \$95,451,054 □ 54

TV's □ \$91,144,000 □ 22

Total □ \$268,446,294 □ 203

For 1990 total see Jul. 7, 1991 BROADCASTING.

Jones has interest in KEZP(FM) Canadian, Tex., and has CP for FM in Alexandria, La. Buyer is Stephen B. Jones (no relation to seller), and has no other broadcast interests. KDDB has country format on 104.3 mhz with 3 kw and antenna 328 feet above average terrain. Broker: R.E. Meador & Associates.

WKIT-AM-FM Brewer, Maine □ Sold by Sunspot Broadcasting Co. Inc., debtor in possession, to H & L Broadcasting Inc. for \$293,000. Price includes \$276,000 cash at closing and \$17,000 earnest money deposit. Seller is headed by John J. Pineau, who is 50% shareholder of Airborne Broadcasting Co. Inc., licensee of WXGL-FM Lewiston, Maine. Buyer is headed by Eric D. Hake (50%) and Raymond H. Lynch (50%), and has no other broadcast interests. WKIT(AM) is fulltimer with adult contemporary format on 1200 khz with 10 kw-U. WKIT-FM has adult contemporary format on 100.3 khz with 16 kw and antenna 882 feet above average terrain.

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FOCUS ON FINANCE

Media stocks showed little movement last week, while in overall market small capitalization issues—up roughly 2%—outperformed larger stocks. Among media issues showing gains were News Corp., up 7.5%, perhaps in reaction to interview with new chief operating officer who said company would cut costs 10% over next 12 months (see story, page 57).

Tele-Communications Inc., which issued \$100 million in new debt securities, was up 10%, while most other MSO issues gained slightly for week ending last Wednesday. Jukebox Network gained 1½, to 6½, while Home Shopping Network, which recently appointed Robert Sutton as new chief executive officer ("Closed Circuit," March 25), gained 18%, to 7¼.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Apr 3	Closing Wed Mar 27	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
A (BHC) BHC Comm.	57	56	7/8	1/8	00.21	14 1,669
N (CCB) Cap. Cities/ABC	454	466	-12	-02.57	15	7,868
N (CBS) CBS Inc.	165	5/8 167	3/4	-2 1/8	-01.26	13 3,921
A (CCU) Clear Channel	11	1/2 11	3/4	-1/4	-02.12	-127 65
O (JCOR) Jacor Commun.	2	3/4 3		-1/4	-08.33	-2 27
O (OSBN) Osborn Commun.	9	1/4 8		1 1/4	15.62	-13 64
O (OCOMA) Outlet Comm.	12	1/4 12	1/4		00.00	15 80
N (PL) Pinelands	16	3/8 16		3/8	02.34	276
A (PR) Price Commun.		5/8	5/8		00.00	133 7
O (SCRIP) Scripps Howard	50	45		5	11.11	18 516
O (SUNNC) SunGroup Inc.		3/4	3/4		00.00	-16 5
O (TLMD) Telemundo	4	3/4 4	3/4		00.00	-2 108
O (UTVI) United Television	31	31			00.00	3 336

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	28	27	1/4	3/4	02.75	21 523
A (AK) Ackerly Comm.	3	1/8 3	1/4	-1/8	-03.84	-4 48
N (AFL) American Family	23	1/4 23	5/8	-3/8	-01.58	17 1,892
O (ACCMA) Assoc. Comm.	29	1/2 29	1/2		00.00	75 550
N (CCN) Chris-Craft	29	7/8 30		-1/8	-00.41	2 761
O (DUCO) Durham Corp.	26	26			00.00	13 219
N (GCI) Gannett Co.	40	5/8 41	3/8	-3/4	-01.81	16 6,419
N (GE) General Electric	71	1/4 69	1/2	1 3/4	02.51	15 63,313
O (GACC) Great American	2	1/8 2	3/8	-1/4	-10.52	74
A (HTG) Heritage Media	4	1/4 4	5/8	-3/8	-08.10	-6 192
N (JP) Jefferson-Pilot	43	1/2 43	1/8	3/8	00.86	10 1,554
N (LEE) Lee Enterprises	28	3/4 28	1/8	5/8	02.22	16 671
N (LC) Liberty	42	7/8 43		-1/8	-00.29	9 335
O (LINB) LIN	66	3/4 66		3/4	01.13	-18 3,429
N (MHI) McGraw-Hill	58	3/4 58	1/2	1/4	00.42	125 2,860
A (MEGA) Media General	19	7/8 20		-1/8	-00.62	24 503
N (MDP) Meredith Corp.	27	3/8 27	1/8	1/4	00.92	-22 493
O (MMEDC) Multimedia	73	1/2 73	7/8	-3/8	-00.50	19 832
A (NYTA) New York Times	22	22	1/2	-1/2	-02.22	48 1,675
N (NWS) News Corp. Ltd.	14	1/4 13	1/8	1 1/8	08.57	8 3,825
O (PARC) Park Commun.	14	3/4 15	1/4	-1/2	-03.27	16 305
O (PLTZ) Pulitzer Pub.	24	1/2 23		1 1/2	06.52	10 256
O (SAGB) Sage Bcsg.	1	1/4 1	1/8	1/8	11.11	-1 4
O (STAUF) Stauffer Comm.	117	1/4 117		1/4	00.20	48 144
N (TMC) Times Mirror	28	7/8 27	5/8	1 1/4	04.52	17 3,711
N (TRB) Tribune Co.	41	3/4 41	3/4		00.00	15 2,749
A (TBSA) Turner Bcsg.'A'	14	13	1/2	1/2	03.70	-93 2,088

	Closing Wed Apr 3	Closing Wed Mar 27	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
N (WPO) Washington Post	226	1/4 227		-3/4	-00.33	15 2,722
N (WX) Westinghouse	29	3/8 29	1/2	-1/8	-00.42	8 8,550

PROGRAMING						
O (IATV) ACTV Inc.	2	1/2 2	1/2		00.00	2
O (AACI) All American TV	1	1/4 1	1/4		00.00	2
N (CRC) Carolco Pictures	7	3/8 7	7/8	-1/2	-06.34	11 223
O (DCPI) dick clark prod.	3	5/8 4	1/4	-5/8	-14.70	22 29
N (DIS) Disney	120	1/8 119	1/4	7/8	00.73	20 15,974
A (FE) Fries Entertain.		5/8	5/8		00.00	3
A (HHII) Heritage Ent.		11/16	11/16		00.00	-1 5
N (HSN) Home Shop. Net.	7	1/8 6	1/8	1	16.32	20 642
O (IBTVA) IBS	1	1/8 1	3/8	-1/4	-18.18	14 3
N (KWP) King World	28	5/8 29	1/8	-1/2	-01.71	13 1,087
O (KREN) King Road Ent.		1/8	1/8		00.00	0
N (MC) Matsushita	127	125		2	01.60	17 264,189
A (NNH) Nelson Holdings	1	3/8 1	5/8	-1/4	-15.38	5
O (NNET) Nostalgia Net.		9/16	9/16		00.00	3
N (OPC) Orion Pictures	10	1/8 10		1/8	01.25	25 227
N (PCI) Paramount Comm.	40	7/8 40		7/8	02.18	27 4,819
N (PLA) Playboy Ent.	6	5 3/4	3/4	1/4	04.34	31 112
O (QNTXQ) Qintex Ent.		1/8	1/8		00.00	26
O (QVCN) QVC Network	10	5/8 10		5/8	06.25	-27 184
O (RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-16 85
O (RPICA) Republic Pic.'A'	8	5/8 8	1/4	3/8	04.54	47 36
A (SP) Spelling Ent.	5	5 3/8		-3/8	-06.97	33 165
O (JUKE) Video Jukebox	6	1/2 5		1 1/2	30.00	-50 61
O (WONE) Westwood One	1	7/8 2		-1/8	-06.25	-1 27

CABLE						
A (ATN) Acton Corp.	6	1/8 5	7/8	1/4	04.25	-4 9
O (ATCMA) ATC	41	3/4 41	3/4		00.00	40 4,552
A (CVC) Cablevision Sys.'A'	24	5/8 24	1/2	1/8	00.51	-2 546
A (CTY) Century Comm.	9	1/8 9	1/4	-1/8	-01.35	9 596
O (CMCSA) Comcast	16	3/4 15	7/8	7/8	05.51	-11 1,891
A (FAL) Falcon Cable	8	1/2 8		1/2	06.25	-6 54
O (JOIN) Jones Intercable	10	9 3/4		1/4	02.56	-6 125
N (KRI) Knight-Ridder	50	3/4 50	7/8	-1/8	-00.24	15 2,546
T (RC1.A) Rogers'A'	12	1/2 12			00.00	-17 349
O (TCAT) TCA Cable TV	16	16 1/4		1/4	-01.53	69 387
O (TCOMA) TCI	16	3/8 14	7/8	1 1/2	10.08	-23 5,829
N (TWX) Time Warner	108	1/4 106	3/4	1 1/2	01.40	-7 6,221
O (UAECA) United Art.'A'	12	7/8 12	7/8		00.00	-18 1,808
A (VIA) Viacom	25	5/8 25	3/8	1/4	00.98	-85 2,735

STOCK INDEX (CONT.)

Closing Wed Apr 3 Closing Wed Mar 27 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

EQUIPMENT & MANUFACTURING

Code	Company	Apr 3	Mar 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	89	5/8	88	1/8	1 1/2	01.70 15 19,894
N	(ARV) Arvin Industries	23	3/8	23	1/8	1/4	01.08 21 439
O	(CCBL) C-Cor Electronics	7	1/4	8	-	3/4	-09.37 7 31
O	(CTEX) C-Tec Corp.	16	1/4	16		1/4	01.56 -31 267
N	(CHY) Chyron	1		13/16		3/16	23.07 -2 11
A	(COH) Cohu	12	1/8	12	1/8		08.00 9 23
N	(EK) Eastman Kodak	42	1/4	42	5/8	-	3/8 -08.87 43 13,707
N	(HRS) Harris Corp.	26	3/4	25	1/2	1 1/4	94.90 8 1,072
N	(IV) Mark IV Indus.	10	3/4	11	1/4	-	1/2 -04.44 2 146
O	(MAT) Matthews Equip.	2	1/2	2	9/16	-	1/16 -02.43 125 14
O	(MCDY) Microdyne	9	1/4	9	3/8	-	1/8 -01.33 132 38
O	(MCOM) Midwest Comm.	7/8		3/4		1/8	16.66 2 2
N	(MOT) Motorola	58	1/2	58	3/8	1/8	00.21 14 7,694
A	(PP) Pico Products	9/16		5/8	-	1/16	-10.00 2
N	(SFA) Sci-Atlanta	15	3/4	17	3/4	-	2 -11.26 8 353
N	(SNE) Sony Corp.	49		47	5/8	1 3/8	02.88 26 16,264
N	(TEK) Tektronix	23	3/8	23	5/8	-	1/4 -01.05 8 679
N	(VAR) Varian Assoc.	46	3/4	45	3/8	1 3/8	03.03 -222 894
O	(WGNR) Wegener	13/16		13/16		0.00	-5 5
N	(ZE) Zenith	8	3/8	8	1/2	-	1/8 -01.47 -3 223

Continued from page 60.

restructuring. In August of that year, the zero coupon bonds, which will have accrued to their \$167 million principal amount, start paying cash interest at 15 1/4%, or \$25 million a year. The bonds are not redeemable until 1994 and Malrite's bank covenants currently prohibit the company from buying them in the open market, although Maltz himself might theoretically be able to purchase them as an individual.

Another event that might consume cash that year is the right Maltz has to "put" 25% of his stock to the company for a minimum of \$20 million—he previously received \$20.1 million as a result of the 1989 LBO—and possibly as much as \$45 million depending on the company's performance.

Malrite could theoretically also have to refund millions of dollars to the limited partners who put up \$26 million in the "Malrite Guaranteed Broadcast Partners." The fund's only acquisition, a \$13.8 million purchase of WEGX-FM Philadelphia, has, so far, proved to be the poorest performing station managed by Malrite. Since the winter 1989 survey, the station's target demo rating has fallen by more than half. Malrite last month moved to improve the situation, making well-regarded hires. More on-air personnel changes will be announced soon, said David Noll, vice president and general manager.

-GF,LC

Closing Wed Apr 3 Closing Wed Mar 27 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

SERVICE

Code	Company	Apr 3	Mar 27	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	6		6			00.00 20 58
O	(BSIM) Burnup & Sims	9		9	1/2	-	1/2 -05.26 100 113
A	(CLR) Color Systems	3	7/8	3	5/8		1/4 06.89 -4 35
N	(CQ) Comsat	27	1/4	27	1/2	-	1/4 -00.90 8 509
N	(CDA) Control Data	12	1/8	11	7/8		1/4 02.10 -3 515
N	(DNB) Dun & Bradstreet	47	5/8	47	3/8		1/4 00.52 17 8,690
N	(FCB) Foote Cone & B.	25	5/8	25	3/8		1/4 00.98 13 276
O	(GREY) Grey Adv.	134		134			00.00 12 151
O	(IDBX) IDB Commun.	9	1/4	9			1/4 02.77 102 58
N	(IPG) Interpublic Group	44		44			00.00 19 1,504
N	(OMC) Omnicom	29	7/8	29	1/4		5/8 02.13 14 783
O	(RTRSY) Reuters	47		46			1 02.17 22 20,260
N	(SAA) Saatchi & Saatchi	1	3/8	1	1/8		1/4 22.22 -1 217
O	(TLMT) Telemation	1/4		1/4			00.00 1 1
O	(TMCD) TM Commun.	1/4		1/4			00.00 -1 5
A	(UNV) Unitel Video	8	3/4	8	5/8		1/8 01.44 -15 13
O	(WPPGY) WPP Group	6		5	1/8		7/8 17.07 2 246

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TECHNOLOGY

TIME 'TO DELIVER' ON PROMISE OF HDTV SYSTEM IS NEAR, SAYS SIKES

Advisory committee to delay testing of proponent transmission systems until July; completion of testing by fall 1992 and selection of standard by spring 1993 still expected

FCC Chairman Alfred Sikes last week praised the commission's advisory committee on advanced television service for the years of work it has put into the eventual selection of a terrestrial high-definition television transmission standard. But as the chairman's spring 1993 deadline for FCC approval of the new standard draws near, Sikes asked for more tangible evidence of the advisory committee's progress.

"We've reached the stage where we really do need to do everything humanly possible to stay on schedule and make the progress necessary for selecting the standard in 1993," Sikes said. "In the aggregate—whether you're on the advisory committee or you're with the Advanced Television Test Center [ATTC], whether you're one of the advocates of one of the systems or a member of the FCC—we've said we're going to deliver and we've said that quite publicly and a number of times," Sikes said.

The advisory committee's parent "blue ribbon committee"—made up of the chief executives of the major TV networks, cable systems and consumer electronics manufacturers—met last Monday (April 1) at PBS headquarters in Alexandria, Va., to approve its fourth interim report to the commission. The report gives details of the advisory committee's progress. It explains the group's decision to delay laboratory testing of proponent systems at the ATTC. The tests, which were set to begin this week, are being postponed mainly because of late equipment deliveries.

The advisory committee still expects to end the laboratory, subjective and some field testing of the six proposed systems by summer 1992 and to submit its final report and system recommendation to the FCC by September 1992.

"When it gets down to setting a firm date for the start of testing, that's easy. We've done that many times," ATTC Chairman Joel Chaseman of Post-News-



Richard Wiley (I) and FCC Chairman Alfred Sikes at blue ribbon committee meeting

week Stations, Washington, jested. ATTC was originally slated to test nine systems from seven proponents over 16 months starting in May 1990 under a test schedule released by the advisory committee in fall 1989. Complications in building the ATTC lab and disagreements over test management and procedure within the advisory committee forced a postponement.

A new and shorter schedule of six systems from five proponents to be tested over one year was set last fall (BROADCASTING, Nov. 19, 1990). In the months following May 1990, several proponents dropped out of the testing process because of lack of funds and slow system advancement. Tests on Advanced Compatible Television (ACTV), the only enhanced-definition television (EDTV) proposal left on the schedule, were to begin this Friday (April 12), followed by tests of Narrow-MUSE from Japan Broadcasting Corp., an analog simulcast HDTV system, in June.

The four remaining test slots were to be occupied by proponents of all-digital

transmission systems: General Instrument Corp.; a consortium of Zenith Electronics Corp. and AT&T; the Advanced Television Research Consortium (ATRC, a consortium of NBC, North American Philips, Thomson Consumer Electronics and the David Sarnoff Research Center), and a partnership of General Instrument and the Massachusetts Institute of Technology.

Richard Wiley, senior partner, Wiley, Rein & Fielding, and chairman of the advisory committee, said a new testing schedule will be released soon. Testing is now expected to begin in July and follow the order of last fall's schedule. The fourth interim report calls for "an NTSC dry run, which has been built back into a more proper and full-blown type of dry run," said Peter Fannon, ATTC executive director. The test of the ATTC's procedures using NTSC had been a part of the original test plans but was cancelled when, before the start of testing, time appeared to be short. The NTSC tests will start in mid-May.

The test delay is not expected to be a

major setback. The interim report includes streamlined test management and procedure plans. "Each of the test slots has been reduced from an eight-week test period to something closer to a seven-week period," Fannon said. Lab tests were originally to end on April 30, 1992, under the fall 1990 schedule. They are expected to end in a few weeks with the new schedule.

"The FCC, since its inception of the ATV advisory committee, has taken two rather controversial steps," Sikes said. In 1987, the FCC decided to freeze new allocations of UHF-TV spectrum and delay a spectrum sharing plan with land-mobile radio to assure enough spectrum of HDTV would be available when a system is finally selected. The commission decided last year it would place first priority on selection of a simulcast HDTV system rather than an NTSC-receiver compatible EDTV system, which would not require additional spectrum.

"There are some implications to the steps the FCC has taken," Sikes said. "The implications of our freezing any further allocations for land-mobile services and being prepared to grant an additional 6 mhz for each television broadcaster are that we'd better deliver. The public, in the final analysis, expects better service and expects it soon."

Sikes said he has heard accusations of FCC collusion with certain industries "to restrain trade and technological development essentially to keep the people from getting advanced television as soon as they otherwise might have gotten it." He denied those charges, as well as accusations he is rushing the HDTV decision so it will fall within his term as chairman. "We are going to certainly within the next 12 to 18 months establish the kind of irreversible momentum that allows me to feel quite comfortable leaving, if I choose to do so, before a standard is chosen," he said.

Sikes promised that the FCC staff will do what it can to lighten the advisory committee's and ATTC's tasks. "We intend to have people on-site [at ATTC], working in a collaborative, not to monitor or police," he said.

In spite of the delays, Sikes praised the advisory committee, the ATTC and the testing process they organized. "I think we should all be encouraged about these developments because I think they are going to insure that we deliver a state-of-the-art advanced television system and structure in the United States," he said. By encouraging competition among proponents rather than adopting a specific HDTV plan from the beginning, as the governments of Japan and Europe did, the U.S. has become the world

leader in research and development of high-definition transmission, he said.

Wiley said the delays in the testing have had a serendipitous effect. "Delay has been our ally. One reason to be thankful is that we now have digital systems, which have advanced the state of the television system art," he said. But Wiley accepted Sikes's call for more rapid action.

The chief reason for the latest postponement has been a delay in delivery of the "format converter," a device designed by ATTC to record and playback video in each of the four video formats required by the proponents. Tektronix Inc., Beaverton, Ore., was contracted to build the box, originally scheduled for delivery in June 1990. The format converter's complexity has delayed development of a final production model.

The format converter is a key element in nearly every aspect of the laboratory testing. The first priority was to get the box built to record videotaped test mate-

rials for ATTC. With the guidance of the advisory committee's planning subcommittee, the test materials were completed last month by David Niles at his Captain high-definition studio in New York using a suitable prototype of the format converter.

Joseph A. Flaherty, senior vice president, technology, CBS Inc., and chairman of the planning subcommittee, presented the long-awaited, edited master copy of the live test materials to Sikes and Wiley at the blue ribbon committee meeting. Flaherty estimated the value of the two video reels at "about \$370,000. I wouldn't let them X-ray it this morning" before the flight from New York.

ATTC is still awaiting delivery of the final version of the format converter, which is expected in time for testing of ACTV this summer. Some of the proponents also have format converters on order to use in fine-tuning of their systems before delivery to ATTC. Those deliveries have also been delayed. -RMS

IN SYNC

MORE EQUITY IN AMSC

Shareholders of American Mobile Satellite Corp. (AMSC), Washington, said they are investing an additional \$100 million in equity into its mobile satellite launch project, increasing the total investment to \$140 million.

AMSC, a co-venture of Hughes Communications, McCaw Cellular/LIN Broadcasting and several other satellite and cellular communications interests, plans to launch a satellite to transmit several services in the L-band (frequencies near 1500 mhz) to mobile receivers. The increased capital commitment is meant to be a demonstration of confidence in the project, which was set back in mid-March when the U.S. Court of Appeals ordered the FCC to reconsider AMSC's 1989 L-band spectrum allocation (BROADCASTING, March 25).

Hughes is currently building the AMSC satellite and an identical satellite for Telesat Mobile Inc. of Canada (BROADCASTING, Dec. 31, 1990). A 10-channel digital audio service developed by Radio Satellite Corp., Long Beach, Calif. (owned by Gary Noreen, one of AMSC's shareholders), is one of

the services planned for delivery of the AMSC satellite. Radio Satellite intends to offer its service over the Telesat Mobile satellite, scheduled for early 1994 launch, which will cover the same area planned for AMSC satellite.

ON TAP FOR NAB

Several routing switchers built according to the Society of Motion Picture and Television Engineers draft serial digital interface standard will be introduced by exhibitors at the upcoming National Association of Broadcasters convention in Las Vegas (BROADCASTING, April 1). BTS Broadcast Television Service, Salt Lake City, will show its new SDR-400, available in configurations ranging from 16x32 to 256x256, and selling for about \$50,000 in the standard 32x32. It will be available in late 1991.

Vistek Electronics Ltd., Buckinghamshire, England, will introduce its Array Router, also expandable to 256x256. Dynair Electronics, San Diego, will show its new DYNA MITE D-2 router, which will handle serial digital signals in NTSC, PAL, SECAM and HDTV up to 1280x1024. It is now available at a starting price of \$5,645 for a 10x10 unit.

SATELLITE

DBS: DARKHORSE OR DEAD HORSE?

Pointing to unwired homes and unclear compression standards, Hughes, Hubbard and analysts decline to dismiss small dish market yet

Direct broadcast satellite (DBS), its proponents insisted last week, will still become the preferred multichannel television delivery system for 15 million to 20 million U.S. homes not yet wired for cable and, perhaps, will eventually become a viable competitor with, or add-on to, cable for wired homes—all despite cable industry claims that video compression and fiber optic technologies will expand cable channel capacities by factors of 10 or more by the year 2000.

One week after channel expansion news dominated the National Cable Television Association convention in New Orleans (BROADCASTING, April 1), analysts predicted continued "remarkable" advances in compression will extend the standardization process several years. The character of a final compression standard, they added, will also depend on the high-definition television standard to be adopted by the FCC in 1993—the year in which Hughes Communications plans to launch Sky Cable, a 200-watt DBS service proposed to deliver 108 compressed channels to 18-inch home antennas.

Although seeing a huge advantage for cable in having its major capital investments behind it, observers conceded a sizable white area could remain for DBS's taking, but only if investors prove willing to forego for several years a return on substantial venture capital.

"DBS has a hard row to hoe," said Edward Hatch, analyst for Nomura Securities' Nomura Research. "In this economic environment, it might be hard to find companies willing to deal with losses for five to 10 years." And in any race with cable for wired viewers, he said, DBS will suffer another disadvantage: marketing \$500-\$700 receivers, about five to seven times more expensive than the projected cost of a decompressor for cable.

"It will be very difficult for DBS to dislodge cable subscribers," he said, adding however, "DBS has a market in rural areas."

Indeed, Sky Cable's "initial target is the 15 million to 20 million homes not wired by cable," said Tom Bracken, spokesman for high-power DBS permittee Hughes. With a projected breakeven at three million subs, he added, "there is still a huge market for DBS. We're proceeding with our DBS plans; they are not affected by cable claims" concerning channel expansion, he said, adding: "Forty percent of U.S. homes don't get cable. All of those could be very effectively served by DBS."

High-power DBS permittee Stanley S. Hubbard, chairman and president of Hubbard Broadcasting, called cable's capacity expansion projections economically unattainable. A cable operator serving 12,000 subscribers "isn't going to clear a service for 240 people," or 2% of his subs, Hubbard said. "There's not any money in it for the local operator." For DBS, he argued, 2% of U.S. TV homes equals nearly two million subs, enough to support the kind of narrow interest, video on demand and database services that must come with 100-channel systems.

Charles Dolan, chairman and chief executive officer of top-10 MSO, and prospective Sky Cable partner, Cablevision Systems, said he remains "very confident that DBS will play a major role in the future." Saying that Cablevision's DBS plans have "anticipated digital compression all along," Dolan dissented from Hubbard's economic model, saying more services make any system more attractive. Cablevision, he said, will continue to look at Sky Cable, as well as General Instrument's DigiCable compression system. Subscribers, he said, "don't care how services get into their home," whether by wire or dish.

In any case, predicted Chris Dixon, analyst for Kidder Peabody, widespread application of compression technology to cable systems is years off.

A "real fear" exists among cable operators and programmers that "this week's technology will become obsolete, once next week's technology comes out,"

said Dixon. Given majority reluctance to commit yet to any one of the systems developed by SkyPix, General Instrument or Scientific-Atlanta, most operators will wait out the standardization process, which will depend on "adaptability to HDTV."

"The next stage," he said, "will really be low tech—fiber trunk to coax[ial cable] the last mile," exemplified by Time Warner's commitment to use fiber trunk to double the capacity of its 75-channel Queens, N.Y., system (BROADCASTING, March 11). Systems that can afford it, he said, will build "an infrastructure which allows adaptability to compression and HDTV."

Although such a lag time would appear to allow DBS to get out of the compression gate at about the same time, Donaldson, Lufkin and Jenrette analyst Dennis Leibowitz said compression could prove the expansion solution for small systems unable to afford fiber. Leibowitz conceded a rural market for DBS but suggested that SkyPix's home satellite plan has been "co-opted by cable" because the decompressor for cable subs will prove so much cheaper. Given the certain high costs of DBS and the probable ability of cable to expand services via compression, "It's not apparent that you need high power DBS."

Conceding that a "critical mass" of investors in DBS has yet to appear, Satellite Broadcasting and Communications Association President Chuck Hewitt predicted the launch of a high-power service may not come so soon as 1993. However, he said, "there are more companies poised to [invest in DBS] than ever."

Meanwhile, Hughes and Hubbard said they continue to close in on strategic equity partnerships with a number of unidentified companies interested in DBS.

"I think a lot of people in cable think DBS is on the ropes, and now is the time for a knockout punch," said Hubbard. "DBS is the future. Once it gets going, it's not going to be stopped." —PDL

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WASHINGTON

MINORITY TAX CERTIFICATES: DOING THE JOB

BROADCASTING's review of TV and large-market radio deals involving tax certificates finds FCC policy is achieving goal of boosting minority ownership

The web of FCC rules, preferences and incentives for increasing minority ownership have been criticized over the years for failing to achieve their goal and for netting cash windfalls for nonminorities.

But, according to a **BROADCASTING** survey, at least one of the policies—the 15-year-old tax certificate program—has resulted in minority ownership or control of dozens of television and radio stations.

The survey examined the ownership of the 24 top FM stations and AM-FM combinations in the top 50 markets and the 21 TV stations bought using minority tax certificates and found the overwhelming majority still owned or controlled by the original minority buyers.

The 45 stations represent about 20% of the 241 stations that have changed hands with the aid of the tax certificate.

The FCC minority tax certificate allows a seller (to a minority buyer) to defer capital gains tax as long as the money is reinvested into another communications property within two years. It also permits investors in minority controlled start-up companies to defer taxes on gains incurred through the sale of their original investments.

By the FCC's definition, minorities include blacks, Hispanics, Native Americans, Asians and Pacific Islanders.

Overall, according to FCC records, the number of tax certificates granted for broadcast deals averaged 12 per year up through 1986, after which no fewer than

30 were issued in any year. And so far in 1991, 39 certificates have been issued. (Sixteen have been issued for cable systems and five for low-power television stations since the program's inception.)

A June 1990 Supreme Court ruling affirming the constitutionality of the FCC minority ownership policies and the generally depressed station trading market are credited with boosting the use of certificates lately.

Only three of the 21 TV stations are no longer in the hands of the minority responsible for the certificate being issued. In two of those cases—Ragan Henry and WHEC-TV Rochester, N.Y., and Sharard Tak and KBTY(TV) Anchorage—the original minority buyers have reinvested the proceeds in other broad-

TOP THREE FOR TV TAX CERTIFICATES

The most active tax certificate beneficiaries of TV deals have been Granite Broadcasting, Cook Inlet Partners and Tak Communications.

Granite Broadcasting's voting shares are controlled by W. Don Cornwell, formerly of Goldman, Sachs. Granite now owns four network affiliates, including KNTV(TV) San Jose, Calif., and WPTA(TV) Fort Wayne, Ind.

Cook Inlet, comprising about 6,300 Alaskan natives, acquired a 49% general partnership interest in WTNH-TV New Haven, Conn., in 1988 for \$170 million from CapCities, and WSMV-TV Nashville for \$125 million from Gillett. Cook Inlet also bought an 11 station radio group from First Media Corp. for \$175 million in 1987.

Sharard Tak, who owns a computer software business based in Vienna, Va., was brought into broadcasting during the purchase of KBTY(TV) Anchorage and has subsequently bought seven TV's and four radios with tax certificates. Tak Communications bought WKOW-TV Madison, WQOW-TV Eau Claire, WXOW-TV La Crosse and WAOW-TV Wausau, all Wisconsin, for \$22 million from Liberty Communications Inc. in 1985. Tak also bought KITV(TV) Honolulu (plus its two satellites) from Shamrock Broadcasting (Disney) for \$50 million in 1986 and WGRZ-TV Buffalo for \$100 million from TA Associates (Smith Broadcasting) in 1988.

Other tax certificate deals have benefitted minority communications companies Queen City Broadcasting and Blackstar Communications. Queen City Communications, licensee of WKGW(TV) Buffalo, N.Y., is headed by J. Bruce Llewellyn, and includes among its principals Quincy Jones, O.J. Simpson, Julius Erving and Patrick Ewing, among others. In a 1989 deal, Prudential Insurance Co., bought 45% of Queen City's shares from the original investor group and became the new limited partner. The original investors transferred their remaining shares to Queen City III Ltd. The proceeds from the sale to Prudential qualified the original investors for a tax certificate because Queen City qualified as what the FCC considers a "start up" company. Llewellyn has used the certificate program to buy the 166,000 subscriber New York Times Cable system for \$422 million.

Oxendine's Blackstar Communications used a certificate in its 1989 purchase of WBSF(TV) Melbourne, Fla., for \$5 million from Press Broadcasting of Florida. Later that year, it bought KBSP-TV Salem, Ore., from Silver King Broadcasting for \$5.135 million and WBSX(TV) Anne Arbor, Mich., for \$4.35 million from Fab Communications, although neither deal involved a certificate. Blackstar was the general partner in each venture with Silver King, a subsidiary of the Home Shopping Network. Silver King will likely qualify for a tax certificate should it sell its share because Blackstar was a "startup" company.

A tax certificate was used by Civic Communications to buy 49% of KLTV(TV) Tyler, Tex. (and its satellite KTRE-TV Tyler) in 1989 for \$42 million from Buford Television Inc. Eastern Oklahoma TV Co., a company controlled by Native American Indians, bought KTEN(TV) Ada, Okla., from William Hoover in 1985 for \$2.5 million.

-PJS

cast ventures. The third, involving Gillett Broadcasting and WTVT(TV) Tampa, Fla., has drawn criticism as a case of nonminorities abusing the policy. But even if the critics are right, it may be the exception that proves the rule.

Only four of the 24 top 50 FM and AM-FM combinations bought with certificates have been resold. But WYCH-FM Hamilton, Ohio; WAWA-AM-FM Milwaukee; KNAC-FM Long Beach, Calif. and WTLC-FM Indianapolis remained minority-controlled for eight, 10, three and six years, respectively.

Although the FCC does not keep track of the ownership of stations bought and sold with certificates, it professes no lack of faith in the program. FCC Mass Media Assistant Bureau Chief Rod Porter said the policy "is a door opener that has obviously increased minority ownership. By that yardstick, [it's] been successful."

J. Bruce Llewellyn, chief operating officer of Queen City III Ltd., licensee of WKBW-TV Buffalo, N.Y., said general criticism of the tax certificate program is unwarranted, and, in a few cases, may be racially motivated. "The results speak for themselves," he said.

Llewellyn pointed to Gillett Broadcasting's 1987 purchase of WTVT(TV) from Gaylord for \$365 million as a questionable exception to an otherwise successful program.

Gillett became a limited partner in the buying partnership, WTVT Holdings, and former FCC attorney Clarence McKee became the general partner and majority voting shareholder. Although Gillett is a non-minority group broadcaster and provided the financing, Gaylord was issued a tax certificate because of McKee's involvement. Gillett was able to acquire the station for significantly less than market value as a result of the tax certificate. What raised eyebrows was an agreement that entitled Gillett to buy out McKee, or let McKee sell out, after two years.

The entire purchase price of \$365 million was probably a taxable gain for Gaylord, since the station was originally purchased in 1956 for about \$4 million. The certificate allowed Gaylord to defer paying an estimated \$116 million in taxes. Gaylord reportedly used the money to buy cable properties and stocks. When Gaylord sells those properties and stocks, the taxable gain will be the difference between what they sold them for and the amount they paid for them, plus the deferred gain from the sale of WTVT. Unless, of course, another FCC tax certificate is involved.

Gaylord was not alone in taking advantage of the rule. Capital Cities/ABC,

INTERFACE V

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for example, was issued tax certificates worth about \$80 million from its 1986 sale of WKBW-TV Buffalo, N.Y., to Queen City Broadcasting of New York Inc., and WTNH-TV New Haven, Conn., to Cook Inlet after rejecting higher bids that did not include tax certificates.

Last year, in a general restructuring of WTVT Holdings, Gillett exercised its buyout right, agreeing to pay McKee more than \$1 million. McKee's 21% equity was created by the difference in the sale price and the then-market value (as much as \$500 million), but it is virtually worthless because the station's bond debt now exceeds \$425 million, which may be more than the station is worth in today's depressed market.

In hindsight, many said the FCC invited criticism and unnecessary scrutiny to the program by granting the WTVT sale. And many believe the criticism heaped on Gillett and McKee for the deal could have been avoided if the buyout clause had been omitted. "Some people have said it was unusual, [but] that's how I wanted to do it," said McKee, who vigorously defends his role in the WTVT deal. He said without the agreement, he might have been tied to the debt, which would have made it difficult to buy stations in the future. He said George Gillett has been "a great mentor," and "I would not have expected him in two years and a day, [nor would he] have expected me, to pop up and say: 'Let's do the money deal right' now.'"

McKee was a legal assistant to former FCC Commissioner Benjamin Hooks, and played a small role in formulating the FCC's minority policies. The minority tax certificates are supposed to get minorities an ownership foothold in broadcast ownership, spur minority employments and make stations more responsive to the needs of minority audiences, he said.

"Everyone's looking for the negative [in this deal], never what it means to the

LOOKING BACK

Since the distress sale policy was adopted in 1978, 27 sales involving 38 stations have been approved, although there have not been any in the last three years. The most active year for them was 1980, when 18 deals involving 5 TV's and 17 radio stations were approved. None of the TV's and only five of the radio's are still owned by the distress sale buyer. However, all six sales consummated since 1980 are still owned or controlled by minorities.

community or opportunities that it creates," McKee said. "Without [the certificate], I could not have gotten my foot in the door," he said, noting he plans to use the proceeds from the deal to invest in other stations. "It did exactly what it was supposed to do," he said. "Of all the tax certificate situations in the country, ours is the best example of what it means to the community of license."

John Oxendine, president of Blackstar Communications, said the tax certificate program "goes beyond diversity of ownership...it might build some wonderful bridges."

Since moving to Tampa, McKee has become a highly visible community leader. He sits on the Hillsborough County Educational Task Force, is a board member of Tampa-based Barnett Bank, is involved with St. Petersburg's efforts to win a Major League Baseball team, and was the first black to play golf at the previously all-white Palma Ceia Country Club, all of which were part of the FCC's public interest objectives.

Despite its apparent success, minority broadcasters and other proponents of the certificates do not see the policy as the solution to the problem of modest minority ownership of stations, which the FCC estimates has risen from 1% to 3% since the mid-1970's.

Tax certificates have limited appeal, said communications attorney Erwin Krasnow, because the seller must have a sizable gain to protect, which limits, in practice, the tax benefit to those stations bought before 1980.

Tax certificates do not guarantee a station transaction will take place. Llewellyn said deals get done by people with money. "You're not talking about giving stations to people on welfare," said Llewellyn.

But most see the certificates as valuable tools that can help minority buyers meet the stringent equity demands of today's market, which is insisting on buyers putting up 30%-40% of the sale price in equity, regardless of race. Oxendine, who has benefitted from the policy and is chairman of the Broadcast Capital Fund (BROADCAP), said the biggest hurdle facing minorities is a lack of access to capital markets and ready cash. BROADCAP, he said, currently has \$12 million invested in 35 radio and four TV deals with a total station value of about \$90 million.

Oxendine said sellers and investors have not been thoroughly educated on the financial benefits of investing in "start up" companies. Tax certificates could be the lure needed to hook investor groups by minorities to increase their equity, he said. —PJS

FTC SUES MMDS FILING 'MILL'

The Federal Trade Commission filed suit against Applied Telemedia Engineering & Management Inc. last week, in the first federal action taken against a so-called application mill. The FTC suit contends that Applied Telemedia, a Miami-based company that specialized in FCC lottery applications, purposely misled investors on their chances of winning a wireless cable lottery, overcharged for filing and engineering studies, and exaggerated the availability of licenses.

The FTC is seeking injunction against the company and its principles—Anthony Liggio, Gerald Seiffer and Charles Fremer—and cash refunds for investors. As of last December, Applied Telemedia has sold more than \$2 million worth of applications. Applied Telemedia routinely charged investors \$5,000 to cover both the \$155 FCC filing fee and engineering studies, according to the FTC. More suits are expected.

Application mills often file multiple applications for a single site, while commissioning only one engineering study for that site and charging each applicant for the study, sources said. Investors generally do not know what site they are applying for until after the filing is made and they are led to believe that lottery winners will make substantial amounts of money either by owning a wireless cable system or by selling their license to other investors.

Mills have flooded FCC with applications causing severe delays in processing other applications. It was believed by many that the October 1990 change from a 60-day filing window to a one-day window would put an end to mills. It has not, and the Wireless Cable Association has asked the FCC to prohibit settlements of any kind.

There is a belief that mills operating with the intention of forming settlement groups are in fact creating partnerships, and as such may be circumventing federal and state securities laws. The Mississippi Department of State is investigating Applied Telemedia for that reason. A new wireless association, United States Microwave Television, opposes WCA efforts in the settlement ban and one-day filing window. USMTV and Applied Telemedia said in a joint petition: "[T]he American public [has] a right to notice of any proposed mass media use of the public airwaves and a reasonable opportunity to compete for the license." —PJS

JOURNALISM

CENSORSHIP LEAVES INCOMPLETE PICTURE OF WAR

Fordham panel, featuring veteran Gulf reporters Bernard Shaw, Richard Threlkeld and Betsy Aaron, share frustration over censorship

Historians will at best have a sketchy history of what actually took place in the Persian Gulf war because of censorship by each of the warring nations, according to a panel of journalists who covered the conflict.

"The American people, readers, viewers and listeners were extremely short-changed," said CNN anchor Bernard Shaw, among those Tuesday at a panel, "The Press and the Gulf War," at Fordham University in New York.

"You never did get a complete picture at any point in time, and it was intentional," said Shaw, referring to U.S. military censorship. "I don't think the government was misleading. It was being selective in its information."

Shaw said censorship by the U.S., Saudi and Iraqi governments combined should leave historians with less than half of the complete picture of what actually happened during the war. "Nobody got a complete picture, in my judgment, at any time," he said.

"The history of this war is probably going to be lost," said CBS News correspondent Richard Threlkeld. He partly blamed the limited amount of information on the 1984 agreement between the government and the media to implement a military-organized press pool system during wartime, which he labelled a "terrible mistake."

Censorship took various forms during the Persian Gulf war, with the Iraqis being the most disorganized of the censors, said CBS's Betsy Aaron, who reported from Baghdad.

"They couldn't get their act together," said Aaron. "There was censorship, but there wasn't a very well organized censorship."

Shaw added it was such disorganization that allowed CNN to make its historic live hotel room reports during the bombing of Baghdad in the early hours of war. "The Iraqis were in such a state of confusion and shock that they didn't have time to worry about us," he said.

Iraqi censorship that did exist was strongest against CBS News, said Aaron, most likely because captured CBS

News correspondent Bob Simon and crew were believed to have been spies. "CBS," she said, "operated probably under the worst censorship of all the print and television outlets."

"CNN took the lead in trying to get (Simon and crew) out and in trying to get (CBS News correspondents into Baghdad), and we will forever be grateful for that," said Aaron. But CNN was not able to change Iraqi sentiment toward CBS News once Aaron and crew were finally able to get into the country.

"There were rules for the rest of the press, and then there were rules for CBS," said Aaron. "We did not have access to any official at any level once the war started."

Shaw said CNN and other networks shared the frustration of CBS News in not being able to speak with Iraqi officials during the war. He compared the situation to the difficulties the networks had in finding official Beijing comments during the Tiananmen Square uprising.

Ironically, much of the Iraqi side of the story during the war actually came through the native "minders" who were assigned to monitor reporter movements in Baghdad, said Aaron. The "minders" would accompany journalists everywhere to scare away any potential man-on-the-street interviews, she said, yet often those same minders would visit the reporters late at night and talk about their own experiences.

Panelist Edward Diamond, media critic for *New York* magazine, called Persian Gulf war coverage a "triumph" for both technological and personal skill, and said he abhors accusations that correspondents collaborated with the enemy.

Aaron, who was among those Western reporters taking criticism for reporting under Iraqi censorship, shook off the "Baghdad Betsy" label that was pinned on her by *Washington Post* media critic Tom Shales. She said she was very proud of her work in the war but was also very frustrated by the Iraqi censors. **—RS**

BEST IN THE BUSINESS

Cable News Network's coverage of the war in the Persian Gulf was among the 26 winners of the 1990 George Foster Peabody Broadcasting Awards. CNN's award, honoring coverage from the last half of 1990 into the first three months of 1991, marked the first time in the 51-year history of the Peabody that honors were given for work done in the same year.

Winning television stations in 1990 included KCTS-TV Seattle, along with *MacNeill/Lehrer Newshour*, for a report on illegal trucking practices; KPTV(TV) Portland, Ore., for a report on Mount St. Helens; WKYC-TV Cleveland for its editorials and WETA-TV Washington for the epic Ken Burns documentary, *The Civil War*.

Other winning television entries were ABC News and Koppel Communications for a report on the fall of Hungarian dictator Nicolae Ceausescu, and ABC News and Time for a Peter Jennings report on gun control.

On the entertainment side, winners were the premiere episode of *Twin Peaks* on ABC; *Saturday Night Live* on NBC; public TV series *American Playhouse*, and *Mother Goose Rock'n Rhyme* on The Disney Channel.

Awards presented to radio broadcasters went to KQED-FM San Francisco; WXPN(FM) Philadelphia; National Public Radio; Connecticut Public Radio, and a Personal Award to Red Barber, commentator on NPR's *Morning Edition*.

This year's Peabody award winners were selected from among 702 entries. The awards, administered by the University of Georgia College of Journalism and Mass Communication, will be presented on May 13 at the Plaza Hotel in New York.

NAB EXHIBITORS

Continued from page 45.

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Total Spectrum Mfg.	6427
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Touch Vision Systems	7501, 7503
1800 Winnemac Ave., Chicago 60640-2662	
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Townsend Corp.	6536
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Trompeter Electronics Inc.	5239, 5241
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Truevision Inc.	7705, 7707
7340 Shadeland Station, Indianapolis 46256	
Tschirhart Broadcasting	2607
TV Answer Inc.	6524
TVI-Theatre Vision	5847, 5943, 5945
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18607 Topham St., Reseda, Calif. 91335	
Union Connector Co. Inc.	6728-6732
300 Babylon Tpke, Roosevelt, N.Y. 11575	
Unique Business Systems	7800, 7801
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United Ad Label	7507, 7509
650 Columbia St., Brea, Calif. 92622	
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4771 E. Hunter, Anaheim, Calif. 92807	
UNR-ROHN Construction Group	1819
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USA Digital Radio	East Meeting Room
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Ushio America	7004, 7006
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Video Accessory Corp.	6700
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Video Associates Labs	3059, 3061, 3063
4926 Spicewood Springs Rd., Austin, Tex. 78759	
Video Central	5308, 5310
225 W. 36th St., New York 10018	
Video Communications Inc.	5151, 5153
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211 Weddell Dr., Sunnyvale, Calif. 94089	
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Videotek Inc.	4053
243 Shoemaker Rd., Pottstown, Pa. 19464	
Viking Cases	6437
10480 Oak St., N.E., St. Petersburg, Fla. 33716	
Vinten Broadcast Inc.	5702
275-C Marcus Blvd., Hauppauge, N.Y. 11788	
Vision Mobile Studios	A250
Vistek Electronics Ltd.	4556
#C, Wessex Rd., Bourne End, Bucks SL8 5DT UK	

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VRS Data Limited 7236
VYVX NVN 6723
808 Travis, #2100, Houston 77002

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Walter Brewer Corp.	6441, 6443
5200 S. Yale, #501, Tulsa, Okla. 74135	
Ward-Beck Systems Ltd.	4147
841 Progress Ave., Scarborough, Ont. M1H 2X4 Canada	
WaveFrame Corp.	7225
1511 55th St., Boulder, Colo. 80301	
Wavefront Technologies	7401
530 E. Montecito St., Santa Barbara, Calif. 93103	
Weathernews	7614
21580 Stevens Creek Blvd., Cupertino, Calif. 95014	
Wegener Communications Inc.	6827
11350 Technology Circle, Duluth, Ga. 30136	
Weynand Training International	7256
Wheatstone Corp.	1556-1564
6720 V.I.P. Prkwy., Syracuse, N.Y. 13211	
Whirlwind	6100-6108
100 Boxart St., Rochester, N.Y. 14612	
Will-Burt	5955, 5957
P.O. Box 900, Orville, Ohio 44667	
Winsted Corp.	5139
10901 Hampshire Ave., S., Minneapolis 55438	
Wireworks	3047, 3049
380 Hillside Ave., Hillside, N.J. 07205	
Wohler Technologies	4581, 4583
1349 Kansas St., San Francisco 94107	
Wolf Audio-Visuals	7642
Wolf Coach Inc.	5121
7B St., Auburn Indus. Pk., Auburn, Mass. 01501	
World Tower Co. Inc.	1415, 1417
P.O. Box 405, Mayfield, Ky. 42066	
WSI Inc.	6332
4 Federal St., Billerica, Mass. 01821	
Y	
Yamaha Corp. of America	2017
6600 Orangethorpe Ave., Buena Park, Calif. 90620	
Z	
Zaxcom	2216, 2218
20 Passaic St., Garfield, N.J. 07026	
Zephyr Weather Information	5237
Zonal Ltd.	7026, 7028
Holmethorpe Ave., Redhill, Surrey RH1 2NX England	

Continued from page 53.

channel, and what to do if more than three networks are carried on one system, have not been formulated.

The other, latest idea to help the channel situation, but in a futuristic way, has been proposed by Request Television. It has held cursory discussions with the PPV Olympics about offering a four-to-one compression scheme using General Instrument's DigiCable that would not fix the channel crunch, but would reduce the need for transponder space, and create a permanent PPV upgrade after the Olympics are over. It would take significant capital expenditures though, additionally costing about \$1,500 per channel, or \$6,000 per headend for operators. Although this would get the signal from the uplink to the headend, "we'd still be faced though, with the problem of getting that signal to the cable subscriber," said Lafferty, who said the next step is to evaluate the interest of cable affiliates in such an investment, because their money as well would be required to make this project work.

As the channel capacity issue continues to loom, most major MSO's continue to hold off signing affiliation agreements, although Lafferty said at least one top 10 MSO is expected to sign in the next week or two, as well as a dozen smaller ones. For those MSO's that have

already signed on to carry the Olympics, they do not have all, if any, of the answers, either.

In signing up for carriage, operators are being offered two different contracts: one for addressable subscribers and one for nonaddressables. Cencom, which signed a deal at the NCTA show, has signed an affiliation agreement for only its addressable subscribers, which make up 300,000 of its 500,000 subscribers. "We are going through a step-by-step process, concentrating on the urban, fully addressable systems first," said John Clark, vice president, marketing and programming for Cencom. Although in its major markets of St. Louis and southern California, where it has three and four channels of PPV, Cencom is still having a tough time figuring out just how to carry the Olympics, said Clark. "And if channel space is a problem in L.A., it certainly will be one in non-addressable systems," he said.

Scripps Howard signed contracts covering both addressable and nonaddressable subscribers at the NCTA convention two weeks ago, and along with Cencom and others is eligible for the extra 2% split that was available to MSO's who signed on by March 31. "It was a no-brainer to sign on already," said Wayne Vowell, vice president, marketing and programming. With retail pricing and

splits essentially decided, Vowell said he did not think it was necessary to have the channel issue already figured out before committing to the project. Using local access channels is a possibility, as is using part-time channels.

Although operators groan about the fact that revenue splits will likely not be 50-50, one consolation is that they are somewhat higher for nonaddressable systems, in response to the extra cost that will be needed there, say operators. But figuring out the complex charts the Olympics have come up with to determine splits is proving to be challenging, to say the least. Says Clark: "I don't want to say the formula is complicated, but when I did my taxes, I mistakenly grabbed the NBC Cablevision Olympics schedule, and almost ended up paying a 60% royalty on my income to the IRS."

The Olympics continue to be a breeding ground for confusion and misconception, even on the programming itself. Dick Ebersol, president of NBC Sports, said he is angry at perceptions that the PPV Olympics is a "dumping ground" for events not good enough for NBC's broadcast coverage. That perception, he said, comes from the Turner-CBS 1992 winter Olympics deal, which gives Turner 50 hours of programming CBS did not want, and was done before the NBC deal was put together. -SDM

CNN LEADS CABLE'S FIRST-QUARTER RATINGS CHARGE

Paced by CNN's coverage of the Persian Gulf war, the combined prime time ratings for 14 basic cable networks soared 21% in the first quarter of 1991, jumping from 15.3 to 18.5.

CNN's ratings jumped from a 1.3 to a 4.0 in the first quarter of 1991, while Headline News rose from 0.4 to a 0.7 in prime time. The two accounted nearly all of the ratings rise. But several other networks posted prime time gains,

including USA, TNT, Lifetime, Nashville, Nick at Nite and VH-1. The biggest loser of CNN's viewership within the cable ranks was ESPN, which dropped from a 2.0 to a 1.5 in the quarter.

Since the war's end, CNN's ratings have fallen back. For the week March 25-31, CNN had a 1.2 rating/2 share in prime time and a 0.7/2.4 for the the full 24-hours, roughly its pre-war numbers.

Network	Prime Time		Full Day	
	IQ 1991 Rating	HH	IQ 1990 Rating	HH
CNN	4.0	2,297,000	1.3	688,000
WTBS	2.5	1,391,000	2.5	1,321,000
USA	2.4	1,331,000	2.3	1,172,000
TNT	1.6	815,000	1.5	605,000
ESPN	1.5	865,000	2.0	1,100,000
Lifetime	1.2	629,000	0.9	417,000
TNN	1.1	579,000	1.0	476,000
Discovery	1.0	523,000	1.0	463,000
NN	0.7	336,000	0.4	154,000
A&E	0.6	296,000	0.7	307,000
MTV	0.6	317,400	0.6	NA
Nickelodeon				
Nick at Nite	1.0	532,000	0.9	NA
VH-1	0.3	116,000	0.2	NA

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

CABLECASTINGS

SHOWTIME, TMC POST RECORD PREVIEW NUMBERS

Showtime and The Movie Channel said its March free preview reached record levels in affiliate participation and projected new subscribers.

Showtime's preview was carried by 813 systems reaching 16 million homes, a 21% increase over 1990, and it projected 57,000 installs from the campaign, a 25% increase over 1990. The March 4-8 Movie Channel promotion, carried by 466 systems serving 11 million homes, reached 33% more homes and generated 31,000 in projected installs, a 20% increase over 1990.

MILLER SHOWTIME EVP

Jim Miller has been named executive vice president, programming, for Showtime and The Movie Channel, a job vacant since Fred Schneier left to head up Viacom Pictures in 1989. In the interim, Showtime had three programming senior vice presidents, each reporting directly to Showtime chairman Winston "Tony" Cox, of which Miller was one. He was in charge of program acquisitions, which Miller says he will continue to handle, as well as controlling the overall programming budget.

ENCORE DEALS

Encore announced licensing deals with MGM/Pathé and Viacom last week. Encore will receive 50 titles for use over five years from MGM, including "Rocky," "The Pink Panther," "Annie Hall," "Elmer Gantry" and "Raging Bull." The Viacom Pictures deal includes "Joe" and "The Holcroft Covenant."

Encore launched last Monday at 9 p.m. with the movie "Nine to Five" on four TCI systems: Carlsbad, N.M.; Fairfield, Ind.; Pocatello, Idaho, and Waltham, Mass. Pricing in those systems will range from \$2.95 to \$6.95 for basic-only subs, \$1 to \$1.95 for those with one pay service and 75 cents to \$1 with two or more pays. The four systems serve a combined 39,000 basic and 13,500 pay subscribers.

SHOP TV STEPS INTO JCPENNEY BUYOUT PICTURE

A superior court judge in Los Angeles has issued a temporary restraining order preventing JC Penney Television from accepting a buyout offer from QVC Network. The ruling came at the request of Shop Television Network, the provider of production and other services for JC Penney, which wants its shot at purchasing JC Penney. The order becomes effective upon Shop's posting of a \$2 million bond. A hearing has been set for April 12.

The legal battle occurs in the midst of further consolidation in the home shopping ranks. JC Penney and Shop merged operations several years ago, and when QVC purchased CVN, it began carrying JC Penney on its second channel in four million homes. JC Penney reaches nine million on a stand-alone basis. QVC made an offer to acquire JC Penney's standalone cable affiliate agreements "based on payment of certain royalties related to future sales" and QVC stock, QVC said. Shop Television entered the picture March 28, asking the court for the order.

CHAPTER 11

C4 Media Cable South, which serves 16,700 subscribers, primarily in North Carolina, has filed for protection under chapter 11 of the bankruptcy code in federal court in Alexandria, Va. C4 cited "an aggressive and continuing process of litigation by its lenders," Kansallis-Osake-Pankki and First Union National Bank of North Carolina.

C4 said that when the two banks entered into four-year loan agreements in December 1988, it was contemplated that the properties would be resold or refinanced. But the financial climate went sour and C4 said the banks "refused to either restructure the loans or develop a financing proposal to fund potential buyers."

David Gray, vice president, manager, telecommunications media finance for Kansallis, said the banks, whose loans and interest to C4 total \$32 million, filed suit earlier

this year after C4 missed interest payments due Sept. 30 and Dec. 31. Gray said the original agreement contemplated that the loans would mature June 30, 1990, when the systems were expected to be sold. When no sale occurred, further discussions took place, he said, which allowed C4 more time to find a buyer. Although refinancing talks were a part of those discussions, said Gray, conditions for refinancing were never met.

C4 President Lee Bertman said the banks "took the position of aggressive merchant bankers during the upswing but found themselves unable to develop a coordinated constructive response to declining market conditions." Bertman said management believes normal operations can resume after successful completion of a chapter 11 reorganization. It's expected that the bank's lawsuits will be folded into the bankruptcy proceeding.

TLC DEAL SIGNED

Discovery Channel signed a definitive agreement last week to purchase Learning Channel from Infotechnology. Infotech will receive approximately 10%, and FNN 90%, of the \$12.75 million. Discovery will pay in the deal, valued at an overall \$30 million. Closing awaits approval of the bankruptcy court administering the chapter 11 filings of FNN and Infotech.

GIVE ME LIBERTY (STOCK)

Liberty Media issued 544,506 shares of class A and 171,074 shares of class B stock to TCI shareholders. Liberty also issued preferred stock valued at \$624 million to TCI in exchange for Liberty's asset base of cable systems and programming interests.

TWITTEL PLAYERS

Colony Communications and United Artists Cable have taken an equity interest in Twitxel Technologies, a cable and PPV service for resort areas. MSO's, which are seeking funding from other MSO's, will receive a 50% discount on per-room setup charges, in exchange for more than \$2 million in funding.

HSN SETTLES LAWSUITS

Home Shopping Networks has reached out-of-court settlements in several lawsuits totaling \$33 million, which will be charged against the company's second-quarter earnings.

The first suit involved a \$15 million settlement relating to HSN's 5.5% Euro-dollar convertible debentures brought by several bondholders. A second \$18 million settlement involved a class-action suit brought by several shareholders dating back to 1987. That settlement awaits approval by a special committee of independent directors to be appointed by HSN. HSN said that "if holders of more than 5% of the public float of HSN common stock elect to opt out of the settlement," HSN can withdraw from

the settlement. The settlement is also tied to approval of a third case in which HSN Chairman Roy Speer and former President Lowell Paxson have agreed to pay \$500,000 to shareholder Nancy Lloyd in a suit derivative of the class action suit brought by the above shareholders.

Speer said "there comes a time when costs and risks have to be stabilized to ensure the future of a young, aggressive growing company. We have performed that important function."

Because of the suit settlements, HSN's second-quarter earnings of \$6.7 million have been revised downward to a net loss of \$24.6 million. HSN also said it increased its income tax reserves to \$15

million following "the potential impact of certain positions taken by the IRS in a notice of proposed deficiency" HSN received after release of its second-quarter earnings. HSN said it planned to contest the proposed assessments and file a protest with the IRS appellate division.

Elsewhere, HSN announced the appointment of Earl Greenburg as president of HSN Entertainment, which will be responsible for the development of HSN's new infomercial service as well as other HSN alliances and joint ventures. Greenburg was once vice president of daytime programming as well as compliance and practices at NBC before taking production positions at Columbia Pictures and Gaylord.

FOR THE RECORD

As compiled by BROADCASTING from Mar. 28 through Apr. 3 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

■ **KLKY(AM) Prescott Valley, AZ (BAL910319EA; 1130 khz; 1 kw-D)**—Seeks assignment of license from Lucky Communications Inc., debtor-in-possession, to Oasis International Communications for \$70,500. Seller is headed by R. David Carson, Clifton W. Glasgow, John C. King, Don Aldridge and Justin Hathaway, and has no other broadcast interests. Buyer is headed by Horizon Christian Fellowship (100%) and Michael MacIntosh, and has no other broadcast interests. Filed March 20.

■ **KYEL-TV Yuma, AZ (BALCT910318KE; ch. 13; 316 kw-V; 31.6 kw-A; ant. 1,700 ft.)**—Seeks assignment of license from Beacon Broadcasters Ltd. to KB Media Inc. for \$1.4 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser and recently sold WCFT-TV Tuscaloosa, AL ("Changing Hands" Jan.

28). Buyer is headed by John A. Radeck (33.3%), William H. Sanders (33.3%), Janice W. Radeck and Kenneth L. Bazzle (33.3%). Sanders is 80% stockholder of Martin Media Inc., general partner of Cal Valley Radio Ltd., licensee of KVFX(FM) Manteca, CA; 50% stockholder of Radeck Broadcasting Inc., general partner of Big Sky Broadcasting Ltd., licensee of KTVH(TV) Helena, MT; 5% shareholder of Downs Broadcasting Inc., licensee of WAFX-FM Prattville, AL, and KDXR-FM Borger, TX; 2% shareholder of Turner Broadcasting System Inc., parent of WTBS(TV) Atlanta; 50% stockholder of CDK Communications Inc., general partner of Kentucky Radio Ltd., licensee of WAXU(AM)-WTKT(FM) Georgetown, KY; 49% stockholder of Picus Broadcasting Corporation Inc., licensee of WZAZ(AM) Jacksonville and WZAZ-FM Green Cove Springs, both Florida; chairman and 85% shareholder of Chattanooga Radio, general partner of Tennessee Communications Ltd., licensee of WNOO(AM) Chattanooga and WFXS(FM) Soddy-Daisy, both Tennessee, and director of Jones Intercable Inc., which operates cable systems in 25 states. Filed March 18.

■ **WZNY-FM Augusta, GA (BAPLH910313GZ; 105.7 mhz; 66 kw; ant. 1,168 ft.)**—Seeks assignment of license from Sunny Communications Inc. to Benchmark Radio Acquisition for \$5 million. Seller is headed by Paul H. Rothfuss, who is president of Arrow Communications, licensee of WRLX(AM)-WFFX(FM) Tuscaloosa, AL; KMJC-FM Clinton, IA; WZOQ(FM) Wapakoneta, OH; WFRG-FM Rome and WHDL(AM)-WPIG(FM) Olean, both New York. KZBB-FM Ft. Smith, AK, was recently sold ("Changing Hands" Jan. 28). Buyer is headed by Bruce R. Spector, R. Calvin Sutliff Jr., C. Philip Rainwater and Joseph L. Mathias IV, and recently purchased WUSQ-AM-FM Winchester, VA ("Changing Hands" March 4). Benchmark Radio Acquisitions is also licensee of WDOV(AM)-WDSO(FM) Dover, DE, and operates cable systems in Virginia and California. Filed March 13.

■ **WKUN(AM) Monroe, GA (BTC910318EB; 1580 khz; 1 kw-D)**—Seeks transfer of control from Community Broadcasting Co. to Linda Gail Lapann & John C. Poss for \$205,000. Seller is headed by Frank D. Morris

Sr., and has no other broadcast interests. Buyer is headed by Lapann (45%), Poss (45%) and Frank D. Morris Jr. (10%), and has no other broadcast interests. Filed March 18.

■ **WKIT-AM-FM Brewer, ME (BAL910314HA; 1200 khz; 10 kw-U)**—Seeks assignment of license from Sunspot Broadcasting Co. Inc., debtor in possession, to H & L Broadcasting Inc. for \$293,000. Seller is headed by John J. Pineau, who is 50% shareholder of Airborne Broadcasting Co. Inc., licensee of WXGL-FM Lewiston, Maine. Buyer is headed by Eric D. Hake (50%) and Raymond H. Lynch (50%), and has no other broadcast interests. Filed March 14.

■ **WACY(AM) Fenton, MI (BAL910318ED; 110 khz; 1 kw-U)**—Seeks assignment of license from Deano Day Enterprises Ltd. to Statewide Broadcasting Systems Inc. for \$600,000. Seller is headed by Deano Day, who is forming new company, which will purchase station. Buyer is headed by Day (30%), Edward Derbabian (30%), William Wilcher (30%) and Mitchell D. Moen (10%), who is son of Day. Statewide is filing concurrent application for assignment of WELL(AM) Battle Creek and WELL(FM) Albion, both Michigan, from Triad Communications. Filed March 18.

■ **KVEG(AM) North Las Vegas, NV (BAL910318EC; 840 khz; 50 kw-D, 25 kw-N)**—Seeks assignment of license from Bel Air Communications Ltd. to K-G Communications Inc. for \$225,000. Seller is headed by Mark Stone and Richard Grisar. Buyer is headed by Grisar (13.675%) and Stone (13.675%), assignors; Jules Kutner (70%) and Steven A. Buchsbaum (2.65%), and has no other broadcast interests. Filed March 18.

■ **WWAC-TV Atlantic City (BALCT910320KE; ch. 53; 25 kw-V; 2.5 kw-A; ant. 307 ft.)**—Seeks assignment of license from Channel 53 Corporation to Cellular Phone Centers Inc. for \$20,000. Seller is headed by William Gross, and has no other broadcast interests. Buyer is headed by David W. Allen (50%) and Harry R. Jenny Jr. (50%), and has no other broadcast interests. Filed March 20.

■ **WSQV(AM) Berwick, PA (BAL910318EF; 1280 khz; 1 kw-D, 175 w-N)**—Seeks assignment of license from Heritage Broadcasting Inc. to M & M Broadcast-

IA. .5 km N of intersection of U.S. Hwy. 6 and State Hwy. 109.

- **Newton, IA KLVN(FM) 95.9 mhz**—March 18 CP is hereby forfeited.
- **Sac City, IA KSRG(FM) 105.1 mhz**—March 18 CP is forfeited and call sign deleted.
- **Sioux City, IA KTFC(FM) 103.3 mhz**—March 22 CP is hereby forfeited.
- **Jackson, KY WJSN-FM 97.7 mhz**—March 18 CP is hereby forfeited.
- **Colby, KS KTCC(FM) 91.9 mhz**—March 22 CP is hereby forfeited.
- **Wichita, KS KICT-FM 95.1 mhz**—March 22 CP is hereby forfeited.
- **Richmond, KY WMCQ-FM 101.7 mhz**—March 22 CP is hereby forfeited.
- **Clinton, LA WQCK(FM) 92.7 mhz**—March 22 application (BPH901130IC) granted for CP to change ERP: 32 kw H&V; change ant.: 184 m.; TL: off State Hwy. 10, 4.5 km W-SW of Clinton, E Feliciana Parish, LA; class: C2 (per docket #89-392).
- **Lake Charles, LA KBIU(FM) 103.7 mhz**—March 22 CP is hereby forfeited.
- **Natchitoches, LA KNWD(FM) 91.7 mhz**—March 25 CP is hereby forfeited.
- **North Fort Polk, LA KCIJ(FM) 106.7 mhz**—March 18 application (BMPH900928JA) granted for mod. of CP (BPH861125MB) to change ERP: 6 kw H&V; ant.: 100 m.; TL: .3 km E of U.S. Hwy. 171, .25 km S of Entrance Rd. to Fort Polk, Vernon Parish, 5.5 km S of Newllano, LA.
- **Bangor, ME WHSN(FM) 89.3 mhz**—March 18 CP is hereby forfeited.
- **Farmington, ME WUMF-FM 100.5 mhz**—March 21 CP is hereby forfeited.
- **Marshfield, MA WATD-FM 95.9 mhz**—March 18 CP is hereby forfeited.
- **Worcester, MA WAYW(FM) 91.9 mhz**—March 25 CP forfeited and cancelled; call sign deleted.
- **Worcester, MA WICN(FM) 90.5 mhz**—March 22 CP is hereby forfeited.
- **Sault Ste. Marie, MI WSUE(FM) 101.3 mhz**—March 18 CP is hereby forfeited.
- **Alexandria, MN KIKV-FM 100.7 mhz**—March 18 CP is hereby forfeited.
- **Cambridge, MN KXLV-FM 105.5 mhz**—March 15 application (BPH900917ID) granted for CP to change freq: 105.3 mhz; change ERP: 17 kw H&V; ant.: 120 m.; TL: 6.3 km NE of Isanti, Isanti County change class to 287 (per docket #89-383).
- **International Falls, MN KSDM(FM) 104.1 mhz**—March 22 CP is hereby forfeited.
- **Moorhead, MN KVOX-FM 99.9 mhz**—March 22 CP is hereby forfeited.
- **Willmar, MN KQIC(FM) 102.5 mhz**—March 22 CP is hereby forfeited.
- **Bay Springs, MS WIZK-FM 93.5 mhz**—March 22 CP is hereby forfeited.
- **Calhoun City, MS WGIN(FM) 102.3 mhz**—March 25 CP forfeited and cancelled; call sign deleted.
- **Corinth, MS WADI(FM) 95.3 mhz**—March 20 application (BMLH891212KD) granted for mod. of license to increase ERP: 4.2 kw H&V (pursuant to docket #88-375).
- **Newton, MS WMYQ-FM 106.3 mhz**—March 18 CP is hereby forfeited.
- **Oxford, MS WKLJ(FM) 107.1 mhz**—March 18 CP is hereby forfeited.
- **Pontotoc, MS WSEL-FM 96.7 mhz**—March 18 CP is hereby forfeited.
- **Canton, MO KBXB(FM) 102.3 mhz**—April 11, 1990 application (BMLH900411KC) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).
- **Lebanon, MO KTTK(FM) 89.9 mhz**—March 22 CP forfeited and cancelled; call sign deleted.
- **Union, MO KLPW(FM) 101.7 mhz**—March 18 CP

is hereby forfeited.

- **Baker, MT KFLN-FM 100.5 mhz**—March 18 CP forfeited and cancelled; call signs deleted.
- **Browning, MT KBFT(FM) 88.7 mhz**—March 18 CP forfeited and cancelled; call sign deleted.
- **Great Falls, MT KMON-FM 94.5 mhz**—March 22 CP is hereby forfeited.
- **Helena, MT KMBB(FM) 91.3 mhz**—March 18 CP forfeited and cancelled; call signs deleted.
- **Missoula, MT KMSO(FM) 102.5 mhz**—March 18 CP is hereby forfeited.
- **Grand Island, NE KRGI-FM 96.5 mhz**—March 21 CP is hereby forfeited.
- **Kearney, NE KEAA(FM) 89.9 mhz**—March 18 CP forfeited and cancelled; call signs deleted.
- **New Brunswick, NJ WRSU-FM 88.7 mhz**—March 22 CP is hereby forfeited.
- **Belen, NM KARS-FM 97.7 mhz**—March 19 application (BPH900419IH) granted for CP to change ERP: 100 kw H&V; change ant.: 300 m.; TL: 1.5 km W of Summit of El Cerro De Los Lunas; change class: C (per docket #89-34).
- **Canandaigua, NY WLKA(FM) 102.3 mhz**—March 25 CP is hereby forfeited.
- **Mount Kisco, NY WVIP-FM 106.3 mhz**—March 25 CP is hereby forfeited.
- **Syracuse, NY WFNY(FM) 90.3 mhz**—March 22 CP forfeited and cancelled; call sign deleted.
- **Troy, NY WRPI(FM) 91.5 mhz**—March 18 CP is hereby forfeited.
- **Wilmington, NC WHQR(FM) 91.3 mhz**—June 11, 1986 CP is hereby forfeited.
- **Williston, ND KWYL-FM 98.5 mhz**—March 22 CP is forfeited and call letters deleted.
- **Archbold, OH WMTR-FM 95.9 mhz**—March 18 application (BMLH900625KD) granted for mod. of license to change freq: 96.1 mhz (per docket #89-582).
- **Geneva, OH WDON(FM) 104.9 mhz**—March 15 application (BMLH901009IA) denied for mod. of license to relocate main studio outside community of license to 11106 Aquilla Rd., Chardon, OH.
- **Anadarko, OK KRPT-FM 103.7 mhz**—March 22 CP is hereby forfeited.
- **Elk City, OK KICZ(FM) 94.3 mhz**—March 18 CP forfeited and cancelled; call sign deleted.
- **Pawhuska, OK KMYB(FM) 104.9 mhz**—March 18 CP is hereby forfeited and call sign deleted.
- **Bend, OR KICE(FM) 100.7 mhz**—March 18 CP is hereby forfeited.
- **Coos Bay, OR KCOO(FM) 89.3 mhz**—March 18 CP forfeited and cancelled; call sign deleted.
- **Coos Bay, OR KYTT-FM 98.7 mhz**—March 18 CP is hereby forfeited.
- **Coquille, OR KSHR-FM 97.3 mhz**—March 22 CP is hereby forfeited.
- **Sutherlin, OR KSRL(FM) 101.1 mhz**—March 18 CP forfeited and call sign deleted.
- **Nanticoke, PA WEAY(FM) 92.1 mhz**—March 22 CP is hereby forfeited.
- **San Juan, PR WIOA(FM) 99.9 mhz**—March 22 application (BPH900312ID) granted for CP to change ERP: 50 kw H&V.
- **Due West, SC WECE(FM) 88.5 mhz**—March 22 CP is hereby forfeited.
- **Scranton, SC (no call letters) 102.9 mhz**—March 22 application (BMPH901214IB) granted for mod. of CP (BPH880804MM) to change ERP: 2.9 kw H&V; ant.: 142 m.; TL: 0.9 km SW of intersection U.S. 301, State Rd. 72 at New Hope, SC.
- **Sisseton, SD KREH(FM) 99.3 mhz**—March 22 CP forfeited and cancelled; call sign deleted.
- **Vermillion, SD KVHT(FM) 102.3 mhz**—May 31, 1990 application (BMLH900531KC) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).
- **Corpus Christi, TX KRYS-FM 99.1 mhz**—March

18 CP is hereby forfeited.

- **Bryan, TX (no call letters) 99.5 mhz**—March 20 application (BMPH9101161J) granted for mod. of CP (BPH880113MA) to change TL: 1240 Villa Maria Rd., Bryan, TX.
- **Haskell, TX KVRP-FM 95.5 mhz**—March 18 CP is hereby forfeited.
- **Junction, TX KLFO(FM) 93.5 mhz**—March 25 CP forfeited and cancelled; call sign deleted.
- **Liberty, TX (no call letters) 99.9 mhz**—March 22 application (BMPH901119IA) granted for mod. of CP (BPH880127MO) to change ERP: 26 kw H&V; ant.: 207 m.; change TL: 16 mi E of Liberty, 2 mi N of Hwy. 90.
- **Lufkin, TX KSWP(FM) 91.1 mhz**—March 18 CP is hereby forfeited.
- **Logan, UT KBLQ-FM 92.9 mhz**—March 22 CP is hereby forfeited.
- **Brattleboro, VT WKVT-FM 92.7 mhz**—March 18 application (BMLH900627KB) granted for mod. of license to increase ERP: 1.8 kw H&V (pursuant to docket #88-375).
- **Danville, VT WSHX(FM) 95.7 mhz**—March 15 CP is hereby forfeited and call sign deleted.
- **Hampden-Sydney, VA WWSH-FM. 92.1 mhz**—March 18 CP is hereby forfeited.
- **Aberdeen, WA KDUX-FM 104.7 mhz**—March 18 CP is hereby forfeited.
- **Bellevue, WA KBCS(FM) 91.3 mhz**—March 21 Petition for reconsideration is hereby granted.
- **Mount Vernon, WA KSVR(FM) 90.1 mhz**—March 22 CP is hereby forfeited.
- **Seattle KLTJ(FM) 95.7 mhz**—March 25 CP is hereby forfeited.
- **Fort Gay, WV WFGH(FM) 90.7 mhz**—March 18 CP is hereby forfeited.
- **Ladysmith, WI WWIB(FM) 103.7 mhz**—March 21 CP is hereby forfeited.
- **New Richmond, WI WIXK(FM) 107.1 mhz**—March 21 application (BPH900212IC) granted for CP to change ERP: 12.2 kw H&V; change ant.: 100 m.; class: C3 (per docket #87-555).
- **Lander, WY KDLY(FM) 97.5 mhz**—March 21 CP is hereby forfeited.
- **Lost Cabin, WY KRLU(FM) 99.1 mhz**—March 18 CP is hereby forfeited.

TV's

- **Traverse City, MI WGTU(TV) ch. 29**—March 21 application (BPCT901206KE) granted for CP to change ERP: 2,000 kw (vis); ant.: 399 m; TL: Hagni Rd., Excelsior Township, 6 mi E of Kalkaska, MI; antenna: Andrew ATW 31H3-HTX-29S (DA)(BT): 44 44 54N 85 04 08W.
- **Kansas City, MO KZKC(TV) ch. 62**—March 21 application (BPCT901217KF) granted for CP to change ERP: 2183 kw (vis); ant.: 340 m; antenna: Andrew ATW25H4-HSCL-62S (DA)(BT): 39 04 59N 94 28 39W.
- **Longview, TX KLMG-TV ch. 51**—March 26 application (BPCT910215KO) granted for CP to change ERP: 4682 kw (vis); ant.: 380.7 m; TL: 1 mi NW of Rte. 42 and Rte. 1513 intersection, New London, TX. 32 15 35N 94 57 02W; antenna: RCA TFU-30JDAS (DA).
- **Blacksburg, VA WYDD(TV) ch. 65**—March 11-Cancelled CP and deleted call sign.
- **Fairfax, VA WNVG(TV) ch. 56**—March 21 application (BPET901116KE) granted for CP to change ERP: 1,259 kw (vis); ant.: 215 m; TL: 8101 Lee Hwy., Falls Church, VA; antenna: RCATFU-33(BT): 38 52 28N 77 13 24W.

ACTIONS

- **Johannesburg, CA Effective May 9**, substituted channel 280B1 for Channel 280A and conditionally modified construction permit of KRAJ accordingly. (MM Docket 88-601 by R&O [DA 91-326] adopted

March 13 by Acting Chief, Allocations Branch, Mass Media Bureau.)

■ **Randolph and Brandon**, both Vermont Effective May 13, amended FM Table by substituting Channel 271C3 for Channel 272A at Randolph; modified license of WCVR-FM accordingly; substituted Channel 268A for Channel 270A at Brandon; imposed site restriction on Channel 267A at Essex, NY. (MM Docket 89-487, by R&O [DA 91-336] adopted March 20 by Acting Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

ALLOCATIONS

■ **Mark Pierce** Denied application of reporter for Ace Magazine for review of FOIA ruling denying him access to Commission documents concerning Field Operations Bureau's "Ten Most Wanted" unlicensed radio stations and operators. (By MO&O [FCC 91-86] adopted March 20 by Commission.)

■ **Centre, AL** Granted application of Cherokee Broadcasting Corp. for new FM on channel 290A; denied competing application of Radio Centre Inc.; dismissed application of Baker Enterprises. (MM docket 90-71, by ID [FCC 91D-12] issued March 18 by ALJ Edward J. Kuhlmann.)

■ **Texarkana, AR** Approved settlement agreement and dismissed with prejudice applications of B & H Broadcasting System Inc. and Dupre' Broadcasting Co.; resolved financial issue in favor of Jo-Al Broadcasting Inc., and granted its application for new FM on channel 284A in Texarkana. (MM docket 90-238 by Summary Decision [FCC 91D-13] issued March 19 by Chief ALJ Joseph Stirmer.)

■ **Paradise Valley, AZ** Granted application of Scottsdale Talking Machine and Wireless Co. Inc. for new FM on channel 290A; denied competing applications of Gil L. Lyons, Hope Valley FM Ltd., Patricia Hampton, American International Diversified and Paradise Valley Broadcasters. (MM docket 88-410 by Initial Decision [FCC 91D-11] issued March 15 by ALJ Joseph P. Gonzalez.)

■ **Phoenix** Renewed license of KESZ(FM) for short-term, subject to reporting conditions and issued NAL for forfeiture of \$15,000 for EEO violations; by separate action, consented to assignment of license for KESZ(FM) from Duffy II Corporation to Arizona Television Company and waived one-to-a-market rule. Action by Commission March 21 by MO&O [FCC 91-89] and Letter [FCC 91-90]; Report MM-530, Mass Media Action.)

■ **Englewood, FL** Affirmed decision by Review Board which granted application of Sandpiper Broadcasting Inc. for new FM on channel 290A; denied competing applications of Sarasota-Charlotte Broadcasting Corporation and Cawley Broadcasting Corporation, Inc. (MM docket 88-538 by MO&O [FCC 91-75] adopted March 14 by Commission.)

■ **Jacksonville, FL** Reversed action by Mass Media Bureau which rescinded grant of Nelson Broadcasting Corp.'s application for construction permit for FM booster station WIOI-FM1. (By MO&O [FCC 91-78] adopted March 14 by Commission.)

■ **Palm Bay, FL** Granted application of Palm Bay Radio, Inc., for new noncommercial FM on channel 212A over objections of Florida Institute of Technology. (By MO&O [FCC 91-77] adopted March 14 by Commission.)

■ **Las Vegas** Granted application of Tierra Alta Broadcasting, Inc., for new television station on channel 15, and denied competing applications of Lorraine Walker Arms and Echonet Corporation. (MM docket 89-80 by Initial Decision [FCC 91D-14] issued March 21 by ALJ Edward Luton.)

■ **Rochester, NY** Granted application of Victorson Group, Inc., for new FM on channel 290A; denied competing applications. (MM docket 88-558, by Decision [FCC 91R-26] adopted March 15 by Review Board.)

■ **Petersburg, VA** Granted application of Sandra M. Adair Vaughan for new FM on channel 262A, and denied competing application of Petersburg FM Broadcasters Limited Partnership. (MM docket 90-302 by

Initial Decision [FCC 91D-15] issued March 21 by ALJ Joseph Chachkin.)

CALL LETTERS

Applications

Existing AM's

KBLA(AM) KDAY Fred C. Sands Inc. T/A Redi Media; Santa Monica, CA

WBBE(AM) WMAK Gizmo Communications Inc.; London, KY

Existing FM's

WKLZ(FM) WJML-FM Northern Radio of Petoskey Inc.; Petoskey, MI

WSLE(FM) WOBB Lovett Communications Inc.; Cairo, GA

Grants

New AM

WZQA(AM) CSB Communications Inc.; Flowood, MS

New FM's

KDBX(FM) Common Ground Broadcasting; Banks, OR

KLEO(FM) Shaka Broadcasting Ltd.; Kahaluu, HI

KZUA(FM) Navajo Broadcasting Co. Inc.; Holbrook, AZ

KZUB(FM) Parity Radio Corporation; Tahoka, TX

KZUC(FM) Washington State University; Ellensburg, WA

KZUD(FM) Blue Mountain Broadcasting; Wilburton, OK

WIKK(FM) S. Kent Lankford; Newton, IL

WLTN-FM Profile Broadcasting Co. Inc.; Lisbon, NH

WMYB(FM) Puritan Radiocasting Co.; Socastee, SC

WOHO(FM) Gourd City Broadcasting G.P.; Mt. Gilead, OH

WPBK-FM Pyramid Broadcasting Inc.; Whitehall, MI

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

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

* Includes off-air licenses † Penetration percentages are of TV household universe of 92.1 million¹ Construction permit.² Instructional TV fixed service.³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

WRSF(FM) Panama City Christian School;
Panama City, FL

WWQE(FM) Claire Tow; Shepherdville, KY

WZQC(FM) Tia A. Soliday; Copenhagen, NY

WZQD(FM) Sharon A. Seifert; Georgiana, AL

WZQF(FM) The BP of Diocese of St. Petersburg,
FL; Lecanto, FL

New TV's

KCDT(TV) State Board of Education, Idaho;
Coeur D'Alene, ID

KFNR(TV) First National Broadcasting Corp.;
Rawlins, WY

KTMW(TV) TRC Communications Inc.; Caldwell,
ID

Existing AM's

KEYZ(AM) KQSR Charles L. Scofield; Williston,
ND

KVIS(AM) KGLC Duke Corporation; Miami, OK

WNRJ(AM) WNRE M.M. Group Inc.; Circleville,
OH

WPNX(AM) WIQN JRM Broadcasting Inc.;
Phenix City, AL

WROR(AM) WBMX Just Formed Corporation;
Zeeland, MI

WBBH(AM) WCCZ Pelican Broadcasting Inc.;
New Smyrna Beach, FL

WZZJ(AM) WKNN BronDarlane Barkley
Evangelistic; Pascagoula/Moss Pt.,
MS

Existing FM's

KCFY(FM) KZPL Voice of International
Christian Evangelism Inc.; Yuma, AZ

KCOE(FM) KAUB-FM Coe-Coe Broadcasters;
Auburn, NE

KFRC-FM KXXX-FM KYUU Inc.; San
Francisco

KGLC(FM) KSSM Duke Corporation; Miami, OK

KLVT-FM KHOC KLVT Radio Inc.; Levelland,
TX

KMMY(FM) KKKW Green Country Radio Inc.;
Muskogee, OK

KNOW-FM KSNJ Minnesota Public Radio; St.
Paul, MN

KSJJ(FM) WLOL Minnesota Public Radio;
Minneapolis

KUFY(FM) KWSS KOOL Communications Inc.;
Gilroy, CA

KZRT(FM) KFMA Kart Broadcasting Company
Inc.; Jerome, ID

WBMX-FM WROR Atlantic Radio of Boston
Ltd.; Boston

WBUK(FM) WFSO-FM Hutchko Partnership; Fort
Shawnee, OH

WFXH(FM) WHHR-FM Adventure
Communications Inc.; Hilton Head
Island, SC

WHEB(FM) WHEB-FM Knight Broadcasting of
NH Inc.; Portsmouth, NH

WMMY(FM) WQOL West Florida Media Inc.;
Solana, FL

WQEZ(FM) WBZM Peoria Satellite Radio
Corporation; Chillicothe, IL

WQOL(FM) WCXL Treasure Coast Media Inc.;
Vero Beach, FL

WSNL(FM) WMRY River Cities Broadcasting
Corp.; East St. Louis, IL

WWHT(FM) WNRJ Riggs Hutchinson &
Associates Inc.; Marysville, OH

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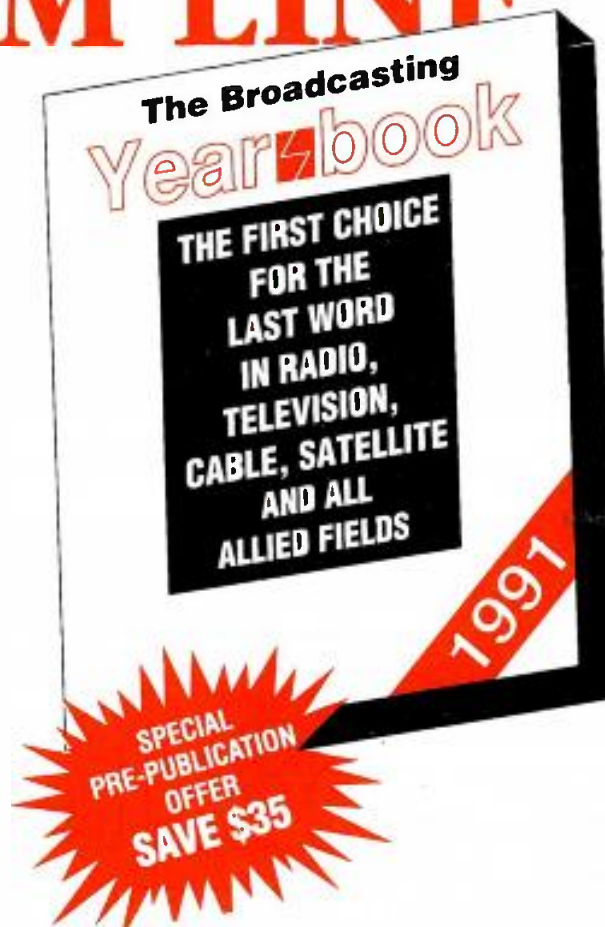
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General sales manager WALK FM/AM: Long Island's monster AC powerhouse. WALK FM/AM, looking for exceptional leader/motivator. Rare opportunity for take-charge professional with successful track record in broadcast sales management. Join strong, progressive group at flagship station in nation's 13th MSA. Resumes to Kelly Egan, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE M/F.

Sand, sun, surf Virgin Islands, account executive/GSM, 3 FMS, 100 KW each. "No beach bums please." Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires and bonus goals by FAX to Chairman 809-775-6063. Note: No free trips just to enjoy the Caribbean. EOE.

Sales manager for major Philadelphia FM. If you can lead and motivate an outstanding sales department and understand that creating new business is the future of our medium, we'd like to hear from you. We seek an individual with 3-5 years radio experience and an extensive and successful sales track record. This is a rare opportunity with Philadelphia's only country station and one of America's leading radio groups. Please send letters and resumes (no calls) to Ken Nanus, General Manager, WXTU, 23 West City Avenue, Bala Cynwyd, PA 19004. EOE.

Looking for a great place to live? Come to Great Falls, Montana. Top 25-54 Combo has established account list waiting for you. Resume to General Manager, KEIN/KLFM, 811 1st Avenue North, Great Falls, MT 59401. EOE.

HELP WANTED ANNOUNCERS

Morning personality for growing regional Adult FM. Management potential. EOE. Reply Box L-12.

Family Life Radio seeks announcer for afternoon drive time at it's metro Detroit radio station. Applicants should have at least 3 years on the air experience in Christian radio and be familiar with inspirational music. Send tape and resume by April 26, to Steve Wright, WUFL, PO Box 1030, Sterling Heights, MI 48311. EOE.

HELP WANTED NEWS

KNBR seeks sports director. 5 years' major market experience. T&R to: KNBR, Bob Agnew, 55 Hawthorne, San Francisco, CA 94105. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Rare opening: Viacom's KHOW AM/FM, Denver seeks program director. Excellent compensation and benefits. Must have diverse skills: research-driven, computer literate, strong implementor, full-service background, creative thinker, strategic planner, team player, coach and motivator. This is a company that believes in and is committed to radio. Send all inquiries to: Steve Keeney, Vice President/General Manager, KHOW AM/FM 8975 E. Kenyon Avenue, Denver, CO. An equal opportunity employer.

Openings on newstalk AM in college town. News, div 1 PBP, and talkshow host. Your qualifications will determine pay and responsibilities. Must be well-rounded team player. Send C&R to Terry Hester, KZIM, POB 1610, Cape Girardeau, MO 63702. EOE.

SITUATIONS WANTED MANAGEMENT

Looking for solutions? 26+ yrs ownership and mgt. Bachelors in Adm., multi media background, all aspects. Programing #9 to #4 in 12 months, sales (med. Mkt.) \$40k to \$150k, sm. & med. mkt. experience available to train, develop, and help establish your property. Strong legal, E.E.O. collections, and contract background with small group. Willing to travel. 208-378-9414.

One of radios best general managers now available. Sober, reliable, honest, family man. Non drinker, non smoker, experienced in management, with a sales emphasis. William E. Powley, 1301 2nd Avenue, Brunswick, GA 31520. 912-262-9703.

Window of opportunity, don't let this one pass you by. Your next GM/GSM is a motivator, trainer, team builder and success oriented tactician. Proven success record. I have never failed. Rod 719-520-1671.

GM ready to lead. Motivator, trainer, producer, twenty year sales pro, programing, production, organization and turnaround expert. Costs down profits up. Ready now. Reply to Box E-30.

Leader/motivator: Experienced take-charge pro with successful track record in sales and programing seeks situation in small/medium market. Dedicated hands-on, bottom line oriented. Potential equity a plus. Darryl, 916-345-9468.

Seeking station owner/GM with unique point of view; that ethics and profits can mix. I want to be your next PD! Renee 603-228-2307.

General manager for a radio station with a big signal. Twenty-eight years solid experience in sales, programing and engineering and a track record with some of the best stations in America. Sales trainer and motivator. Can build stations. No reasonable offer refused. Reply: PO Box 575, Lanesboro, MA 01237.

Successful broadcaster: 20 yr's, former GM, owner, group operator looking for challenging assignment with possible equity position. I understand you don't get a piece of the action until there's action. Dale Palmer 404-603-1866.

Top ratings = top dollars. 10+ years radio management. Top sales/programing credentials. Bottom line oriented street fighter. Bill James 804-232-5197.

Successful PD available now for PD or station manager position. Sales and programing experience in AC, Lite AC and Oldies formats. 21 years radio experience. Win with ratings and revenue! Call now: Neil Matthews at 619-672-2225.

Top-notch on-air pro seeks management opportunity. Twenty years major market experience. Background includes sales and PR. Ready and willing to invest the necessary time and energy to be part of a progressive operation. Reply to Box L-14.

I have a \$4 million annual billing management hand in this medium market property. Results oriented seasoned sales veteran wanting GM position at your medium/large market property. Let's exchange information. Show me your market situation, average rate and a "ballpark" financial package. Respond Box L-15.

GM with excellent track record. Solid sales, programing and management expertise. 20+ years experience. Wishing to relocate from metro to smaller family oriented community. Call Jim 517-291-3422.

SITUATIONS WANTED ANNOUNCERS

Former college radio announcer, mid forties wants to return to broadcasting as general assignment reporter. BSBA and good camera presence potential. Will relocate. Ron 214-754-7052.

Stable, experienced female announcer seeks new challenges in medium or large market. Announcing, production, remotes, news, even book-keeping. Love radio and hard work! Will relocate. Repond Box L-9.

Experienced, hard working sportscaster looking for radio play-by-play opening. Basketball, football, baseball. Available now, or later this year. Willing to relocate. Also have 14 year news background, half that time as news director at two top Midwest small-market stations. Reply Box L-18.

SITUATIONS WANTED TECHNICAL

8 years exp. with heavy emphasis in live studio ops. And automation systems. Also Harris and B.E. remote transmitters. Have worked in CCTV. Available mid June. Resume Box L-17.

SITUATIONS WANTED NEWS

Best radio sports anchor in the country without a current sports anchor position. 20 years; last five nat'l network level. Weekend scoreboards; phone and field work all specialties. Ready to be your sports director NOW. T&R on request. Kevin Connors 404-392-0577 or 404-827-2750.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Traffic/continuity/sales service. Experience in TV and radio, using Columbine, J.D.S. Bias and Marketrone. Call George 908-417-1923. NY, NJ, CT area.

MISCELLANEOUS

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

TELEVISION

HELP WANTED MANAGEMENT

Milwaukee Area Technical College: General manager, public television. Under the direction of the President, the General Manager oversees the operation and management of the College's public television stations Channels 10 WMVS and 36 WMVT. Responsibilities specifically included are broadcast engineering, programming, production, telecasting instruction and fund-raising. The general manager needs to provide reports and agenda items for the MATC Board of Directors and organizations and agencies at the local, state, regional and national levels. To qualify for consideration, applicants must have five years of progressively responsible work experience in the management of television programming, production and marketing operations. Total familiarization with CPB and FCC rules and regulations and national broadcast codes is required. Ability to establish and maintain effective staff, community and governmental relations is essential. Also needed is a Bachelor's degree in Communications, Marketing or related field while a Master's degree would provide a definite advantage. Application: To apply for either of these two positions, obtain, complete and file an MATC application form with the Human Resources Division, Milwaukee Area Technical College, 700 West State Street, Milwaukee, WI 53233-1443. Telephone is 414-225-1800. Priority will be given to applications received by April 26, 1991. Review of applications will begin April 29 and will continue until the position is filled. MATC salaries and benefits are competitive and generous. MATC is an affirmative action/equal opportunity employer.

Growing TV group searching for the best GM's & SM's in the US. Resume, references & salary history first letter. MF, EOE/AA. Box L-6

General sales manager: Candidates must have 7 to 10 years television sales management experience and proven track record to oversee all facets of local, regional and national sales. Must be aggressive, self-motivated and goal oriented possessing strong leadership, organizational and motivational skills along with thorough knowledge of marketing, research, sales promotion and pricing. Strictly confidential - send resume and salary history, Box L-4. EOE - women and minorities are encouraged to apply.

Sales manager, opportunity for aggressive leader to grow with a young company on the move. Should be experienced in national and local sales. mail resume to Mitch Saieed, General Manager, WKFT-TV, 230 Donaldson St., Fayetteville, NC 28301, EOE.

GSM needed for medium size NBC affiliate in Southwest. Send resume to: Reply Box L-16.

Wanted: Television executive with knowledge of TVB products and services. Sales management or sales development experience a must. No phone calls. Send resume to: VP Station Relations, 477 Madison Avenue, New York, NY 10022. EOE.

Promotion manager for exploding midwest Fox affiliate. Are you a creative-type who's stuck pushing paper? Would you rather create and produce promos, radio spots, or sales pieces instead of delegating? Are you an experienced Fox/Indy promotion professional wanting to re-charge your career? Send resume and tape to Greg Graber, VP/GM, WQRF-TV, 401 S. Main St., Rockford, IL 61101. EOE M/F.

HELP WANTED SALES

Account executives needed in Southeast Georgia. Two (2) openings at WBSG-TV, Brunswick and the Golden Isles. One or more years required, development and selling skills a must. Resumes to Sales Manager, WBSG-TV, 7321 GA Hwy 303, Brunswick, GA 31520. EOE.

Local salesperson: WHNS-TV, a strong Fox Broadcasting affiliate television station is looking for an energetic, persuasive salesperson for the Greenville office. Sales experience is preferred. Send resumes and any local promotions you have developed to Frank Savage, Local Sales Manager, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE M/F/H.

FOX affiliate in east Texas looking for aggressive, excited innovative salesperson for sales staff. Experience in radio or TV sales preferred. Send introductory letter and resume to: Brenda Mills, Director, Sales & Marketing, 701 North Access Road, Longview, TX 75602. EOE.

HELP WANTED TECHNICAL

Auburn University seeks a maintenance professional for a teleproduction center with C and Ku satellite uplink facility. Candidates must be experienced in troubleshooting and repairing complex analog and digital systems to the component level. Working knowledge of Sony Betacam, Ikegami HL-55 cameras, Ampex ADO, VPR-80, Vista, CMX-3400 and Utah routing is desirable. Uplink facilities include Varian HPA's, S-A exciters, antennas and remote control equipment. This position requires a technical school degree and four to six years of related experience. FCC General Radiotelephone or SBE certification desired. Salary range \$24,100 with excellent fringe benefits package. Interested applicants should send a letter of application, resume and three professional references to: Joy Yeager, Personnel Services, Auburn University, AL 36849. Phone 205-844-4145. Auburn University is an EOE/AA employer. Women and minorities are encouraged to apply.

Chief engineer: KETA-TV, Oklahoma City, is seeking a hands on leader with a strong maintenance background. Supervisory and organizational skills will be essential in guiding our technical team in planning and implementing projects. Please send your resume and salary history to the Personnel Department, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113. AA/EOE.

Chief engineer: Hands on team player with the following minimum qualifications: 5 years UHF transmitter operation experience. Knowledge of operation and maintenance of Sony 3/4 SP and Ampex 1" machines, UHF translators and micro-waves. Successful Fox affiliate please send resume to KAME-TV, PO Box 11129, Reno, NV 89510. Attention: Station Manager. EOE.

Video maintenance engineer: Duties and responsibilities: Responsible for duties as maintenance engineer in maintaining, repairing, and operating equipment associated with the department of radio-TV/photography television production facility and also including mobile applications. Expected starting date is July 1, 1991. Qualifications: Four years of successful full time paid work experience in related broadcast maintenance work including FCC or SBE certification is desired. Note: Availability of this job is contingent upon approval of the position by the Tennessee Board of Regents. Application review: Begins on May 20, 1991 and will continue until an applicant is selected. Filing procedure: Interested applicants should file: (1) a cover letter indicating interest in the position (Specify job title); (2) a current resume; and (3) an MTSU application for employment form available by calling 615-898-2929. Submit application materials to: Personnel Office, Middle Tennessee State University, Murfreesboro, TN 37132. An equal opportunity/affirmative action employer.

Studio engineer, Wyoming Public Television. Many exciting challenges await the successful candidate for this position—from being an important part of the engineering team at Wyoming Public Television to testing fly fishing, kayaking or climbing skills in the surrounding mountains. Candidates should have solid experience in digital and analog circuitry as well as with one-inch tape machines, switchers, routers, audio consoles, studio cameras and other studio equipment. If you have at least three year's of studio & production engineering experience, this may be your chance to experience Wyoming. Contact: Personnel Office, Central Wyoming College, 2660 Peck Ave., Riverton, WY 82501. Phone: 307-856-9291. Women and minorities are particularly encouraged to apply. CWC is an EEO employer. Application deadline: May 15, 1991.

A.C.E. CH12 Denver desires highly qualified hands-on engineer. R.F. and studio responsibilities. \$20-25K. Resume: KBDI, Attn: Steve Austin C.E., 2246 Federal Blvd., Denver, CO 80211. EOE.

HELP WANTED NEWS

News anchor for 6 & 10pm newscast to complement male anchor on NBC affiliate in Texas. Applicants should have a minimum of two years anchoring experience. Send tapes and resumes to: Richard Howard, KTPX-TV, PO Box 60150, Midland, TX 79711. EOE.

Tape editor: KING-TV, an NBC affiliate, in top 15 market has an opening for a tape editor in its award winning news department. Will edit and co-produce news stories and specials working with reporters, producers and photographers. Log and record feeds; prepare tape pieces for "on air" use. Must have 2 years TV news videotape editing experience using Beta SP and computer editing system. Must be detail-oriented and work well under pressure situations. College degree preferred. Send two copies of your resume/cover letter to: Human Resources Department, King Broadcasting Company, 333 Dexter Ave., N. Seattle, WA 98109. EOE.

Editor, news: Two years minimum experience editing 3/4" and Beta tape for daily newscasts. College degree preferred. Valid driver's license. Send resume to Personnel, WAVE-TV, PO Box 32970, Louisville, KY 40232. EOE.

Staff meteorologist. Duties include reporting on weather and environmental stories, programing weather graphics computer equipment, operation of computers and operation of ENG editing and recording equipment. Minimum one year experience as a meteorologist in a daily TV news operation or comparable experience in a related field. Must be a member in good standing of the American Meteorological Society and have AMS Seal of Approval. All applications should include a resume, salary history, references and non-returnable audition tape. Send to: Gerald Jensen, WFRV-TV, 1181 E. Mason Street, Green Bay, WI 54301. WFRV-TV is an equal opportunity employer.

Consumer producer. Duties include researching, producing, and writing consumer segments for newscasts. Minimum one year experience as a producer in a daily TV news operation or comparable experience in a related field. Degree in Journalism preferred, or equivalent work experience. All applications should include a resume, salary history, references and non-returnable audition tape. Send to: Gerald Jensen, WFRV-TV, 1181 E. Mason Street, Green Bay, WI 54301. WFRV-TV is an equal opportunity employer.

Aggressive 100+ Midwest NBC affiliate seeks news anchor to work with powerful established male anchor for our early and late newscasts. Need ability to write, report, produce, make public appearances. Grow with company. Experience preferred. Send resume with photo, references and salary to Box L-11. EOE.

Weather person: WGXA-TV, the ABC affiliate in Macon, GA, is seeking a weather anchor for both weekday early and late newscasts. Send tape, resume and salary requirements to Ron Wildman, News Director, WGXA-TV, Box 340, Macon, GA 31297. EOE.

Southeastern coastal NBC affiliate seeking newscast producer. Three years experience required. Will produce energetic, two-anchor show in aggressive market. Send non-returnable tape, resume, reference to Deborah Tibbetts, News Director, WCIV, PO Box 22165, Charleston, SC 29413. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: WABC-TV, NY seeks highly qualified computer graphic artists to work in the art department. Artists interested only in per diem daily hire situations on a regular ongoing basis need apply. Experience with Quantel paintbox, AVA and Harris Still Store is required. News graphics experience a plus. Send resume and reel to Lynne Malméd, Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

Associate producer/director science, outreach, & specials: Produce and direct segments for magazine programs and documentaries about nature, science, and social issues, as well as special events for the Nebraska ETV Network. Bachelor's Degree in Broadcast Journalism or related field and one year experience in television production required. Equivalency considered. \$20,462 minimum. Apply with cover letter and resume by April 29th to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Studio production assistant: Responsibilities include camera, graphics and audio operation for newscasts and commercial production. Applicants should have prior broadcasting experience. Send resume to: Rick McVey, Director of Production, WCYB-TV5, Box 2069, Bristol, VA 24201. No phone calls please. EOE.

Promotion producer/writer: WHNS Fox 21 is now accepting applications for the position of promotion producer/writer in our Greenville office. Responsibilities include writing, videotape editing and production of station promotions. Television production experience, editing skills and creative writing skills are required. Send resume and cover letter to Jeff Sams, Promotion Manager, WHNS Fox 21, 21 Interstate Court, Greenville, SC, 29615. EOE M/F/H.

Commercial production director: WHNS-TV Fox 21 has an opening for a director in the commercial production department. Candidate will possess good communication skills and be able to create commercials from initial concept to client approval. Writing, editing, EFP, lighting and directing skills are a must. Knowledge of computer editing and ADO digital effects helpful. Send resumes to WHNS-TV Attn: Joe Heaton, 21 Interstate Court, Greenville, SC 29615 or call 803-288-2100 E/O/E M/F/H.

SITUATIONS WANTED MANAGEMENT

General/operations manager with 15 yrs. experience. Recently sold my own broadcast affiliated business. Have television station start-up experience. Strong background in operations, personnel, production, news and sales. Ready to relocate and take on new challenge. Call D. Rolf Aanstad at 701-293-8459.

SITUATIONS WANTED TECHNICAL

Transmitter/studio maintenance engineer: Ambitiously seeking position with progressively growing TV station. Proficient with transmitters, Sony, Betacam, systems installation. Reply Box E-41.

11 years experience in master control operations. Knowledgeable with satellite reception, videotape editing and operations; computer-assisted/live assisted program switching; plus commercial voice-overs and narrations. Degreed and licensed. Prefer PA, MD area. Steve Ambrose 717-843-2609.

Mobile EIC/video engineer: New York City/Pittsburgh, PA areas. 17 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 201-494-9443.

Satellite T.O.C.:, field microwave technician, master control, videotape, E.N.G. audio & camera, board level maintenance, F.C.C. General & Amateur license. Call Tom at 916-573-2485. Will be at N.A.B. April 13-17.

Experienced TV chief engineer seeking position in the South. Supervisory and hands on experience. Construction and maintenance background. Call Jim 718-361-9122 leave message.

SITUATIONS WANTED NEWS

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

News directors: Freelance news photographer /editor available in Pittsburgh PA and surrounding area. Betacam SP or 3/4". Ron Bruno 412-276-0497.

More audience. More revenues. A new, informative, entertaining way to cover local business is yours by mail if you're seriously interested in hiring a 25 year veteran Emmy award-winning TV newscastman. 213-221-3550.

News and sports: I anchor both. A cost-cutter in sensitive economic times. 18 year pro. All inquiries welcome. Box L-21.

News director for small or medium market. Heavy background of 29 years. Currently main anchor at award-winning Texas station. Box L-22.

Talented, telegenic reporter/sportscaster. Experienced producer/writer with savvy and presence; capitalize on these skills for your station. Let demo-tape convince you of on-camera ability. John 212-475-3051.

Sportscaster/reporter. Master's degree - Journalism. Experience at medium Southeast market affiliate. Excellent writer, well-spoken, and well-informed. Call Jay Poss for interview & tape. 504-343-5917.

Videographer, 32, seeks Southeast job. Free-lance credits: WTBS, ABC Sports, A Current Affair, MTV. Editor, producer, director, gaffer, voice-overs. Timothy, Box 2251, Douglasville, GA 30133. 404-489-7371.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Aggressive young journalist with professional experience in television, radio and print journalism seeks position behind-the-scenes in sports production. Willing to relocate. Call Seth at 516-295-4332.

MISCELLANEOUS

Primo people needs specialists! Investigative, consumer, medical and feature reporters, send resume and 3/4" tape to Steve Porricelli or Fred Landau at Box 116, Old Greenwich, CT 06870; 0116. 203-637-3653.

Attention job-hunters! We're broadcasting's leading authority for employment opportunities nationwide. From major-market to entry-level. Plus FREE referral with no placement fees. Often imitated---but never duplicated. After all, where do you suppose our competition gets their listings? Register today---and give your career the winning edge! Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Franklin Pierce College, an independent four-year undergraduate college located in the picturesque Monadnock region of New Hampshire, invites applications for a one year sabbatical replacement in Mass Communication to begin September 1991. Budget approval expected by the end of March. Must have at least an M.A. or M.F.A. in Communication, Broadcasting, or a related field. Will teach a broad range of introductory and broadcast specific courses. Two years of professional experience in broadcasting required. Review of applications will begin on April 10 and continue until position is filled. Please submit letter of application, vita, names and telephone numbers of three references to: Director of Personnel, Franklin Pierce College, PO Box 60, Rindge, NH 03461-0060. EOE.

HELP WANTED SALES

Business opportunity: CASCOM Syndication is seeking individuals who want to own their own business. You should have broadcast advertising sales experience and/or video production knowledge. You will become a full-time exclusive Cascom representative responsible for marketing a wide variety of industry-related products including a library of stock graphic animated effects, custom character productions like Ernest P. Worrell and Jose Jimenez, pre-produced generic commercials, station image packages, a music library, and many other related products. You must be a self-starter and want to earn a minimum six-figure income. This is a rare opportunity for the right individual! If you meet the above criteria and are seriously interested, please call Lee Michaels at 615-242-8900. EOE.

MISCELLANEOUS

Government seized vehicles from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus. Buyers Guide. 1-805-962-8000 Ext. S-7833.

Government homes from \$1 (U repair). Delinquent tax property. Repossessions. Your area 1-805-962-8000 Ext. GH-7833 for current repo list.

SALES TRAINING

Presentation skills training: GM's/department heads/sales people. Kiss your butterflies goodbye! Speak with comfort, confidence, conviction. Videotaping/critiquing. Groups/private. Make your next presentation your best. Call Jon Rosen, Impact Communications, 212-557-5610. "25 years of broadcast/training expertise."

EMPLOYMENT SERVICES

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

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

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-962-8000 Ext. K-7833.

Attention radio, television station & cable system owners, GM's P.D.'s, news directors, chief engineers or anyone involved hiring personnel. I represent the best people in the business available for all positions. Send \$10 for complete listing. Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Radio DJs and account execs, we have jobs all over the country. We handle your entire job search. Radio Placement Services, Inc. 516-367-6273.

EDUCATIONAL SERVICES

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.

Syracuse University Sportscasting Academy, June 29-July 5 (tentatively). Performance-oriented. Get both TV & radio play-by-play experience daily. Do simulated live broadcasts at the Carrier Dome (Big Orange Basketball camp) & MacArthur Stadium (Syracuse Chiefs Baseball). Create audio & video tapes of your performances. Work with veteran network sportscasters. For more info, call Syracuse University, 315-443-5404/4181, or write the Div. of Summer Sessions, Suite 230, 111 Waverly Ave., Syracuse, NY 13244-2320. EOE.

Be a TV anchor/reporter! 12-year veteran offers no-nonsense guide about things they don't teach in school. Send \$6.95 to P.C. Roberson, PO Box 1507, Cordova, TN 38018.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

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

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

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

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

AM transmitters: Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BASK, 5KW (1980), McMartin BA2.5K, 2.5KW (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3, 20KW (1972), RCA BTA 20E1, 20KW (1973), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 1-800-275-0185.

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.

Save on videotape stock. We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

Used television production equipment: See us in Las Vegas at the NAB Show, Booth 7341 in the West Hall. If you have equipment to sell or a particular need, Call us. Media Concepts 918-252-3600.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

Madison goodies: Tubes, transformers, capacitors, meters. Receiving tubes \$5 up. Icom, Yaesu amateur. Madison Electronics, Houston, TX. 1-713-729-7300. 1-800-231-3057.

Sony BVU 800s, 2 ea. Top condition, top price. 2500 hrs./ and 3500 hrs. 300 hrs. on heads. 5 years old. \$11,700 both. Buy both. Videotek KV-1361 monitor free. 202-232-7323.

AVR 2 headwheel for sale. Entire machine comes with it. \$650. 617-725-0810.

We'll give you all the credit.

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OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern
Time for the following Monday's issue.

TELEVISION

Help Wanted Management

KGW TV in Portland, Oregon is seeking a General Sales Manager to coordinate and manage the sales functions of the station in order to generate substantial station revenue. Will develop departmental business plans, produce & administer departmental budget, control & manage station's sales inventory and participate in station's long term strategic planning as a member of the management team. Must possess strong analytical & leadership skills combined with a minimum of 5 years successful television and sales management experience. College degree preferred.



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If you have successful experience in television sales and sales management, expertise in sales training, and a keen interest in improving the quality of TV selling, there may be an opportunity for you with Broadcast Sales Training. Plans are now underway to expand our training staff to accommodate a growing demand. The possibility of an equity position exists. Send your resume and references as a sales trainer to B.S.T., 1057 Red Oaks, NE, Albuquerque, NM 87122.

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15+ years experience as Engineering Director of major market AM/FM's. Extensive background includes all phases of technical management: Planning, Budgeting, Construction, Operations. Excellent references. Meet at NAB. Box E-52

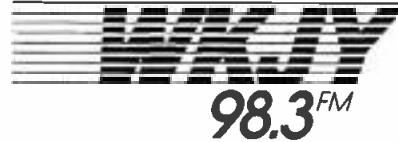
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BOX ???
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Washington, DC 20036

(No tapes accepted)

Help Wanted Management

The New!



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Barnstable Broadcasting's Long Island Adult Combo, WHLI and WKJY-FM, is seeking an extraordinary sales manager for an extraordinary opportunity. Candidates must demonstrate a solid track record of sales management success, be retail driven and customer-focused, sales promotion minded, computer literate, and possess strong training and leadership skills. WHLI/WKJY-FM is a solid, well-staffed adult combo in one of the great retail markets in America and a member of a financially solid group. The compensation package is excellent and our benefits are generous. Send letter and resume with performance and income history to:

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Vice President/General Manager
1055 Franklin Avenue
Suite 306
Garden City, NY 11530



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The National Program Policy Committee of the Public Broadcasting Service will meet at 10:00 a.m. on April 19, 1991 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss the National Program Service Plan and other business.

Employment Services

JOBPHONE
 Press: 1 Radio jobs, updated daily
 2 Television jobs, updated daily
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 Complete on-air studio plus production studio for sale. Used for less than a year. Everything you need to equip an entire stereo operation including carts. Invoice cost: \$183,200. Best offer takes it.
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- * Class A FM serving north central Indiana county seat community
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- * Southwestern Oklahoma Class A FM with C2 CP serving population
 base in excess of 119,000; #1-18-49. Billed \$561,000 in 1990 with
 cash flow of \$84,000. Asking \$895,000. Some terms may be avail-
 able.
- * West Virginia combo Class B FM and fulltime AM. History of strong
 billings and cash flow. Real estate is owned. Asking \$1,300,000.
- * Fairmont, West Virginia, WMMN-AM, 5kw full time. Signal covers
 200,000 population. Priced to sell due to owner health problems.
- * AM/FM combo in Pacific Northwest. Billings are \$720,000 with
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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202) 659-2340.

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 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, PD, 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: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

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

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.

FATES & FORTUNES

MEDIA

David H. Crowl, VP and general manager, WLZR-AM-FM Milwaukee, named president, radio group, parent company, Great American Broadcasting, Cincinnati.

Douglas S. Land, VP and general counsel, WWOR-TV Secaucus, N.J., adds duties with parent company, Pinelands Inc., as VP, general counsel and secretary.

Alex Petrilli Jr., research director, KOFY-TV San Francisco, joins KBHK-TV there in same capacity.

James R. Johnson, senior VP, marketing and planning, KIRO-TV Seattle, named senior VP, administration and finance, succeeding Al Mladenich, retired. **Gary Emerson**, VP, controller and secretary, KIRO-TV board of directors, adds duties as treasurer.



Wexler

Anne Wexler, chairman, Wexler Group operating unit of Hill and Knowlton Public Affairs Worldwide, elected director of Comcast Corp., Philadelphia.

James P. Ludington, regional manager, construction

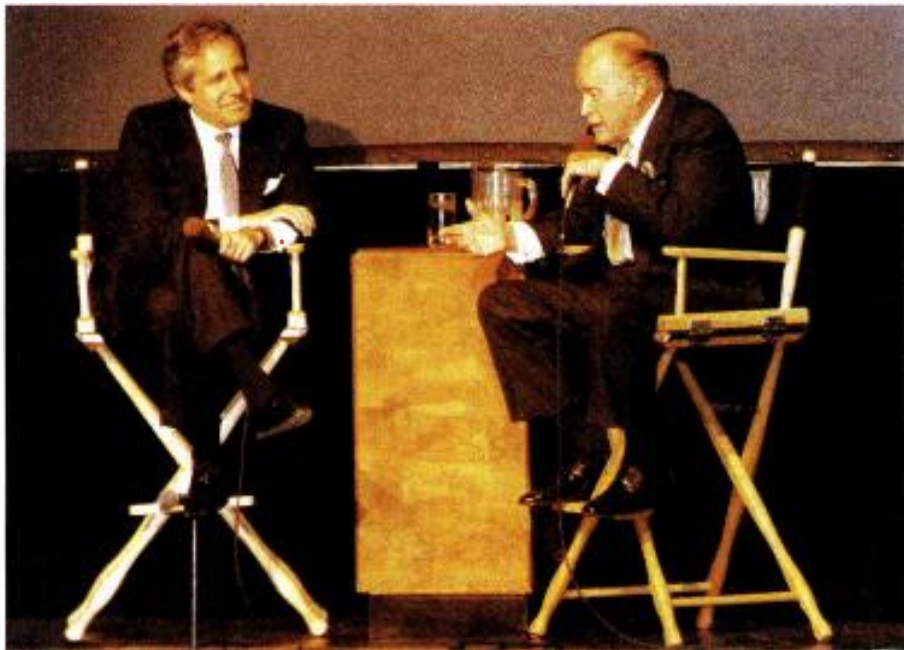
division, ATC cable system, joins Time Warner Cable Group, Stamford, Conn., as project director, advanced cable systems.

Jeff Rosser, controller and human resources manager, KDKA-TV Pittsburgh, named VP and general manager, KDFW-TV Dallas.

Jack L. Woods, founder and former president, Ventura Broadcast Associates, Carmel Broadcast Associates and Woods Radio West, joins KIST(AM)-KMGQ(FM) Santa Barbara, Calif., as general manager.

Larry Wexler, VP and general manager, WPEN(AM)-WMGK(FM) Philadelphia, joins co-owned WKSZ(FM) Media, Pa. (Philadelphia), as executive VP and general manager.

Bill Kniesly, VP and general manager,



HOPE-FULL RETROSPECTIVE

Tapping broadcasting career that has spanned more than half century, Bob Hope (below, right) shared his thoughts on industry with Museum of Television and Radio President Bob Batscha following screening of radio and TV highlights of his career at recently concluded 8th Annual Television Festival in Los Angeles.

WIBV(AM) Belleville, Ill., joins **WAZY-FM Lafayette, Ind.**, as general manager.

Davis Nathan, general manager, **WBWB(FM) Bloomington, Ind.**, named VP.

Lyle Banks, sales manager, **WAVY-TV Portsmouth, Va.**, named general manager.

marketing and production manager, **WETA-TV Washington**, joins **Henniger Video, Arlington, Va.**, as account executive, marketing department.

Ellen Moran, creative director and **Phillip Webb**, management supervisor, **Bozell Inc.**, Omaha, named senior VP's. **Lynda Alvarez**, media director, **Bozell Inc.**, named VP.

Associate account managers **Randee R. Pelate**, and **David M. Campbell**, **D'Arcy Masius Benton & Bowles**, St. Louis, named account managers.

Barbara F. Anderson, director of client services, **Consolidated Computer Services**, joins **WMAR-TV Baltimore**, as sales and marketing executive.

Julio Bermudez, former VP and general manager, **KTXH(TV) Houston**, joins **Medstar Communications**, Allentown, Pa., as director of sales.

Dave Dillon, senior account manager, **Katz Radio**, Dallas, joins **WVAZ(FM) Oak Park, Ill. (Chicago)**, as account manager. **Caroline Ley**, former director of marketing, **Transportation Media**, joins

SALES AND MARKETING

Laurie Kahn, account executive, **WPNT-FM Chicago**, named local sales manager.

David Slazinik, marketing consultant, **KSDK(TV) St. Louis**, named national sales manager.

Jerry Brehm, account executive, **WNYT(TV) Albany, N.Y.**, named national sales manager.

Gary Shackelford, former manager, **NBC Spot Sales**, Dallas, joins **Telecable Cable Television**, Norfolk, Va., as regional sales manager.

Lea MacNider, former director of mar-

WVAZ(FM) as account manager.

Flynn Foster, general manager, KMRC(AM)-KFXV(FM) Morgan City, La., joins WTKL(AM) Baton Rouge, as general sales manager.

Leo Barrieau, from Connecticut Radio Network, joins WTXV(TV) Waterbury, Conn., as account executive.

Charles A. Hoskins, account manager and associate, Looney Advertising, Fresno, Calif., joins KMPH(TV) Visalia, Calif. (Fresno), as South Valley marketing director.

Jade Luthi, account executive, WIVY-FM Jacksonville, Fla., named sales manager. **Jack O'Brien**, senior account executive, WIVY-FM Jacksonville, Fla., named special projects manager.

Sandi Turton, travel agency representative, United Airlines, Washington, joins WWAV(FM) Santa Rosa Beach, Fla. (Destin), as creative and co-op advertising director.

Gregg Geisendorfer, account executive, KXBX-AM-FM Lakeport, Conn., named senior account executive.

Jeanie Graves, account executive, KRKO(AM) Everett, Wash., named sales manager.

Janyth Righter, account manager, Centercore Concepts Inc., joins WITF-FM-TV Harrisburg, Pa., as marketing representative.

Douglas J. Davis, from Tidewater Cable Interconnect, joins WVEC-TV Hampton, Va., as account executive.

Appointments at WROC-TV Rochester, N.Y.: **Michele I. Black**, account executive, named regional sales manager; **Elizabeth Whitney-Rabon**, account executive, WBBF(AM)-WBEE(AM) Rochester, N.Y., and **Mitchell Truemmer**, account executive, WNEM-TV Bay City, Mich. (Saginaw, Mich.), to same capacities.

Jim Lowry, from WCTI(TV) Greenville, N.C., joins WHNS(TV) Asheville, N.C., as account executive.

Appointments at Eastern Radio's Southern sales and marketing region: **Marlene Kunis-Poehler**, VP, manager, Atlanta, named VP, stations, Southern division, succeeded by **Rich Farquhar**, VP, manager, Houston. **Steven Johnson**, account executive, Christal Radio, Houston, named manager, succeeding Farquhar.

Bruce C. Stamo, local sales manager, KSAN(TV) Little Rock, Ark., joins WBSV-TV Venice, Fla. (Sarasota), as general sales manager.

Patrick Cantwell, account executive, Torbet Radio, Atlanta, named regional manager, director of sales.

Andrea Kocerha, programing assistant, Seltel, New York, named program analyst.

PROGRAMING

Patricia Ryan, VP and chief operating officer and partner, Alice Communications Ltd. distribution company, joins DIC Enterprises, Los Angeles, as VP, international administration, succeeding **Emma J. Carrasco**, resigned. **Anne Lieberman**, VP, DIC Home Video, adds duties as VP, international sales.

Ricka Kanter Fisher, VP, television, The Avnet/Kerner Co., joins NBC Entertainment, Burbank, Calif., as director, movies and mini-series for television.

Paul Sumi, director of research, MGM/UA Telecommunications Inc., joins Republic Pictures Domestic Television, Los Angeles, as VP, research.

Jim Miller, senior VP, program acquisitions and planning, Showtime Networks Inc., New York, named executive VP, programing.



Miller



Harvey L. Silbert

Harvey L. Silbert, **Bernard M. Silbert** and **Alan D. Shulman**, attorneys with Wyman, Bautzer, Kuchel & Silbert law firm, Century City, Calif., join international law firm Loeb and Loeb, there as counsel.

Jeff Kline, manager, drama development, Columbia Pictures Television, Los Angeles, named director, drama development.

John Neal, VP, corporate communications and investor/government relations, United Artists Entertainment, Denver, named senior VP, marketing, United Artists Theatre Circuit Inc.

Darryl Porter, associate counsel, legal department, Tribune Company, named VP, business affairs, Tribune Entertainment Company, Chicago.

Barry J. Stoddard, manager of research, Group W Productions, Los Angeles, named director of marketing and program research.

Kristen Engstrom, from Cencom Cable TV, joins Action Pay Per View, Santa Monica, Calif., as manager of affiliate relations.

Mary Ellen Kowalski, producer and news director, *Larry Morrow's Morning Show*, WQAL(FM) Cleveland, named music director.

Tony Kwan, air personality, KUSF(FM) San Francisco, named music program coordinator, succeeding **John Lawson**, named program coordinator.

Jay Nelson, from KEZX-FM Seattle, joins KZOK-AM-FM there as air personality.

Michael McCright, account executive, Group W Television Sales, Chicago, named office manager, San Francisco.

Richard D. Sagehorn, corporate office manager, affiliate relations, Mizlou Communications Inc., joins Sportscom Productions Corp., Scottsdale, Ariz., as manager of syndication station sales.

Eric Singer, technical supervisor, SportsChannel, Woodbury, N.Y., named manager of production services.

Andrew F. Holdgate, VP, public affairs, Warner Cable Communications, Columbus, Ohio, joins Mind Extension University, The Education Network, Englewood, Colo., as VP. **Gwenael S. Hagan**, director of business development, Jones International Ltd., adds duties as VP, business development, Mind Extension University.

Greg Jones, chief writer and editor, public relations department, Arts & Entertainment Network, New York, adds duties as senior manager, corporate communications.

Norman Siderow, senior VP, acquisitions and development, Harmony Gold, named executive VP, creative affairs.

Appointments at Encore, New Orleans: **Jan Pappas**, VP, sales and marketing, Telecommunication Products Corp., named VP, affiliate sales, Eastern region; **Steven R. Hall**, director of acquisitions accounting, Tele-Communications Inc. (TCI), named director of finance and administration, and **Lela Cocoros**, director of media relations, TCI, named director of publicity and promotion.

Doris Shannon-Yancey, human resources consultant, project manager, SunAmerica Financial Corp., Atlanta, joins The Weather Channel, there as VP, human resources.

Joel Bechtel, assistant television program manager, WITF-TV Harrisburg, Pa., named manager, educational resources. **John Dille**, videographer and editor, WITF-TV named television program coordinator.

Deborah Abbott, program director, WMPL(TV) Naples, Fla., joins WBSV-TV Venice, Fla. (Sarasota) as director of programing.

NEWS AND PUBLIC AFFAIRS

Michael Schulder, writer, *The MacNeil-Lehrer Newshour*, joins ABC News, New York, as news writer, *World News Tonight with Peter Jennings*.

Lieutenant General Thomas E. Kelly, retires from military services and becomes exclusive on-air and off-air consultant, NBC News.

Michael Bass, city editor, *The Hudson (N.J.) Dispatch*, joins Associated Press, New York, as deputy director, corporate communications.

Appointments at KWTX-TV Waco, Tex.: **Matilda Sanchez**, noon and 5 p.m. producer, named 6 p.m. producer; **Tim Glenn**, producer, *Good Morning Central Texas*, named 10 p.m. producer; **Jason Theilengerdes**, from production department, named producer, *Good Morning Central Texas* and **Mike Kinney**, student, Sam Houston State University, Huntsville, Tex., named photojournalist, Killeen bureau.

Bryan Brosamle, news director, WMTV(TV) Madison, Wis., joins KTIV(TV) Sioux City, Iowa, in same capacity.

Charles Fishburne, VP, news, Park Communications Inc., and 5 p.m. and 6 p.m. co-anchor, WTVR-TV Richmond, Va., named 6 p.m. and 11 p.m. co-anchor. **Roger Harvey**, capital correspondent, WTVR-TV Richmond, Va., adds duties as 5 p.m. co-anchor.

Roger Clark, news editor, WDSO(AM)-WSRK(FM) Oneonta, N.Y., named news director.

Jim Kennedy, program manager, journalism and public relations program, University of California, Los Angeles, joins KCET(TV) there as director of news and current affairs.

Alan Micelli, news director, WITF-TV Harrisburg, Pa., joins WPVI-TV Philadelphia, as bureau chief, Atlantic City.

Ray Brune, 11 p.m. producer, WDIV(TV) Detroit, joins KTLA(TV) Los Angeles, as morning producer.

Jim Conway, traffic reporter, WPOC(FM) Baltimore, retired.

Val Holley-Dennis, 6 p.m. and 11 p.m. anchor, WPTF-TV Durham, N.C. (Raleigh), joins KSTP-TV St. Paul, Minn., as anchor. **Beth Fruehling**, producer, WJBK-TV Detroit, joins KSTP-TV as executive producer, succeeding **Scott Diener**, ("Fates & Fortunes," Jan. 14, 1991).

Margaret Heffernan, from WIBA(AM) Madison, Wis., and **Russell Motley**, business reporter and traffic columnist, *The Miami Herald*, join WMTV(TV) Mad-

ison, Wis., as reporters.

Bob Franklin, news director, WTVT(TV) Tampa, Fla. (St. Petersburg), named VP, news and operations.

Terry Keegan, assignment editor, KDLT(TV) Mitchell, S.D., named news director.

TECHNOLOGY



Scammell

David Scammell, senior product manager, broadcast products, Quantel, Newbury, England, named VP, engineering, Stamford, Conn.

Rich Thorne, senior VP and chief operating officer, Post Group, joins Digital Magic post production facility, Santa Monica, Calif., as creative director and CEO. **Tom Garofalo**, head of sales and services, Western America, BTS, joins Digital Magic, as president.

Sandra L. McCrimmon, announcer and

producer, WBKV(AM)-WBWI-FM West Bend, Ind., joins Kuhn Production Group Inc., Des Moines, Iowa, as manager, video and post production facility.

Karen Wernick Pearl, broadcast marketing consultant, Digital Images, Boston, named television station sales director.

Tim Wainwright, from PCI Studios, joins Telesis Productions video, film and computer graphics production facility, Rochester, N.Y., as director, creative services staff.

Bill Ross, from KIMT(TV) Mason City, Iowa, joins WLUK-TV Green Bay, Wis., as weekend meteorologist.

Andre Skalina, principal engineer, UHF and VHF antenna design, Dielectric, Voorhees, N.J., named product manager, advanced technologies.

Mike Momosawa, director, broadcasting equipment division, Canon U.S.A., Englewood Cliff, N.J., named senior director and general manager, succeeding **Jack Keith**, retired.

Paul Caramagna, VP, photo optic lighting business group, OSRAM Corp., Montgomery, N.Y., named VP, general lighting business group. **Bob Hojnacke**, national sales manager, general lighting, OSRAM Corp., named business group director, photo optic lighting.

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Peter W. Moyer, staff editor, The Post Group, Los Angeles, adds duties as managing editor.

PROMOTION AND PR

M. S. "Bud" Rukeyser, executive VP, public information, NBC-TV, New York, retired.

Ethel Stehle, assistant to chairman and corporate secretary, Stoner Broadcasting System Inc., Annapolis, Md., named director of corporate relations.

Gerard Bocaccio, executive assistant, Warner Bros. Television, Burbank, Calif., named manager, creative affairs. Barbara DeGroot, director of promotions, Warner Bros. Merchandising, Burbank, Calif., named VP, promotions.

ALLIED FIELDS

Wayne Vriesman, VP and group radio head, Tribune Broadcasting Co., Chicago, elected to National Association of Broadcasters Radio Board's Illinois seat.

Gillian Rose, program manager, international council, The National Academy of Television Arts and Sciences Foundation, New York, named director of development, international council.

Appointments at Federal Communications Commission, Washington: James R. Zoulek, assistant engineer in charge, Los Angeles field office, named engineer; Fred L. Broce, former inspections specialist, field operations bureau, Atlanta, named engineer; Andrew J. Rhodes, acting chief, Allocations Branch, Policy and Rules Division, named chief, and Michael C. Ruger, attorney, Legal Branch, Policy and Rules Division, named assistant chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.

New inductees at Arizona Cable Television Pioneer Hall of Fame, Phoenix: Marvin Jones, United Artists Cable; Rex Porter, Midwest CATV and Al Williams, Mission Cable.

Belva B. Brissett, former senior VP, regulatory affairs, National Association of Broadcasters, ("Fates & Fortunes," Dec. 10, 1990), has been named posthumously as recipient of Grover C. Cobb Memorial Award.

DEATHS

Richard S. Korsen, 55, executive VP and general manager, WDRC-AM-FM Hartford, Conn., and his wife Ursula, died March 21, of undetermined cause. State officials are investigating the deaths as a possible murder-suicide. The Korsens had left Hartford en route to upstate New York in their Cessna airplane. The plane crashed, and the couple was found dead at the scene. Questions concerning the death arose because medical examiner found that Mrs. Korsen had been shot twice. Her death is being investigated as homicide. Mr. Korsen's death is under investigation as a possible suicide. Korsen began his broadcasting career after two year stint with U.S. Army occupation forces in Germany from 1954-1956. He worked in various programming capacities at ABC and NBC networks until 1962, when he joined KGIL(AM) San Fernando, Calif. (Los Angeles). In 1964, Korsen moved to Minneapolis to manage WWTC(AM), and in 1969 he joined WDRC(AM) as VP and general manager. Surviving them are son, Craig, and daughter, Stacey.

George R. Fritzingler, 53, broadcast media entrepreneur, died March 30 of heart attack in Los Angeles. At time of death, Fritzingler was CEO of National Media Ventures Inc., owners of KAZN(AM) Pasadena, Calif., KOQO(AM) Clovis, Calif., and KQPW(FM) Fresno, Calif. In 1979 he founded Group III Management Corp., providing executive management, operating and financial services and was

chairman, CEO and president. He is survived by his wife, Grace; two daughters, Karen and Lauren, and son, George III.

Pat Garvey, 47, VP, national sales manager, lancers sales team, Katz Independent Television, New York, died of pneumonia March 26 there. Garvey joined Katz Sports in 1982 as VP and general manager and was named to his most recent position in 1985. Garvey had stints at TeleRep, Top Market Television and Viacom advertising sales. Surviving him are his wife, Maggie; daughter, Erin, and son, Patrick.

Frank Nolan, 58, account executive, Blair Television, New York, died March 31 of heart attack in Chappaqua, N.Y. Before joining Blair's CBS red team in 1981, Nolan had stints at Ted Bates, George P. Hollingberry Co. and HRP. He is survived by his wife, Josephine; three daughters, Eileen, Erin and Kathleen; son, Brian, and one grandson.

Paul H. McJilton, 43, morning air personality, WKOK(AM) Sunbury, Pa., who used air name Paul Cavanaugh, died of heart attack in Mifflinburg, Pa., March 23. Additionally, McJilton was production director for WKOK(AM)-WQKX(FM) Sunbury, Pa. Before joining WKOK(AM)-WQKX(FM) in 1986, he worked at WFXX-AM-FM South Williamsport, Pa., WILQ(FM) Williamsport, Pa. and WYRE(AM) Annapolis, Md. He is survived by his wife, Carol; daughter, Karla, and son, Scott.

George W. Bartlett, 71, retired senior VP for engineering, National Association of Broadcasters, died in Winchester, Va., March 27 of cancer. Before joining NAB in 1955 as assistant manager, engineering department, Bartlett worked in engineering department of Aerovox Condenser Corp. and for TV and radio stations in New York, Massachusetts and North Carolina. He retired from NAB in 1981. Survivors include his wife, Dorothy; daughter, Debra; son, David, and sister, Ellen.

Samuel G. Gallu, 73, writer and producer, died of prostate cancer March 27 in Doylestown, Pa. Gallu wrote for radio and television and was founder of Gallu Productions, which created television series, including *Border Patrol*, *Navy Log* and *The Blue Angel*. He is survived by daughter, Elizabeth; three sons, Simeon, Christopher and Timothy, and three grandsons.

Peter H. Ohm, 59, president, PanAsian Communications and chairman, Korean Broadcasting Inc., died of stroke March 22 in Palm Beach, Fla. Ohm owned Korean-American television station which broadcasts 24 hours daily in Korea.

Beverly A. Flinn, 55, legal secretary, Wiley, Rein & Fielding, died March 26 of stroke in Arlington, Va. She is survived by sister, Dolores.

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FIFTH ESTATE

KERNS POWERS: PROVIDING TOOLS OF THE TRADE

As a developer of television technologies, says Kerns Powers, "I'm not known for one specific 'big bang.' It's been a continuum of little firecrackers." The series of small explosions began in the early 1950's, at the beginning of color television broadcasting, and continues today with Powers's influence on shaping the next TV transmission system.

Powers is "mostly" retired today. He does some consulting for the David Sarnoff Research Center, Princeton, N.J., and other clients when not relaxing on the boat he keeps docked at Chesterton, Md., on the Chesapeake Bay. "I am still active in some of the FCC advisory committees, but I'm not active in real technical work," he says.

The cumulative power of his 35 "firecracker" years with RCA Laboratories was enough to earn him the National Association of Broadcasters' 1991 Engineering Achievement Award for television technology, to be presented April 16 during the engineering luncheon at NAB's convention in Las Vegas.

Powers's first employer was perhaps the most prestigious possible for a television engineer—RCA Labs during the development of what would be the basis for the NTSC color standard. He joined RCA immediately following graduation from the University of Texas in 1952. The FCC had already approved CBS Laboratories' field-sequential color television broadcasting system, which was incompatible with existing monochrome sets. Nevertheless, RCA continued development of its own compatible, dot-sequential system.

"The field-sequential system with the color wheel [receivers] could produce, at that state of technology, better-quality pictures than the RCA system, which was regarded as more sophisticated. It was compatible, but needed a lot more work to achieve the same quality pictures," Powers says.

CBS failed to persuade TV set manufacturers to build the "color wheel" receivers. The manufacturers in turn organized the National Television Systems Committee (NTSC) and endorsed the RCA technology, with minor modifications. The FCC rescinded the CBS sys-



tem in 1953 and approved NTSC.

"I joined the RCA team fairly late and I did theoretical studies, worked on a color picture tube and did a lot of receiver circuit work," Powers says.

He participated in several 1970's RCA projects to refine and in some cases, invent, now commonplace TV technologies, including videotape recorders, digital video systems, special video effects, time-base correctors and portable video cameras. "I was responsible for some of the early CCD [charge-coupled device] work.

Powers holds 16 patents, most for TV innovations such as digital interpolation of video, interlaced-to-progressive conversion and techniques for use of progressive video in the studio.

Most of Powers's early career, however, was spent outside the TV labs. He left RCA briefly in the 1950's to work on his doctorate at MIT. The next several years, after he returned to RCA, were spent on technologies such as radar and data transmission. "I got involved in satellite communications and I sort of got back into TV through that route," he says. His research after 1974 was in direct support of RCA's broadcast equipment branch.

Powers also participated in some of the earliest research on digital video

compression, a technology expected to have a great impact on the 1990's. "That dates back to 1956. I did studies on bandwidth compression starting with theoretical studies and measurement on the redundancy of television signals," he says. The RCA studies examined how much of a television signal is perceived by the human eye and how much could be omitted in the compression process.

Powers finds promise in the currently proposed digital compression schemes, but remains "skeptical of the end result of high-definition data compressed in a single [6 MHz] channel of bandwidth. The next FCC-approved TV transmission standard should be one of the proposed digital HDTV systems, Powers says. He has long been an advocate of evolution to HDTV through an NTSC-compatible enhanced-definition system, just as RCA sought to maintain compatibility with black and white sets 40 years ago.

"The situation has changed significantly," he says, "certainly in the U.S., although EDTV is still a major emphasis in Europe. But in the U.S. it is recognized that you need to leapfrog today's analog HDTV systems," Powers says. The main drawback will be the longer implementation period for digital HDTV compared to analog EDTV, he says.

Several U.S. labs specializing in broadcast technology closed during the 1980's. Around the time of Powers's retirement in 1987, General Electric disbanded RCA Labs. (Sarnoff Research Center, once an RCA facility, is now owned by SRI International, Menlo Park, Calif.) But the perceived decline in U.S. research has been exaggerated, Powers says. Other companies have picked up the work RCA used to do. "I believe the reduction of research is a myth. There's probably more research going on now," he says. ■

Kerns Harrington Powers

Consultant, David Sarnoff Research Center, Princeton, N.J.; b. April 15, 1925, Waco, Tex.; BS and MS, electrical engineering, University of Texas, Austin, 1951; ScD, MIT, Cambridge, Mass., 1956; technical staff member, group head and lab director, RCA Laboratories, Princeton, N.J., 1951-1987; present position since 1987; m. Gladys Kiessling, Oct. 4, 1952; children: Lisa, 32; John, 25.

IN BRIEF

There was **big shakeup at NBC-owned WMAQ-TV Chicago** last week. **Robert Morse**, who ran station for three years, was **replaced by Patrick Wallace, director of finance and administration at KNBC-TV Los Angeles**. Morse and Al Jerome, president of NBC-owned stations, had been at loggerheads for some time over Morse's plans for station. In separate interviews, both executives said disagreements were in part over Morse's focus on long-term strategy for overtaking WLS-TV as top news station in town, while not paying enough attention, in Jerome's opinion, to short-term bottom line results. "Several months ago we began having disagreements over the way certain decisions should be made, including issues of programing, news and personnel," said Morse. Jerome said he felt Morse should make "certain adjustments" in station's strategy and that Morse didn't agree. Rather than let situation fester, Morse resigned. Wallace, who took over last week, was being groomed for general manager's post for some time. Before his most recent job at KNBC, he served as chief operating officer of TV-3 New Zealand, in which NBC had ownership interest. Before that, he was director of broadcasting and promotion at KNBC. In February, WMAQ-TV was distant second place (sign-on to sign-off) to WLS-TV.

Cincinnati-based **Jacor Communications reported financial results for fourth quarter** and year ending Dec. 31, 1990. Operating income for three-month period was \$2.7 million, up 77% over same period in 1989, but company showed \$10.2 million loss for quarter due to nonrecurring expenses related to debt restructuring. Operating income for 12 months of 1990 was \$6.493 million, 71% increase over 1989's \$3.8 million.

Paramount Communications Inc. Chairman and Chief Executive Officer Marvin Davis told group of security analysts that company expects to report loss for second quarter. One analyst who attended meeting said studio also made it clear it did not want to buy any TV network and mentioned CBS and NBC by name. Studio, which recently acquired 100% ownership of TVX Broadcast Group, said it would rather acquire television proper-

ties and is looking closely at deals that have happened during past three months. According to analyst, company, without being specific, also said it would consider joint ventures. Subject, analyst said, came up in context of Time Warner cable venture. Davis is also said to have told analysts that he thought pay per view would eventually be bigger than home video. Studio said that its first priority is finding replacement for Paramount Pictures Chairman Frank Mancuso, who resigned three weeks ago.

Paramount Domestic Television, as reported by BROADCASTING ("Closed Circuit," April 1), has entered into agreement with Kelly News and Entertainment to distribute weekly magazine half-hours *The West* and *In America*, scheduled for fall 1991 start. *The West*, produced by Kelly-owned KCRA-TV Saramento, Calif., debuted in April 1989 and is currently distributed to 53 markets (85% U.S. coverage) west of Mississippi River. Paramount and Kelly plan to augment that current offering by tailoring *In America* for stations in East. Paramount spokeswoman said studio will kick off sales of both programs at next week's NAB convention in Las Vegas, offering both programs with even 3½-minute national/local barter split.

Buena Vista Television, in an unusual network syndication deal, has licensed 13-episode run of *Darkwing Duck* for ABC's Saturday morning lineup, starting in fall 1991. Series will be part of four-program *The Disney Afternoon* lineup of animated strips next season, and BVT says this marks first time animated series will debut simultaneously on network and syndicated television.

GTE has delivered FCC 1990 report on Corritos, Calif., that resembles classified government document. Most of material pertaining to customer satisfaction, buy rates on PPV service, etc., is deleted from public version. Cable operator Apollo Cablevision serves 7,357 subscribers and has 48.7% penetration rate, report said. System had six intermittent outages lasting 15 hours in 1990. GTE has built 2,341 fiber miles, passed 802 homes, and said it "has found considerable value in the coaxial and fiber

tests." GTE said the video-on-demand service was down 115 hours in last four months of 1990 stemming from operator interface problems with software. Those customers in that portion of digital test received full backup voice and video service.

Nielsen Media Research, with Telemundo Group and Univision Holdings, will launch national Hispanic ratings service. Hispanic peplemeters will be placed nationwide in 800 households and will start in 18 months. Decision to launch service follows year-long study in Los Angeles which, according to Nielsen, showed that share of viewing to Spanish-language television was 25% to 30% higher in pilot sample than in Hispanic homes in Los Angeles metered market.

Southern Baptist Radio and Television Commission (RTVC) purchased FamilyNet satellite network of Jerry Falwell's Liberty Broadcasting Network April 1. Terms included \$200,000 cash and broadcast and cable air time for Falwell's *Old Time Gospel Hour* charged against \$3 million program time credit amortized (over approximately three months) at rate charged other FamilyNet and ACTS programers. RTVC, owner of ACTS basic cable service, said it will market FamilyNet "primarily" and program service to carry "broad range of religious programming produced by many faith groups."

SkyPix will not abandon direct-to-home satellite service in favor of cable distribution, despite making proposed 80-channel compressed PPV video service available to cable by first quarter of 1992, said SkyPix Chairman Fred Greenberg. "Signed dealer and distributor agreements" to sell home dish equipment total more than 500,000 units, SkyPix said.

Group of creditors filed petition in Los Angeles Federal Bankruptcy Court seeking involuntary bankruptcy for MGM-Pathe Communications. Group of creditors said they are owed \$10 million from studio, which has had cash problems since it was acquired by Pathe in November. Pathe spokesperson said petition was "unwarranted and would be vigorously resisted." Also disclosed last week was

month-old resignation of Alan Ladd Jr. from MGM-Pathe board. He remains co-chairman of studio. MGM-Pathe also was given extension from Securities and Exchange Commission in filing its 10 K annual report.

Advanced Television Research Consortium (ATRC), partnership of NBC, North American Philips, Thomson Consumer Electronics and David Sarnoff Research Center, last week **submitted full written description of its proposed all-digital high-definition television transmission system** to FCC's advisory committee on advanced television service. System, now formally dubbed Advanced Digital Television (ADTV), is expected to be tested by advisory committee through Advanced Television Test Center, Alexandria, Va., in spring 1992.

Kohlberg Kravis Roberts & Co., private merchant banking firm, and investment firm **Granite Capital Group** have formed **Granum Communications Co. Ltd.**, headed by Herb McCord, current head of Granum Communications Inc., separate entity that recently purchased KDBN(AM)-KMEZ-FM Dallas-Fort Worth ("Changing Hands," March 4). New company **plans to build group of radio properties** in major markets.

Aaron Spelling has reached agreement to **sell all of his shares of common stock of Spelling Entertainment to Charter Co.** whose chairman, Carl Lindner, is also chairman of Great American Communications Co. (GACC), which owns 46% of Spelling Entertainment. Spelling's agreement calls for him to sell his shares to Charter for \$4.50 per share cash (for a total of \$47 million) and \$18.3 million principal amount of 10-year 10% senior subordinated note. Also, GACC will sell its 14 million shares of Spelling common stock for cash price per share equivalent in value to price per share paid to Spelling. Sales are subject to approval by independent committee of boards of directors of Charter and GACC following evaluation by investment banking firms and approval of regulatory authorities. Spelling, 67, said he was selling stock for estate planning reasons and that he intends to continue to produce shows for Spelling Entertainment, where he remains chairman of board.

Senate bill designed to help promote energy independence contains provisions that broadcast, cable and telephone lobbies were taking note of last week. To their surprise, bill authored by Commerce Committee member Conrad Burns (R-Mont.) would direct FCC to study,

among other things, effect of lifting prohibitions that keep telephone companies from operating cable systems in their service areas. Energy department would also conduct study on energy savings associated with telco entry. Burns aide said senator was not trying to "bypass" Commerce Committee and that measure that encourages use of telecommunications to reduce fuel consumption brings together senator's interest in energy, transportation and communications issues. Burns is still working on major telco entry bill, staffer said, adding that "people are reading devious motives into this." Introduced March 14 and referred to Finance Committee, measure did not come to light until last week.

Fox News Service will provide affiliates with 2½-minute style segments, titled *Fox Style News*, fed daily on satellite-delivered service beginning today (April 8). Segments, looking at news and trends in fashion, art, design, publishing and advertising industries, will feature reporter Amy Atkins.

Cox Cable has signed affiliation agreement with CTV: The Comedy Network, calling for it to launch service in one million of company's 1.6 million homes this year.

NCTA has elected six board members: Alan Gerry, chairman-CEO, Cablevision Industries; June Travis, president, Rifkin & Associates; Jerry Lindauer, senior VP, Prime Cable; Tim Robertson, president, Family Channel; Tony Cox, chairman, Showtime Networks, and Maggie Wilderotter, senior VP, Cabledata.

Gillett Broadcasting (GHI) agreed to drop lawsuit against Scripps Howard Broadcast-

ing, which will go forward with purchase of GHI's WMAR-TV Baltimore for \$125 million, \$30 million below initially announced purchase price. Broker for sale, Howard Stark, declined comment, while release said Scripps Howard is also to meet certain unspecified "conditions" related in part to GHI's current bankruptcy proceedings.

Cable operators in New York area serving 3.3 million subscribers have agreed to form arewide interconnect. Companies—Time Warner, Cablevision, UA, StorerComcast, TKR, Suburban and Monmouth—have chosen Cable Networks Inc. as exclusive regional and national sales rep.

TCI reported operating cash flow of \$1.36 billion in 1990, 23% increase, on revenue of \$3.6 billion, 20% increase. TCI said 4%-6% of revenue increase came from new subscribers, 5%-7% from price increases and remainder from acquisitions. Net loss for year was \$287 million.

Fries Entertainment has started negotiations with majority of bondholders to exchange its 7½% subordinated convertible debentures due April 1, 2006, with aggregate value of \$24.9 million and convertible price of \$12.25 per share. Fries said that, as part of exchange offer, bondholders would forego 7½% cash interest payment due April 1, 1991.

Last Thursday, April 4, **Arianespace successfully launched Anik E2**, hybrid C-Ku-band Telesat Canada satellite from Kourou, French Guiana. Bird is to carry TV and telecommunications traffic over Canada with extended coverage of U.S.

SHANNON BRINGS MOJO RADIO TO NEW YORK

Scott Shannon has returned to the Big Apple as program director/morning DJ of the new Mojo Radio.

Last Tuesday (April 2) WPLJ-FM broke into its regular programming at 1:03 p.m. with an announcement: "Ladies and gentlemen: At this time radio station WPLJ New York would like to apologize for the last seven years. We sucked. Let's put wimp radio out of its misery." The sounds of a flushing toilet and a rendition of "Taps" came next, followed by an announcement by Shannon that "This is Mojo Radio."

A station spokesperson told BROADCASTING that all WPLJ disk jockeys temporarily are off the air, and the station is playing "kick-ass music, incredible sweepers and, of course, our commercials."

The exact date of Shannon's on-air debut is being kept a secret to keep listeners tuned in and guessing, the spokesperson said. She said Mojo Radio will remain a mainstream Top 40 station, but will target a slightly older demographic than its CHR rival (and former home to Shannon), WHTZ(FM). "We are not changing format, we're just making it cooler," she said.

On-air, Shannon will replace current morning jock Rocky Allen, host of *The Rocky Allen Showgram*. No other on-air changes are expected.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

HOW TO WIN FRIENDS

The National Association of Broadcasters has declared war on the Bush administration—an opening of hostilities that has yet to elicit alarm from the White House. In a letter to John Dingell, chairman of the House Commerce Committee, NAB President Eddie Fritts complained that the President's men (and women) were pursuing a telecommunications policy course erratic in every way—except for being consistently antibroadcasting.

Cited by the NAB:

- Proposals for spectrum auctions or competitive bidding.
- Proposals to limit the deductibility of advertising.
- Increased fee schedules at the FCC.
- Opposition to cable reregulation, and to must carry.
- Support for telco entry.

All of these things are true, and have been for more years than we like to remember. But we had never before construed them as part of a concerted campaign to “relegate broadcast service to a shadowy afterthought,” as the NAB sees it. This is the same administration—if we include the FCC—that is trying to rejigger the entire spectrum to provide HDTV expansion for every TV station and a DAB possibility for every radio station.

What the NAB hopes to do is impress upon the administration that the cumulative effect of its policies is to burden the broadcasting industry unfairly—that the total of its actions is equal to more than the sum of the parts. Fair enough. Only time will tell whether going public will work more wonders than quiet diplomacy.

LAND-OFFICE BUSINESS

Where do we go from here?” might well be the most pressing question facing the Cabletelevision Advertising Bureau as it celebrates its 10th anniversary. Ten years ago, when the Radio Advertising Bureau's executive vice president, Robert Alter, was tapped to head the fledgling CAB, it was an easier question. Cable, primarily a carrier of broadcast signals and pay services, was just dipping its toe into the advertiser-supported television business. It had just come off a \$35 million advertising year, with ad revenues at best a lagniappe measured against subscriber fees. Prognosticators at the time figured that number to increase to perhaps \$350 million by 1985.

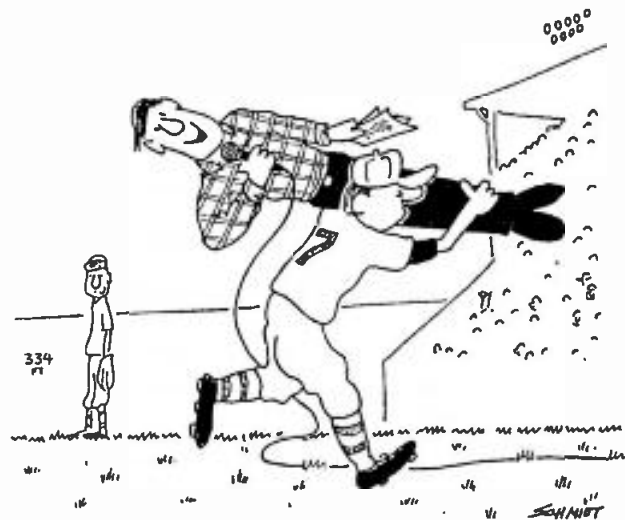
The CAB's goal, of course, was to match or better those predictions, to rewrite the “river vs. trickle” scenario of fees and ad dollars into a true dual revenue stream. With the help of a satellite explosion that made national advertising viable and explosive growth in subscribership that made the cable universe increasingly attractive to advertisers, CAB proceeded to do just that. (Even in 1981, CAB could have taken heart at the

satellite-driven success of ESPN. In 1979, its first year of operation, the network had only 12 national advertisers. By 1980 it had 82. And in the first four weeks of 1981, it billed more than all of 1980. Ten years later, the network had 800 national advertisers.) By 1985, advertising revenues on cable had grown to over \$800 million and, by 1990, to over \$2.5 billion, or an increase of more than 70-fold in 10 years.

(Conventional television, of course, was not standing still during all this. Its own advertising revenues went from \$11.4 billion in 1980 to \$19.8 billion in 1990; an increase of 73.7% and a total that puts cable's advertising in the also-ran category.)

Although at almost \$18 billion, subscriber fees in the wired world of 1991 are still the engine of the industry, advertising is pulling its weight. The advertiser complaint of 10 years ago that the cable universe is too small has been muted, if not mooted. Improvements in the quality of cable programming have also made it a more attractive package. Targeted marketing techniques and the growth of advertising interconnects have helped cable carve out its territory. Accurate audience measurement, one of CAB's charter goals and a key to advertising success has improved, although it remains a work in progress (in fact, according to Alter, diaries can still underestimate cable viewing by as much as 50%). In that respect, cable has been somewhat the victim of its own success. The exponential growth in systems and subscribers over the past decade has made measurement that much more difficult. Or put another way: It's hard to hit a moving target. Perhaps as importantly, advertisers who knew cable only by reputation 10 years ago are watching it at home today.

If selling the underdog medium was CAB's challenge a decade ago, living up to expectations created by the wired world of 1991 leaves plenty of challenge for the next 10 years.



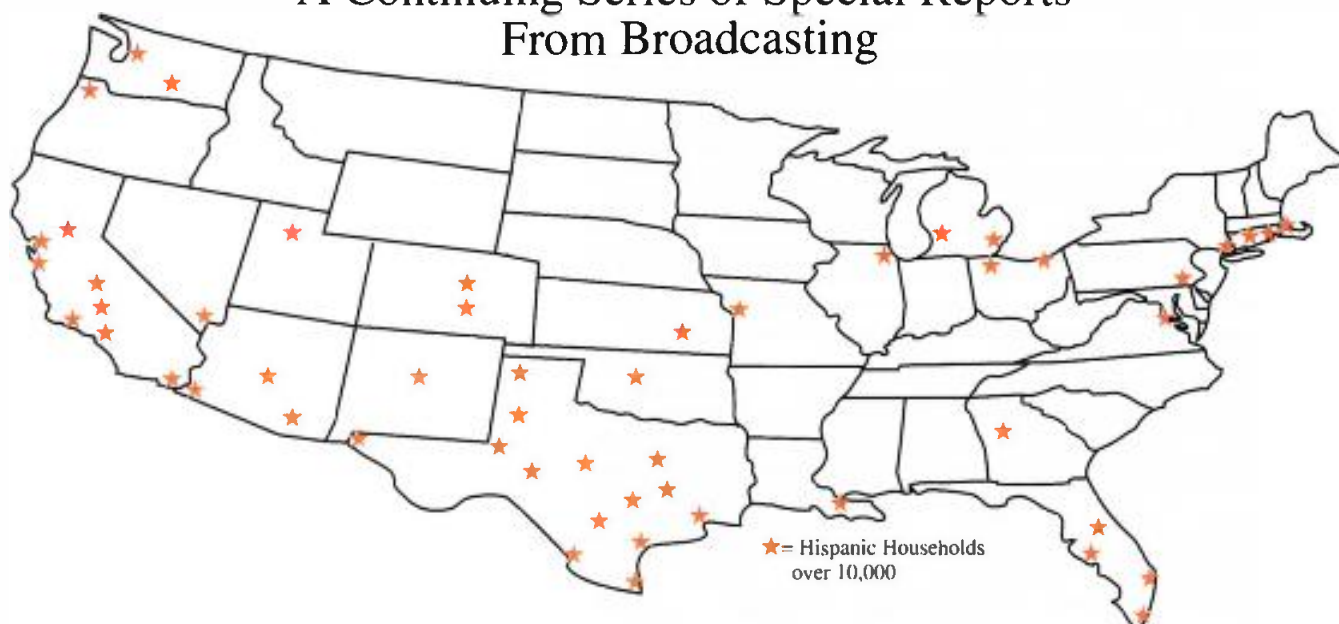
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