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Top of the Week

S. 12 PASSES SENATE, FACES PRESIDENT

Cable industry scrambles to swing nine votes and sustain promised veto

By Randy Sukow

The cable industry and its White House and Hollywood allies, in eight months of hard lobbying and with millions of dollars in advertising, convinced five senators to change their minds and vote against cable reregulation. They have a week to turn at least nine more.

The Senate last Tuesday voted 74-25 to accept the conference report for S. 12, a better showing for cable than the 73-18 vote last January 31 when the Senate considered the bill the first time. (In addition to the five senators they turned, cable and other opponents of the bill picked up two who didn't vote in January.)

But the vote left bill opponents nine short of the 34 they will likely need in

the Senate to sustain a presidential veto expected to come late this week. Cable must now hope that Senate Republicans who voted for the bill will rally behind their party leader, George Bush, and his veto.

As an unidentified Bush aide told the *Washington Post* last week, the task facing the White House is daunting: "Being in favor of cable TV price-gouging, as we are being portrayed, is not exactly a populist position. This is not an easy issue to make our case on."

Ranking minority Senate Commerce Committee member John Dan-



Cable reregulation passes the Senate on Sept. 22

forth (R-Mo.), an original S. 12 sponsor, said he hoped Bush would not veto. "I think a veto override will be a wrenching fight. It's a wrenching experience for people to go through," he said.

"Cable bill foes have hit their high-water mark," National Association of Broadcasters President Eddie Fritts said. "Although there may be some slight shifting back and forth of votes on a veto override, we expect the vote totals to remain about the same."

National Cable Television President James Mooney acknowledged that stopping the bill will "obviously be a tough fight" but was far from conceding defeat. "We will continue to work with the White House to gather enough support to sustain a veto," he said.

CBS lobbyist Martin Franks was not about to claim victory: "Even if we had gotten 10 more votes than we got, you can't underestimate the power of a smart, tough, incumbent president."

None of George Bush's vetoes has been overturned by Congress. But lately Bush has appeared more vulnerable. The Senate last Thursday overturned a Bush veto for the first time with a 68-31 vote on the Family

GORE GETS ON CABLE BANDWAGON

Bill Clinton's vice presidential running mate, Senator Al Gore (D-Tenn.), a co-author of S. 12 (shown right at a recent campaign rally), is adding support of the cable bill to his list of national campaign issues. A spokesman said Clinton also fully supports the bill.

Gore scheduled a town meeting for this morning (Sept. 28) in Morganton, N.C. He will share the podium with the Morganton Mayor Mel Cohen, who is expected to talk about the city's six-year legal struggle with Tele-Communications Inc. after the city refused to renew TCI's franchise in 1985. In 1991, the city ousted TCI and established its own cable system.

TCI was angered by the choice of Morganton. The city, TCI claims, established its own exclusive system, shutting TCI out. "Why was it afraid to compete with us?," TCI Senior VP Bob Thomson asked.

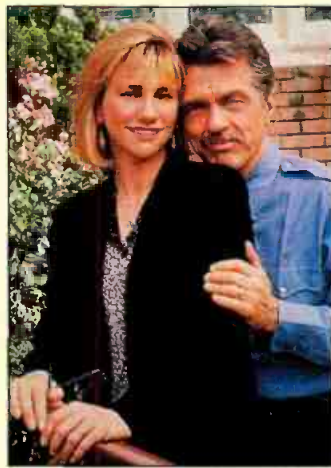


—RMS

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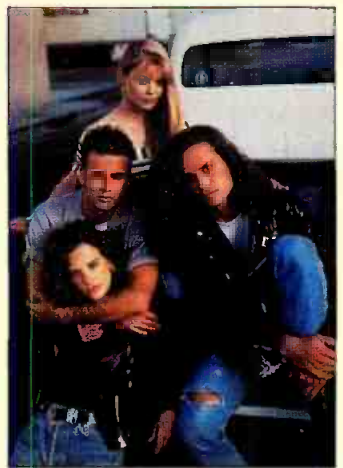
ABC's 'Hangin' with Mr. Cooper'



CBS's 'Picket Fences'



NBC's 'Mad About You'



Fox's 'The Heights'

SEASON FAILS TO SET CRITICS' HEARTS AFIRE

Fall lineup offers some promising entries but nothing outstanding, reviewers contend

By Steve Coe

Atelling example of the critical response to the new broadcast season comes from a quick poll of four TV critics asked to name the best new show. Their choice: not an offering you'll find on ABC, CBS, NBC or Fox, but HBO's *Larry Sanders Show*, starring Garry Shandling.

"This is really not a vintage season," said David Glasier, critic for the *Cleveland News-Herald*. "Some of the highly touted comedies aren't that good, especially *Hearts Afire* and *Love & War*." The *Washington Post's* Tom Shales said "the only show with an idea and attitude this year is *Larry Sanders*—nothing else really quite stands out." Phil Rosenthal, critic for the *Los Angeles Daily News*, says "there's nothing outstanding from the broadcasters yet on the level of [last year's] *Brooklyn Bridge* or *I'll Fly Away*. Usually you have about two new series that are evident at this point."

Among the new comedies on the networks this year, three CBS shows were pointed to as the best of a mediocre year, *Hearts Afire* from Linda Bloodworth-Thomason, *Love and War* from Diane English and *Bob*, produced by three former *Cheers* writers and producers and starring Bob Newhart. "I liked both of the new CBS Monday comedies," said Tom Jicha, of the *Fort Lauderdale Sun-Sentinel*. "And *Bob* is the usual great Bob Newhart."

"The only other thing I liked [other

than *Larry Sanders*] is *Hearts*," said Shales. "It's funny and fast."

Shales called English's *Love & War* "a grave disappointment, and a depressing comedy." Rosenthal said *Love and War* "threatens to be overwhelmed by cuteness, and has a po-

"There's nothing outstanding from the broadcasters yet on the level of [last year's] Brooklyn Bridge or I'll Fly Away. Usually you have about two new series that are evident at this point."

Phil Rosenthal,
Los Angeles Daily News

tential to abuse the breaking of the fourth wall," referring to characters' addressing the camera.

Jicha said of ABC's *Hangin' with Mr. Cooper*, "hangin' is what they ought to do with that show." Of the five new comedies that prominently feature black characters (*Here and Now*, *Out All Night*, *Rhythm and Blues*, *Martin* and *Hangin' With Mr. Cooper*) only *Here and Now* starring Malcolm Jamal Warner "has any redeeming value. The other four are from the shuck-and-jive school of sitcoms," said Glasier. Reviews were mixed on NBC's *Mad About You* starring come-

dian Paul Reiser and Helen Hunt. "I loved it and thought Helen Hunt is wonderful," said Jicha. Shales, though, called the show "disappointing" and said Reiser "was a cold fish as a leading man."

Probably the biggest surprise among the half-hours was *Flying Blind*, which Fox has exiled to the graveyard time slot of Sunday night at 10-10:30 p.m. "The show has a certain happy, flippant attitude," said Shales. Rosenthal called the show "the most pleasant surprise of the fall. I was surprised the acting was as strong as it was."

Opinions varied with regard to the new dramas. "Dramas, which were thought to be dead a year and a half ago, are showing real signs of life," said Glasier, citing CBS's *Picket Fences* and *Middle Ages*. "*Middle Ages* really deserves a mid-season renewal from CBS. I'd compare it to *Northern Exposure*. It's as good a show as *Exposure* was after its first episodes."

As for the new crop of teen- and young adult-targeted dramas, mainly from Aaron Spelling, Shales was unimpressed by what he called the 90210 clones. "I'm not welcoming Aaron Spelling back to network television. He's traded the bikini-clad women featured in his shows of the 1970's for whiny, self-involved teens in jeans. These new shows make the bikini shows seem like the golden age of television." As a parting shot he called Fox's *The Heights*, "the most misnamed show of the year." ■

GIRDING FOR VETO FIGHT / 3

The White House may face a daunting task in persuading enough senators to sustain a cable bill veto, but no one is discounting its chances.

EMBARRASSMENT OF RICHES / 15

Success in Los Angeles could mean national distribution as early as January for *Busted*, Twentieth Television's game show featuring teams of teenagers who try to embarrass each other for money.

STORM-TOSSED RATINGS / 23

Some South Florida broadcasters are urging Arbitron to forgo the summer ratings book, arguing that it is bound to be skewed by the disaster. The ratings service will meet with Florida broadcasters this week.

MORE SPORTS / 26

Affiliated Regional Communications, parent of the 24-hour-sports Prime Network, will launch Prime Plus on January 1, offering around-the-clock sports news and information to a national audience.

BAD NEWS FOR BIG THREE / 28

A former senior executive for NBC predicts the big-three networks will be unprofitable by 1995 or '96, and their financial status will prompt mergers with "multichannel" companies like Turner Broadcasting or a restructuring as a co-op jointly owned by affiliates.

ative for NBC predicts the big-three networks will be unprofitable by 1995 or '96, and their financial status will prompt mergers with "multichannel" companies like Turner Broadcasting or a restructuring as a co-op jointly owned by affiliates.

AT ODDS OVER PAIRINGS / 32

Broadcasters want the FCC to use their newly developed computerized system for pairing HDTV channel assignments with existing NTSC assignments, but the commission continues to doubt such pairings can be achieved.

POISED FOR FIELD TESTS / 38

Thanks to the avid support of manufacturers, HDTV field tests will begin next Feb. 24—the day a lab test winner is announced—say PBS, Cable Labs, and the Association for Maximum Service Television.

SPECIAL REPORT: PROJECT ANDREW / 40

Radio and TV stations across the country mobilized to collect and transport literally millions of pounds of food to victims of Hurricane Andrew. BROADCASTING surveys the relief efforts of the Fifth Estate.



Should Arbitron skip its summer book in storm-tossed Miami market? (p. 23); BROADCASTING surveys Fifth Estate's relief efforts (p. 40).

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FOX EYES RETRANS PIE

Wants input on decision of must carry or money

By Joe Flint

Retransmission consent/must carry is not yet the law of the land, but that's not stopping one network from changing affiliate contracts and discussing informally with affiliates how any money will be divided among broadcasters, networks and program rightsholders.

Fox Inc. has added language to its network-affiliate contracts that gives Fox "input" into whether a station decides on choosing must carry or retransmission consent when negotiating with local cable systems. "In the event that this happens, we believe it (revenue) [in the event a station negotiates for retransmission consent] should be shared," Fox Network president Jamie Kellner told BROADCASTING.

If a station makes a decision that Fox opposes, the network can terminate its affiliation in 30 days, according to sources familiar with the agreements.

How any revenue will be shared remains to be seen. Fox, according to more than one source, has put forth some ideas about a plan that would apportion retransmission consent money evenly among the network, the affiliate and the copyright holders. Kellner says, however, that talks have not reached that level of detail.

The clause may turn out to divide Fox affiliates. Said one about Fox's stance: "It has to be that way. As an affiliate I have to make sure I do what is necessary to keep the distribution system intact. We don't own these programs." As for any split, the affiliate said: "If Fox is able to get significant money from cable carriage and reinvest it in significant programming, I win."

Other affiliates countered that any revenue from retransmission consent should go solely to the broadcaster.

As for ABC, NBC and CBS, affiliate board members for all three told BROADCASTING that no such talks have started on the subject and that they don't expect them. ■

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MALONE SAYS NO TO RETRANS CONSENT

TCI president won't pay broadcasters; urges cable cooperation to attract advertising

By Rich Brown

As legislation calling for cable reregulation made gains in Washington last week (see page 3), Tele-Communications Inc. President John Malone gave the impression to members of the financial community that the nation's top multi-system operator has no intention of paying broadcasters for programming, and called upon the beleaguered cable industry to join together in a new era of cooperation.

Speaking last Wednesday at a Paul Kagan Associates seminar in New York, Malone acknowledged that there was a better-than-50% chance that the cable legislation would become law. But he questioned reregulation's ultimate impact.

Must carry, he said, has already

been proven unconstitutional and would likely face new court challenges. As for retransmission consent, he said, TCI is prepared to provide customers with alternatives to cable delivery of broadcast stations in the event that a broadcaster decides to act like an "asshole." Malone said TCI is poised to help customers get whatever channel they want through the use of a Radio Shack A-B switch.

At least one Fox Broadcasting affiliate owner who spoke with BROADCASTING last week responded quickly to Malone's comments, pointing to TCI's ownership role in WTBS(TV) Atlanta owner Turner Broadcasting.

"The translation is that he won't pay broadcasters who are not his partners," said the station owner.

Along with his specific comments on reregulation, Malone also focused

on greater cooperation within the cable industry. He said he envisions more coordination within the cable industry in developing advertising and giving agencies a simpler way of approaching the cable business. He also called for a more customer-friendly, centralized 800-number that would link cable systems.

In other developments, Malone said TCI has not yet fully determined the company's interest in providing local telephone service. The technology is ready to go, he said, but at least one thing holding the company up is an uncertain regulatory climate. As for direct broadcast satellites, he said the technology is seen both as competition and as an extension of the business, since the technology can accommodate the country's more than 8 million unwired homes. ■

RATINGS SCORECARD FOR DEBUTING STRIPS

Season-to-date Nielsen combined metered market averages

The debut of *Designing Women* in syndication last week recorded either a 5.3 or a 2.8 rating, depending on whether the interested party was an advertiser who had bought time in the show, or a station who was airing it. *Designing Women* distributor Columbia Pictures Television Distribution was releasing a 5.3 multiple-exposure cumulative rating to national advertisers, who bought the national barter time based on a cume in the precedent-setting all-barter sitcom. Stations, which sell their national spot and local spot time on a single-exposure basis, saw a 2.8 rating/9 share three-day average in the metered markets (NSI, Sept. 21-23), down 18% in share from its lead-in programming (3.8/11).

Among the first-run strips to debut this season, Carsey-Werner Distribution's *You Bet Your Life* has continued slight erosion, going from a debut-week 14 share average to an 11 share last week (NSI, Sept. 21-23).

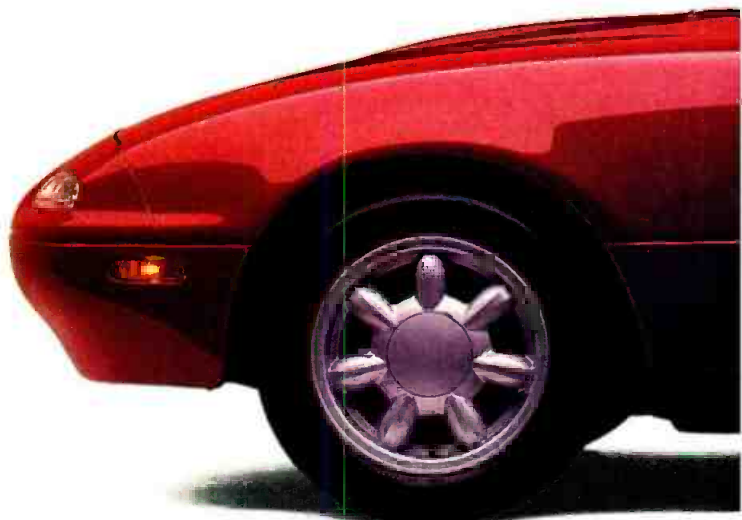
The following charts list season-to-date ratings (NSI, Aug. 31-Sept. 23) and last week's ratings (NSI, Sept. 21-23), compared to lead-in and Oct. 1991 time period averages. ■

	<i>Ssn-to-date Rating/Share</i>	<i>Last Week</i>	<i>Lead-in time period</i>	<i>Oct. '91</i>
First-run strips				
Batman*	4.5/11	4.5/11	3.8/10	4/9
Byron Allen	1.6/7	1.7/8	3.0/11	NA
Goof Troop	3.7/9	3.5/9	3.0/8	4/9
Infatuation	0.9/4	0.9/4	1.2/5	1/5
NightTalk/J. Whitney	2.1/10	2.1/9	2.8/9	3/14
Rush Limbaugh	2.2/9	2.2/9	2.9/10	3/12
Star Search	2.8/6	2.7/6	4.1/10	5/11
That's Amore	1.4/6	1.4/6	1.7/7	2/9
Vicki	2.3/10	2.3/10	2.3/10	2/9
Whoopi Goldberg	2.8/8	2.6/7	3.2/7	3/13
You Bet Your Life	5.9/12	5.7/11	5.3/11	7/12
Off-network strips				
Designing Women	2.8/9	2.6/9	3.8/11	NA
In the Heat of Night	2.4/7	2.4/7	2.4/7	NA
Murphy Brown	5.6/10	5.5/10	5.6/11	10 share
The Wonder Years	4.7/10	4.0/8	3.9/8	8 share

**Batman: The Animated Series* is cleared on Fox Children's Network's weekday lineup, technically making it a network-cleared program. Source: Nielsen Media Research's NSI MarkeTrak reports.

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NEWS DIRECTORS BATTLE SHRINKING BUDGETS

Talk at RTNDA convention questioned commitment of owners and managers to maintaining news resources in light of tough economic times

By Steve McClellan

Last week's convention of the Radio-Television News Directors Association was marked by a preoccupation with the bottom line—doing more with the same or fewer resources.

Much of the discussion throughout the San Antonio gathering questioned the commitment of station owners and managers to continue to provide the resources necessary to maintain quality news programming.

Two Fox executives present, news chief Van Gordon Sauter and lobbyist Preston Padden, reiterated criticisms made earlier this year by their boss Rupert Murdoch that too many television newscasts look the same. They vowed that Fox would be different.

According to John Spain, station manager of WBRZ-TV Baton Rouge, the new eco-

nomic realities of the television business have put an end to much of the aggressive enterprise reporting that can distinguish one newscast from another.

"You spend an incredible amount of money defending yourself against frivolous lawsuits," said Spain. "The payback is credibility for the station. But you need the commitment of the owners. I'm not sure there are that many people with that kind of commitment anymore. It's a shame but that's the bottom line."

In a session addressing what the new economic realities have done to the TV news business, Post-Newsweek President Bill Ryan said his stations' news budgets are about the same for 1992 as they were in 1986.

"News is the bane of our existence," said Ryan, noting that a station's image in the market is shaped essentially by its news programs. "It's not the crowning jewel?" queried moderator Arthur Miller, the Harvard

Law School specialist on the First Amendment. "It's just a pain in the ass?" Ryan did not respond.

Jerry Udwin, a veteran Group W broadcasting executive and now an independent consultant, suggested broadcasters can develop additional revenue streams for their news product by working with cable, as a number of stations already are, or even with the phone companies, which are eagerly exploring video distribution

that's important to viewers."

Fox's Sauter also touched on that theme. He said broadcasters had to broaden their news audiences and reach more younger viewers, who perhaps see much of what the industry does today as "the presentation of bureaucratic news and meaningless events that seem totally unrelated to [their] lives."

Sauter chided many of today's reporters as passionless, "robotic disseminators of information." In addition to being fair and accurate, he said, "we damned well can be human."

Sauter said the news process should be more centralized. "The key editorial component will be the anonymous shooter-reporter who gathers information and pictures, which are sent to the newsroom to be scripted and integrated into seamless broadcasts with strong graphic components," he said.

In other news, TBS Chairman Ted Turner made an appearance Friday morning at an environmental reporting symposium, and urged news directors to cover environmental issues. "We just can't go with car crashes and the sensational stuff," he said. "We've got to deal with these issues." Turner also took time to tout a new market-exclusive package of environmental inserts that the Turner syndication unit is offering to stations.

At last count on Friday (Sept. 25), convention attendance stood at 1,506, down from last year's record 1,571 paid registrants. However, the exhibit floor had 129 exhibitors, 14 more than a year ago, according to exhibition coordinator Eddie Barker. New exhibitors included Ikegami and Reuters, and several local stations were on hand to sell news and weather packages to other stations.

TV news also came under sharp attack from a panel of media professionals who charged that the industry



Entrance to the RTNDA exhibit floor, at the San Antonio convention center

opportunities. "Did you think of that when you were at Group W?" Miller asked. Av Westin, senior vice president for reality program development at Time Warner, urged broadcasters to take a hard look at the performance of network newscasts on their stations before cutting back on local time.

It may be the network newscast ought to go, said Westin. "The networks themselves are already voting with their dollars on new magazine shows," he said.

Andy Heyward, executive producer of CBS's *48 Hours*, responded that the network evening newscasts are "redefining themselves" and should be given time to do so. But if they don't come up with anything more than headlines, he said, "get rid of them."

The house that Murrow built so many years ago at CBS, said Westin, is no longer relevant. "News isn't in a square box. *Entertainment Tonight* is very respectable reportage in an area

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"CNN is there when we need it, covering more things live than our network." — Bill Vance,

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Columbus, OH

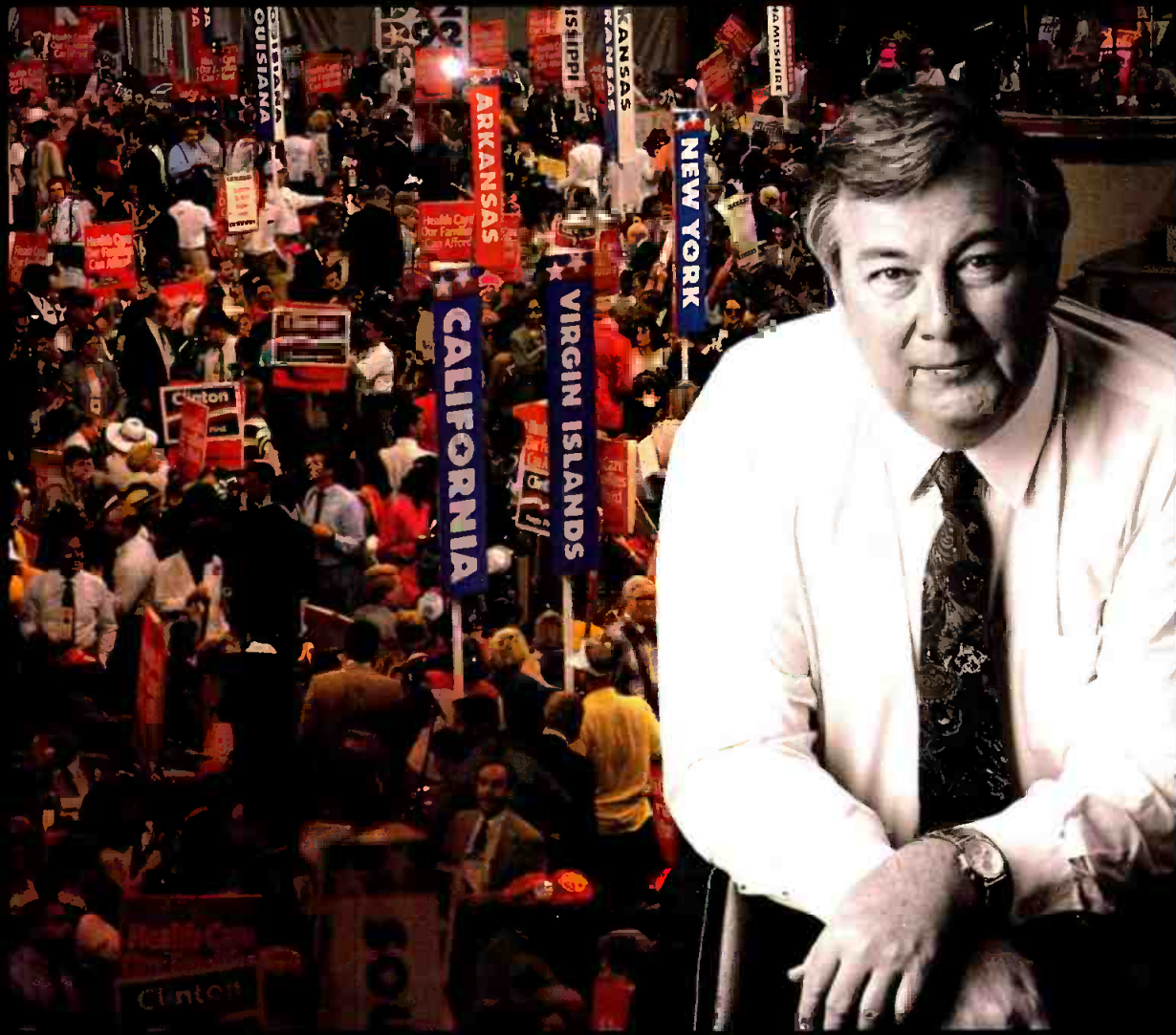


*"CNN is one reason we've been able to stay #1
in a very competitive market." — John Miller,
Executive News Director, WFAA-TV Dallas-
Ft. Worth, TX*



*"CNN's worldwide resources have aided
WJLA-TV in mounting a local campaign for
news leadership." — Gary Wordlaw, News
Director, WJLA-TV Washington, DC*

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"CNN Newsource's customized news service for affiliates is outstanding." — Paul Davis, News Director, WGN-TV Chicago, IL

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*"CNN gives KOAT-TV a presence in
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Lisa Breeden, News Director, KOAT-TV

Albuquerque, NM

was inherently biased in its reporting on minority affairs.

"TV has failed miserably" to live up to its own standards of reporting comprehensively, and in proper context, minority issues, said Mercedes De Uriarte, a University of Texas media professor. The majority (85%) of news directors are white, she said. The problem is "censorship by omission."

Garrett Glaser, *Entertainment Tonight* correspondent and member of the National Lesbian & Gay Journalists Association, urged news managers to make sure TV newsrooms were supportive of gay employees. "We're invisible most of the time but don't

want to be," he said. "Coming out is perceived to be a career buster. Gay issues are growing in importance for the mainstream media. There's a source—gays already on the payroll."

CBS News's *60 Minutes* co-editor Leslie Stahl was keynoter at the luncheon. Stahl said Dan Rather isn't the only news biggie to whom President Bush won't grant an interview. ABC's Peter Jennings and George Will, and NBC's Tim Russert and Bryant Gumbel are also on a list of journalists to whom Bush will not grant interviews. "It's as if he doesn't want to be interviewed at all," said Stahl. She said Bush was not meeting his responsibility

to be "accountable to the public."

NBC *Today Show* co-host Katherine Couric said a recent straw poll she took of journalism professors around the country indicates that reporters generally are politically left of the viewing and reading public. Couric was a keynoter at the RTNDA convention Tuesday night. "We have to ask ourselves [whether we] are too obsessed with the gotcha mentality," said Couric. "Are we obsessed with the mudslinging?" She said *Today* was planning four special broadcasts in October, with each devoting the full two hours to the records of Bush, Quayle, Clinton and Gore. ■

CLINTON LONESTAR SPENDING NOT EXACTLY TEXAS-SIZE

Perot's re-entry could change advertising tempo

By Sharon D. Moshavi

Governor Bill Clinton launched his first ads in Bush's adopted home state of Texas, but the small buy seemed positioned to attract media attention and worry the Bush campaign rather than reach a large number of Texans. Although the ads—which aired solely in Texas and whose subject was energy industry jobs lost in that state—aired in Houston, Dallas, San Antonio, Austin and El Paso, the buy was sparse, comprising an average of two spots on two stations per market.

Candidates often follow one another into a market where their opponents are airing ads, particularly negative ones, say political observers. "The Bush folks are suspicious that Clinton is trying to fake them out in order to get them to waste their money [in Texas]. I don't know how effective this will be," says Brooks Jackson, who analyzes campaign ads as part of CNN's Special Assignment unit. Although Clinton is running slightly ahead of Bush in Texas polls, conventional political wisdom says that Bush will win the state in a two-man contest.

As to whether increased news attention to ads, such as that provided by CNN, enables candidates to get large exposure even with small media buys, Jackson acknowledges the pos-

sibility but says, "We are not here to have an effect on the campaigns or make them a better job. We're here to help the viewers sort out what the facts are."

Advertising sources say many of Clinton's regional advertising buys have been sparse to date. "They're husbanding their resources. Clinton has a lot more money than his Democratic predecessors, but he hasn't spent anywhere near the level they did," says William Barrett, director of client services, SFM Media, which is active in political media buying.

Bush, who has been airing national ads, last week began to go after audiences who have seen Clinton's ads. Bush last week launched his first regional ad campaign since the lowest-unit-rate provision kicked in at the beginning of September. The ad, criticizing Clinton's record as governor (and the first negative ad Bush has run), shadowed many of the states where Clinton has been advertising, such as Louisiana, North Carolina, Georgia and Pennsylvania. To date, Clinton has also been airing ads in Wisconsin, Ohio, Michigan, Illinois, Iowa, Missouri, Kentucky, Colorado, New Mexico, Oregon, Connecticut and New York. Most of these states are hotly contested, and some of them—like Colorado and North Carolina—are longtime Republican strongholds.

Bush's buys are said to run largely on network affiliates' older-skewing programs, while Clinton's buys have been expanding the use of independent stations and Fox affiliates in pursuit of their younger-skewing audiences.

The entire advertising and media strategies of the campaigns could change if Ross Perot formally enters the race, as some expect this week. Although the strength of his national appeal is unclear, his support in his home state of Texas remains strong. Such Perot strength could change the complexion of the race there, with Bush spending heavily on ads to win the state and Clinton spending heavily to take advantage of a vote split between Perot and Bush. There is some speculation that the Clinton campaign aired its ads this week in anticipation of Perot's candidacy.

Among other large electoral-vote states, the campaigns have run test radio ads in Florida, but California still hasn't seen any money: "California broadcasters are starting to get pretty antsy. And we're starting to get calls from a lot of Florida people, too, wondering where the dollars are," says Rickie Ellis of the Seltel TV rep firm.

As polls in California continue to show Bush lagging, many broadcasters there are giving up hope of seeing many presidential ad dollars. "It's not surprising candidates devote dollars to other states where it's much tighter," says Weldon Donaldson, KFMB-TV San Diego. Florida may be more of a toss-up, but Jack Lyons, WFLA-TV Tampa doesn't think his station will see much in the way of ad dollars, except perhaps toward the end of the campaign. ■

S. 12

Continued from page 3

Leave bill. But the President was expected to prevail in the House when it takes up the veto this Wednesday (Sept. 30).

An analysis of last week's Senate vote shows the uphill nature of the White House's struggle to sustain a veto. As of last Friday, by BROADCASTING's count, it had at best only 28 votes.

If all 99 eligible Senators cast a vote (Connie Mack [R-Fla.] has recused himself because his brother owns a Columbus, Ohio, cable company), the White House will have to change the minds of nine out of 24 Republican Senators who voted for the bill.

Three of the 24 Republicans appeared to be leaning toward sustaining a presidential veto at deadline last Friday (September 25) while five others seemed to be undecided (see box). The rest were either committed to an override or appeared to be leaning heavily toward it.

To gain a winning margin, Bush must win over some of the eight Republicans who are currently running for re-election and some of the nine who not only voted for the bill last week, but voted for it last January 31 and against a substitute offered by Bob Packwood (R-Ore.), which would have weakened S. 12's rate regulation provisions and eliminated program access.

"I think it's very hard to explain a switch and most people in Congress worry about it," said Danforth. "If you change positions, what's happened to justify that change? How do I justify in a period of 10 days a reversal?"

But the White House campaign to stop the bill was just beginning late last week. John Warner (R-Va.), one of the undecided senators, met with Bush on Friday morning. "The results of that meeting are unknown to any of us here on the staff yet," a Warner aide said. "The senator supported the legislation both times it came to the Senate for a vote, but at this point I'm not sure."

Bush may need more than nine if Senate Democratic leaders can convince some of the Democrats who voted against the bill to switch their vote for partisan reasons.

The Senate passed the same con-

ference report passed the week before by the House, 280-128 (BROADCASTING, Sept. 21). Most believe the odds of sustaining the veto in the House are longer than in the Senate.

If all 433 current House members were to vote, bill supporters would have to pick up nine more votes to override. A large majority of the 25 House members who did not vote for the conference report are known to support the bill.

On the day of the House vote Bush promised to veto the bill in a letter to the Congress. "This legislation will hurt Americans by imposing a wide array of costly, burdensome and unnecessary requirements on the cable industry and the government agencies that regulate it," Bush said in the letter.

The administration has raised objections for several months over the bill's proposed regulation of rates by the FCC and local governments as well as the bill's program access provisions, which are designed to force the cable programming networks

owned or partially owned by cable system operators to deal with competing multichannel providers such as satellite distributors and wireless cable.

The overwhelming margin of victory for the bill in both Houses led some to speculate that Bush would not veto the bill but instead quietly allow it to become law without his signature after the 10-day time limit, as provided in the Constitution.

But all chances of the cable battle ending quietly ended when Senate Communications Subcommittee Member and vice presidential candidate Albert Gore (D-Tenn.), escalated it to an issue in the national campaign. The day after the Senate vote, Gore scheduled a campaign stop in Morganton, N.C., to pressure Bush into signing the bill (see box, page 3).

Gore aide Roy Neel denied last week that the senator's spotlight on the issue is meant to force Bush into a politically damaging veto. "I think that's nonsense. It's already been politicized. We'd very much like to see him sign the bill, but I can't imagine him basing his decision on whether or not there's a Democratic campaign event associated with it," Neel said.

Although it is Gore who was among the authors of S. 12, and not Clinton, who is championing the bill in public, Neel said support of the bill is a solid campaign position. "There's no reason for Governor Clinton to bring this up right now, but I suspect if they asked him he would support Gore's work on this issue," he said.

With or without pressure from the Democratic presidential campaign, most in Washington last week believed the bill would be vetoed, probably late this week as the Congressional session nears adjournment. Because the Congressional session is expected to be extended beyond Saturday (Oct. 3), Bush will not have the luxury of a "pocket veto"—the death of a bill not signed into law if presented to the President less than 10 days before the end of the session.

And as for the final outcome? "The game's afoot," said Turner lobbyist Bert Carp. "Anybody who says now stands to be wrong later. It's very close. It's very close." ■

WHITE HOUSE TARGETS

President Bush may need to win over nine or more of the following Republicans to sustain an S. 12 veto

Leaning toward sustaining veto:

Mitch McConnell (Ky.)*
Orrin Hatch (Utah)†
Alan Simpson (Wyo.)†

Leaning toward or committed to override:

Christopher Bond (Mo.)
Dan Coats (Ind.)*
Thad Cochran (Miss.)†
John Danforth (Mo.)*
David Durenberger (Minn.)*
Slade Gorton (Wash.)*
Charles Grassley (Iowa)*
Mark Hatfield (Ore.)†
James Jeffords (Vt.)†
Nancy Kassebaum (Kan.)†
Robert Kasten (Wis.)†
John McCain (Ariz.)*
Frank Murkowski (Alaska)†
Larry Pressler (S.D.)*
William Roth (Del.)*
Arlen Specter (Pa.)†

Undecided:

William Cohen (Me.)*
Alfonse D'Amato (N.Y.)†
Pete Domenici (N.M.)*
Strom Thurmond (S.C.)*
John Warner (Va.)†

*Italics indicate up for re-election this year.
† Voted for both Packwood substitute and S. 12 last January. * Voted for S. 12, against Packwood substitute last January. Bond was absent last January.*

**For More Late-Breaking
News, See "In Brief,"
Pages 68 and 69**

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

ON HOLD

Those awaiting a decision on the issue of banks taking a security interest in broadcast licenses will have to wait a while longer. FCC Chairman Alfred Sikes had planned to bring the so-called capital formation order up for a final vote at the Oct. 8 meeting, but decided last week to put it off for at least a month. The item is reportedly hung up over its rejection of the proposal to give bankers and other lenders the security interest as a way of loosening up credit for the industry. It's unclear why, since all the commissioners have been more or less unanimous in their opposition to the proposal. One theory was that Sikes was looking to build a better legal case for that opposition.

NAB UPS LOBBY ANTE

The National Association of Broadcasters' TV board, meeting by telephone last week, decided the association needs to increase its legal and government budgets, which now total about \$4 million. It talked about several ways of raising the extra funds, including a 20% increase in TV dues. The money will be needed even if the cable bill passes, according to NAB and board sources. The FCC will initiate series of proceedings to implement the law, several provisions will face court challenges and Hollywood and telcos will be back demanding legislation that could adversely affect broadcasters, they said.

JUST A WARM-UP?

Capitol Hill's intervention in the FCC's efforts to relax radio ownership rules may turn out to be just a warm-up for the battle over the TV ownership rules. "The solutions suggested by the FCC to date seem to be overbroad," said Larry Irving, counsel for the House Telecommunications subcommittee, who added that "members of Congress know a lot more about TV than radio and will make

ACTION HOURS ON THE RISE

The return of the action-adventure form may well be at hand. With the syndication market having awakened to the realization that there is a paucity of action-adventure hours on television, the networks and network producers have apparently come to the same conclusion. Twentieth Television has earmarked one-quarter of its development this year for action hours, according to Steve Bell, president, network television, Twentieth Television. "We've sensed there is a need, that the pendulum has swung so far to sitcoms and so far toward soft dramas that the action-adventure hour, which had been the staple of early evening time periods, was gone," Bell told BROADCASTING last week. "So we felt 24% of our development would be directed to that genre." Syndicators have gone full speed ahead in producing action shows, with Paramount committing to the *Star Trek* spin-off, *Deep Space Nine*, as well as producing *The Untouchables*. The Warner Bros. syndicated Primetime Network consists of two action hours, *Kung Fu: The Legend Continues* and *Time Trax*. In addition, Cannell is distributing *Renegade* and Rysher is putting *Highlander* on the market.

sure that increased concentration will not come back to haunt them."

HOUSTON

DON'T BET ON IT

Last week, KPRC-TV Houston Program Director Lyle Schulze was denying a published report that the NBC affiliate would bump *You Bet Your Life* from its single-access 6:30 p.m. slot in favor of *Entertainment Tonight*, rights for which it has reclaimed for fall 1993. In fact, Schulze said he is "pleased as punch" with *You Bet's* 9 rating/15 share rating average (NSI, Sept. 21-23), up 5 share points from *Family Feud's* 10 share October 1991 average. *ET* averaged a 7-10 rating in the slot for the station before leaving for ABC affiliate KHOU-TV two years ago. "We're absolutely delighted to have both programs [*ET* and *You Bet*], but we have not made any plans for fall 1993 access," Schulze said. "I don't know exactly where I'd put *ET* if *You Bet Your Life* continues to grow like it has."

ET is exiting KHOU's 10:30 p.m. slot after this season to make way for the fall 1993 project *American Journal* from King World (see story, page 17), which also supplies the

station with *Wheel of Fortune*, *Jeopardy!*, *Oprah* and *Inside Edition*.

LOS ANGELES

CONSUMER CRUSADE

Word has it that Buena Vista Television is developing a first-run strip, *Crusaders*, a consumer action series, for fall 1993. A source close to BVT dismissed talk that David Horowitz, who hosts a weekly consumer show (*Fight Back*) and was recently laid off from KNBC-TV Los Angeles (as part of a phaseout of the consumer reporting unit), was being considered.

DYING SWAN

Due to low ratings, Sachs Family Entertainment is pulling the plug on production of *Swans Crossing*, the teen-targeted soap opera. The strip launched with 13 weeks of originals at the end of June.

NEW YORK

MAKING CRIME PAY

Court TV is toying with the idea of launching a crime magazine tied to the basic cable network. Current plans call for involving cable affiliates in the sale of the magazine in return for a share of the subscription revenue.

TRACKING SYNDICATION'S MAJOR DEVELOPMENTS

Following the news that King World Productions and Twentieth Television are bringing out Les Brown and Bertice Berry daytime talk show strips for next season, one New York station rep joked that "five percent of the U.S. population has a talk show in syndication." As gross an exaggeration as that may be, there are an abundance of incumbent talk show strips, and the major distributors have perhaps another half-dozen in development for 1993-94.

The talk show format is not the only genre in the works, with a smattering of game show and reality-based series projects in various stages of development. A brief breakdown of what some of the major distributors are known to be developing:

■ Paramount Domestic Television, according to rep sources, has reportedly informed some *Entertainment Tonight* incumbent stations that it is close to completing the long-anticipated signings of *ET* anchors John Tesh and Leeza Gibbons to co-host a daytime talk show strip. Paramount officials declined comment on the status of the project.

■ Tribune Entertainment Co. is moving forward with plans to launch *The Faye Wattleton Show* by January 1993, and has hired Velma Caito to be executive producer and further develop it as a daytime talk show strip.

■ Warner Bros. Domestic Television Distribution, five months into its slow market rollout of *NightTalk with Jane Whitney*, is positioning the strip for national distribution next January.

■ In their first joint programming effort since BHC Communications and subsidiary Chris-Craft/United Television station group acquired WWOR-TV New York earlier this month, sister station KCOP(TV) has agreed to carry WWOR's *The Richard Bey Show*. The show, currently airing as *Nine Broadcast Plaza*, will change its title today, airing *Bey* from 11 a.m.-noon (ET) on the Secaucus, N.J.-based superstation. KCOP will air the talk show strip from 1-2 p.m. (PT). A source with KCOP said a distributor has yet to be attached for a wider rollout.

■ Chris-Craft/United and Warner Bros. are also currently testing *Bedroom Buddies* in nearly two dozen markets, but there is no word if both parties are going to decide on a full national rollout.

■ Carsey-Werner Distribution Co. bought the rights to *I've Got a Secret* from NBC Productions last year, and it is rumored that syndication president Bob Jacobs has been searching for a top-draw host.

■ New from MTM is *Xuxa*, a morning children's strip from Latin America hosted by Maria De Graca Meneghel.

—MF

made a full-court press to beat out other interested suitors such as MCA TV, Columbia Pictures Television and King World Productions (KWP has since cast its lot with motivational speaker Les Brown [see story, page 17]), according to sources.

Besides touring the country as a stand-up comedienne, Berry has made occasional appearances on broadcast and cable shows, including King World Production's *Oprah Winfrey Show*.

Since Berry is a black woman, station executives may make the inevitable comparison to Winfrey, the first black woman talk show host in syndication. Meidel, however, sought to differentiate Berry, pointing to her background in comedy and her sociology credentials (she earned a PhD from Kent State).

"Bertice has a unique ability to be entertaining and informative, even when it comes to some more sensitive social issues," Meidel said. "We feel strongly enough in Bertice to believe that she can be every bit as successful as Oprah has been."

Meidel credited Twentieth's executive vice president of programming, Peter Marino, who had taken notice of Berry's Chicago comedy appearances

while he was head of development for Tribune Entertainment Co., with negotiating the deal.

According to sources, Berry asked for \$10,000 per week for the anticipated 39 weeks of original episodes, in addition to various "performance bonuses" for the initial season of production. However, one other suitor close to the negotiations said that Twentieth may have raised the ante to \$15,000 to \$20,000 per week. Meidel

'SNL' DEPARTURES

The 18th season of NBC's *Saturday Night Live* kicked off last weekend with three fewer ensemble players than last year (gone are Victoria Jackson, Beth Cahill and Siobhan Fallon). Breakout star Dana Carvey, whose contract as a cast member with the show runs through Election Day, said at an *SNL* press conference last week he doesn't know if he'll continue with the series past that date. Carvey also said it remains a "possibility" that he might host a late-night talk show for NBC should David Letterman leave the network.

declined comment, emphasizing only that Twentieth has made a "long-term commitment," which suggests that the Fox Inc. syndication unit may have an option year attached to Berry's contract.

When Salhany was president and Meidel was general sales manager of Paramount Domestic Television, a similar long-term deal to attract Maury Povich from Twentieth's *A Current Affair* led Paramount to push—successfully—for two-year licensing deals with television stations. It is suggested by industry sources that Twentieth may seek similar two-year, cash-plus-barter (two minutes of national advertising per episode) terms for Berry. Meidel would not comment on the terms.

Meidel is confident that there will be "fallout" this season among some newly launched and veteran talk shows airing in morning and early fringe. A number of competing syndicators suggest that Tribune Entertainment's *The Joan Rivers Show* and Warner Bros. Domestic Television Distribution's *Jenny Jones* talk shows have shown signs of vulnerability, but both of those distributors have pumped additional resources into them and dispute such claims. ■

NBC FIRES 'TONIGHT' PRODUCER KUSHNICK

Aggressive booking practices ruffled feathers; Leno voices support for longtime friend

By Steve Coe

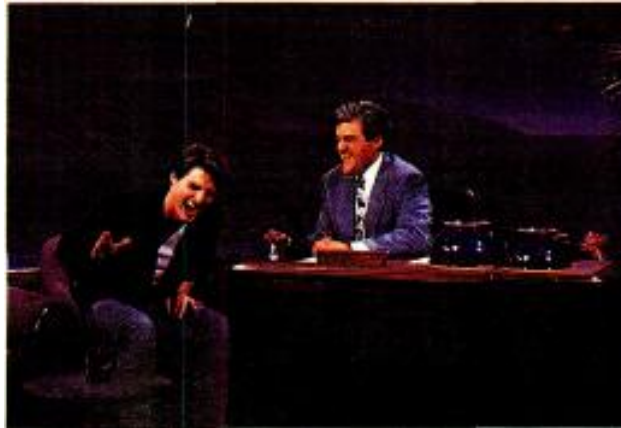
After spending the past four months apparently rubbing many people the wrong way, Helen Kushnick, executive producer of *The Tonight Show* and host Jay Leno's personal manager for the past 17 years, found herself out of a job last Monday (Sept. 21).

The network fired Kushnick after a series of closed-door meetings over the previous weekend had failed to bring about any compromises regarding the running of the show. As of press time, no replacement had been named for Kushnick, who was apparently ordered off the NBC lot on Tuesday after trashing her office.

In the interim, Leno and two *Tonight Show* producers, Debbie Vickers and Bill Royce, will handle her duties. "NBC reiterates the great pride we have in our late-night franchise and our pleasure with Jay Leno's performance in his new capacity as host of *The Tonight Show*. However, we have determined that a change in the management structure of *The Tonight Show* is appropriate at this time. Effective immediately, Helen Kushnick will no longer be the executive producer of *The Tonight Show*. We intend to fill the post in the near future. All key *Tonight Show* staff members, in whom we have enormous confidence, will continue with the show," read the statement released by the network last week.

For his part, Leno remained low key, although he issued a statement supporting Kushnick and calling NBC's decision "unwarranted in light of the success of the show to date." Leno, who has supported Kushnick through a series of personal crises that included the deaths of her husband and son, said, "I regret the actions of NBC today. However, after meeting with Helen Kushnick, the show will go on as scheduled tonight." He ended the statement by saying "I continue to support Mrs. Kushnick."

Kushnick and NBC's problem, which centered mainly on booking practices, came to a head two weeks ago when talent agent Ken Kragen complained publicly about her meth-



'Tonight Show' host Jay Leno and actor Tom Cruise share a laugh in happier times for Leno who said in a statement last week that he felt the firing of his friend and personal manager was "unwarranted."

ods. Kushnick apparently raised Kragen's ire when she threatened to cancel country singer Travis Tritt's appearance on the show unless he renegeed on an agreement to appear on the *Arsenio Hall Show*. Kragen, who represents Tritt, spoke publicly about what many people had been saying

privately, calling Kushnick's booking practices unnecessarily rigid.

Kushnick, who has yet to issue a statement regarding her firing, has reportedly threatened NBC with a sexual discrimination lawsuit and insisted she was the victim of an "old boy" network. ■

KWP CONFIRMS LES BROWN SHOW

Joins 'American Journal' in development slate; Hearst Broadcasting is back-end partner in show

By Mike Freeman

King World Productions ended months of speculation last week, confirming it is producing and distributing a fall 1993 syndicated talk show strip hosted by motivational speaker Les Brown. KWP also revealed that Hearst Broadcasting is a partner in the show.

That is the latest word from KWP on the still-young development season. It has already taken *American Journal*, the *Inside Edition* spin-off, into the broadcast marketplace, where it is rumored to have been sold to a dozen stations.

Since the launch of *The Oprah Winfrey Show* in 1986, KWP has spent nearly the last half-dozen years trying to find the right talent—Tim and Daphne Reid, Gayle King, among them—to duplicate that success. KWP Chairman Roger King believes Brown has the stuff. He predicted that *The Les Brown Show*, targeted for morning and early fringe, will "do away with

the four J's—Joan Rivers, Jenny Jones, Jane Whitney and Jerry Springer—in the morning time periods."

King said immediate plans are to tape 20-30 shows for an off-air test with focus groups. KWP's sales force is expected to hit the streets in two weeks and will likely show the off-air tapes to some station executives later.

King said that Brown was brought to KWP by Hearst Broadcasting Group, which he identified as a "back-end" partner in the hour-long talk project for which KWP is producer and distributor. He said, however, that there is an agreement in principle that the six Hearst-owned stations will not have right of first refusal on the show. "We could do group deals, but we have so much interest from affiliates and independents, we're going station-by-station to insure the best time period clearances in each market," said King, who did not rule out the possibility of a group deal with established *Oprah* client Capital Cities/ABC. King claimed that one station,



Les Brown tackles talk circuit

WPRI-TV, the ABC affiliate in Providence, R.I., has already bought the show sight-unseen.

Although some competing syndication sources suggested that KWP may seek to couple *Les Brown with Oprah Winfrey Show* renewals, that seems unlikely given that King World has already secured major market station renewals on the latter through the 1996 season.

Les Brown has served three terms as an Ohio state legislator, in addition to authoring the self-help book "Live Your Dreams." As president of Detroit-based Les Brown Unlimited, he works as a motivational speaker and provides training tapes and other material to civic groups. He has also served as a radio talk show host in Miami and Columbus, and has produced occasional fund-raising specials for PBS.

Commenting on Brown's lack of major TV exposure, King said: "Oprah started on the road doing one-woman shows, and she had little prior exposure before proving she was a big-league talent. Oprah helps people deal with issues. This [Brown] is going to be the same kind of show that helps and motivates people."

King also confirmed that Nancy Glass is going to host *American Journal*, which has been billed as an "on-the-road" version of *Inside Edition*. King did not comment, but a number of sources suggested that KWP is coupling the proposed strip with renewals of *Inside Edition* in certain markets.

At least one clearance is known: KHOU-TV Houston, which has obtained the rights to *American Journal* for 10:30 p.m., replacing *Entertainment Tonight* next season. ■

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Space 'Hooker'?

While Paramount Pictures is wrestling with the notion of producing a seventh and final "Star Trek" movie featuring the original cast, **William Shatner** is reportedly preparing to beam into his own science fiction series being developed for the broadcast networks. Shatner, who has authored a series of "Teklab" sci-fi novels (with Ron Goulart), is working with Atlantis Films on pitching a TV series adaptation. A sci-fi industry source described the *Teklab* project as a "T.J. Hooker-style police drama set in the future," however, Shatner would make only occasional appearances in the series. Shatner was on vacation and unreachable, as was his personal assistant based at Shatner's Paramount Pictures production office.

Star gazing at Fox

The science fiction mania sweeping the syndication business has apparently struck programming executives at Fox Broadcasting Co., which has not aired a sci-fi series since the cancellation of *Alien Nation* two years ago. According to one source, **Melinda Snodgrass**, a former freelance writer for *Star Trek: The Next Generation*, is said to have a pilot commitment for *Circuit Trilogy*, three novels she wrote about futuristic judicial systems spread throughout the universe. **Joe Manowski and Brannon Braga**, also contributors to *Star Trek: TNG*,

are said to have a pilot and six-episode commitment from Fox for *Real Time*, a yet-to-be-detailed sci-fi series. It was also rumored that Fox might try to resurrect *Alien Nation*, which had established a small cult following, or at least produce new episodes for the Sci-Fi Channel. At press time, a Fox spokeswoman had yet to verify any of the above rumors.

Double standard?

NBC News President **Michael Gartner** says he's "mildly amused" by one aspect of the Woody Allen vs. Mia Farrow saga that relates to how journalists draw lines in reporting names in sexual abuse cases. A year ago last spring, Gartner caught a lot of



NBC News Chief Michael Gartner

flak for revealing the name of the alleged victim in the Kennedy rape case. This summer, however, Gartner notes, "they've all printed the name of Dylan Farrow," Mia's 7-year-old daughter who she claims was molested by Woody Allen. "Nobody has even raised the issue of printing the name of a juvenile

who may have been sexually molested." But, says Gartner philosophically, "We can all draw our own lines. The glorious thing about this system is the government doesn't draw it for you."

Do it yourself

Having the luxury of an in-house production unit and a seven-station laboratory to test programming locally has proved to be a highly successful platform for Fox Inc. It has also proved to be a successful formula for drastically reducing the weekly production costs associated with syndicated and network-cleared series.

Brian Graden, vice president of program development for Fox Television Stations Productions, revealed to BROADCASTING that various production efficiencies will allow the production unit to produce *Busted* (see page 15) for approximately \$50,000 per week, nearly one-third less than the average \$150,000-per-week price tag for the typical game show.

Whodunnit?

During the past two seasons, Stephen J. Cannell Productions has been expanding its menu of crime-solving series for the networks and syndication. Now the Los Angeles-based independent is looking to further expand into the puzzle-solving game show business. Cannell is beginning run-throughs on a new game show titled *Illusions* for syndication in 1993-94.

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Source: 1991 RMS surveys of TV General Managers.

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PREMIERING
SEPTEMBER 1993

FROM

KINGWORLD
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Broadcasting's Ratings Week Sep 14-20

	ABC	CBS	NBC	FOX
MONDAY	12.5/21	15.3/25	12.2/20	NO PROGRAMING
8:00	71. Crossroads 7.6/13	13. Hearts Afire 14.8/25	22. Fresh Prince 13.3/23	
8:30			21. Blossom 13.4/22	
9:00		7. Murphy Brown 16.7/27		
9:30	17. NFL Monday Night Football—Miami Dolphins at Cleveland Browns 14.4/25	5. Murphy Brown 18.0/28	38. NBC Monday Night Movies—...And Then She Was Gone 11.6/19	
10:00		20. Northern Exposure 13.6/23		
10:30				
TUESDAY	16.5/28	12.4/21	7.9/13	NO PROGRAMING
8:00	15. Full House 14.6/26	14. Rescue: 911 14.7/25	81. Quantum Leap 6.1/10	
8:30	16. Family Matters 14.5/24			
9:00	1. Roseanne 24.7/39		71. Reasonable Doubts 7.6/12	
9:30	2. Delta 20.5/33	41. CBS Tuesday Movie—Angel Street 11.3/19		
10:00	32. Going to Extremes 12.3/22		46. Dateline NBC 10.1/18	
10:30				
WEDNESDAY	12.6/21	12.4/21	12.1/20	8.7/14
8:00	44. Full House 10.3/18		12. Unsolved Mysteries 15.2/25	46. Beverly Hills 90210 10.1/17
8:30	27. Home Improvmt 12.7/21	43. Hat Squad* 10.4/17		
9:00	3. Home Improvmt 18.6/29		30. Seinfeld 12.6/20	74. Melrose Place 7.3/12
9:30	8. Coach 16.5/26			
10:00	63. Crossroads 8.6/16	17. 48 Hours 14.4/25	64. Law and Order 8.5/15	
10:30				
THURSDAY	11.5/20	10.5/18	11.3/20	6.8/11
8:00	46. Delta* 10.1/18	35. Top Cops 11.8/21	52. Cosby 9.9/17	55. Simpsons 9.5/17
8:30	66. Room For Two 8.4/14			61. Martin 8.8/15
9:00	57. Homefront 9.2/15	30. Street Stories 12.5/21	19. Cheers 13.8/23	87. The Heights 4.4/7
9:30				
10:00	9. Primetime Live 15.9/29	75. Middle Ages 7.2/13	46. Night Court 10.1/19	
10:30				
FRIDAY	11.5/22	12.7/24	8.2/16	4.4/8
8:00	38. Family Matters 11.6/23	24. Golden Palace* 13.0/25	69. Final Appeal* 8.0/15	86. America's Most Wanted 4.5/9
8:30	36. Step By Step 11.7/22	34. Bob* 12.2/23		
9:00	42. Dinosaurs 10.9/20			83. Sightings 5.2/10
9:30	59. Camp Wilder* 9.0/17	27. Picket Fences* 12.7/24	68. The Round Table* 8.3/16	90. Likely Suspects 3.4/6
10:00	26. 20/20 12.8/24			
10:30				
SATURDAY	8.7/16	8.1/15	11.8/22	7.6/14
8:00	73. Covington Cross 7.4/14	78. Frannie's Turn 6.5/13	70. Here and Now 7.8/16	66. Cops 8.4/17
8:30		80. Brooklyn Bridge 6.2/12	64. Out All Night 8.5/16	52. Cops 2 9.9/19
9:00			25. Empty Nest 12.9/23	77. Code 3 6.8/12
9:30	56. ABC Saturday Night Movie—Tightrope 9.3/17	59. CBS Saturday Movie—Crocodile Dundee II 9.0/16	29. Nurses 12.6/23	82. The Edge 5.3/10
10:00			10. Miss America Pageant 15.6/32	
10:30				
SUNDAY	10.4/17	16.7/28	9.9/16	7.7/13
7:00	58. Life Goes On 9.1/16	3. 60 Minutes 18.6/34	76. Secret Service 6.4/11	89. Bill & Ted 3.8/7
7:30				87. Parker Lewis 4.4/8
8:00	32. Am Fun Home Vid 12.3/19	6. Murder, She Wrote 17.3/27	46. I Witness Video 10.1/16	54. In Living Color 9.7/15
8:30	36. Am Fun People 11.7/18			61. Roc 8.8/13
9:00				23. Married w/Childn 13.1/20
9:30	45. ABC Sunday Night Movie—Somebody's Daughter 10.2/16	11. CBS Sunday Movie—Terror on Track 9 15.4/25	38. NBC Sunday Night Movie—Danger Island 11.6/19	46. Herman's Head 10.1/16
10:00				79. Flying Blind 6.3/10
10:30				83. Down the Shore 5.2/9
WEEK'S AVGS	11.9/20	12.8/22	10.5/18	7.1/12
SSN. TO DATE	11.0/19	12.1/21	11.5/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO □ SEPTEMBER '92

San Francisco stations dominate Crystals

KGO-AM, KMEL-FM cited for AIDS efforts; others raise funds for job training, food drives

By Peter Viles

San Francisco stations KGO-AM and KMEL-FM, which helped raise a combined \$3.4 million to help their communities fight AIDS, homelessness and other social ills, were among the 10 stations honored as winners of NAB's Crystal Radio Awards.

The stations honored at the NAB Radio Show in New Orleans, and some of the activities cited:

KGO-AM San Francisco: Cited for extensive live news coverage, support of community projects including hosting its 12th Annual Cure-A-Thon, which raised \$310,000 for leukemia research; sponsoring AIDS Walk San Francisco, which raised \$2.1 million; raising \$250,000 for free mammograms for low-income women; raising



Crystal Radio Award winners (clockwise from bottom left): R. Charles Snyder, KTMT-AM-FM Medford, Ore.; Tom Thon, WLWQ-FM Columbus, Ohio; Bob Dunphy, KIRO-AM Seattle; John Mosher, KPQX-FM Havre, Mont.; Don Bouloukos, KGO-AM San Francisco; Marty Lessard, WOKQ-FM Dover, N.H.; Leeta McDougald, WRGA-AM Rome, Ga.; Paulette Williams, KMEL-FM San Francisco; Carol Boos, WFOB-AM Fosterla/Bowling Green, Ohio, and Eleanor St. John, KQEG-FM La Crescent, Minn.

Continues on Radio Extra page 4

Brandmeier to try afternoons, syndication

WLUP scheduling change leaves station's morning spot open for...Howard Stern?

By Peter Viles

Jonathon Brandmeier, one of Chicago's dominant morning personalities for nearly a decade, has signed a new contract that will move him to afternoons and allow him to pursue a national syndication deal.

In a major scheduling shift, Brandmeier's program will move from a morning simulcast on WLUP-AM-FM to afternoons on WLUP(AM); the afternoon team of Steve Dahl and Garry Meier will jump to mornings on WLUP-FM.

The scheduling changes will open up a morning slot on WLUP(AM), making it possible for station owner Evergreen Media to bid for nationally syn-



Chicago's Jonathon Brandmeier

dicated morning man Howard Stern, whose show hasn't yet found a home in Chicago.

Evergreen and Stern have been in negotiations for some time, and neither side would say last week whether a deal is near. Stern's agent, Don Buchwald, told BROADCASTING last week Stern would have no reservations about airing his show on an AM.

Stern has recently added Cleveland's WNCX-FM and KEGL-FM in Dallas to his list of stations. His show now airs in seven markets, including five of the top 10.

As for Brandmeier, he now has a new multiyear contract and the right to

Continues on Radio Extra page 4

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CRYSTAL AWARDS

Continued from previous page

\$138,000 to feed the hungry at Thanksgiving, and hiring a homeless man to report on homelessness.

KMEL-FM San Francisco: Cited for its TV spot featuring anti-drug and safe-sex messages as well as theme of racial harmony; various events, including an AIDS Dance-A-Thon and a toy drive, raised \$1.28 million; and public service programming that included *Street Soldiers*, a weekly call-in show aimed at stemming gang violence.

KIRO-AM Seattle: First broadcasting outlet to receive a Point of Light Award from President Bush, it collected 150,000 pounds of food and \$120,000 for an organization that feeds the poor and provided winter coats and school supplies to 4,000 schoolchildren.

KQEG-FM La Crescent, Minn.: Its 12-member staff devoted 1,950 hours of volunteer time to local organizations, produces daily public affairs forum on local issues, and establishes scholarships to a local technical college.

WFOB-AM Fostoria/Bowling Green, Ohio: Cited for raising more than \$50,000 for projects that included keeping open a public swimming pool and providing a funeral for a murder victim, committing \$6,000 per year to keep open an Amtrak depot and raising \$15,000 for depot renovations.

WOKQ-FM Dover, N.H.: Co-sponsored two blood drives, broadcast nearly 30 public service announcements per day, gave extensive support to a job-training program that provided 2,600 jobs and was the only coastal New Hampshire station that carried extensive storm reports before, during and after Hurricane Bob.

KPOX-FM Havre, Mont.: Helped raise \$379,000 for 30 local organizations, supported toy and clothing drives for needy children, helped feed 500 people at Christmas and 820 at Thanksgiving and provided extensive community support during Blaine County fire of 1991.

KTMT-AM-FM Medford, Ore.: Helped raise \$72,000 for "Save Mt. Ashland" campaign, an effort to save a community ski area, and provided \$5,000 for Fourth of July fireworks display.

WLVQ-FM Columbus, Ohio: Helped raise more than \$1 million for local charities, including \$50,000 for station's in-house charity, Secret Santa, which provided holiday gifts to 6,500 children; also conducted campaigns against drunken driving.

WRGA-AM Rome Ga.: Completed its two-year, \$150,000 project to build and donate to the community "My House," a five-bedroom home for victims of trauma, cancer and serious illnesses. ■

FM SPORTS IN PHILLY

In what the station describes as a first in the nation, WMMR(FM) Philadelphia is launching a morning program that combines rock music and sports talk. Sportscaster Howard Eskin will play a major role. The move is widely seen as an effort to counter the surge of Howard Stern's morning show on rival WYSP-FM. WMMR's morning show lost its market dominance after Stern declared war on WMMR morning man John DeBella. —PV

BRANDMEIER

Continued from previous page

syndicate his program with Evergreen Media's new syndication company, OTR, or any syndicator he chooses.

"I've taken the morning show as far as I want to; it's time to try something else," he said. "I'll be able to syndicate the show nationally, if I choose, something that's really never been done in afternoon drive with an entertainment-oriented show like this."

Brandmeier, whose show features classic rock music, first toyed with the idea of national syndication two years ago, but was sidetracked when he briefly hosted *Johnny B...On the Loose*, a late-night TV show.

He currently dominates morning drive in Chicago, placing second to WGN(AM) in Arbitron's 12-plus ratings but first in the more important 25-to-54 age group.

WLUP vice president and general manager Larry Wert said the scheduling shift will help Evergreen achieve its goal of establishing separate identities for the AM and FM stations. "Last year we determined that for economic and competitive reasons it would ultimately make sense to separate our two stations," Wert said. ■

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Radio

ARBITRON MULLS MIAMI SUMMER SURVEY

Ratings service sees no major problems in wake of hurricane, but some broadcasters do

By Peter Viles

As South Florida residents pick up the pieces after Hurricane Andrew, Arbitron is weighing the sensitive issue of whether to publish a summer ratings book for the storm-ravaged market.

Arbitron officials say they have been able to complete their diary survey with only minor interruptions and see nothing preventing them from going ahead with the ratings book for the period ending Sept. 16. But some Miami-area broadcasters, arguing that the book is bound to be either inaccurate or skewed by the disaster, say Arbitron should skip the summer ratings altogether.

In hopes of settling the issue, Arbitron officials have agreed to meet this week in Florida with Miami-area broadcasters to discuss the survey.

David Harris, general manager of WJQY-FM Fort Lauderdale, is urging Arbitron to cancel the book and says he believes a slight majority of Miami-area broadcasters agree with him.

"It can definitely do some financial damage to a station if they get hit with a poor book that's essentially caused by a hurricane," Harris says.

"It could give advertising buyers an artificial impression of what the audience sizes are," he adds. "Is a station's hurricane cume still going to be around in November when agencies are still using this book to buy?"

Tim Williams, vice president and general manager of WZTA-FM and WINZ-AM, an all-news station that would likely do well in the summer survey, perhaps not surprisingly says Arbitron should publish the book.

"If they get enough diaries back to do what they think is a statistically reliable survey, then I'm all for it," Williams says. If listening habits were

skewed by the disaster, he says, "that's OK, because Arbitron's job is to paint a picture of what the actual listening was."

He adds, "Wouldn't you appreciate a service that shows you how things like this affect listening?"

The hurricane hit South Florida during the ninth week of Arbitron's 12-week survey. Arbitron spokesman Thom Mocarsky says the ratings firm expects to collect about 2,500 diaries from the market, slightly fewer than the company's goal of 2,700, but probably enough to issue an accurate ratings book.

Speaking of areas where the storm caused the most damage, he says, "we know we're going to be soft in certain areas."

He says the company sees no statis-

tical reason to cancel the survey, but wants to talk first with broadcasters before deciding what to do. "We're not going to unilaterally decide what we're doing to do," he says.

Harris says he has doubts about two issues: whether the book itself will be accurate, and whether even an accurate book is fair to broadcasters, given the widespread—but in many cases temporary—changes in lifestyles that the storm caused.

"Arbitron's position has been that it only affected 10% to 15% of the metro area," he says. "But in terms of lifestyle, it affected most of Dade and Broward counties. The question remains: How much attention are people going to pay to filling out a diary when they have so many other things on their minds?" ■



President Bush made a guest appearance on the 'Rush Limbaugh Show' last Monday (Sept. 21), and used the opportunity to make his sharpest comments to date on Governor Bill Clinton's draft history. Clinton had checked into talk-radio land the week before, consenting to a telephone interview with Don Imus on WFAN-AM New York's 'Imus in the Morning.' The interview was mostly lighthearted, but Clinton did answer several questions about the draft issue.

JACOR RESTRUCTURES

Financially strapped Jacor Communications last week announced a major debt restructuring under which ZellChilmark Fund L.P. will commit up to \$51 million and effectively take control of the company.

The agreement will reduce Jacor's debt from \$148 million to \$72 million and will give Jacor's creditors and ZellChilmark ownership of 94% of primary common shares outstanding.

ZellChilmark, a Chicago-based investment fund that specializes in deals with troubled businesses, would pay \$5.74 per share for at least 69% of the primary common shares outstanding. —PV

CBS'S GROSS PASSES 100 STATIONS

CBS Radio's first venture in network talk radio, *The Gil Gross Show*, is now heard on more than 100 stations, but so far in only three of the top 10 markets, the network said last week.

Prior to the show's Aug. 24 debut, CBS had said that it expected the show to build affiliates slowly, and a CBS spokeswoman said last week that the network is pleased with the rate at which stations are picking up the program.

"We are pacing exactly as we planned we would," said CBS Radio spokeswoman Sina DeVito. She said interest in the program has picked up considerably since the program aired live from the NAB Radio Show in New Orleans earlier this month.

The program will stage its first interview coup today (Sept. 28), when General H. Norman Schwarzkopf takes calls from listeners in his first national radio appearance to discuss his new book, "It Doesn't Take a Hero."

Among top-10 markets, the program airs on KHJ-AM Los Angeles, WKRS-AM Chicago and KPRC-AM Houston, the network said. It now airs in 21 of the top 50 markets and in 44 of the top 100, CBS said.

Major stations that air the show include KVI-AM Seattle, KFMB-AM San Diego, KNUS-AM Denver and WTMJ-AM Milwaukee, CBS said. —PV

R I D I N G G A I N

BROOKS ON WESTWOOD ONE

A two-hour Garth Brooks special carried by Westwood One broke news on several fronts last week. The show, carried by 750 stations worldwide on Sept. 21, marked the first broadcast of Brooks's new album, "The Chase." It also marked the end of a rumor that had Brooks retiring after the album's release. In an interview with program host Leeza Gibbons, Brooks announced that he will, instead, take a leave of absence from his music career from December 1992 until mid-1993. Another highlight: although Brooks was scheduled to take phone calls from fans only during the show, phone lines lit up hours early and Brooks took some calls before the show started.

NO MORE FM TALK IN HOUSTON

US Radio LP's KKHU(FM) Houston is giving up on its experiment in FM talk programming. The station, mired in a major ratings slump, is dumping its hybrid talk format and its call letters to become KKZR(FM). The new format will be Z-Rock, the hard-rock format produced by

ABC's Satellite Music Network. Don Kidwell, US Radio president/COO, says the group sees an opportunity to succeed with 18- to 34-year-olds, the target demographic for K-Rock. KKZR becomes US Radio's third station to program SMN's K-Rock.

CBS NEWSBRIEF

CBS Radio announced last week that the CBS Spectrum Radio Network will begin providing "Newsbrief," one-minute weekday news updates, beginning today (Sept. 28). The updates, seven during morning drive and five during afternoon drive, will be fed at :30 past the hour. CBS says the new service is tailored for music-based FM stations that need concise, hard-news updates.

COUNTRY IN JAPAN

TNNR's weekly country music countdown program, *The Nashville Record Review*, is now being heard in Japan on satellite-delivered KTYO Radio, Group W Satellite Communications announced last week. The weekly four-hour countdown is heard on 280 U.S. stations. KTYO Radio is Japan's only 24-hour country radio station, and is available throughout the nation.

MJI'S CMA SHOW

MJI Broadcasting has signed 225 stations for its upcoming coverage of the 1992 Country Music Association Awards. MJI's feed includes live coverage of the Wednesday, Sept. 30, event, as well as pre- and post-show packages and daily *CMA Awards Moments*.

NEW SEMINARS FROM RAB

The Radio Advertising Bureau is launching a new series of professional training and recognition seminars for radio sales managers or aspiring managers. Radio professionals who complete the two-day marketing seminar will be accredited as a Certified Radio Sales Manager, or CRSM. The seminars will be offered only three times per year, with attendance limited to 75. The first seminar, the only one to be offered in 1992, takes place Nov. 14-16 at the Scanticon Conference Center in Denver.

MORE INFINITY

Expect Infinity Broadcasting to continue its buying binge: it last week announced a \$320 million credit agreement with 18 banks that will give the company an additional \$123 million in borrowings.

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ARC PRIMED FOR SECOND SPORTS NETWORK

Prime Plus will offer 60-70% original programming, targeting up to 8 million homes

By Rich Brown

P rime Network parent Affiliated Regional Communications hopes to succeed where others have failed early next year when it launches Prime Plus, a new cable network designed to present around-the-clock sports news and information to a national audience.

Prime Plus is designed as a complement to Prime Network, the 24-hour sports network, which now reaches more than 27 million cable homes nationally.

"By providing an additional channel with added-value, differentiated programming, Prime Network's regional affiliates will have an opportunity to carry more sports inventory and be afforded an opportunity to use Prime Plus to schedule extra local programming," said ARC Chief Executive Officer Ed Frazier.

Frazier said ARC's existing resources should give the new service an advantage over Sports News Network, an earlier attempt at a sports news service that collapsed in late 1990. Those existing resources would give



Prime Plus immediate access to such costly traditional start-up expenses as satellite transponders, studios and personnel. The launch of Prime Plus will require the additional hiring of only about 12 technical support people, according to Frazier.

"The biggest shortcoming they had was they didn't have any infrastructure to lean on," Frazier said of SNN.

ARC's decision to move ahead with Prime Plus comes at a difficult time for new launches, given limited channel capacity and a tight advertising market. ESPN and Sportschannel America have both indicated some interest in launching sports news and information networks but have yet to announce any solid plans. ARC's plans to launch Prime Plus have been in the works for more than a year.

About 60% to 70% of the Prime

Plus schedule will be exclusive to the network, with the remainder of the programming time shifted from Prime Network. A half-hour nightly sports news show will be simulcast on both channels at 6:30 p.m. Central time, with additional runs on Prime Plus.

One way the new network will keep costs down will be through collecting news footage from Prime's 15 affiliated regional sports networks across the country. The programming mix will include score updates as often as every 15 minutes along with sports features, talk segments and special event programs. Most of the on-air talent on both of ARC's national sports networks will be shared.

ARC will first give its Prime affiliates the opportunity to market Prime Plus and will then market the channel directly to those operators that have not already been approached by a Prime affiliate. Operators will have the option of carrying the service on a full-time or part-time basis. Frazier would not give a targeted sub count for the January 1, 1993 launch, but said he would be comfortable with a count in the area of 8 million. ■

FAMILY CHANNEL BUYS TVS FOR \$68.5 MILLION

Purchase of MTM library and other assets targets international expansion

By Rich Brown

I n a move that company executives say should accelerate its plans to expand overseas, International Family Entertainment has reached an agreement with London-based TVS Entertainment to acquire MTM Entertainment and its other subsidiaries for approximately \$68.5 million.

The deal is expected to push along

IFE's plans for a U.K. version of its domestic cable network, The Family Channel, which currently reaches about 55 million homes in the U.S. alone. As a company, TVS has been engaged primarily in the operation of the independent TV broadcast license for south and southeast England and in the development, production and distribution of TV series and other programs.

"Its capabilities are expected to enhance IFE's efforts to produce programming for the international markets," said Tim Robertson, president and CEO of IFE. "We also expect to benefit from MTM's extensive experience in the syndication of its programming."

IFE has shown growing interest in recent years in selling off-network rights to a number of original series—

including several international coproductions—which air on The Family Channel. IFE's plans also include a U.K. version of The Family Channel, which would make weekend programming available to cable systems in Great Britain on Fridays from 6 p.m. to 12 p.m. and Saturdays and Sundays from 7 a.m. to midnight.

It was only four years ago that TVS purchased one of the jewels in its crown, MTM Entertainment, for \$320 million. Many industry observers had characterized the price as high, partly due to the subsequent shrinkage of the U.S. syndication market. The MTM library includes such long-time syndication favorites as *The Mary Tyler Moore Show* and *The Bob Newhart Show* as well as current productions such as *The New WKRP in Cincinnati* and CBS's *Evening Shade*. MTM's future programming plans include a 1993 syndicated launch of a live-action kids strip featuring Brazilian star Xuxa.

This year has been one of big changes for TVS. Last July, MTM struck a deal with MTV Networks' Nick at Nite giving the cable network exclusive rights to a number of top series through the year 2005 in a deal estimated at about \$40 million. Earlier this year, TVS sold its half-interest in the CBS/MTM Studios for \$27 million. And later this year will mark the expiration of the company's license to operate as a regional independent broadcaster in the U.K.

The closing of the TVS acquisition is subject to certain contingencies, including the tender of at least 90% of TVS's shares, and is expected to be completed in early January 1993. ■

TELEMUNDO REVAMPS PROGRAMING

Spanish network unveils new on-air look, adds series

By Rich Brown

Spanish-language broadcaster Telemundo has unveiled a new on-air look and is busy revamping its programming lineup in a move that newly installed President and Chief Executive Officer Joaquin Blaya hopes will improve the quality and topicality of the network.

"There is room for two Spanish networks, without any doubt," says Blaya, pointing to the growing Hispanic population in the U.S. "There will even be an opportunity for a third network."

Among the new shows appearing on the Telemundo schedule are two series aimed at Hispanic-American women—*Club Telemundo*, a daily live midday magazine show featuring segments ranging from cooking to health, and *Princesa*, a drama about adolescents. The network is also preparing a *Saturday Night Live*-type sketch comedy, *Salvese Quien Pueda*, and a *Sesame Street*-type show for children, *Amigos del Sol*.

Another programming focus in Telemundo's revamp has been its movie offerings. Each of the network's three movie slots—*Cine en su Casa*, *Cine Millonario* and *Super Cine*—will now be hosted by well-known Hispanic personalities who will pitch products in-studio. Telemundo is also boosting the budgets on two of its most popular series, the *Cara a Cara* talk show and investigative newsmagazine *Ocurrio*



Pedro Luis Garcia and Rebeca Rambal, hosts of 'Club Telemundo'

Asi, the latter of which is being expanded from a half-hour to an hour nightly.

Telemundo's original programming is produced at the company's production facilities in Florida and Puerto Rico and is syndicated by the company to international markets. The network operates in the U.S. through its owned-and-operated stations and affiliates and currently reaches about 2 million cable households nationally.

The revamp comes as the Telemundo Group, which earlier this year failed to make an interest payment of \$3.2 million, is busy restructuring its \$255 million in debt. ■

HEADENDINGS

SEE JANE RUN AGAIN

Sassy magazine editor Jane Pratt, most recently seen as host of the short-lived WNYW-TV New York talk show *Jane*, will try once again with a new talk show on Lifetime.



Jane Pratt

The series, co-produced by Lifetime and Lang Communications, will

air exclusively on the cable network Mondays through Fridays at 5 p.m. ET/PT, beginning in January 1993. Gone from the schedule will be Lifetime's *Attitudes*, the six-year-old talk show that ceased production last April.

COURT TV SIGNS UP COX CABLE

Court TV has reached an affiliation agreement with Cox Cable Communications for distribution to 1.6 million cable TV subscribers. The network,

currently delivered to 7 million subscribers nationally, has total commitments for about 25 million subscribers to be rolled out on a staggered basis over the next five years.

BARBER DEPARTS CNBC

CNBC President Al Barber, a 25-year veteran of NBC parent General Electric, said he is resigning after two years as head of the cable network. Barber said he will continue as president until a successor is found, possibly by early next year.

Business

EX-NBC EXEC FORECASTS DANGER FOR TV'S BIG THREE

Wolzien says cable, telcos and DBS are expected to survive 'video wars'

By Geoffrey Foisie

A former senior NBC executive has just issued a somber appraisal of the broadcasting business. In his new career as a securities analyst for the Wall Street firm Sanford C. Bernstein & Co., Tom Wolzien has said the traditional networks will not be profitable from 1996 on. In his report "Video Wars: The Media at Mid-Decade," he also foresees technological change rapidly leading to cable overbuilding by telephone companies allied with out-of-town MSO's.

Wolzien's professional pedigree includes two-and-a-half recent years as senior vice president, NBC cable and business development, much of it spent looking at new technologies and examining how NBC might merge operations with other companies.

Among the conclusions of the 96-page report:

- *The traditional networks will essentially be unprofitable by 1995 or '96. Further cost-cutting would endanger their franchise and owned stations, suggesting that the networks might be better off merging with a "multi-channel" company such as Turner Broadcasting or Viacom. Other options include restructuring as a co-op jointly owned by affiliates.*



Wolzien sees gloomy future for networks

- *Video dial tone television could be commercially available "as early as late 1994." The telco's participation in the TV business, he said, would eventually lead to further cable industry consolidation: "either the largest cable companies will use phone company telephone wires and capital to threaten and then take over the smaller cable operators, or smaller, highly leveraged cable companies will sell out to larger, more powerful MSO's in order to remain competitive with the telco services."*

- *Cable companies will use telephone company lines to overbuild oth-*

er MSO's franchises. "In the final phase, the distant telephone companies would be allowed to join cable in offering competing local phone service.... Consumers would have their choice of telephone and video service from either alliance."

- *Twenty-four-hour local news channels are likely to spread, even though many would be unprofitable on a "stand-alone" basis. Wolzien, whose career at NBC was primarily in news, including stints as vice president, operations, and executive producer of NBC weekend nightly news, said cable operators will find local news to be a "foot in the door" to help them sell local advertisers on other local availabilities. He also said a news operation would increase a cable operator's clout with local and congressional politicians.*

The practical investment advice following from these and other observations is, said Wolzien, that stocks of multichannel providers, such as Turner and Viacom—especially those that own the rights to their programming—will outperform the market. Wolzien told BROADCASTING he sees the competing technologies as "skimming, not killing" the existing businesses.

Asked if his latter responsibilities at NBC, looking at its possible involvement with Sky TV and local cable news channels, skewed his perception of the broadcasting business, Wolzien responded that his concerns about the growth rate of broadcasting were a factor in his decision to become a securities analyst: "Senior people at all three networks who have seen this report may have argued a percent here or there, but have been supportive of the conclusion. I have been surprised how broad-based the agreement with the conclusions has been." ■

AUGUST TV STATION REVENUE BETTER

Boosted by early August Olympics revenue, a TV station revenue survey shows a gain of 13.2%. The Television Bureau of Advertising said its monthly station group ad time sales survey showed affiliates up 17.4%—the sample is skewed slightly toward NBC affiliates, which carried the Olympics. Independent TV revenue was down 0.2%, which might be explained by the inclusion of Fox affiliates in the indie category (the network's expanded schedule has taken commercial inventory away from stations). Local advertising was up 12.4% in August while national spot gained 14.2%. Harold Simpson, TVB VP of research and development, said "indications" were that September and October revenues, helped by political advertising, "will also be strong."

NETWORKS BETTING ON HEAVY PROMOTIONS

CBS's heavily marketed premieres win; NBC, ABC have mixed results

By Sharon D. Moshavi

The early returns on new network shows are providing some measure of the strength of their individual promotional campaigns. CBS's efforts to push Friday night appear to have paid off, but NBC, which put a lot of its efforts behind *The Roundtable* and *Here and Now*, and ABC, with *Going to Extremes* and *Covington Cross*, have had mixed results.

Although there are a host of reasons that determine how a program performs, promotion campaigns are designed to increase viewer sampling, so a show's initial ratings can be examined to get some sense of a promotion's effectiveness.

CBS: Heavy on spot

CBS has concentrated its promotional efforts on Monday and Friday nights, and has some good premiere ratings and share numbers to show for it. "Our promotional efforts are a matter of record. Our multimedia strategy that got us to first place is now going to keep us there," says George Schweitzer, senior vice president, marketing and communications.

What CBS did differently this year was forgo outdoor advertising in favor of heavier buys on radio and change its main promotional partner from K-Mart to Nabisco. CBS, which has always used radio to promote new and returning shows, also launched a heavy spot radio campaign in the top 25 markets to promote its new Friday lineup, which pulled in good numbers on premiere night. *Golden Palace*, *Bob* and a two-hour *Picket Fences* all won their first-night time periods (although the last half-hour of *Picket Fences* came in behind the last half-hour of *20/20*, with which it will compete head-to-head in its regular 10 p.m. slot). The three shows earned a 24 share, higher than the 15 share the network's Friday schedule earned last year. Audiences sampled those shows even without the two former Monday night heavies, *Designing Women* and *Major Dad*, which will air Fridays as well.

The three new Friday night shows were also the core of CBS's in-store promotional tie-in with Nabisco, as is

Monday's *Hearts Afire*: its one-hour premiere brought in a 14.8 Nielsen rating/24 share, helped by its lead-in position to back-to-back baby shower and labor episodes of *Murphy Brown*.

ABC: Back to the movies

After a year's absence, ABC was back in movie theaters this season to promote two of its shows, *Going to Extremes* and *Covington Cross*. *Extremes* had its strongest ratings (14.1/25) at its debut three weeks ago, but has since dropped off slightly to 13.1/23. *Covington Cross* has had mixed success since it premiered, in a special Tuesday night slot, with a third-place 11.1/19 against CBS's *Miss Teen USA* and *Dateline NBC*. The network tried it out on Friday night, where it won its 9 p.m. time slot. On its third outing, in its regular time slot on Saturday at 8, the show finished second with a 7.4/14.



ABC promoted its new Covington Cross in movie theaters this summer.

ABC also spent heavily on cable to promote its new shows, putting in more dollars than the other two networks combined and more than it spent on the medium last year, says Mark Zakarin, senior vice president, marketing, ABC Entertainment.

ABC skipped theatrical promotions last year because "we didn't feel like we had the right shows," Zakarin says. What makes a show right for that kind of promotion, he says, is appeal to a young audience—since they are

the ones who go to movies in late summer—and high production values.

NBC: Kid appeal

Jettisoning older-skewing shows like *Golden Girls* and *In the Heat of the Night*, NBC altered its promotional strategy to target the younger audience it now covets. According to Alan Cohen, NBC vice president, marketing, the network this fall looked to promotional media that would target 18-49-year-olds.

NBC also spent much of its energy in overall theme promotions, something it did not do last year. The "it's a whole new NBC" theme was one of the promotional tools aimed at younger viewers, according to Cohen. Still, NBC was third in the ratings race for the "pre-premiere week" week, which had 37 programs debut.

The network's largest promotional effort was in conjunction with parent company General Electric. NBC promotional material was packaged as free-standing inserts with GE light bulbs in 150,000 displays, the first such venture the network has done with GE. Included in the insert were coupons for GE products. The two shows most heavily promoted in the tie-in, *The Roundtable* and *Here and Now*, with Malcom Jamal-Warner, are off to so-so starts. *Here and Now's* 16 share was five points lower than *Golden Girls* averaged last season, although the show skews the desired young audience. *The Roundtable's* two-hour premiere on Friday night came in third at 8.3/16. NBC also promoted *Here and Now* heavily on Westwood One and *The Roundtable* in a four-page fashion spread in *Woman's Day*.

To reach the young audience, NBC got together with cable's Comedy Central to produce a one-hour NBC preview show that aired six times. Co-hosted by *Mad About You* star Paul Reiser, and concentrating on NBC's new comedies, the venture was designed to go after a young, although small, audience, given Comedy Central's limited reach, Cohen says. NBC started its youth-oriented promotions in early August in a tie-in with Target stores for *Blossom*, which started airing new episodes last month. ■

FOURTH-QUARTER SCATTER SELLING, FINALLY

Like other quarters, buying begins later than normal; CBS doing well

By Sharon D. Moshavi

Fourth-quarter prime time scatter inventory is starting to move, but as most of the scatter markets have gone this year, it is moving only just as the quarter arrives, much later than the norm. But, as Julie Friedlander, an Ogilvy & Mather media buyer, put it: "It's been so abnormal so long that it's normal."

Media buyers say they think the networks are pretty well sold through October, but that November and December could be shaky. "The tail end of third quarter was fairly active, and [money] is overflowing into fourth quarter," says Richard Kostyra of J. Walter Thompson. But buyers say advertisers simply aren't putting out a lot of money for buys later in the quarter at this point. Although agency executives say the economy is offering neither positive nor negative signs right now, at least two buyers think some advertisers may not put much money into the latter part of the quarter.

Advertisers who traditionally advertise during Christmas—retailers, toy manufacturers, foodstuff manufacturers—will spend in scatter, but it is unclear whether non-holiday-related advertisers will come into the market, according to Kostyra.

Despite a stable, calm market, the broadcast networks (mostly CBS) are commanding unit rates equal to those of upfront, say buyers. "Since fourth-quarter pricing is usually lower than second or third quarter, the networks that are selling fourth quarter for upfront prices are in pretty good shape," says N.W. Ayer's Marcella Rosen.

CBS is particularly well off, having sold more inventory upfront, and has started the fall season with a solid Monday night and, to some buyers'

surprise, a good Friday night as well. There is more room for price negotiation with, and more availabilities on, NBC and ABC, which are said to be less well sold.

The large amount of youth programming on the networks and Fox may be starting to saturate the market. According to Ayer's Rosen, more advertisers are looking to buy 18-to-49-year-old audiences than 18-to-34-year-olds right now.

The way the fourth-quarter market shapes up could have a lot to do with how well CBS does on baseball. If the network attracts dollars to the World Series and particularly to the hard-to-sell playoffs, it may take dollars out of the rest of the scatter market, according to BBDO's Stephen Grubbs. ■

Changing Hands

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

Hunt Broadcasting, Inc.

has acquired the assets of

KIKM-FM
Sherman, Texas

from

**Hawthorne
Broadcasting Corp.**

Bob Austin and Al Perry
represented the buyer
in this transaction



Satterfield & Perry, Inc.
Brokers • Consultants • Appraisers
Philadelphia • Kansas City • Denver

Jack Satterfield
(215) 668-1168
John Windman
(215) 660-7760

Doug Stephens
(913) 649-5103

Al Perry
(303) 239-6670
Bob Austin
(303) 740-8424

WFYV-FM Jacksonville, Fla. □ Sold by Metroplex Communications to Evergreen Media Corp. for \$8 million. Seller is headed by Norman Wain and recently sold WFYV(AM) Jacksonville and WPRD(AM)-WMGF(FM) Orlando to Paxson Enterprises Inc. ("Changing Hands," July 6). Metroplex is also licensee of WHYI-FM Fort Lauderdale and WMTX-AM-FM Pinellas Park-Clearwater, both Florida; WERE(AM)-WNCX (FM) Cleveland and WXBX(AM)-WUFX-FM Buffalo, N.Y. Buyer is headed by Scott K. Ginsburg and is licensee of two AM's and four FM's. WFYV has AOR format on 104.5 mhz with 100 kw and antenna 984 feet above average terrain. Broker: Blackburn & Co.

KQPT(FM) Sacramento, Calif. □ Sold by Duchossois Communications Co. to Brown Broadcasting Co. for \$7 million cash. Seller is headed by Rolland C. Johnson and is also selling KJYK (AM)-KKLD(FM) Tucson, Ariz. (see below). Duchossois also owns WHFS(FM) Washington and KGLL(FM) Greeley, Colo. Buyer is headed by Willet H. Brown. KQPT will join KXOA-AM-FM as Brown's second FM in Sacramento;

company also owns KKNW(FM) Seattle and KPOP(AM)-KGB-FM San Diego, KKSJ(FM) San Francisco and KYNO (AM)-KJFX(FM) Fresno, all California. KQPT has new AC format on 100.5 mhz with 115 w horizontal, 105 w vertical and antenna 380 feet. Broker: Blackburn & Co.

WHVE(FM) Cocoa Beach, Fla. □ Sold by Paxson Broadcasting of Orlando Ltd. to Hoker Broadcasting Inc. for \$5.5 million. Seller is headed by Lowell W. Paxson, who recently purchased WLVE(FM) Miami Beach for \$16 million ("Changing Hands," Aug. 17). Paxson owns five AM's and eight FM's. Buyer is headed by Jay Hoker and also owns WMLX(AM) Cincinnati. WHVE has easy listening format on 104.1 mhz with 100 kw and antenna 1,609 feet.

WWDE-FM Hampton, Va. □ Sold by Edens Broadcasting to Max Radio Inc. for \$5.4 million. Earlier sale to Force II Communications, headed by Robert F.X. Sillerman, did not close. Seller is headed by Gary Edens and is also licensee of KOY-AM-FM Phoenix and

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,007,136 □ 5

FM's □ \$33,512,000 □ 8

AM-FM's □ \$4,620,000 □ 4

TV's □ \$0 □ 0

Total □ \$39,139,136 □ 17

1992 to Date:

AM's □ \$156,709,106 □ 167

FM's □ \$330,008,127 □ 192

AM-FM's □ \$230,499,846 □ 121

TV's □ \$1,382,437,087 □ 47

Total □ \$2,099,654,166 □ 527

For 1991 total see Jan. 27, 1992 BROADCASTING.

KKLQ-AM-FM San Diego. Buyer is headed by Larry Saunders; other investors are John A. Trinder, F. Gray Kiger Jr., Aubrey E. Loving Jr., Commonwealth Investors Ltd. and Quad-C Inc. WWDE-FM has AC format on 101.3 mhz with 50 kw and antenna 498 feet above average terrain. *Broker: Blackburn & Co.*

WXBM-FM Milton, Fla. (Pensacola) □ Sold by WXBM Inc. to June Broadcasting Inc. for estimated \$4.5 million. Seller is headed by WXBM-FM station manager Lou Mahack, who will continue in that position. Buyer is subsidiary of Calender Broadcasting, headed by Phil Giordano, which also owns KBFM(FM) McAllen-Brownsville, Tex., and WBLX-AM-FM Mobile, Ala. WXBM-FM has C&W format on 102.7 mhz with 100 kw and antenna 1,320 feet above average terrain. *Broker: Media Services Group Inc.*

KJYK(AM)-KKLD(FM) Tucson, Ariz. □ Sold by Duchossois Communications to Behan Broadcasting Co. for \$4 million. Seller is headed by Rolland C. Johnson and is also selling KQPT(FM) Sacramento, Calif. (see above). Buyer is headed by Dennis Behan, former radio station owner. KJYK is fulltimer with CHR/sports format on 1490 khz with 1 kw. KKLD has AC format on 94.9 mhz with 97 kw and antenna 1,952 feet above average terrain. *Broker: Kalil & Co.*

WIXI(FM) Naples Park, Fla. □ Sold by Wodlinger Broadcasting Co. of Naples Inc. to Naples Communications Systems Inc. for \$3 million. Seller is headed by Michael H. Wodlinger (vice president), and has interests in KRMO(AM)-KKBL(FM) Monett

and KZRK(FM) Cassville, both Missouri. Buyer is headed by Ronald Shaffer, and is subsidiary of licensee of three AM's and four FM's. WIXI has big band format on 105.5 mhz with 950 w and antenna 584 feet. *Brokers: Kozacko-Horton Co. and Jorgenson Broadcast Brokerage.*

WTNW(AM)-WFFX(FM) Tuscaloosa, Ala. □ Sold by Arrow Communications of Alabama Inc. to Alabama Universal Corp. for approximately \$1 million. Seller is headed by William R. Rice, receiver, and is licensee of one AM and four FM's, for which Rice is also receiver. Buyer is headed by James L. Kirk, and has no other broadcast interests. WTNW is fulltimer with easy listening format on 1230 khz with 1 kw. WFFX has AC format on 95.7 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: William R. Rice Co.*

KLVT-AM-FM Levelland, Tex. □ Sold by KLVT Radio Inc. to James D. Peeler for \$400,000. Seller is headed by Clint Formby and has interests in KPAN-AM-FM Hereford, KTEM(AM)-KPLE(FM) Temple and KSAM-AM-FM Huntsville, all Texas. Buyer also has interests in licensee of KPAN-AM-FM. KLVT(AM) is fulltimer with MOR format on 1230 khz with 1 kw. KLVT-FM has C&W format on 105.5 mhz with 3 kw and antenna 300 feet.

WGIG(AM) Brunswick, Ga. □ Sold by Brunswick Broadcasting Corp. to Stewart Broadcasting Inc. for \$360,000. Seller is headed by Ronald D. Griffin. He and shareholder Ron Yontz have interests in WTIF(AM)-WJYF(FM) Tifton, Ga. Yontz also has interests in WBLY(AM) Springfield, Ohio. Buyer is headed by Wayne Stewart, and is permittee of WYNR(FM) Darien, Ga. WGIG has country format on 1440 khz with 5 kw day and 1 kw night.

WTMC(AM) Ocala, Fla. □ Sold by Sunstar Telecom Inc., debtor-in-possession, to The American Network Group Inc. for \$250,000. Seller is headed by Gary Cooper and has no other broadcast interests. Buyer is headed by John J. Casey and Robert Williamson and has controlling interest in WPTN(AM)-WGSQ(FM) Cookeville, Tenn. Williamson also has interests in WJTC(TV) Mobile, Ala. WTMC has news, sports format on 1290 khz with 5 kw day and 1 kw night.

For other proposed and approved sales see "For the Record," page 57.

CLOSED!

KAQQ-AM/KISC-FM, Spokane and KWG/KSGO-FM, Stockton from The Home News Company, to Silverado Broadcasting, Ron Miller and John Winkel, Principals, for \$3,950,000.

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MSTV, FCC AT ODDS OVER HDTV ALLOTMENTS

Broadcaster group asks for particulars behind all-UHF, unpaired plan

By Peter Lambert and Joe Flint

Broadcasters and the FCC are on a collision course over high-definition-television channel allotments. The broadcasters say they have developed computer software that will allow the specific pairing of new HDTV assignments with 1,699 existing NTSC assignments. The FCC continues to doubt such channel-pairings technically can be achieved and is forging ahead toward a goal of settling the issue by next summer.

Specifically, the Association for Maximum Service Television claims it has already plugged test data from one of the proposed advanced TV systems (NHK's Narrow MUSE) into its computer program and generated a proposed allotment/assignment table that could be used if MUSE were to become the standard. MSTV plans to generate a similar table for each proposed HDTV system as lab test data becomes available from the Advanced Television Test Center (ATTC). MSTV says it has begun the process with General Instrument's DigiCipher system data, which was published by ATTC Sept. 8.

The sample channel allotment table issued by the commission on Aug. 14 (with a request for industry comment by Oct. 13, although MSTV and others have requested an extension of 30 days) does not pre-pair HDTV assignments with existing NTSC assignments. FCC staff say they remain open to evidence that MSTV's site-specific approach will work. But so far, the FCC has suggested that channels must first be allotted as efficiently as possible for each market (regardless of specific pairings with existing stations), in preparation for a separate process of channel assignment after

the allotment table is fixed.

Some broadcasters have argued that without channel pairing, the assignment process could become bogged down in broadcaster negotiations for years.

The issue has risen to the top floors of MSTV, the Association of Independent TV Stations, the Association of America's Public TV Stations, Capitalcities/ABC, CBS and Fox, which sent a joint letter on the subject to FCC Chairman Alfred Sikes.

Dated Sept. 11, the letter argues that, without more specific information on how the FCC arrived at the sample table of allotments—information including each HDTV channel's power levels, antenna heights and locations—"we believe that the commenting and decisionmaking process cannot be effectively concluded." Echoing FCC skepticism about MSTV's methodology, the letter decries the lack of technical information explaining how the FCC arrived at its draft table, particularly in respect to the FCC's decision to restrict all initial HDTV allotments (except 17) to UHF channels.

Specifically, MSTV et al. want to know the power and height parameters used to achieve the 85 to 90 kilometer "minimum" service area for all HDTV stations and what are the maximum power and height parameters used by the commission to reach a "maximum" service area.

Another controversial topic may turn out to be adjacent communities for major markets. The letter asks for the criteria the commission used to allot HDTV channels for adjacent communities that use co-located transmitter sites. "Specifically, what technical criteria did the FCC use to differentiate between the advanced TV channels allotted to the New Jersey communities of Linden, Paterson and Secaucus, and the pool of ATV channels allotted to the New York City and Newark, N.J., communities mentioned above using the same transmitting location?"

The concern is that in the FCC's draft table, one allotment is in Secaucus, where only wwOR-TV is located. Although the station is licensed there, its transmitter site is at the World Trade Center in New York along with all the other New York stations.

"Secaucus," said Greg Schmidt of the law firm of Covington & Burling, is listed as a separate ATV channel even though its transmitter site is co-located with other New York stations. The FCC has proposed a first-come, first-served system with ties broken by lottery. wwOR-TV "does not have to worry about slugging it out with other New York channels."

There are also two channels in Newark with similar scenarios. Other markets where the issue may arise include San Francisco and Chicago.

Bruce Franca, the FCC's deputy chief engineer, said the draft table in

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

the notice is just a sample. "Co-location is an issue, but all co-located channels will go into the same pool, and the method of assignment will be worked out. It is a question in the process. We could use random assign-

ment or first come, first served."

Perhaps most crucial to the issue is time. Sikes wants the highly volatile allotment issue finalized by the time the FCC adopts an HDTV standard next summer. But lab data on the last

of five proposed systems—data MSTV says it needs to generate channel-paired tables—will not become available until December, several months after comments are due on the FCC's proposal. ■

DUGGAN CALLS FOR MORE GOVERNMENT PLANNING

Decries 'lazy fairies of laissez-faire,' endorses 'American-style' industrial policy

By Harry A. Jessell

FCC Commissioner Ervin Duggan last week called for a larger government role in spurring the development of telecommunications.

The U.S. can no longer afford to disavow "industrial policy" and rely on the "lazy fairies of laissez-faire" as the Reagan administration did, he said in a speech before the Washington communications bar.

"To imagine that a shift of our domestic economy from Cold War priorities to new ones can be accomplished with no government intervention—no goals, no plans—is to put more weight upon the backs of the lazy fairies than those frail backs can bear," he said.

"The next administration—whether it be Bush's or Clinton's—cannot succeed in its role of economic leadership unless it accepts, unblinkingly, the necessity of rethinking industrial policy—and accepts the challenge of doing it well."

Except for the reference to the Reagan administration, the Bush-appointed Democrat steered clear of partisan remarks. But his ideas seemed to resonate far better with those of the Clinton campaign than with those of the Bush administration.

"To create millions of high-wage jobs and smooth the transition from a defense to a commercial-based economy," says the Clinton economic plan, Putting People First, "we will rebuild America and develop the world's best communications, transportation and environmental systems." The rebuild includes "a national information network to link every home, business, lab, classroom and library by the year 2015."

Industrial policy is anathema in Washington today, Duggan said, but mostly because it is too narrowly defined.

"If by industrial policy, one means clumsy government intrusions into the



Duggan advocates public policies that "create arenas for private competition."

private marketplace...if one means the spending of public funds on ill-advised boondoggles, if one means picking corporate winners and losers by government fiat, then...we should be against it," he said.

"If, on the other hand, one means...the necessary efforts of government to encourage economic growth, if one means using public policy and public goods to create arenas for private competition, if...one means prudent efforts by government to establish rules and set standards and parcel out scarce resources, then we cannot avoid it and we must try to do it well."

There are plenty of examples of good "American-style" industrial policy in American history, from the Louisiana Purchase to the GI bill, Duggan said. Most recently, he said, "President Bush has supported programs to develop supercomputers, supercolliders and a national computer network. His administration has proposed tax incentives for technology development and put forward a list of 'critical technologies' for the future."

The FCC's particular brand of "industrial policy" should include more efficient processing of applications, a willingness to set technical standards and further improvement in allocating and managing spectrum, Duggan said.

Duggan said he has broached with FCC Chairman Al Sikes consolidating all the FCC licensing activities into a single bureau, and all wireless mobile communications—cellular, private radio and PCS—into a Mobile Service Bureau.

The FCC is well on its way toward setting a standard for high-definition television, Duggan said. "But the lingering inhibition about industrial policy may be causing us to hesitate about serving as a catalyst in setting standards for news services" like the cellular-like personal communications service, he said.

Improving spectrum management means moving quickly to allocate spectrum for new services such as PCS, digital audio broadcasting and mobile satellite. "It is equally important to do what we can...to improve our procedures for licensing spectrum, particularly our lottery process."

To determine what's good industrial policy and what's bad, Duggan said, he would apply a three-point test: (1) does it have a "multiplier effect," creating a "gigantic boom for a relatively small investment"; (2) does it "revere private initiative and private market forces," and (3) does it create "arenas for competition" among many companies.

Duggan said the FCC drive to introduce PCS scores best in the three-point test. "The FCC of the '90s would not be mistaken if it built on the model of our wireless policies," he said.

The agency's HDTV initiative barely passes, Duggan said. "I don't feel the push from the marketplace for HDTV," he said. "We need more information from the marketplace." ■

FILM LABELING ON FAST TRACK FOR NEXT CONGRESS

Legislation identifying movies that have been colorized or otherwise altered being pushed by writers, directors, for markup early in next session

By Randy Sukow

Hollywood writers and directors got a headstart on getting their top legislative priority, the Film Disclosure Act (S. 2256/H.R. 3051), passed in the next session of Congress.

"This legislation is not going to pass this session. There's only a week to go," S. 2256 sponsor Howard Metzenbaum (D-Ohio) acknowledged during a Senate Judiciary Committee hearing last week. But with most of the fact-finding process out of the way in both houses, the bill's supporters can now push for early markups next year.

The bill would require that a disclaimer be attached to any television presentation (broadcast, cable or videocassette) of a theatrical release that had been subject to any "material alteration" if a writer, director or some other member of the creative team on the movie objected to the change. Among the alterations drawing objections are colorization, panning and scanning (a method for adapting movies shot in wide film frames to the narrower 4:3 video frame) and the editing of portions of a film either to

fit a TV program schedule or conform to community "indecent" standards.

The Senate bill, introduced in early 1992, includes fewer labeling requirements than the House version, introduced last year by Robert Mrazek (D-N.Y.). S. 2256 does not, for example, require labels on advertisements for a film.

The leading opponents of the bill are broadcasters and Hollywood studios holding film copyrights. Broadcasters argue that disclaimers warning of material alterations before a film will tell viewers that films edited for television are substandard and not worth watching. Public reaction to such films does not support that claim, said Al DeVaney, general manager, WPWR(TV) Chicago, who represented the Association of Independent Television Stations at the hearing.

"When we run movies on television, the public votes via the ratings services as to whether that program is acceptable to them," DeVaney said.

J. Nicholas Counter, president of the Alliance of Motion Picture and Television Producers (who also represented the Motion Picture Association of America at the hearing), said labeling could put American film copyright

holders at a competitive disadvantage with foreign movie producers who will not be subject to American law. "This is not a time to attack copyright holders, but to protect them," Courter said.

Metzenbaum quoted a 1988 letter from MPAA President Jack Valenti to Frank Zinnemann on the subject of colorization that seems to endorse the type of labeling required in the bill. "If any film is to be colorized then there must be on display a disclaimer that the film is a colorized version of an original black and white," Valenti said in the letter. "This disclaimer would go on a title panel before the logo of the distributor."

Following the hearing, Valenti said he stood by what he wrote in the letter, but only in regard to colorization.

Also, Valenti said, the studios and the creative community—not government—voluntarily should decide when disclaimers are needed.

Bill supporters say the collective bargaining table is not an adequate forum for the material alterations issue. Several creative elements of a movie are contributed by people who are not members of the DGA or the Writers Guild of America. ■

NEW U.S. RADIO SERVICE TO ASIA PROPOSED

Congressional committee recommends creation of broadcast service to China, other nations, under aegis of Board for International Broadcasting

By Joe Flint

The U.S. Commission on Broadcasting to the People's Republic of China, a bipartisan congressional committee, has recommended that the U.S. create a broadcast service to China and other Communist Asian nations.

Although the 11-member commission is in agreement that such a service is needed, its members were divided over whether the service should be provided by the United States Information Agency's Voice of America or the Board for International Broadcasting, which oversees Radio Free Eu-

rope and Radio Liberty. In the end, BIB won by a 6-4 vote, with one member dropping out because of a conflict of interest.

Startup costs for the service, according to the committee's 100-page report to Congress, will be more than \$30 million, with annual costs running between \$35 million and \$39 million. As a cost saver, existing transmitters will be utilized and satellite time leased, at an estimated cost of \$200 per hour. Since money for the new service will be tight, the commission said whichever agency gets the new service should have its expenses "defrayed by suspending the ineffective

operations of TV Marti"—VOA's TV service to Cuba.

Besides China, the commission is pushing for broadcasts of local news and commentary to Vietnam, Laos, Cambodia, North Korea and Burma, which, although not communist, was described by committee chairman and VOA Director John Hughes as "one of the most repressive regimes in the world."

The new service will be called either "Asian Information Radio" or "Asia Democracy Radio" because those names, according to the com-

Continued on page 56

FCC General Counsel Bob Pettit made it official last week, announcing he will be leaving the agency to join the law firm of Crowell & Moring. Pettit says he'll be taking no transitional vacation. His last day at the FCC will be this Friday (Oct. 2); his first at the firm, the following Monday. Pettit surprised some by not returning to Wiley, Rein & Fielding, which employs his longtime patron, former FCC Commissioner Mimi Dawson. Pettit had also talked with Morrison & Foerster, where Diane Killory, Pettit's predecessor in the FCC post, is building a communications practice.

Pettit's deputy, Renee Licht, is expected to take over the general counsel's office on an acting basis. FCC Chairman Al Sikes will name a permanent replacement following the November elections—assuming, of course, his position is affirmed by the re-election of Bush.

Crowell & Moring already has a substantial communications practice managed by John Stewart, John Scott and Linda Smith. Among other things, Stewart handles copyright matters for the National Association of Broadcasters.

In a speech before the Federal Communications Bar Association, FCC Commissioner Ervin Duggan praised Pettit—and twitted him as well. Pettit, he said, deserves credit for the FCC new comparative licensing scheme: "Paper covers rock; rock smashes scissors."

FCC Chairman Alfred Sikes has been regularly bashing the cable bill (to little apparent effect thus far), most recently in a statement released last Monday as the conference report was headed to the Senate floor for final passage. But fellow Commissioner James Quello made it clear Sikes does not speak for the entire agency, releasing a letter to the Hill praising the bill, particularly its must-carry and retransmission-consent provisions. "On balance...S. 12 will benefit the consumer and will help assure the continued viability of universal free television for all the public."

Unlike Sikes, Quello seemed eager to accept the increased regulatory responsibility that would befall the agency. "The legislation places general jurisdiction with the FCC where it properly belongs," he said. "Together, Congress and the FCC can assure fair and equitable treatment for all parties and work to minimize administrative burdens."

Zora Brown, formerly of the FCC and BROADCASTING, found herself in the middle of the *Murphy Brown*-Dan Quayle controversy last week. And it was all of her own doing. She invited the Vice President and his wife, Marilyn, to join her and about a dozen single parents at her Washington home to watch the much heralded season debut of the CBS sitcom in which Brown tries to cope with her first days as a single mother. Zora Brown appeared on the local CBS affiliate, WUSA, before and after the broadcast, landed on the *Today* show and CNN the following morning, and participated in a series of radio interviews.

Brown says she has no particular complaint with *Murphy Brown*. But, she says, she resents "subliminal messages" in TV programming that give parents little help in raising their children. One single mother of seven she

knows complains that TV seems to undo all the values she tries to instill, Brown says. She tries to teach the importance of hard work, she says, "but everything on TV is a quick fix."

Brown, who gave one of the nominating speeches for Quayle at the Republican convention, came to know the Quayles through their common work toward eradicating breast cancer. She is the sister of Belva Brissett, a senior vice president at the National Association of Broadcasters, who died of the disease in December 1990.

Come Oct. 1, the Copyright Royalty Tribunal will have a new general counsel to go along

with its two new commissioners. The new GC, who will constitute the entire professional staff of the tiny agency, is Linda Bocchi, who is moving over from the Securities and Exchange Commission. Despite the recent securities work, Bocchi is at bottom a communications lawyer. Out of Cornell Law School in 1980, she joined the

FCC, serving in the Private Radio and Mass Media Bureau. She also practiced communications law for four years in the Washington office of Baker & Hostetler. Bocchi succeeds Robert Cassler, who resigned last spring after a falling out with CRT Chairman Cindy Daub. The new commissioners, who received recess appointments in August, are Bruce Goodman and Edward Damich.

Offering no count on how many wear tassled loafers, the Bush campaign has released the 100 steering committee members of Lawyers for Bush/Quayle '92. It's topped by co-chairmen Richard Wiley, of Wiley, Rein & Fielding, and Wesley Williams, of Covington & Burling. Former FCC Commissioner Anne Jones, of Sutherland, Asbill & Brennan, is also among the group.

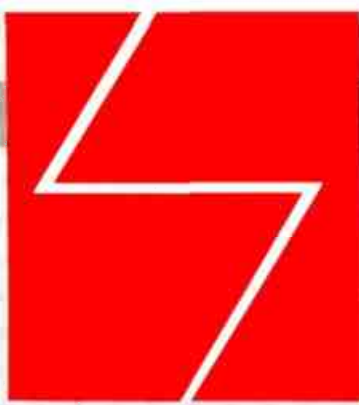
Adrian Cronauer, best known as the radio personality portrayed by Robin Williams in "Good Morning Vietnam" and less well known as a Washington communications attorney (Weadon & Associates), appears in a yet-to-be-released ad for President Bush produced by the campaign's ad agency, The November Group. In the spot, Cronauer told BROADCASTING, he questions Democratic nominee Bill Clinton's draft record: "A lot of people were opposed to war and I understand why Clinton avoided the draft; I don't understand why he lied about it." Cronauer, a life-long Republican, said he was asked to do the spot after volunteering to work on Bush's campaign. After years in radio and voiceover work (with time out to help make the movie), Cronauer went to law school and interned in the office of former FCC Commissioner Patricia Diaz Dennis.

Vice President Dan Quayle was caught flat footed last week when questioned about the cable bill on NBC's *Meet The Press*. After a little hemming and hawing, Quayle retreated to boilerplate: "Let's wait and see how the bill comes down," he said. Let's see the final analysis of it.... Our preference is one of competition rather than regulation." ■



Washington Watch

Edited By Harry A. Jessell



A DIFFERENT KIND OF WASHINGTON SUMMIT

Two weeks before Election Day, thirty-one industry and government leaders will have their say about the future of the telecommunications industry.

They will gather at the Omni Shoreham Hotel for INTERFACE VI, a joint presentation by Broadcasting Magazine and the Federal Communications Bar Association (FCBA).

In addition, several hundred others, deeply concerned about mass media regulation and policy, and the financial and economic well-being of the broadcasting and cable industries, will be on hand to listen to, analyze and question the speakers and panelists on the issues explored during this critical, one-day seminar.

We invite you to join us at this important event.

INTERFACE VI: A Blueprint for the Future

Broadcasting/Cable
INTERFACE VI: A Blueprint for the Future
October 21, 1992
Omni Shoreham Hotel, Washington, D.C.

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

*Speakers, panelists and times are subject to change.

A night to remember, too!

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

This year, 20 new inductees will be honored by their colleagues. It's a glorious, memorable evening you will not want to miss.

INTERFACE VI AND HALL OF FAME AWARDS

Special discounts are available to those individuals attending both the seminar and the Awards Dinner. Please fill out the coupon below containing the various price options.

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 (\$300 is tax deductible)

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 (\$300 is tax deductible)

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 (\$5750 is tax deductible) (\$4250 is tax deductible)

C Tier \$4000
 (\$2750 is tax deductible)

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For Hall of Fame only, please make check payable to: BROADCASTING 1992 Hall of Fame.

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Broadcasting 

PROJECT ANDREW



BROADCASTERS MOVE MOUNTAINS (OF SUPPLIES)

'Keep on Trucking' could have been the rallying cry of the Hurricane Andrew relief effort undertaken by the TV and radio industry, as literally millions of pounds of food and supplies were collected and transported to the storm-ravaged area. From telethons and radiothons to food drives, help lines and more, that effort was a collective one, with competitors dropping the gloves and joining hands to get the job done. The following list is not comprehensive, but representative of the scope and sweep of industry mobilization.

Following Hurricane Andrew's sweep through South Florida Aug. 24, TV and radio stations in the state mobilized almost immediately to start or join relief efforts, working together with relief organizations, business and advertisers to raise money and get supplies to the tens of thousands of Florida residents devastated by the storm. And they were not alone. TV and radio stations around the country used their airwaves, their staffs and their energies to donate much-needed money and supplies to Andrew's victims in both Louisiana and Florida.

Fifteen West Palm Beach TV sta-

tions and 18 radio stations raised \$2.2 million in a two-hour telethon, led by **WPTV's** General Manager Bill Brooks and dubbed *Media Air*. "It may not have been pretty," said Brooks of the hastily put-together event, "but it was definitely effective."

WCIX-TV, although itself badly damaged by the storm, pitched in by organizing a "Neighbors Helping Neighbors" effort, in which volunteers staffed phone lines in an effort to match Floridians who have extra room in their homes with those left homeless. Other participants: **WINZ(AM)**, **WZTA-FM**, and *The Fort Lauderdale Sun Sentinel*. **WFLX(TV)**, which pre-

empted the premieres of two new Fox series (*Martin* and *The Heights*) to air the telethon, also collected food in four 48-foot trailers in the station's parking lot.

WFLA-TV in Tampa, along with **Home Shopping Network** (which is based near Tampa), co-hosted a three-hour telethon. Other Media General Broadcasting stations, **WJKS-TV** Jacksonville and **WCBD-TV** Charleston, S.C., and NewsWatch 8 Radio Network also participated in the event, which raised \$1.3 million (HSN donated about \$500,000 worth of merchandise). PBS station **WEDU(TV)** also aired the telethon, canceling the final

On August 24th,
93% of
South Florida
residents
were very, very
lucky.

They were spared the wrath of Hurricane Andrew. And as with most challenges, South Florida has come out of this stronger than ever, with a resolute commitment not simply to recover, but to grow. While much of our focus is on helping those who were not so fortunate, we remain a vital market, buying, spending, and doing more than ever. South Florida. You can't keep a good market down.

WBFS WCIX WDZL WFTS WFLX WFLW WFLV WFTS WFTS WFTS
UNIVISION

Statistics provided by the American Red Cross and the Florida Department of Commerce. August 1992.

night of its on-air pledge drive.

To date, **WTLV(TV)** Jacksonville has dedicated 272 minutes of airtime to the relief effort it organized along with the Salvation Army and Publix supermarkets. Two million pounds of food and supplies (including 600,000 pounds of food Publix sent to its hardest-hit supermarkets in South Florida) have been collected and sent to hurricane victims.

Univision's **WLTW(TV)** Miami helped raise \$1.1 million. The network then organized a 6½-hour national telethon that aired Sept. 13 and raised an additional \$3.5 million for the Red Cross.

Jefferson Pilot Communications' **WLYF-FM** Miami and **WMRZ(AM)** joined with Publix supermarkets, the Subway restaurant chain and the north Dade Chamber of Commerce to form "Operation Lifesaver," aimed at getting cash donations into the hands of storm victims. On Labor Day alone, the stations raised \$22,000 in pledges.

WLVE-FM Miami teamed with Byrons department stores there to collect food and insure it was delivered.

WYNF(FM) Tampa helped raise over \$50,000 to help the displaced inhabitants of Homestead Air Force Base.

WTVT-TV Tampa-St. Petersburg ran a phone bank for 41 hours after the hurricane, raising \$100,000. **WRMD-AM** (Radio Mundo) helped with the calls and promoted the relief effort on air. **WTVT(TV)** has also produced a PSA for We Will Rebuild, the new nonprofit group set up to aid Dade County. **WDZL(TV)** Hollywood, Fla., offered relief PSA's to other stations and was accepting donations on behalf of the Red Cross.

WAXY-FM and **WHYI-FM** in Fort Lauderdale, joining with **WTVJ-TV** and **WPLG-TV**, raised 5½ million pounds of food in the first week after the storm and later raised \$176,000 in cash donations, which were turned over to the Red Cross. They enlisted Blockbuster Video and local malls to take donations, and have publicized the drive in newscasts and PSA's. Blockbuster donated \$100,000. **WTVJ** also created "Corporations That Care," collecting \$230,000 so far and publicizing the companies on the news.

WSVN-TV Miami is donating airtime to an awareness campaign for Habitat for Humanity, which plans to build 200 homes, over a two-year period, in the South Dade area, with a target of

FAB PUSHES FOR NATIONWIDE FUND-RAISER

The Florida Association of Broadcasters is trying to enlist the support of broadcasters across the nation for a two-day fund-raising drive to benefit hurricane victims ("Closed Circuit," Sept. 21). FAB President Pat Roberts told BROADCASTING the organization is encouraging all radio and television stations and Networks to participate in the drive, scheduled for the weekend of Oct. 17-18. "We're going to ask everybody to help us with one major push to concentrate the impact of the broadcasting industry in one time period," Roberts said. "We're asking them to devote as much time as they can on those two days." In the meantime, Roberts is appealing to stations to continue to run PSA's as often as possible between now and then and to continue aiding relief efforts in any way possible.

Roberts said the FAB is also encouraging broadcasters to support "We Will Rebuild," the recently sanctioned nonprofit relief group. —PV

10 homes by Thanksgiving (17 Habitat for Humanity homes that were built in South Florida last June weathered Andrew with no major structural damage).

WJQY(FM) Miami-Fort Lauderdale coordinated the delivery of emergency

supplies, clothing and building materials raised by other stations around the country that wanted to pitch in. Just days after the storm hit, 11 central Florida stations banded together for a multistation broadcast that raised \$30,000 in cash plus clothing, food and water for storm victims.

CBS affiliate **WCPX-TV** Orlando organized hundreds of South Florida volunteers in forming the "6NEWS Army," which helped collect and distribute 35 tractor trailers of food, water and medical and cleaning supplies, coordinating the effort with the Orange County sheriff's office, the Orlando Marine Corps Center, the Salvation Army and the Red Cross.

Also in Orlando, personalities from five stations (**WVRI-FM**, **WMGF-FM**, **WJHM-FM**, **WLOQ-FM** and **WHTQ-FM**) rode Splash Mountain at Walt Disney World for nearly four straight days to raise money for the Red Cross.

ABC affiliate **WFTV(TV)** Orlando opened eight toll-free hotlines for four days, matching donors with agencies needing help and helping viewers locate family and friends in the disaster area. The station logged over 250 volunteer hours.

Group efforts

The **Florida Association of Broadcasters** and the Florida Council of 100, a group of area business leaders, helped promote the effort of three major banks to match contributions to the Red Cross. The program is expected to raise \$3 million.

NBC and the owned stations are collecting donations (cash and supplies) for stricken employes at its sister station **WTVJ-TV** Miami. In addition, NBC parent General Electric has



Radio personalities from five Orlando radio stations rode Disney World's Splash Mountain for four days to raise money.

established the More Gifts...More Givers fund with the Red Cross to benefit hurricane victims. GE is matching employe donations of \$15 or more that are made to the Red Cross for Andrew relief.

CBS-owned stations collected donations (cash and supplies) for employes at its sister station **WCIX-TV** Miami. Meanwhile, the station created its own community relief effort, with the Jaycees, called Rebuilding: Neighbors Helping Neighbors. The CBS Foundation made a contribution to that effort.

One indication of the success of the relief effort, at least in meeting the immediate needs of the homeless, was illustrated by Fox Broadcasting, which was preparing a companywide relief effort when word came from Florida to "stop sending food and Pampers" and the project was canceled, according to Fox.

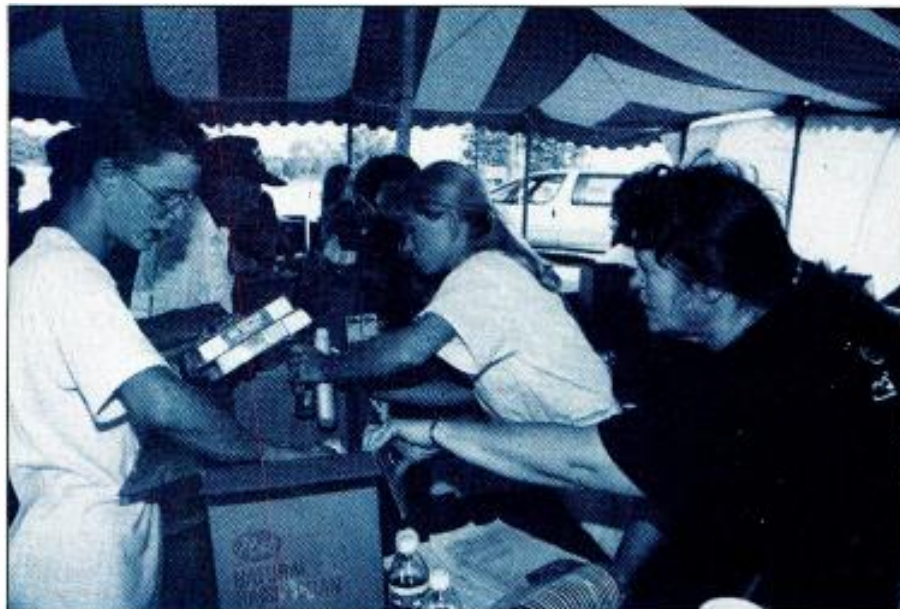
The fact that so many Floridians moved there from other states gave their plight special meaning to many TV and radio stations around the country. Clyde Payne, general manager of **WBKO(TV)** Bowling Green, Ky., said the vice mayor of Homestead, Fla., who was from Kentucky, helped that station deliver 74 tons of nonperishable food, bottled water, diapers and pre-mixed baby formula. **WBAY-TV** Green Bay, Wis., offered news updates on former Wisconsin families who had been storm victims and helped send 50,000 pounds of potatoes to hurricane victims.

At **WWSE(FM)** Jamestown, N.Y., afternoon DJ Paul Hoefler was able to contact his father, a resident of South Florida, just after the storm passed, and put him on the air for a description of the events. The station then initiated a local food drive, combining the donations with those collected in another drive organized by **WKBW-TV** Buffalo, N.Y.

Miami radio stations (the Miami Valley of Ohio, that is) **WHIO(AM)-WHKO(FM)** Dayton, Ohio, raised 84,000 pounds of relief items worth an estimated \$150,000 for the Daily Bread food bank serving South Florida.

Covering the caravans

Many of the stations that helped raise money, food and supplies sent camera crews to Florida and Louisiana to report on the disbursement of those donations. **WEWS-TV** Cleveland had its



Volunteers package and inventory some of the food and other supplies collected by **WBKO-TV** Bowling Green, Ky., for hurricane victims in Homestead.

crew travel in a C-130 transport plane, one of five used to help move 10,000 gallons of bottled water and other supplies. **WRIC-TV** Richmond sent its news team to Florida as well. **KOTV(TV)** Tulsa, which for eight days aired live pleas for food and supplies from the Salvation Army in all its newscasts, sent a news crew to accompany the two trucks delivering the goods to Houma, La.

Cooperation between TV and radio stations was a common thread of the relief efforts. **KMIZ-TV** Columbia, Mo., worked with co-located **KARO(FM)** and **KFRU(AM)** to collect over 165,000 pounds of relief supplies and \$20,000. The "Care-A-Van" was sent to Louisiana. **WKRC-TV** worked with co-located and co-owned **WKRC(AM)** and **WKRQ-FM** to help orga-

nize an effort in Cincinnati. **KHOU-TV** and **KMIX-FM**, both Houston, helped organize and promote a drive that raised more than \$108,000 and 20 semis worth of goods in "The Spirit of Texas Hurricane Relief Drive." **KRIV-TV** and **KLTR-FM** Houston co-sponsored a food drive that collected 175,000 pounds of food and supplies. And **WATE-TV** Knoxville, Tenn., co-promoted and co-hosted a one-hour telethon on behalf of hurricane victims.

WRC-TV Washington and **WPGC-AM-FM** Greenbelt, Md., combined efforts to raise \$20,000 and 14 trailer trucks of food and goods.

In Binghamton, N.Y., all the commercial radio and television stations joined to raise \$16,000 in donations and six tractor-trailer loads of sup-

BRUCE WILLIAMS HELPS RAISE \$15 MILLION

NBC Talknet's Bruce Williams has proven himself a prolific fund-raiser on behalf of victims of Hurricane Andrew. Williams used his nightly talk show to make an unusually direct appeal to Kuwait, Saudi Arabia and the United Arab Emirates for hurricane relief, arguing that the United States had recently come to their aid during the Gulf War. The result is now \$15 million in donations to the American Red Cross. Williams first made his appeal on Aug 31. The first donation, \$10 million from the Amir of Kuwait, came two days later. Then on Sept. 17, the embassy of the United Arab Emirates informed Williams's office that that nation had donated \$5 million to the Red Cross. Williams wasn't alone in appealing for the donations. He urged his listeners to call the nations' embassies, and they apparently did—officials at the embassy of the United Arab Emirates reported that they were getting 150 to 200 phone calls per day urging donations.

—SM



KRIV-TV and KLTR-FM, both Houston, collected 175,000 pounds of supplies.

plies, which were delivered by local radio personalities.

Telethons were a big part of the relief efforts by stations all over the country. **WRGB(TV)** Schenectady, N. Y., teamed with the Red Cross for a mini-telethon at a local mall. Local businesses joined the effort and raised over \$150,000 (and counting). In Louisiana, **KHOM-FM** Houma and **KTIB-AM** Thibodaux took part in a live remote at a local club in which 14 area bands staged a benefit that raised \$70,000 in a single night.

WJYY-FM Concord, N.H., held a 12-hour radiothon that raised more than \$7,000 for the American Red Cross. In Detroit, **WKQI-FM** held an all-day radiothon that raised \$119,300 in cash and eight tons of badly needed supplies, including clothing, bottled water, baby food and diapers, which were collected by Salvation Army trucks.

Many stations teamed with local businesses to coordinate relief efforts. **WWOR-TV** Secaucus, N.J. (New York), the Salvation Army, the American Red Cross and A&P and others joined to form Channel 9's Hurricane Relief Drive, which filled seven Salvation Army trucks with about 70,000 pounds of food, clothing, shoes, blankets and toys.

WCCO-TV and Pillsbury partnered in Operation Andrew, which at last count had raised \$425,000, with donations still coming in. The station asked viewers for donations, and Pillsbury matched one pound of food for each

dollar given.

In Fort Worth, Texas, **KXAS-TV** teamed with **KSCS-FM** and Kroger Food Stores on a project they called the Texas Food Channel, where viewers were asked to donate canned goods. Kroger matched pound for pound. Donations totaled more than 350,000 pounds.

WFSB-TV Hartford teamed with local businesses and Delta Airlines to form Operation Carelift. Viewers were asked to bring food and donations to participating grocers. Over 225,000 pounds of supplies were flown to Florida by Delta.

In Saginaw, Mich., **WGER-FM**

WSGW(AM) and **WIOG-FM** joined the Salvation Army's "Adopt-A-City" program aiding Sweetwater, Fla. The station placed collection canisters at area 7-Eleven Stores and offered discounts to advertisers who donated \$500 or more.

Fisher Broadcasting stations **KOMO-AM-TV** Seattle and **KATU(TV)** Portland teamed with the Salvation Army and the National Guard to sponsor a one-day relief drive on Aug. 28. Delta and Northwest Airlines helped fly the goods to Florida.

Providing news coverage of efforts by outside organizations (as well as themselves) was another way in which broadcasters contributed to the relief effort. **KWQC-TV** Davenport, Iowa, gave extensive news coverage to area Jaycees who collected nine truckloads of donated goods. **WLSL-TV** Roanoke, Va., conducted live weather reports from local shopping malls where donations were being collected. **KTSP-TV** Phoenix provided coverage of the "American Volunteer Medical Team," an organization headed by Cindy McCain, wife of Arizona Senator John McCain, which went to Florida to provide medical care and construction help.

WMIX-FM Harrisburg, Pa., headed up a Central Pennsylvania relief effort, asking listeners to donate relief supplies and having morning personalities do remote broadcasts along the truck route to Florida.

Paxson Broadcasting's all-news **WINZ(AM)** Miami gave a big boost to the U.S. Army's relief efforts when it

THIS IS NOT A TEST

The FCC's Emergency Broadcast System did its part to keep the lines of communication open in the aftermath of Andrew. The commission designated the Field Operations Bureau, which includes the EBS, to serve as a liaison with the Federal Emergency Management Administration. The FCC also kept in constant touch with EBS stations (usually, one station in a market serves as the EBS station) during the crisis to make sure they were capable of working with the local authorities. Bureaucracy also moves faster in times of trouble. The commission issued a waiver to CBS-owned **WCIX(TV)** Miami to operate from a different location when its tower was damaged. The FCC also established a 24-hour number where emergency waivers and temporary authorizations could be obtained. The commission also worked with the Department of Defense and the National Telecommunications and Information Administration to allow the Army to set up a broadcast station in the Homestead area to broadcast information and arranged with FEMA to distribute 15,000 portable battery-operated radios to the public in areas without electricity. The EBS was also activated in Alabama, Mississippi and Louisiana.

—JF



Adelphia Cable Communications Community Affairs Manager Jerold Clark (l) and County Board Director John Barlett at relief supply drive collection center

began rebroadcasting extensive portions of Radio Recovery, the U.S. Army's multilingual, 1,000-watt portable radio station, which is broadcasting official relief information. **WINZ** began running Radio Relief broadcasts extensively from 7 p.m. to 5 a.m., including versions in Spanish and Creole.

Outside relief efforts also benefited from free on-air time provided by stations. Capacities/ABC's **WPVI-TV** Philadelphia gave up roughly 25 spots a day for drives by organizations such as the American Red Cross, as did **WTVD (TV)** Raleigh Durham, N.C., which also ran a billboard after each newscast listing the location of donation drop-offs.

In Kingsland, Ga., **WKBX-FM** donated more than \$1,500 in airtime toward PSA's. It set up drop-off points for donations as soon as the storm hit, and has sent more than a dozen truckloads of food and supplies to South Florida.

A nationwide network of help

Many other broadcasters around the country did what they could in teaming up with relief workers, appealing to viewers and listeners to send donations and organizing food drives.

WVIT-TV Hartford joined with the Red Cross and others to create the Connecticut News Hurricane Helpers, which collected an estimated 600,000 pounds of goods and thousands in cash. In addition, three truckloads of clothing were donated to the Salvation

Army.

KIRO-TV and KIRO Newsradio created the KIRO Relief Fund, which collected over \$167,000 in two weeks from viewer and listener donations. The donations were turned over to the Seattle chapter of the Red Cross.

In Dayton, Ohio, **WHIO(AM)** and



HSN Chairman Roy Speer and WFLA-TV anchor Melissa Morris at HSN telethon

WHKO-FM sponsored events that raised 84,000 pounds of relief items that were then shipped to the Daily Bread Food bank in South Florida.

In St. Louis, CBS's **KMOX(AM)** joined with the Salvation Army and United Van Lines' Operation Hurricane Help to collect 60,000 pounds of

Broadcasting

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- | | | |
|---|---|--|
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| <input type="checkbox"/> TV/Network | <input type="checkbox"/> Manufacturer of Radio/TV/Cable Equipment | <input type="checkbox"/> Attorney/Gov't/Trade Organization |
| <input type="checkbox"/> TV/Independent | <input type="checkbox"/> Advertising Agency | <input type="checkbox"/> Other (please describe) |
| <input type="checkbox"/> Radio Station | <input type="checkbox"/> Advertiser | |
| <input type="checkbox"/> Radio Network | | |
| <input type="checkbox"/> Cable TV Operation | | |

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

- | | |
|--|--|
| <input type="checkbox"/> President/Owner/CED | <input type="checkbox"/> Program Director |
| <input type="checkbox"/> Vice President | <input type="checkbox"/> News Director |
| <input type="checkbox"/> Director/Manager | <input type="checkbox"/> Chief Engineer/Technician |
| <input type="checkbox"/> General Manager | <input type="checkbox"/> Other (please describe) |
| <input type="checkbox"/> General Sales Manager | |
| <input type="checkbox"/> Station Manager | |

food, water and other emergency items, which were then delivered via donated trucks and volunteers.

EZ Communications' **WMXC-FM** Charlotte—where memories of Hurricane Hugo are still fresh—solicited donations and trucked them to sister station **WHQT-FM**, which distributed the donations. **WHEC-TV** Rochester, N.Y., and **KOAM-TV** Joplin, Mo., both organized food drives.

In Peoria, Ill., all 13 commercial radio stations banded together for a fundraiser that raised \$22,000 in 12 hours. One of the organizers, Linsay

La., started "Project Pride Hurricane Andrew Relief Drive," which collected 10 tractor-trailer rigs of donations, distributed by the Salvation Army.

Thousands of Oklahomans heard of "Neighbors in Need," set up by ABC affiliate **KTUL-TV** Tulsa, Okla., through the station's news coverage and 30-second advertising spots and responded in force. Churches, local newspapers and radio stations, a university and a local trucking company volunteered in an effort that filled three semi-trucks to help nearby Houma, La., one of the hardest-hit areas.

tible as they are to a hurricane disaster."

The Toms River system helped spread the word of its relief effort through local media, including its own local news operation, and produced PSA's for its insertion channels. Adelphia used its three area county business offices and its service vehicle fleet as drop-off points for relief supplies. By early September, they had already sent five loaded 45-foot tractor trailers, representing nearly 100 tons of relief supplies, to South Florida.

Among cable networks, **A&E** will



WRC-TV Washington covers collection point for supply drive sponsored by the TV station and **WPGC-AM-FM** Greenbelt, Md.



"I Survived Andrew. Send Beer" reads the rooftop sign in storm-ravaged South Florida. Fifth Estaters sent almost everything else.

Wood Davis, station manager at **WMBD(AM)-WKZW-FM**, said it was the first time the entire market had banded together on anything. "There wasn't an 'if,' 'and' or 'but' from any station. They all said 'count us in.'"

In Huntingburg, Ind., **WBDC-FM** assisted local Jaycees in collecting more than \$4,500 in cash and two dozen truckloads of supplies that were shipped by convoy to Louisiana and Florida in "Operation Dixie Relief."

Within hours after CBS affiliate **WWL-TV** New Orleans originated a newscast from the scene of the aftermath of a tornado that struck LaPlace, La., "a relief effort of awesome proportions" was begun, according to the station; within a week, communities had received more than was needed and began returning donations.

WHTM-TV Harrisburg, Pa., set up a "Hurricane Andrew Relief Fund," raising over \$235,000, one of the largest single gifts collected, according to state officials.

CBS affiliate **KSLA-TV** Shreveport,

Besides devoting broadcast time specifically to the hurricane through "In Your Interest" segments and PSA announcements, the management and production crew of the Home Shopping Network's **WHYS-TV** Hollywood, Fla., helped deliver food and supplies.

The cable connection

Cable systems and networks also got into the act. At least one cable system lending its support to the relief effort has been the **Adelphia Cable Communications** system in Toms River, N.J. The system got involved, as did other Adelphia systems, shortly after learning of the severe damage that hit the company's system in Homestead, Fla. "The similarity between our systems is striking," says William B. Scott, general manager of the Toms River system. "We serve a similar population, we have a resort character, and, most of all, we are as susceptible in fundraising efforts for victims of hurricanes Andrew and Iniki begin-

ning Oct. 5 with a week of special comedy programming featuring American Red Cross PSA's and a running crawl on the screen providing the association's toll-free number and address.

The Weather Channel has also been helping get word out to the public about the American Red Cross relief fund for hurricane victims with 30-second spots scheduled 19-20 times a day. Additionally, the all-weather network has a standing policy of donating to the organization a set percentage of the profit from the tropical update portion of its 900-number telephone information service. ■

We would like to thank all the stations and cable systems who submitted their stories. This report was compiled by Sharon D. Moshavi, Peter Viles, Rich Brown and John Gallagher.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

General sales manager: Urban/AC poised for dramatic growth in one of America's greatest markets — Atlanta. We are seeking an experienced person with an outstanding track record who has the energy, ambition, and intellect to help us make this a great radio station. Send resume, salary history, references to Charles Smithgall, President, WALR/WCNN, 209 CNN Center, Atlanta, GA 30303. EOE.

Operations manager and sales manager: New start up FM in Southside Virginia seeks operations manager and sales manager. Experienced only need apply. Motivated self starters will have perfect opportunity to take charge and make things happen. Send resume, references and salary requirements to: S. Vaughan, WSVV Radio, PO Box 1878, Petersburg, VA 23805. EOE.

We're looking for a sales manager for our small market radio stations in central Arkansas. Market of 30,000 plus with virtually no competition. Excellent opportunity. Reply to Box P-28. EOE.

GM/GSM Georgia: High profile and fun small market combo seeking aggressive leader to direct and develop local sales and keep enthusiastic, young staff on track. Must be hands-on manager setting the example. Great career opportunity with "quality first" group. Please fax resume to 706-724-3488. EOE.

GM/SM small medium market No. Calif. Career opportunity for hands-on manager with 2 FM group. Long hours, good compensation. Minimum requirement 3 years small market sales experience. Resume/letter (must include compensation requirements) in confidence to Box P-39. EOE.

Sales manager for growing small market midwest FM. Must have proven sales record, strong leadership skills, and be eager to sell. Seeking a community minded individual who can train, motivate, and lead by example. Must be an idea person who knows promotions! Box P-40. EOE.

HELP WANTED SALES

New start up FM in Southside Virginia seeks experienced sales people. Motivated self starters. Send resume, references and salary requirements to S. Vaughan, WSVV Radio, PO Box 1878, Petersburg, VA 23805. EOE.

Jingle sales: America's leading supplier of custom jingles to radio advertisers has openings for aggressive, full commission sales reps. Call Andy Mark at Phila. Music Works at 800-368-0033. EOE.

Delaware's top rated FM Country radio station is seeking experienced, aggressive, self-motivated sales people for local direct and agency advertising sales in Dover and Wilmington. College degree preferred. Send cover letter and resume to: Martha Burns, General Sales Manager, WDSO-FM, PO Drawer B, Dover, DE 19903. EOE.

Move to Florida! Panama City's hot A/C WRBA-FM is looking for experienced sales persons. Earn 20% commission. Benefits out the ying-yang! Have fun and make bucks. Call Kim Styles 904-769-2299. EOE.

HELP WANTED ANNOUNCERS

Seeking good announcers, salespersons (or combo): 44-year-old family-owned company with all new equipment. Tapes/resumes/references to: Buddy Peeler, GM, KPAN AM/FM, Hereford, TX 79045. Equal opportunity employer.

HELP WANTED TECHNICAL

Radio engineer: Small bush Alaska station seeks a radio engineer with three to five years experience in studio and transmitter operations. Will be responsible for maintenance, troubleshooting and repair of four stations throughout southwest Alaska. Travel required. Fax 907-543-3130 or write Joe Seibert, KYUK, Pouch 468, Bethel, AK 99559. EOE.

Engineering assistant: Paxson Broadcasting of Jacksonville has an opening for an assistant to the chief engineer of a multi-station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and be able to handle any emergency, from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please, send resumes to: Kyle D. Dickson, Chief Engineer, Paxson Broadcasting, 8386 Baymeadows Rd., Suite 107, Jacksonville, FL 32256. EOE.

HELP WANTED NEWS

New Jersey's biggest & best radio station is looking for afternoon drive talk show superstars, teams or individuals. No phone calls! EOE. Send tape & resume to: NJ 101.5, FM Talk Show Host, PO Box 5698, Trenton, NJ 08638.

News director wanted by dominant middle market combo to live-up excellent but mature staff. Management/radio experience a plus. Motivation and teaching skills required. Send resume, philosophy and references to Box P-41. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Just do it! Panama City's hot A/C WRBA-FM seeks experienced promotions/marketing director. Knowledge of programing and sales a must. If you can create an idea and run with it call Kim Styles 904-769-2299. Good salary and benefits. EOE.

Production director wanted by dominant middle market combo to give our station and our clients a fresh sound. Excellent opportunity for the right smart, aggressive and creative person. Send resume, philosophy and references to Box P-42. EOE.

SITUATIONS WANTED MANAGEMENT

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

Currently employed VP/GM with sixteen years of sales and management experience seeks GM opportunity in Southeast. My station is throwing off a 35% gross profit monthly and collecting \$65% of all outstanding accounts receivables every 30 days. Superior people skills and a true appreciation for the bottom line. Reply to Box P-15.

Need help? Tired of interviewing job-hoppers that turn out to be all form and no substance? 25 years in radio, 17 in management. I have been GM, GSM, PD, and group owner. If you need management strength and stability and can offer participation in the growth, let's talk. Prefer Florida. Consider all. Reply to Box P-33.

I went from programing to GSM: Good track record in both jobs. Ready for GM position in small or medium market. Stable. Good references. Reply to Box P-34.

GM — small/medium market specialist: 30 yrs. experience — 8 years GM. Excellent track record/references. Strong sales/training, program, people skills. Dedicated, hands-on professional, integrity. Presently employed. Reply to Box P-35.

Retired radio group VP seeking temporary management assignment or special project anywhere. Diversified background includes regional networks. Best references. 919-787-7850.

Experienced broadcaster with solid references. Managed stations in small and medium markets. Knowledgeable in FCC rules, sales presentations and master at promotions. Glenn 502-886-3593.

Young, "obsessed with success" currently employed CRMC GSM with proven performance record and references seeks GM or GSM position in one of the following areas: Philly, Trenton, Baltimore, Pittsburgh, Harrisburg or Washington, DC. Equity position preferred but all considered. I'm a team player and a team builder. Working knowledge of all training methods. Jennings, Lontos, Pollack etc. Reply to Box P-43.

Husband/wife team: Over 25 years experience in all phases. On air, sales, management, ownership. Call Jim Fletcher 904-567-1350.

VP/general manager: 20 years major market experience — retired to the coast of Maine after sale of group. Too young — shouldn't have done it! Will consider small/medium market AM/FM or small group. Call 207-885-5242.

Let's build a winner! GM wants to help take your medium/small market midwestern station to next level. Dedicated to success! Ext. experience in programing/sales/management. Reply to Box P-44.

Bill James . . . your next GM: Can do all . . . sales/programing/management. Wear many hats. Great track. Available immediately. Prefer south-east. 804-232-5197.

SITUATIONS WANTED TALENT

Major national voice now available for station promos, ID's, spots. Set your station apart from the pack. 1-800-768-5493.

SITUATIONS WANTED ANNOUNCERS

Basketball PBP! (And more!) Experienced, knowledgeable sportscaster wants to move on. Anybody need a voice? Let's talk! Call Steve: 602-425-5523/4471.

Exciting sports PBP announcer/talk show host, up to 11 years experience in H.S./college football and basketball, and baseball, skilled in all air work, production, etc., looking for station/network committed to quality sports programing. Jay 803-763-8119.

SITUATIONS WANTED TECHNICAL

If you want someone to push paper, I'm not your man. Hardline emphasis on p.m. 10 years AM/FM, CE experience. Available Oct. Prefer Midwest or SE, but all areas considered. Let me get my hands dirty. Call 704-474-4373.

Working CE, excellent credentials. Experienced in complete, modern, facility buildouts, mic to antenna. Also available for consulting and temporary projects. Call Jim 301-881-8017.

SITUATIONS WANTED NEWS

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

15 year Veteran Farm Broadcaster seeking to make a change. Voting member of the NAFB. Reply to Box P-45.

Veteran broadcaster: Authoritative news. Football, basketball, and baseball play by play. Unique commercials that sell, entertaining MOR DJ show. All markets, locations, and offers seriously considered. 31 years experience. Reply to Box P-46.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Program director looking for small market. Network and major market pro tired of city rat race. Looking for long term PD position. Make your small town station sound big market. 316-722-1499.

Top, nationally-known movie critic seeks syndicator for long-running radio show featuring interviews with Hollywood & Broadway's biggest stars, showbusiness anecdotes, industry news. Agent: 212-307-1100.

20 year Bay area on-air talent. Creative veteran seeks new challenge. Relocate anywhere in talent-creative-promotions. TV-radio. Salary not an issue. 408-978-8499.

TELEVISION

HELP WANTED MANAGEMENT

Creative services director: Our creative services director is moving up in the company so we're looking for a qualified replacement. ABC affiliate in Salt Lake City seeks person to coordinate media strategy for on-air, radio, print, and out of home mediums. Must have excellent writing, producing and supervisory skills. Must have knowledge of advertising format, copy, layout and production. Will develop and nurture station image and establish priorities for on-air promotion. Required skills include, but are not limited to, writing, television production, organization, knowledge of graphic and visual concept, and negotiation. Must have background both academically and professionally. Send resume and reel to Personnel Coordinator, KTVX-TV, 1760 Fremont Dr., Salt Lake City, UT 84104. No phone calls. EOE.

Traffic manager for major Northeast Fox station. Experienced applicants only, with thorough knowledge of BIAS and full working ability to lead and direct a staff of five. EOE. Send resume to Box P-47.

Public TV station manager: WHRO is looking for an exp. TV executive capable of providing strong leadership in programing & audience development for noncommercial public TV station. Leadership & team building exp., an undergraduate degree or equivalent, six or more years of demonstrated experience in TV broadcasting supervision, & excellent communications skills with audience research analysis required. Submit letter of interest in the position, resume and salary requirements by November 2, 1992 to WHRO-TV, Attn: Sherby Wilks, 5200 Hampton Boulevard, Norfolk, VA 23508. AA/EOE.

Promotion manager: WAND-TV seeks promotion manager to oversee station image and news promotion including topicals, radio and print. Qualified applicant should possess excellent writing and production skills. Send resume and non-returnable tape to: T.J. Vaughan, General Manager, WAND-TV, 904 South Side Drive, Decatur, IL 62521. EOE.

Local sales manager: Dominant CBS affiliate is seeking an aggressive, promotion-oriented manager. Requires previous management experience. Must be creative and strong leader. Send resume to: GSM, WRGB, 1400 Balltown Road, Schenectady, NY 12309. EOE.

Local sales manager: Top twenty group-owned affiliate seeking an experienced local sales manager. Prefer experience with Scarborough and/or MMC, BMP and other value added sales tools. Successful candidate should have strong sales and marketing skills, good people skills and be ready and willing to work closely with the local staff in all areas of local sales, sales promotions and new business development. Send resume and salary requirements to Box P-48. EOE M/F.

HELP WANTED SALES

Sales research director: Sacramento's top-rated station is looking for a candidate with strong sales and research background. Must have experience working with NSI meters, qualitative research tools, strong writing skills and effective presentation ability. Computer skills are a must. Individual selected will work with station sales management and national rep to coordinate all sales research and development services. Submit resume to: KCRA-TV, Attn: Dept. CPG/SRD, 3 Television Circle, Sacramento, CA 95814-0794. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F/ADA.

Account executive: Memphis independent television station is seeking an account executive for its local sales staff. Candidates should have previous sales experience with either television or radio stations. Send resume to Account Executive, WLMT-TV 30, PO Box 30030, Memphis, TN 38130 or call Jim Wright, L.S.M., 901-346-3030. EOE/M/F.

Junior account executive: Genesis Entertainment seeking an aggressive and motivated individual for sales training position. Television and/or sales experience preferred, but not required. Must possess strong work ethics for outstanding growth potential within company. Send resume to: Barry Wallach, Sr/VP, Domestic Sales, Genesis Entertainment, 780 Third Avenue, Ste. 1501, New York, NY 10017. EOE.

Southeast broadcast group is cooking and needs three sales stars. These are jobs for people who love 12 hour days. EOE/AA. Resume, references and salary history first letter to Box P-49.

HELP WANTED TECHNICAL

TV maintenance engineer: Trinity Broadcasting Network has immediate opportunity for an individual with 3-5 years technical maintenance experience with the ability to troubleshoot to component level equipment such as 1" Sony VTR's, D2/D3 recorders, CMX editing systems and digital effects with special emphasis on digital techniques. Resume to: George Murray, Network Operations Director, Trinity Broadcasting Network, 2442 Michelle Drive, Tustin, CA 92680. EOE.

E.N.G. maintenance engineer: Formal training in electronics and experience in component level equipment maintenance required. Special consideration will be given applicants with Sony Beta training and/or current experience in Beta equipment maintenance. A FCC license or SBE certification is a plus. Job location will be in San Jose, CA and weekend work will be a function of the job. EOE. Competitive salary and excellent company benefits are offered. Contact: Personnel Department, KNTV, Inc., 645 Park Ave., San Jose, CA 95110.

Colorado's news channel — KCNC-TV, an NBC O&O station is seeking applicants for the position of broadcast maintenance technician. Minimum qualifications include: Broadcast maintenance experience (prefer 5 years) with strengths in all areas, including multi-format video tape, EIJ/SNG, studio systems, RF systems and component level analog and digital technologies. This position requires excellent communication and people skills. FCC General license preferred. EOE/MF. Send resumes to: KCNC-TV, Employee Relations, 1044 Lincoln St., Denver, CO 80203.

Chief of television maintenance: The U.S. Air Force seeks an experienced television engineer with proven technical, leadership, and management skills to direct television maintenance and planning at Maxwell Air Force Base, AL. Duties include: Studio production, post. ENG/EFP, cable TV, base-wide TV maintenance, and satellite operations. Qualifications: Television technician, instructor, inspector, or electronics mechanic experience, showing progressing theoretical and practical knowledge of television electronics theory and of characteristics, function, operation, and capabilities of various television equipment types. Requires knowledge of production processes and ability to design and manage TV equipment systems in a facility similar in size to a network production studio. Send Application for Federal Employment (SF-171), or request for SF-171, to: Civilian Personnel, Attn: Olivia D. Crimiel, 3800 MSSQ/MSCA, Bldg. 804, Maxwell AFB, AL 36112-5000, to be received by Oct. 2, 1992. EOE.

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

South Texas educational station has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

Maintenance engineer: Duties include maintenance of studio audio and video equipment including GV 300 & 200 switchers, post suite, stereo audio boards, Dubner CGs, RD mics, Leitch still store. Microwave & VHF transmitter maintenance. Require a minimum of 5 years experience. Recent experience with VHF transmitters a plus. FCC General Class license required. Contact: Brent Judd, Chief Engineer, KGTV, PO Box 85347, San Diego, CA 92186. EOE.

KWTV is seeking a maintenance engineer with minimum three years experience maintaining studio equipment including Ampex, RCA, Grass Valley, Sony, etc. Transmitter, computer, TCR-100, and VPR-6 experience helpful. Salary based on experience. Send resume to: Engineering Supervisor, KWTV, 7401 N. Kelley, Oklahoma City, OK 73111. EOE.

Chief video engineer: \$35,069-\$49,837. Responsible for the video production facility of the City's Cablecast Television System to include: 3/4 inch maintenance/preventive maintenance, systems design and timing, ENG/SNG production, studio/master control and off-line production. Will also supervise technical staff and interns. Requires five years of television broadcast maintenance experience, including two years of supervisory experience and a Bachelor's degree in Electronic or Communications Engineering, or equivalent military experience plus SBE or FCC certification. Applications available beginning 9/28/92 until a selection is made. Applications for Maricopa County residents are available at 135 N. 2nd Ave., Phoenix, AZ 85003. Outside Maricopa County call 602-262-6277 or write for an application. Subject to closing without notice. City of Phoenix, AA/EOE/D employer.

HELP WANTED NEWS

Co-anchor/news editor: Midwestern affiliate news leader needs a six and ten co-anchor to complement established female talent. We're looking for an experienced person with good news judgment and the ability to lead others. Applicant should have a Bachelors Degree in Journalism or a related area or equivalent. One year television experience required. We're the best facility in one of the best cities in America and we need a person to continue the winning tradition. All replies confidential to news director. Reply to Box P-19. An equal employment opportunity/affirmative action employer.

CBS affiliate looking for aggressive reporter — strong writer not afraid to dig for stories. Minimum two years experience. Anchoring/producing skills preferred. Must be serious about living/working in Alaska. Send resume and non-returnable tape to T. Hiebert, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Chief meteorologist: Seek experienced professional television meteorologist as primary weather talent early and late evenings. High visibility position working with two professional weather staffers in a volatile weather market. Degree in meteorology, AMS seal and minimum five years experience. Tape and resume to: Mike Beecher, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701. EOE M/F.

Strong number one news operation needs promotion manager. We do a great job. We need creative genius to let the the viewers know it. Contact Box P-36. EOE.

Experienced broadcast journalist needed to report and anchor 10 p.m. newscast. Strong writing skills required. Editing and camera experience a plus. Send tapes and resumes to: TV-47, c/o Sandra Dale, Pres., GM, 418 S. Main Street, Findlay, OH 45840. No phone calls. EOE.

Assistant news director for number one operation. Must have strong organizational and journalistic skills. 5 yrs. min. management experience. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Balltown Rd., Niskayuna, NY 12309. EOE.

Weekend sports anchor for number one news operation. Strong reporting skills a must. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Balltown Rd., Niskayuna, NY 12309. EOE.

News director: Market-leading, Southeastern, 100+ affiliate seeks hands-on news director to guide day-to-day newsroom operations. Seek detail-oriented, computer-capable, efficiency-minded, self-starter with proven leadership ability and effective teaching & energizing skills. Minimum ten years commercial television news experience. Previous newsroom supervisory experience required. Send cover letter, resume, statement of news philosophy to Box P-50. Equal opportunity employer.

Number one news station in the market accepting applications for creative feature reporter *Country Rover*. Candidate must have minimum three years front-line TV news reporting experience with strong ability to tell creative stories dealing with rural residents. Ability to shoot/edit required. Occasional general assignment reporting. Rush confidential resume, salary expectations, and photo with audition tape showing best feature stories to: News Director, WAAY TV, Post Office Box 2555, Huntsville, AL 35804. No phone calls please. Materials submitted are nonreturnable. EOE.

Reporter/anchor: Are you a good storyteller? Do you explain how stories affect your viewers' lives? If so, you may be the high-profile reporter we need weeknights and the anchor/producer we need on weekends. Significant reporting/anchoring/producing skills are a must. Send resume, statement of news philosophy and non-returnable tape (VHS only) to Robert Cizek, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls or faxes. EOE.

KTVN-TV has an opening for a weekend anchor/producer/general news assignment reporter. Previous anchoring experience 2-3 years preferred. Live field reporting skills a must. Send resume and tape to Steve Kremer, News Director, PO Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

Small market CBS affiliate seeks a talented morning co-anchor/weathercaster and reporter. Strong writing and presentation skills. Prior experience and degree preferred. Send tape, resume, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

News director: SE group owned NBC affiliate needs experienced leader for young, aggressive news room. Send resume and tape to: Lee Brantley, V.P./GM, PO Box 2116, Huntsville, AL 35801. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: WABC-TV, NY seeks highly qualified full time computer graphic artist. Experience with Quantel Paintbox, Digital F/X, AVA and Harris Still Store is required. News graphics experience and ability to handle tight deadlines a must. Send resume and reel to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Writer/producer: Experienced, hands-on writer/producer for top 50 CBS affiliate. Emphasis on news image, series and topical promotion. Must write, shoot and edit — Beta format. Rush tape and resume to Donn Colee, Station Manager, WPEC TV, PO Box 24612, West Palm Beach, FL 33416. An equal opportunity employer.

TV and film producer, two positions: University Extension, University of Missouri Columbia seeks news writer-producer with good editing skills, experience with BVE-910 or CMX, and the ability to produce live video uplinks. Shooting skills and long format a plus. We also want a producer/director for the production of educational videotapes, good editing and writing skills required. Shooting, lighting, audio, A-51 or similar a plus. Both positions require travel, lifting, cooperation, and a Bachelor's in an appropriate field. Three years full-time experience required. Starting at \$26,500. AA/EOE. No calls. Send resume and three references to: Frank Fillo, 9 Clark Hall, Columbia, MO 65211.

Promotion editor/producer: Philadelphia's #1 television station is looking for a highly creative and experienced on-line editor/producer for a new in-house promotion production facility. Candidates should have complete knowledge of post-production editing, graphics, and work well under tight deadlines. Previous television promotion experience a must. Send resume with tape (no calls) to William Burton, Director of Promotion and Station Advertising, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

TV research director: Experienced research director for Paramount O&O station in Dallas market. Provide support for a growing sales staff including agency and retail sales. Must know ARB and NSI ratings, Scarborough and TV Scan research. Ideal candidate will be computer literate, have excellent communication and presentation skills and be able to work independently. Resumes must be received by October 16, no phone calls please. Send resume to Personnel — KTXA TV, 1712 E. Randol Mill Rd., Arlington, TX 76011. EOE.

Executive producer: If you're a creative writer and a demanding producer who delivers quality programs on time with big and small budgets... read on. We are a successful television and radio production company in the Washington D.C. area looking for a dynamic exec, producer with 7 years major market experience & national credits. Candidates should have extensive experience in documentary, magazine and entertainment formats, plus have knowledge of international productions and co-productions. Company offers comprehensive facilities, terrific staff, and excellent benefits. Send resume and salary requirement to Box P-55. EOE.

Videographer: Top notch creative team in sunny southwest looking for shooter w/terrific reel of commercials and/or TV promos. At least 3 yrs. exp. Must have the ability to add to creative. Film exp. a plus. Please send reel and resume to Creative Services Manager, KTVK-TV, 3435 N. 16 Street, Phoenix, AZ 85016. Reels will not be returned. EOE.

Promotion writer/producer: WPXI-TV is searching for a top-notch producer for news topical and series promotion. Two years experience. Editing experience a plus. Rush your reel to Steve Riley, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

SITUATIONS WANTED MANAGEMENT

Looking for career position broadcast sales management. 22 years experience both radio and television. Local sales, GSM, regional and national rep sales and management. Resume on request. Replies to Box P-37.

General manager, TV/radio: Former group head. Twenty years broadcast management experience, solid person, short resume. Reply to Box P-51.

SITUATIONS WANTED TECHNICAL

Get me out of L.A.! Maintenance technician with chief experience. Over 10 years here. Broadcasting, production and post. Digital and analog. Editing, graphics, tape (all formats), installation, and field service background. It's time to slow down and enjoy life. All areas considered. Reply to Box P-52.

SITUATIONS WANTED TALENT

Major national voice now available for TV station promos, ID's, spots. Set your station apart from the pack. 1-800-768-5493.

SITUATIONS WANTED NEWS

Television meteorologist: Dedicated and knowledgeable meteorologist with strong writing skills is seeking employment in a small or mid-size market. 414-769-9817, Chuck.

Sports broadcaster: 12 years experience. Reporter/producer/anchor. Available immediately. Reasonable salary. Call 318-343-9730.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

I am searching for an entry-level position in production. Media arts degree and 2 years experience to my credit. Can relocate without difficulty. I'd love to be a part of your station or company! Ask for Lisa 412-381-8913.

Production manager position being sought by experienced director currently working in top 10 market. Over eight years of experience managing crews and working on all aspects of production. Looking to begin the next step in my career. Reply to Box P-53.

MISCELLANEOUS

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

ALLIED FIELDS

HELP WANTED INSTRUCTION

If you have: Radio or TV traffic experience; a strong teamwork attitude. And you want: A challenge. To move to Texas. Perform a wide variety of customer support functions. Learn the best broadcast computer software on the market. Travel extensively both domestically and internationally. Mail or fax your resume to: Business Manager, 402 South Ragsdale, Jacksonville, TX 75766. 903-586-6751. This is not an 8 to 5 job! EOE.

University of Arkansas at Little Rock: Radio, TV and Film Department seeks tenure-track faculty member to teach courses at undergraduate and/or graduate level beginning August 1993. Rank commensurate with qualifications and experience. The successful candidate should possess a Ph.D. and be able to teach in at least two of the following areas: International media, writing for the electronic media, sales/promotion, programing, regulations, management, communications theory or other traditional areas. Other duties include student advising and committee work. Participation in development of graduate program desirable. Compatible with a positive working environment a must. Send letter of application indicating teaching and research interests, along with curriculum vitae and contact information for three references to: Dr. Lynn Wilson, Department of Radio, Television and Film, University of Arkansas at Little Rock, 2801 S. University, Little Rock, AR 72204. The University of Arkansas at Little Rock is an equal opportunity affirmative action employer and actively seeks the candidacy of minorities, women and persons with disabilities. Under Arkansas law, all applications are subject to disclosure.

HELP WANTED MANAGEMENT

Executive director: The National Association of Black Journalists seeks executive director in Washington, DC office. Requirements: Extensive fund-raising, program and convention planning experience, excellent communications skills, college degree and 3-5 years experience as executive director or related managerial position. Send cover letter, with salary expectations, to 5915 Berthold Ave., St. Louis, MO 63110. Deadline 10/1/92. EOE.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

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

FOR SALE EQUIPMENT

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

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

Videotape - Lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Beta-cam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video, 800-238-4300.

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.

Satellite uplink equipment: Harris Ku band video excitors, MCL 300 watt TWTA's, Ku transportable trailer 4.6 meter, assorted ancillary equipment. Sold as unit or separately. Call 1-800-782-8787.

U-matic: Excellent condition BVU 820/800/110, BVT800TBC, Anvil & Calzone cases. **Field equip:** Sachtler Hot Pod, Lowel lights, Sony wireless, Shure & Tascam mixers, Sun Gun & Anton Bauer 30/13 belts. Much more! Call Elizabeth 803-522-2033. Fax: B. Coburn 803-846-2209.

SITUATIONS WANTED PERSONALITY/TALENT

I'M TALKED OUT!

Veteran talk show host seeks his radio roots. Funny & creative, superb interviewer, great phones (of course) & flawless jock skills. Perfect job: AM or PM Drive in full-service, oldies, or personality A/C. Too much talent to overlook!

Reply to Box P-25

RADIO

HELP WANTED MANAGEMENT

You Can Build A Big Future With One Of America's Largest Radio Networks

Dallas-Based Opportunities

ABC Radio Networks, one of the most respected names in broadcast communications, relies on the skills of a broad range of talented professionals to ensure its continued success. The following opportunities exist in our Dallas, Texas office:

DIRECTOR, BUSINESS ADMINISTRATION

This is a highly-visible role responsible for the business administration department as well as the overall operation of the clearance department and coordinating MIS needs with the MIS department. In addition to a college degree, management and financial experience is essential. You must also possess a strong systems background and top communication and analytical skills. (Dept. MB-1)

AFFILIATE SUPPORT MANAGER

Using your strong systems background and analytical skills, you'll be responsible for the overall systems administration of the Affiliate Clearance and Compensation system, including quality control, internal auditing and coordinating MIS needs with other departments. (Dept. MB-2)

AFFILIATE SUPPORT ASSISTANT MANAGER

This is a growth-oriented role in which you'll use your strong systems background and proven analytical skills to assist in the overall administration of multiple computer operations as well as analyze performance. (Dept. MB-3)

Above positions require a college degree or equivalent experience. A knowledge of Radio Network or stations is a definite asset and a familiarity with UNIX, Data Entry Facility on Honeywell/Bull and database systems is a strong plus.

REVIEW MANAGER

To effectively oversee a talented staff of 5 editors in the processing of affidavits, and coordinate workflow with the data entry department, you must possess a minimum of 3 years in a managerial capacity along with computer literacy and strong PC skills. (Dept. SK-1)

CLEARANCE REPRESENTATIVE

To effectively act as liaison and analyze the performance of affiliate radio stations, you must be a highly-organized, detail-oriented professional with proven computer literacy and solid PC skills. A BA in communications (or equivalent) is essential. (Dept. SK-2)

All positions offer a very competitive salary, generous benefits, outstanding professional challenges, and growth potential. For immediate consideration, please fax resume to: For MB Dept. fax to (212) 456-5397, Attn: Marla Bane, for SK Dept. fax to: (214) 392-2856, Attn: Susan Koenig. Radio Networks/ABC is an equal opportunity employer m/f/h/v.



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Duties Include:

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- coordinating research and feasibility studies for potential new business and enhancements.
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- extensive contact with client base to include presentations and participation in industry conventions.

Minimum Qualifications

- outstanding administrative and management skills.
- strong organizational and communication skills.
- 5 to 7 years in various management positions including experience managing multiple departments.
- strong cable industry knowledge.
- capability to understand the technical aspects of software design and development.

Please send resume and salary history to:

**Cable Services Group
Human Resources
5600 South Quebec
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Englewood, Colorado 80111**

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CABLE SERVICES GROUP

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Inmarsat, a commercially-oriented, internationally-owned co-operative, which is the only provider of global mobile satellite communications worldwide, is constantly exploring the possibilities of using its satellites for new services and applications for mobile users at sea, on land, and in the air.

We are currently developing multipoint audio distribution and broadcasting services and need a self-motivated degree-qualified individual to manage the development of this new advanced technology with minimal supervision: from inception, through

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To apply, please fax or mail full career details in English, quoting **Ref: ABD/MS** on the letter and envelope, to Mike Stockford, **PA Consulting Group**, 123 Buckingham Palace Road, London SW1W 9SR, England. Facsimile: ++4471 333 5050.



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PROMOTION & OTHERS**

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Houston Public Television seeks a Producer to create documentary and fine arts programs.

Qualifications required: BA in TV, Communications, Fine Arts or related field, -4 years experience in broadcasting, or arts production, 2 as a cultural/arts producer for television. Ability to communicate well with creative individuals and others. Knowledge of and ability to manage budgets, ability to organize work, prioritize assignments, complete work on time and on budget.

This is a full time position with a starting salary of \$27,500 plus excellent benefits. Interested candidates should send a letter of applications, including resume with three professional references, and a video sample reel, including samples for which applicant was primary creator to:

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We are seeking an MIS/Traffic Information Systems Manager to oversee the procurement, enhancement, installation, and ongoing support of the DirecTv traffic system. This position requires a candidate with ten years experience in a broadcast environment. Knowledge of computer systems and software development cycles, and one or more traffic systems, also required. B.S. degree in MIS/Business desired.

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HELP WANTED TECHNICAL

DISTINGUISHED PROFESSORSHIP IN MASS MEDIA MANAGEMENT

The Murrow School of Communication at Washington State University invites applications and nominations for the Lester M. Smith Distinguished Professorship in Mass Media Management. The position calls for a person with significant professional experience in high level media management, preferably in a major market. Open January 1, 1993. Term of appointment: Normally one academic semester, (4.5 months) renewable. Review of applications begins October 15, 1992. Send nominations and letters of application, vitae, and names of 3 references to Alexis S. Tan, Director, Murrow School of Communication, Washington State University, Pullman, WA 99164-2520. WSU IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER.

HELP WANTED TECHNICAL CONTINUED



New York University

Tisch School of the Arts

Invites applications for the following full time position to commence September 1993.

Department of Film And Television-Undergraduate Division Video Production

This is a junior-level, tenure-track faculty appointment. Salary commensurate with rank. Position is offered in **Video Production**-instruction of three courses each semester; student advisement; committee work. Ongoing professional activity while teaching is encouraged. Professional editing, narrative, dramatic, remote and studio experience required. A secondary specialty in writing, editing or producing will strengthen the application. Position requires undergraduate teaching experience. MFA Degree or equivalent preferred.

Deadline for application is November 16th. Send letter of application, resume, and three letters of reference to: Stephen A. Simak, Faculty Liaison, Dept. of Film and Television, U.G., Tisch School of the Arts, New York University, 721 Broadway, Room 941, New York, NY 10003. A work sample may be requested.

NYU encourages applications from women and members of minority groups.

NOTICE

**EFFECTIVE
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THE CLASSIFIED
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CLASSIFIEDS FOR
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HELP WANTED TECHNICAL



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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

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

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

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

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

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

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

Date Book

Highlighted listings indicate major meetings.

SEPTEMBER

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

Sept. 30—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Sandra Welch, executive vice president, PBS. Copacabana, New York. Information: (212) 768-7050.

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

OCTOBER

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

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

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

Oct. 2-4—American Hispanic Radio Association board of directors meeting. Crescent Court Hotel, Dallas. Information: Mary Helen Barro, (805) 324-4411.

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

Oct. 5—Academy of Television Arts and Sciences forum luncheon featuring Jay Leno. Universal Hilton Hotel, Universal City, Calif. Information: Cynthia Willbur, (818) 763-2975.

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

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

Oct. 8—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jonathan Crane, head, BBC, New York. Copacabana, New York. Information: (212) 768-7050

Oct. 9-11—Oregon Association of Broadcasters annual convention. The Riverhouse,

Bend Ore. Information: (503) 257-3041.

Oct. 10-12—Tennessee Association of Broadcasters annual convention. Radisson Read House, Chattanooga. Information: (615) 399-5791.

Oct. 10-13—Association of National Advertisers annual meeting and business conference. Homestead, Hot Springs, Va.

Oct. 12—Cable Television Administration and Marketing Society Northeast regional cable management conference. Trop World Casino and Entertainment Resort. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 12-16—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: 9212) 689-4220.

Oct. 13—International Radio and Television Society seminar, "Employer/Employee Issues." Rosenman and Colin, New York. Information: Stephen Labunski, (212) 867-6650.

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

Oct. 14—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: William Samuels, chairman and chief executive officer, ACTV Interactive. Copacabana, New York. Information: (212) 768-7050.

Oct. 14—"Careers in Sports," career development seminar for communications professionals wanting to break into sports communication. Sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Mickey Mantle's Restaurant and Sports Bar, New York. Information: (212) 768-7050.

Oct. 14-17—Society of Broadcast Engineers annual convention and exhibition. San Jose, Calif. Information: 9317) 253-1640.

Oct. 15—International Radio and Television Society newsmaker luncheon. Speakers: Tom Brokaw, NBC; Peter Jennings, ABC, and Dan Rather, CBS. Waldorf-Astoria, New York. Information: Maria DeLeon, (212) 867-6650.

Oct. 15-16—Howard University School of Communications, 21st annual conference and job fair. Main Campus, Washington. Information: Virginia Steward, (202) 806-7690, or Carol Dudley, (9202) 806-5807.

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

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

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

Oct. 19—Women in Cable, Washington D.C. chapter, annual benefit gala honoring Geraldine Laybourne, president, Nickelodeon. Omni Shoreham, Washington. Information: Lynn

Levine, (202) 872-9200 or Jeanine Taylor, (703) 378-3430.

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

Oct. 23-24—National Academy of Television Arts and Science fall trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

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

NOVEMBER

Nov. 4-8—National Black Media Coalition 19th annual media conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

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

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

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

DECEMBER-JANUARY 1993

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

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

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

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

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

CHINA RADIO

Continued from page 34

mission, are "less confrontational" than "Radio Free China" or "Radio Free Asia."

Although the majority favored BIB because of its experience in providing surrogate news programming in Eastern Europe, the minority opinion supporting VOA—which for the most part provides news about America abroad—did not go silently into the night, and the press conference an-

nouncing the need for a new service turned into a debate over the report's preparation and content.

BIB, according to Hughes, has more experience and is more independent than VOA. At times, Hughes said, VOA broadcasts have been subject to outside pressure by government officials, while BIB is more "insulated."

However, Voice Of America supporters argued that the VOA's existing China service, which is local, be strengthened, "saving time and

money." Commission member and former CBS Vice President Gene Mater said that the committee's report "unfairly knocked" VOA's services. Said the minority: "We believe that the years necessary not only to start a new service but to reach the listenership level already attained by VOA with succeeding generations of people in China would represent a most marginal return on investment and intent, with major changes anticipated in Asia before that point is reached." ■

Open Mike

THANKS TO AM

EDITOR: As owner of an eastern FM station, I am well aware of the dilemma facing all broadcasters, especially AM operators. I would like to share an experience that has convinced me of the art of AM.

Every summer, my wife, son and I head out from Pennsylvania to see the country for a couple of weeks by motorcycle. While this is a great way to see the U.S., it is not a great way to get through thunderstorms and tornadoes. This summer was a particularly bad summer for storms in the upper Midwest. As the sky darkened, I tuned around the FM dial for some weather. Just as FM is here in the East, the stations are music-intensive, with day-old weather all over the dial. I went to AM. During the approaching serious weather I wasn't interested in stereo, NRSC processing or any other miracle cures that AM "needs," I just wanted to know what I was facing. There they were, the real radio stations, not the satellite-programmed forgotten carriers that are so prevalent across the dial, but the real stations serving the public interest, convenience and necessity as the FCC used to demand when the commission was still in the business of regulating broadcasting.

Throughout the entire upper Midwest I was able to navigate around tornadoes and severe weather using information from these AM stations, many of which have their own weather radar.

I'm not saying that all FM or sat-

ellite-programed stations are bad, but the information that was important to me was on these radio stations that know what service is. If more of the faltering AM people would get back to the grassroots of radio rather than playing a jukebox like much of FM does, there wouldn't be the growing darkness on the dial. To be sure, it costs money to run a service-oriented station, but why let stations go down the drain?

In summary, I'd like to thank some of the stations that got my family and me across the country safely, all of them AM's: KWOA, WNAX, KBHB and some that I don't remember the calls of: 600 khz in Jamestown, N.D., and 740 khz somewhere in the middle of South Dakota. Thanks for keeping radio alive.—*Ron Schacht, president, Mountain Broadcasting Inc., Dallas, Pa.*

IN-BAND CAVEAT

EDITOR: Re your Aug. 31 "Closed Circuit," "Doable Digital AM" on the CBS, Gannett and Group W in-band digital stereo systems: Frequency compression of voice or music audio waves is an old and scientifically justified field of research. But, as an old patentee (and a brand new patent pender) in the field, may I say "it ain't all that easy" to meet promotional, managerial and National Association of Broadcasters committee-type deadlines, especially when "golden" or even "tin" ears are involved. Furthermore, "in-band" audio processing, unlike full digital

transmission methods, adopts the strengths and weaknesses of the carrier system by which they are delivered—just like sending one of the new fancy birthday cards with the music chips—they still can be delayed, lost or even squashed in delivery.

Most important, efficient "in-band" signaling will dramatically change the occupied bandwidth of the associated transmission system. (For highest efficiency, such systems will greatly increase spectral density.) Thus, if you think certain AM (and FM) stereo signals are creating far too much splatter now—you ain't seen nothing yet. Better not throw out your old or brand-new transmitters yet. Certainly, your listeners will not throw out all their clock radios in your lifetime.—*Leonard R. Kahn, president, Kahn Communications Inc., New York.*

DOWN ON STERN

EDITOR: In your Aug. 3 story on the growth of talk on FM, you quote Ken Stevens of Infinity Broadcasting as saying: "The younger demo is clearly looking for talk programming that addresses their interests...to a talk show hosted by somebody they respect."

Howard Stern—respect? Get real, Ken. The last time I heard Stern he was doing a "crotch check" on a female rock star and inviting her to eat a "doody sandwich."

Stern is an abomination.—*Bill Wright Sr., Wrightway Productions, Malvern, Pa.*

For the Record

As compiled by BROADCASTING from September 14 through September 18 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WTNW(AM)-WFFX(FM) Tuscaloosa, AL** (AM: BAL920901HC; 1230 khz; 1 kw-U; FM: BALH920901HD; 95.7 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from Arrow Communications of Alabama Inc. to Alabama Universal Corp. for approximately \$1 million. **Seller** is headed by William R. Rice, receiver, and has been appointed receiver for one AM and four FM's. **Buyer** is headed by James L. Kirk, and has no other broadcast interests. Filed Sept. 1.

■ **WHVE(FM) Cocoa Beach, FL** (BALH920910HE; 104.1 mhz; 100 kw; ant. 1,609 ft.)—Seeks assignment of license from Paxson Broadcasting of Orlando Ltd. to Hoker Broadcasting Inc. for \$5.5 million. **Seller** is headed by Lowell W. Paxson, who recently purchased WLVE(FM) Miami Beach for \$16 million ("Changing Hands," Aug. 17). Paxson owns five AM's and eight FM's. **Buyer** is headed by Jay Hoker, and also owns WMLX(AM) Cincinnati. Filed Sept. 10.

■ **WQA(AM) Fernandina Beach, FL** (BAL920904EE; 1570 khz; 5 kw-D)—Seeks assignment of license from B & L Communications Inc. to North East Florida Radio Inc. for \$133,136. **Seller** is headed by Don Bruns, and has no other broadcast interests. **Buyer** is headed by Billy G. Hogan, and has interests in WHIY(AM)-WXXI(FM) Moulton and WHOG(AM) Anniston, AL. Filed Sept. 4.

■ **WIXI(FM) Naples Park, FL** (BALH920909HH; 105.5 mhz; 950 w; ant. 584 ft.)—Seeks assignment of license from Wodlinger Broadcasting Co. of Naples Inc. to Naples Communications Systems Inc. for \$3 million. **Seller** is headed by Michael H. Wodlinger (vice president), and has interests in KRMO(AM)-KKBL(FM) Monett, MO, and is permittee of KZRK(FM) Cassville, MO. **Buyer** is headed by Ronald Shaffer, and is subsidiary of licensee of three AM's and four FM's. Filed Sept. 9.

■ **WTMC(AM) Ocala, FL** (BAL920902EC; 1290

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

khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Sunstar Telecom Inc., debtor-in-possession, to The American Network Group Inc. for \$250,000. **Seller** is headed by Gary Cooper, and has no other broadcast interests. **Buyer** is headed by John J. Casey and Robert Williamson, and has controlling interest in WPTN(AM)-WGSQ(FM) Cookeville, TN. Williamson also has interests in WJTC(TV) Mobile, AL. Filed Sept. 2.

■ **WGIG(AM) Brunswick, GA** (BAL920910EC; 1440 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Brunswick Broadcasting Corp. to Stewart Broadcasting Inc. for \$360,000. **Seller** is headed by Ronald D. Griffin. He and shareholder Ron Yontz have interests in WTIF(AM)-WJYF(FM) Tifton, GA. Yontz also has interests in WBLV(AM) Springfield, OH. **Buyer** is headed by Wayne Stewart, and is permittee of WYNR(FM) Darien, GA.

■ **WDAX(AM) McRae, GA** (BAL920831EB; 1410 khz; 1 kw-D)—Seeks assignment of license from WDAX Inc. to John W. Davidson Sr. for no consideration; Davidson holds first mortgage on all physical facilities. Assignment includes WDAX-FM McRae, GA ("For the Record," Sept. 21). **Seller** is headed by Roy L. Woods, and has no other broadcast interests. **Buyer** has interests in licensee of WCAM(AM)-WPUB-FM Camden, SC, and is partner in cable system in Pinehurst, NC. Filed Aug. 31.

■ ***KVDP(FM) Dry Prong, LA** (BALED920828HA; 89.1 mhz; 3 kw; ant. 195 ft.)—Seeks assignment of

license of Dry Prong Educational Broadcasting Foundation for no cash consideration. Licensee, headed by Coy Edward, is converting company to tax-exempt corporation; it has no other broadcast interests. Filed Aug. 28.

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

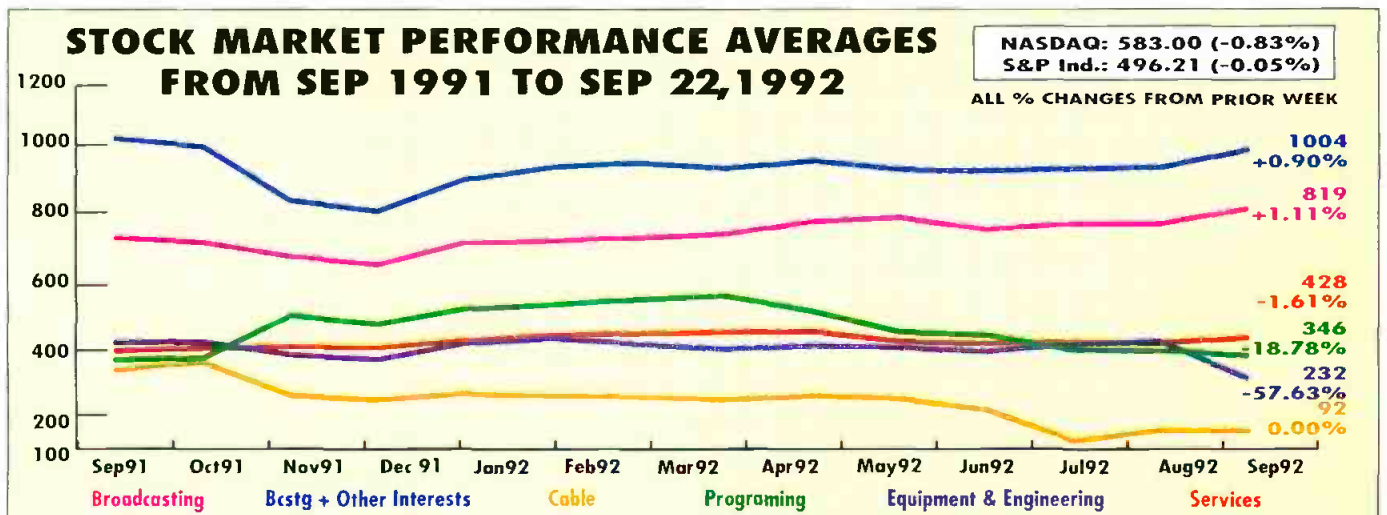
■ **KWON(AM) Bartlesville, OK** (BAL920828EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Moran Broadcasting Co. to KYFM Radio Inc. for \$250,000. **Seller** is headed by R. J. Moran, and is licensee of one AM and two FM's. **Buyer** is headed by Galen O. Gilbert, and has interests in three AM's and five FM's. Filed Aug. 28.

■ **WIST(FM) Lobelville, TN** (BALH920827GZ; 94.3 mhz; 3.3 kw; ant. 280 ft.)—Seeks assignment of license from Coleman Broadcasting Co. Inc. to Good News Network Inc. for \$92,000. **Seller** is headed by William R. Coleman Jr., and has no other broadcast interests. **Buyer** is headed by Glen Powers. Vice president Billy G. Pressen has interests in two FM's. Filed Aug. 27.

■ **KLVT-AM-FM Levelland, TX** (AM: BAL920902EF; 1230 khz; 1 kw-U; FM: BALH920902EG; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from KLVT Radio Inc. to James D. Peeler for \$400,000. **Seller** is headed by Clint Formby, and has interests in KPAN-AM-FM Hereford, KTEM(AM)-KPLE(FM) Temple and KSAM-AM-FM Huntsville, all Texas. **Buyer** also has interests in licensee of KPAN-AM-FM. Filed Sept. 2.

■ **WPHG(FM) Exmore, VA** (BAPH920828HB; 106.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Seashore Broadcasting Co. to Thomas E. Latimer for \$20,000. **Seller** is headed by Albert Grimes. Partner John W. Harris has interests in WNHW(FM) Nags Head, NC. **Buyer** has no other broadcast interests. Filed Aug. 28.

■ **WZKT(AM) Waynesboro, VA** (BAL920902ED; 1490 khz; 1 kw-U)—Seeks assignment of license from SlocuMedia Inc. to Hometown Media Inc. for \$14,000. **Seller** is headed by Leon P. Harris, and has no other broadcast interests. **Buyer** is headed



by Phillip C. Showers, and has interests in licensee of WJJS(AM)-WXYU(FM) Lynchburg, VA. Filed Sept. 2.

Actions

■ **KCKC(AM)-KBON(FM) San Bernardino-Lake Arrowhead, CA** (BAL920728EA; 1350 khz; 5 kw-D, 500 w-N; FM: BALH920728EB; 103.9 mhz; 38 w; ant. 2,538 ft.)—Granted assignment of license from Arrowhead Broadcasting Corp. to All Pro Broadcasting Inc. for \$5 million. Seller is headed by Jeannette and John R. Banoczi, husband and wife, and is also licensee of KUNA(AM)-KBZT-FM Indio-La Quinta, CA. Buyer is headed by Willie D. Davis, and is ultimate licensee of one AM and three FM's. Davis also has interests in CP for KMVP(AM) Commerce City, CO. Action Sept. 10.

■ **KVOY(AM)-KTP(FM) Tehachapi, CA (AM: BTC920709HI; 1340 khz; 1 kw-U; FM: BTCH920709HJ; 103.1 mhz; 3 kw; ant. 580 ft.)**—Granted transfer of control from The Park Lane Group to Andrew W. Pickholtz for \$2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is also licensee of KPPL(FM) Colusa, CA. Action Sept. 4.

■ **WVGA(TV) Valdosta, GA** (BALCT920408KG; ch. 44; 1,285.3 kw-V, 257 kw-A; ant. 920 ft.)—Granted assignment of license from Morris Network Inc. to Tallahassee Channel 27 Inc. for \$850,000. Seller is headed by Charles H. Morris, and has interests in WMGT(TV) Macon, GA; WDHN(TV) Dothan, AL, and KARK-TV Little Rock, AR. Buyer is headed by Elio Betty Jr., and is licensee of WTXL-TV Tallahassee, FL. Action Sept. 4.

■ **WEZS(FM) Cartersville, IL** (BTCH920622GE; 95.1 mhz; ant. 85 m.)—Granted transfer of control of M.P. Broadcasting Inc.; Robert Ferrari, who holds 49% of stock of permittee, has chosen to exercise his option to acquire Marilyn Pranno's 51% voting stock. Ferrari is also licensee of WJPF(AM) Herrin, IL. Action Sept. 2.

■ **WQEG(FM) Russell Springs, KY** (BAPH920522GE; 92.7 mhz; 6 kw; ant. 328 ft.)—Granted assignment of CP from Twinlakes Communications to Heartland Communications Inc. for \$28,500. Seller is headed by Alan Reed, and has no other broadcast interests. Buyer is headed by George E. Owen, and is licensee of WTCO(AM)-WCKQ(FM) Campbellsville, KY. Action Sept. 4.

■ **KLOZ(FM) Eldon, MO** (BALH920708GV; 92.7 mhz; 50 kw; ant. 590 ft.)—Granted assignment of license from CTC Communications Inc. to Capital Media Inc. for assumption of liabilities. Seller is headed by James P. Davis, and has no other broadcast interests. Buyer is headed by Dennis M. McDaniel, and has no other broadcast interests. Action Sept. 4.

■ **KJIA(AM) Sioux Falls, SD** (BTC920723EA; 1520 khz; 500 w-D)—Granted transfer of control of licensee Nehemiah Radio Productions Inc. Principals Jeffrey M. Sauer and Greg Sauer will resign; licensee will be headed equally by Lyle L. Edblom, Richard W. Beckfield and Michael M. Samp. Licensee has no other broadcast interests. Action Sept. 8.

■ **WKAU(AM) Charlottesville, VA** (BAL920723EB; 1400 khz; 1 kw-U)—Granted assignment of license from Cavalier Country Broadcasting Inc. to Spectrum Broadcasting Corp. for \$120,000. Seller is headed by Charles M. Wilson, and has no other broadcast interests. Buyer is headed by Deborah R. Reynolds, and has no other broadcast interests. Action Sept. 2.

NEW STATIONS

Applications

■ **Springdale, AR** (BPCT920831KE)—Pharis Broadcasting Inc. seeks ch. 57; 3,209 kw; ant. 261 m. Address: 204 N. Thompson, Springdale, AR

72764. Applicant is headed by William L. Pharis, and has no other broadcast interests. Filed Aug. 31.

■ **Richton, MS** (BPED920831MB)—Richton School District seeks 91.7 mhz; 29 kw; ant. 29 m. Address: P.O. Box 568, Richton, MS 39476. Applicant is headed by Bobby R. DePoyster, and Ohio Sellers, and has no other broadcast interests. Filed Aug. 31.

Actions

■ **Copperopolis, CA** (BPH890501ME)—Granted app. of Threshold Communications for 105.5 mhz; .58 kw; ant. 224 m. Address: 2540 Camino Diablo, Suite 203, Walnut Creek, CA 94596. Applicant is headed by James T. Arata and Douglas Wulff, and has no other broadcast interests. Action July 10.

■ **Joshua Tree, CA** (BPH91106MA)—Dismissed app. of Mel Yarmat for 92.1 mhz; 3 kw; ant. 85 m. Address: 13470 Manhasset Rd., Suite 1, Apple Valley, CA 92308. Applicant has 39.58% interests in KAPL(AM) Apple Valley, CA. Action Aug. 31.

■ **Joshua Tree, CA** (BPH91107MG)—Dismissed app. of Morongo Radio Ltd. for 92.1 mhz; 3 kw; ant. 91 m. Address: 7565 Sherman Hoyt, Twenty-Nine Palms, CA 92277. Applicant is headed by general partner Kevin D. Roberts, and has no other broadcast interests. Action Aug. 31.

■ **Bostwick, GA** (BPH911227MB)—Granted app. of Bostwick Broadcasting Group Partners for 92.3 mhz; 3 kw; ant. 100 m. Address: 1081 N. Cherokee Rd., Social Circle, GA 30275. Applicant is headed by general partner B.R. Anderson, and has no other broadcast interests. Action Aug. 31.

■ **Bostwick, GA** (BPH911226MB)—Dismissed app. of Bostwick Broadcasting Partners for 92.3 mhz; 3 kw; ant. 100 m. Address: 1650 Tysons Blvd., Suite 790, McLean, VA 22102. Applicant is headed by general partners Charles E. Giddens and Paul C. Stone, who own licensees of three AM's and four FM's. Action Aug. 31.

■ **Trion, GA** (BPH871023MJ)—Granted app. of Tri-State Broadcasting Co. for 95.7 mhz; .6 kw; ant. 213 m. Address: P.O. Box 200, Summerville, GA 30747. Applicant is headed by William B. Farrar, and is licensee of WGTA(AM) Summerville, GA. Action Aug. 28.

■ **Waimea, HI** (BPH911003MF)—Dismissed app. of JS Marketing & Communications Inc. for 99.1 mhz; 40 kw (H); ant. 872 ft. Address: P.O. Box 2277, Missoula, MT 59806. Applicant is headed by Philip L. Stiffer and J.M. Smith Jr.; Smith has interests in licensee of KYLT(AM)-KZOQ-FM Missoula, MT. Action Aug. 31.

■ **New Albany, IN** (BPH91115MD)—Dismissed app. of Barbara R. Zarris for 94.7 mhz; 1.86 kw; ant. 128 m. Address: 105 E South St., Crown Point, IN 46307. Applicant has interests in WBPT(FM) Naples, FL. Action Aug. 31.

■ **Milford, IA** (BPH911007ME)—Dismissed app. of L. Andrew Kleven for 102.1 mhz; 50 kw; ant. 150 m. Address: RR #2, Box 317, Wessington Springs, SD 57382. Applicant has interests in KRAQ(FM) Jackson, MN. Action Aug. 31.

■ **Bar Harbor, ME** (BPH91106MB)—Granted app. of Richard D. Bush for 107.7 mhz; 6.3 kw-H; ant. 12 m. Applicant has no other broadcast interests. Action Sept. 1.

■ **Beech Mountain, NC** (BPH911224MA)—Dismissed app. of Debra L. Nokovich for 102.3 mhz; .2 kw; ant. 479 m. Address: 5 Grouse Ridge Rd., Beech Mountain, NC 28604. Applicant has no other broadcast interests. Action Aug. 31.

■ **Richwood, OH** (BPH920113MD)—Dismissed app. of Vernon R. Baldwin for 104.3 mhz; 6 kw; ant. 100 m. Address: 8686 Michael Lane, Fairfield, OH 45014. Applicant has no other broadcast interests. Action Aug. 31.

■ **Plainview, TX** (BPH880728MO)—Dismissed app. of Leslie Troszak for 106.9 mhz; 50 kw; ant. 150 m. Address: 6425 Hunting Hill, Oklahoma City, OK 73116. Applicant has no other broadcast interests. Action Aug. 28.

FACILITIES CHANGES

Actions

AM's

■ **San Mateo, CA** KOFY(AM) 1050 khz—Granted app. of Pacific FM Inc. (BP-920420AD) for CP to increase nighttime power to 10 kw. Action Aug. 5.

■ **Eimwood Township, MI** WLJN(AM) 1400 khz—Granted app. of Good News Media Inc. (BP-920407AB) for CP to change TL to Morgan Hill, N of M-72, 1.6 km W of M-22, Leelanau Co., MI; reduce power to 640 w and make changes in antenna system. Action Aug. 4.

■ **Redwood Falls, MN** KLGR(AM) 1490 khz—Granted app. of CD Broadcasting Corp. of Redwood Falls (BP-891130AC) for CP to reduce power to 470 w day and night; correct coordinates to 44 32 35 - 95 07 57; make changes in antenna system. Action Aug. 4.

■ **Franklin, NC** WAJA(AM) 1480 khz—Granted app. of Macon Broadcasting Company (BP-920427AA) for CP to add night service with 13 w. Action Aug. 4.

■ **Dillon, SC** WDSC(AM) 800 khz—Granted app. of Banking Services Corporation (BP-911024AD) for CP to make changes in antenna system. Action Aug. 4.

FM's

■ **Fruithurst, AL** WCKS(FM) 102.7 mhz—Granted app. of Steven L. Gradick (BMPH-920317ID) for mod. of CP (BPH-900301MF) to make changes: change ERP: 1.35 kw (H&V); ant.: 202 m.; TL: in Cleburne Co., AL, 2.5 km S of interstate 20 and 1.4 km W of Georgia state line; change directional antenna. Action July 30.

■ **Augusta, AR** KAKB-FM 97.7 mhz—Forfeited and canceled app. of Harvey Fritts, receiver (BPH-800915AJ) for CP, to make changes in antenna type; change Collins (ERI) G5CPM-2E, 2 sections circularly polarized, and change TPO. Action Aug. 3.

■ **Heber Springs, AR** KAWW-FM 96.7 mhz—Granted app. of Newport Broadcasting Company (BPH-920521ID) for CP to make changes: change ERP: 50 kw (H&V); change freq. from 96.7 to 100.7; change to class C2 (per MM docket #87-563). Action Aug. 6.

■ **Hot Springs, AR** KBMB(FM) 96.7 mhz—Returned app. of Great American Broadcasting Co. of AR Inc. (BPH-920622IH) for CP to make changes; ERP: .94 kw H&V, ant.: 246 m.; TL: Trap Mountain, Hot Springs; and to change main studio location. Action Aug. 14.

■ **Jonesboro, AR** KDEZ(FM) 100.3 mhz—Granted app. of TM Jonesboro Inc. (BMLH-910605KA) for mod. of license (BLH-870109KC) to change frequency: 100.3 mhz (per MM docket #87-563). Action Aug. 21.

■ **Avalon, CA** KRCI(FM) 92.7 mhz—Granted app. of Catalina Radio Ltd. (BMPH-920612IF) for mod. of CP (BPH-860529MC) to make changes: ERP: 3 kw (H&V), ant.: 49 m.; TL: CATV tower near ord. 2, .4 mi. ESE of Avalon. Action Aug. 24.

■ **Fort Collins, CO** KIMN(FM) 107.9 mhz—Dismissed app. of University Broadcasting Company Ltd. (BPH-870102ID) for CP to change ant.: 300.25 m.; major environmental action as defined under section 1.1305. Action Aug. 13.

■ **Marianna, FL** WJNF(FM) 91.1 mhz—Returned app. of Marianna Educ. Broadcasting Foundation (BPED-920420MB) for CP to make changes; change ERP: 4 kw (H&V), ant.: 42 m.; frequency: 89.5 and channel to 208. Action Aug. 12.

■ **Naples, FL** WRGI(FM) 93.5 mhz—Forfeited and canceled app. of H and D Communications Ltd. (BPH-871214IC) for CP to make changes; ERP: 2.2 kw (H&V); change ant.: 116 m. Action Aug. 24.

■ **Penacola, FL** WTKX-FM 101.5 mhz—Forfeited and canceled app. of Hoyt Communications Corpo-

ration (BPH-870728IC) for CP to make changes; change TL: 1.4 km south of Rt. 10, Elsanor, AL; change ERP: 40 kw (H&V); change ant.: 429 m.; 30 35 18 - 87 33 16. Action Aug. 24.

■ **Springfield, FL** WYOO(FM) 101.9 mhz—Granted app. of Randall R. Wahlberg (BMPH-9008311B) for mod. of CP (BPH-870629MT) to make changes; change ant.: 70 m.; TL: 1 km to Hilland Park at bearing of 255.4 degrees. Amended 6-25-92: ERP 5.2 kw, ant. 72 m.; ch. 267A. Action Aug. 7.

■ **Dublin, GA** WQZY(FM) 95.9 mhz—Granted app. of State Broadcasting Corp. (BPH-920309IE) for CP to make changes; change ERP: 88 kw (H&V); ant.: 312 m.; change TL: proposed site is 4.3 km west of town of Kite on Ga. Rte. 151 in Johnson; change to class C1. Action Aug. 10.

■ **Dublin, GA** WQZY(FM) 95.9 mhz—Forfeited and canceled app. of State Broadcasting Corporation (BPH-890614ID) for CP to make changes; change ERP: 27 kw H&V; ant. 47 m.; class C2; petition for reconsideration dismissed 2-4-91. Action Aug. 10.

■ **Rome, GA** WQTU(FM) 102.3 mhz—Granted app. of McDougald Broadcasting Corporation (BPH-920109IG) for CP to make changes; change ERP: 1.1 kw (H&V); ant.: 227 m. Action Aug. 10.

■ **Caldwell, ID** KTSY(FM) 89.5 mhz—Granted app. of Gem State Adventist Academy (BPED-920810IC) for CP to make changes; change ant.: 791 m.; change to class C1. Action Aug. 21.

■ **West Des Moines, IA** KWDM(FM) 88.9 mhz—Granted app. of W. Des Moines Comm. School District (BPED-860917MH) for CP to make changes; change ERP: .1 kw H&V; change ant. to: 52.4 m.; 41 35 25 - 93 45 10; petition for reconsider-

ation granted 12-17-91. Action Aug. 11.

■ **Emporia, KS** KGZF(FM) 99.5 mhz—Granted app. of Charles D. Coffelt (BMPH-900416IC) for mod. of CP (BPH-890419MC) to make changes; change TL: 928; Graphics Arts Road, Emporia. Action July 17.

■ **Topeka, KS** New FM 92.5 mhz—Granted app. of Margaret Escriva (BMPH-920602IG) for mod. of CP (BPH-871124MG) to make changes; change ERP: 6 kw (H&V); ant.: 89 m.; TL: 800 Jackson St., Topeka. Action Aug. 7.

■ **Allen, KY** WMDJ-FM 100.1 mhz—Granted app. of Floyd County Broadcasting Co. Inc. (BPH-900214IC) for CP to change ERP: 2.6 kw (H&V). Action Aug. 7.

■ **Georgetown, KY** WTKT-FM 103.3 mhz—Granted app. of Kentucky Radio Ltd. (BMLH-911031KF) for mod. of license to increase ERP: 6 kw (H&V) (per MM docket #88-375) and change channel from 277A to 276A (per MM docket #90-577). Action Aug. 6.

■ **Mount Vernon, KY** WXJJ(FM) 102.9 mhz—Granted app. of William S. Daugherty III (BMPH-910606IC) for mod. of CP (BPH-860703MF - new station) to change ant. 100 m.; TL: 1.3 mi. SW of Broadhead, KY, .2 mi. north of Negro Creek Road, Rockcastle County. Action Aug. 6.

■ **Paducah, KY** WKYQ(FM) 93.3 mhz—Granted app. of Bristol Broadcasting Company Inc. (BPH-901029IE) for CP to make changes; change ERP: 100 kw H&V; ant. 299 m.; TL: west end of Tiger Rd, 2.2 km SW of Palma, KY; inf. objection dismissed 8-21-92. Action Aug. 21.

■ **Reidland, KY** WSEQ(FM) 106.7 mhz—Granted

app. of WMOK Inc. (BMPH-910913IC) for mod. of CP (BPH-890117ML) to make changes; change ERP: 1.35 kw (H&V) ant.: 150 m.; TL: NE corner of intersection of 1523 and Old Paduch-Calvert Rd., 2.4 km NNW of Calvert City, KY. Inf. objection denied 7-28-92. Action July 28.

■ **Vanclave, KY** WMTC-FM 99.9 mhz—Granted app. of Kentucky Mountain Holiness Assoc. (BPH-920511IH) for CP to make changes; change ERP: 6 kw (H&V). Action Aug. 7.

■ **Gardiner, ME** WABK-FM 104.3 mhz—Dismissed app. of Kennebec-Tyron Communications Corp. (BPH-891024II) for CP to make changes; change ant.: 150 m.; TL: on West Road, 3.5 km north of Old South Church and intersection of Route 135, near Belgrade, ME. Action Aug. 11.

■ **Topsham, ME** WLLB(FM) 95.5 mhz—Granted app. of Kirkley P. Beal (BMPH-920422ID) for mod. of CP (BPH-860507PX) to make changes; change ERP: 3 kw (H&V); ant.: 139 m. Action Aug. 20.

■ **Springfield, MA** WNEK-FM 97.5 mhz—Granted app. of Western New England College (BPED-920221MA) for CP to make changes; change frequency to 105.1 mhz; change channel to 286. Action Aug. 7.

■ **Detroit** WWWW(FM) 106.7 mhz—Forfeited and canceled app. of Shamrock Broadcasting Company Inc. (BPH-900510IB) for CP to make changes; change ERP: 28.5 kw H&V; ant.: 222 m.; TL: atop Renaissance Tower Building, adjacent to Civic Center. Action Aug. 3.

■ **East Jordan, MI** WIZY(FM) 100.9 mhz—Granted app. of Interlochen Center for Arts (BMPH-910301IH) for mod. of CP (BPH-85-9-3MC as mod.) to change main studio outside of 70 DBU contour. Action July 31.

■ **Muskegon, MI** WMHG-FM 107.9 mhz—Granted app. of W.M.H.G. Adrian Broadcasting (BPH-920326ID) for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; change class to 300B1 (per MM docket #89-549). Action Aug. 17.

■ **Granite Falls, MN** KKRC(FM) 93.9 mhz—Granted app. of John Linder (BMPH-911220IC) for mod. of CP (BPH-890417MD) to make changes; change ERP: 6 kw (H&V); ant.: 80 m.; TL: 3.9 km from Wegdahl, MN, at bearing of 341.7 degrees. Action Aug. 10.

■ **La Crescent, MN** KQEG(FM) 102.7 mhz—Granted app. of White Eagle Broadcasting Inc. (BPH-920227ID) for CP to make changes; change ERP: 3.6 kw (H&V); ant.: 263 m.; change frequency: 102.7, and class to C3 (per MM docket #91-94); amended 7-22-92 to reduce ERP to 3.1 kw (H&V). Action Aug. 7.

■ **Collins, MS** WKNZ(FM) 101.7 mhz—Granted app. of Southern Air Communications Inc. (BPH-910110IB) for CP to make changes; change ERP: 2.25 kw (H&V). Action Aug. 3.

■ **Oxford, MS** WQLJ(FM) 107.1 mhz—Granted app. of Oxford Radio Inc. (BPH-9206C4IA) for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 12 mi. west of Oxford; .8 mi. south of Route 6 (Panola County); change frequency to 93.7 mhz (per MM docket #91-6); change class to C3 (per MM docket #91-277). Action Aug. 24.

■ **Tarkio, MO** KTRX(FM) 93.5 mhz—Granted app. of Kanza Inc. (BMLH-920318KD) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action Aug. 4.

■ **Hardin, MT** KGHL-FM 95.3 mhz—Forfeited and canceled app. of First Security Bank of Livingston (BPH-10785) for CP to change TL to: 4 mi. NW of Sarpy Rd., 2 mi. NE of Hwy. I-90, Hardin, SL-RC to: 11 W. 3rd St., Hardin, make change antenna system (incr hght) change. ant.: 220 CP forfeited and canceled. Action Aug. 24.

■ **Helena, MT** KVYJ(FM) 103.1 mhz—Dismissed app. of Hi-Line Radio Fellowship Inc. (BMPED-920316MD) for mod. of CP (BPED-901109MH) to make changes; change ERP: 30 kw (H&V); ant.: 209 m.; TL: antenna to be located atop North Hill, 11 mi. north of Helena; class C. Action Aug. 12.

■ **Hinsdale, NH** WYRY(FM) 104.9 mhz—Forfeited and canceled app. of Tri-Valley Broadcasting Cor-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	11,253	1,419	12,672
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	1,502	190	1,692
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	1,284	990	2,274
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

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

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 92.1 million.

† Construction permit.

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

poration (BPH-880418IC) for CP to make changes; change ERP: .725 kw H&V, change ant.: 204 m.; change antenna supporting-structure. Action Aug. 3.

■ **Armijo, NM** KUCU(FM) 107.1 mhz—Returned app. of KCST Inc. (BPH-920817IE) for CP to make changes; change ERP: 60 kw (H&V); ant.: 721 m.; TL: on Capilla Peak, Torrance County, approximately 50 km SE of Albuquerque, NM; change to class C (per docket #91-233). Action Aug. 26.

■ **Canandaigua, NY** WCIV(FM) 88.9 mhz—Returned app. of Family Life Ministries Radio Inc. (BMPED-910410MA) for mod. of CP (BPED-871203MD) to make changes; change ERP: 1.78 kw H&V, TL: 24.27 km, 205.12 degrees from Canandaigua, (Ontario County) NY (tower formerly used for NY state police communications), on Gannett Hill: change class to B1. Action Aug. 5.

■ **Friendship, NY** WCID(FM) 89.1 mhz—Granted app. of Family Life Ministries Radio Inc. (BMPED-910213IA) for CP to change TL: Jordan Hill on Richburg Road (2.3 mi.), 332 degrees from Richmond, Allegany County, NY. Action Aug. 4.

■ **Spencer, NY** WCII(FM) 88.5 mhz—Granted app. of Family Life Ministries Radio Inc. (BPED-911114MO) for CP to make changes; change ERP: 20 kw (H&V); ant.: 180 m.; TL: Waits Road, 10.306 km at 181.41 deg. from Oswego (Tioga County), NY; change to class B. Action Aug. 24.

■ **Dayton, OH** WHKO(FM) 99.1 mhz—Dismissed app. of WHIO Inc. (BMLH-891030KF) for mod. of license (BPH-5247) to install new antenna. Action Aug. 7.

■ **Ripley, OH** WAOL(FM) 99.5 mhz—Granted app. of James P. Gray (BMPH-920206IE) for mod. of CP (BPH-880114MW) to make changes: ERP: 14.5 kw H&V, TL: on west side of Dutch Ridge Rd., .5 km south AA Highway; 4.5 km south of Augusta, KY, in

Bracken County, and to change class: C3 (per docket #90-543). Action July 27.

■ **West Union, OH** WRAC(FM) 103.1 mhz—Granted app. of Ohio River Broadcasting Assc. Inc. (BPH-920417IB) for CP to make changes: ERP: 3.3 kw (H&V), ant.: 130 m.; correct coordinates. Action Aug. 19.

■ **Byng, OK** KYKC(FM) 100.1 mhz—Dismissed app. of Central Oklahoma Communications Co. (BMPH-920408IF) for mod. of CP (BPH-880810ML) to make changes; change ERP: 7.7451 kw (H&V); 137 m.; TL: Latta, OK, is 1.6 mi. NE; antenna is in Pontotoc County, OK; change class to C3 (per MM docket #90-239); informal objection filed 7-21-92. Action Aug. 21.

■ **Spencer, OK** KROU(FM) 105.7 mhz—Granted app. of University of Oklahoma (BMPED-910122IA) for mod. of CP (BPED-860703MC) to make changes; ERP: 6 kw H&V, ant.: 100 m. and TL: 2122 northeast 86th Street, Oklahoma City. Action Aug. 18.

■ **Creawell, OR** KAVE(FM) 95.3 mhz—Dismissed app. of Jed Broadcasting Co. of Oregon Ltd. (BPH-920406IA) for CP to make changes: ERP: 1.7 kw (H&V). Action Aug. 13.

■ **Greensburg, PA** WSSZ(FM) 101.7 mhz—Forfeited and canceled app. of WHJB Corporation (BPH-890824ID) for CP to change ERP: 1.6 kw (H&V). Action Aug. 24.

■ **Oil City, PA** WKQW-FM 96.3 mhz—Granted app. of Stephen M. Olszowka (BMPH-920430IC) for mod. of CP (BPH-901217MK) to make changes: change ERP: 6 kw (H&V). Action Aug. 20.

■ **Sellersville, PA** WBYO(FM) 88.9 mhz—Granted app. of Bux-mont Educational Radio Assoc. (BPED-910521MI) for CP to make changes: change ERP: 1.2 kw (V); ant.: 104 m. Action Aug. 5.

■ **Middletown, RI** WOTB(FM) 100.3 mhz—Granted app. of Perry Comm. of Rhode Island Inc. (BMPH-920723IF) for mod. of CP (BPH-910617IH) to make changes: change ERP: 3.35 kw H&V; ant. 90 m.; install non-directional antenna. Action July 30.

■ **Eloree, SC** WORG(FM) 100.3 mhz—Granted app. of Clarence E. Jones (BPH-920608IB) for CP to make changes; change ERP: 25 kw (H&V); TL: .5 km WNW of state route 38-36, .9 km NE of U.S. Highway 178, Bowman, SC; change class to C3 (per MM docket #90-32). Action Aug. 3.

■ **Surfside Beach, SC** WYAK-FM 103.1 mhz—Forfeited and canceled Jones Eastern of Grand Strand Inc. (BPH-890124ID) for CP to make changes: change ERP: 1.15 kw H&V; ant.: 163 m.; TL: 1.9 km S of Burgess, Horry County, SC. Action Aug. 3.

■ **Surfside Beach, SC** WYAK-FM 103.1 mhz—Granted app. of Jones Eastern of Grand Strand Inc. (BPH-920319IB) for CP to make changes; change ERP: 12.5 kw (H&V); change class to C3 (per MM docket #89-327). Action Aug. 18.

■ **Waterboro, SC** WNTC(FM) 100.9 mhz—Returned app. of Gresham Communication Inc. (BPH-920710IC) for CP to make changes; TL: 18 km northeast of Red Oak Church on Red Oak Hwy., northeast of Cottageville, SC. 32 58 55 - 80 27 06; and to change class: C3. Action July 27.

■ **Memphis, TN** WSMS(FM) 91.7 mhz—Granted app. of Memphis State University (BMPED-920409IA) for mod. of CP (BPED-841221IO) to make changes: ERP: 25 kw (H) 24 kw (V), ant.: 120 m.; TL: 1138 Sycamore View Rd., Memphis; amend directional antenna pattern. Action Aug. 7.

■ **Austin, TX** KMFA(FM) 89.5 mhz—Granted app. of Capitol Broadcasting Association Inc. (BMPED-920414IG) for mod. of CP (BPED-870227OW) to make changes: ERP: 65 kw (H&V), ant.: 260 m.;

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TL: 2724-G Trail of Madrones, Austin. Action Aug. 21.

■ **Bay City, TX** KMKS(FM) 102.5 mhz—Dismissed app. of Sandlin Broadcasting Co. Inc. (BPH-9204071A) for CP to make changes: ERP: 100 kw (H&V), ant.: 142 m.; change from channel 273C2 to channel 273C1 (per docket #91-242). Action Aug. 12.

■ **Hereford, TX** KPAN-FM 106.3 mhz—Granted app. of KPAN Broadcasters (BMPH-920504IHTX) for mod. of CP (BPH-9007231F) to make changes: ERP: 7 kw (H&V). Action Aug. 6.

■ **Hooks, TX** KLLI(FM) 95.9 mhz—Granted app. of Texarkana Broadcasting Inc. (BPH-920323ID) for CP to make changes; change: ERP: 11.3 kw (H&V); ant.: 148 m.; change class to C3 (per MM docket #84-231). Action Aug. 20.

■ **Rockport, TX** KPCB(FM) 102.3 mhz—Granted app. of Aransas Broadcasting Company (BPH-920302IG) for CP to make changes: ERP: 50 kw (H&V), ant.: 113 m.; TL: 1 km E of Rte. 2725, 6.2 km S of Aransas Pass, San Patricio County, TX; change class from 272A to 272C2 (per MM docket #87-42). Action Aug. 11.

■ **San Antonio, TX** KISS-FM 99.5 mhz—Forfeited and canceled app. of Adams Radio of San Antonio Inc. (BPH-830504AE) for CP to make changes in antenna system; change TL to 4.3 mi. ENE of Elmendorf on Old Elmendorf-Lavemia Rd., Elmendorf, TX; decrease ERP: 97 kw; decrease ant.: 1,480 ft.; new coordinates: 29 16 29 - 98 15 52. Action Aug. 3.

■ **Terrell, TX** KTLR-FM 107.1 mhz—Granted app. of Metro Broadcasters Inc. (BPH-910919IM) for CP to change ERP: 3.1 kw (H&V). Action Aug. 7.

■ **Ogden, UT** KJQN-FM 95.5 mhz—Granted app. of Abacus Broadcasting Corporation (BMPH-920327IF) for mod. of CP (BPH-831201AS) to make changes; change ERP: 64 kw (H&V); ant.: 722 m.; TL: antenna farm at Promontory Mountains, Box Elder County, 39 km on bearing 275 degrees from Ogden. Action July 31.

■ **Petersburg, VA** WVST-FM 91.3 mhz—Returned app. of Virginia State University (BPED-920414IC) for CP to make changes; change ERP: 2.2 kw (V); ant.: 51 m. Action Aug. 11.

■ **Medical Lake, WA** KAAR(FM) 95.3 mhz—Granted app. of Sunbrook Communications II Ltd. (BPH-920326IE) for CP to make changes; change ERP: 12 kw (H&V); change from 95.3 to 101.9; change to class C3 (per MM docket #89-130). Action Aug. 17.

■ **Montgomery, WV** WZKM(FM) 93.3 mhz—Returned app. of R-S Broadcasting Company Inc. (BMPH-920626IA) for CP (BPH-891220MG) to make changes; change ERP: 1.81 kw (H&V); ant.: 180.6 m.; TL: 1.4 km north of St. Anthony's Church, Boomer, WV. Action Aug. 7.

■ **Brillilon, WI** WEZR(FM) 96.3 mhz—Granted app. of Brillion Radio Company (BMPH-920211ID) for CP to make changes; change ERP: 6 kw (H&V); TL: TBD; change frequency from 96.3 to 107.5. Action Aug. 12.

■ **Menomonie, WI** WMEQ-FM 92.1 mhz—Dismissed app. of Phillips Broadcasting Co. Inc. (BMLH-910205KC) for mod. of license to increase ERP: 3.6 kw H&V (per MM docket #88-375). Action Aug. 11.

■ **Spencer, WI** WOSX(FM) 92.3 mhz—Granted app. of DN Communications Inc. (BMLH-920123KC) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action Aug. 6.

■ **Sturtevant, WI** WZXA(FM) 104.7 mhz—Granted app. of Janus Radio Corporation (BMPH-920212IB) for mod. of CP (BPH-860812MB as mod.) to make changes; change TL: .45 km east of Nicholson Rd., .52 km north of intersection of Dunkelow Rd. Action Aug. 19.

TV's

■ **Mansfield, OH** WMFD-TV ch. 68—Granted app. of Mid-State Television Inc. (BPCT-920324KG) for CP to change ERP (vis): 294 kw; ant.: 180 m.; TL:

west of Mansfield approximately .4 km north of U.S. Route 305 and .5 km east of Lewis Road in Richland Co., OH; antenna: BognerB24UO(DA) 40-45-50 - 82-37-04. Action Aug. 14.

■ **Louisville, AL** WGIQ(TV) ch. 43—Granted app. of Alabama Educational TV Commission (BMPET-920616KE) for MP (BPET-910117KE) to change ERP (vis): 5000 kw; ant.: 275 m.; antenna: Harris TWS-35BPSM (DA)(BT). Action Aug. 26.

CALL LETTERS

Grants

Existing FM's

KCCV-FM KVVU Bott Broadcasting Company; Olathe, KS

KCKC-FM KBON Arrowhead Broadcasting Corp.; Lake Arrowhead; CA

KFSO-FM KFSO Americom II; Visalia, CA

KGFT(FM) KATM Falcon Media Inc.; Pueblo, CO

KHWI(FM) KIPA-FM Big Island Broadcasting Company Inc.; Hilo, HI

KINT-FM KEZB-FM Paso del Norte Broadcasting Corp.; El Paso, TX

KIXT-FM KIXT R & L Broadcasters Inc.; Grover City, CA

KJLU(FM) KLUM-FM Lincoln University; Jefferson City, MO

KLAX-FM KSKQ-FM Spanish Broadcasting System of Florida Inc.; Long Beach, CA

KMXX(FM) KBTS-FM Genesis Broadcasting Inc.; Killeen, TX

KOSP(FM) KZDC MW MO Inc.; Willard, MO

KQPM(FM) KMRJ Terrence P. Montgomery; Ukiah, CA

KSDL(FM) KCBW Bick Broadcasting; Sedalia, MO

KZON(FM) KMXX Sundance Broadcasting Inc.; Phoenix, AZ

WBCT(FM) WJFM Radio Associates of Michigan Inc.; Grand Rapids, MI

WCMK(FM) WRHE Family Stations Inc.; Kingston, NY

WHYB(FM) WCJL-FM Good Neighbor Broadcasting Inc.; Menominee, MI

WIVM(FM) WEWZ Phoenix Broadcasting Corp.; Elwood, IN

WJMR(FM) WHYB Janet H. Collow; Peshtigo, WI

WKHT(FM) WXMA JKRC Central Commun. Ltd.; Bishopville, SC

WKKN(FM) WFAV Radio Cordele Inc.; Cordele, GA

WKWS(FM) WVNS West Virginia Radio Corp. of Charleston; Charleston, WV

WLVH(FM) WWDR Jessup Broadcasting Ltd.; Hardeeville, SC

WMAX(FM) WUNI Saginaw Bay Broadcasting Corp.; Bay City, MI

WMKS(FM) WVPI Radio Macon Inc.; Macon, GA

WMRR(FM) WQWQ-FM Pathfinder Communications Corp.; Muskegon Heights, MI

WNEU(FM) WMKG WWMY-FM Broadcasting Inc.; Eden, NC

WRLJ(FM) WQHF Faith Broadcasters Inc.; Freehold Township, NJ

WTXQ(FM) WTCG Ashley N. Davis; Andalusia, AL

WVRV(FM) WLUB Susan D. Brown; Roanoke, VA

WWCP-FM WVKZ-FM WV Broadcasting Inc.; Clifton Park, NY

WXLE(FM) WVVYD Twenty First Century Broadcasting Corp.; Mechanicville, NY

WXOF(FM) WPDS Heart of Citrus Inc.; Beverly Hills, FL

Existing TV's

KMID(TV) KMID-TV Davis-Goldfarb Company; Midland, TX

KRQE(TV) KGGM-TV New Mexico Broadcasting Company Inc.; Albuquerque, NM

KTRE(TV) KTRE-TV TV 3 Inc.; Lufkin, TX

WTFX(TV) WTFX-TV Paramount Stations Group-Phila. Inc.; Philadelphia

Correction

WFLP(AM) WEHN Heart Broadcasting Inc.; North East, PA

Withdrawals

WAFU(AM) WARB America First Communications Inc.; Covington, LA

WXEZ(FM) WSEQ WMOK Inc.; Reidland, KY

ACTIONS

■ **Commenced** proceeding to implement congressionally mandated regulations which will prohibit broadcasting of indecent programming (A) between 6 a.m. and 10 p.m. by any public broadcast station that goes off air at or before 12 midnight; and (B) between 6 a.m. and 12 midnight for any other radio or TV. (MM docket 92-223, Report DC-2233, by Commission September 17 by NPRM [FCC 92-445].)

■ **Denied** Media Access Project and Office of Communication of United Church of Christ to extend time for filing replies in this proceeding. (MM docket 91-221, by Order [DA 92-1266] adopted September 15 by Chief, Mass Media Bureau.)

■ **Denied** TRAC request for declaratory ruling on "The McLaughlin Group" news exemption from "equal opportunities" requirement. (By MO&O [FCC 92-393] adopted August 20 by Commission.)

■ **Notified** Ricardo Samitier of apparent liability for forfeiture in amount of \$16,000 for violation of Communications Act by operating two unlicensed broadcast stations. (By NAL [DA 92-1217] adopted September 4 by Enforcement Division, Field Operations Bureau.)

■ **Proposes** updating and improving Emergency Broadcast System. (Dockets 91-301, 91-171, Report DC-2228 by Commission September 17 by NPRM and further NPRM [FCC 92-439].)

■ **Resolved**, and in some cases reconsidered, number of outstanding issues and has solicited further comment on other issues fundamental to implementation of advanced television (ATV) service in this country. (MM docket 87-268, Report DC-2232 by Commission September 17; by MO&O-Third R&O-Third Further NPRM [FCC 92-438].)

■ **Florida EEO Complaints Upheld** previous actions concerning license renewals of WFSQ(FM) Tallahassee; WNDB(AM)-WWLV(FM) Daytona Beach, WKLF(AM)-WEZY-FM Lakeland and WMMB(AM)-WGGD(FM) Melbourne, all Florida. (By MO&O [FCC 92-425] adopted September 1 by Commission.)

■ **TCI Cablevision** Denied requests, through separate orders, by TCI Cable of Maryland Inc. and TCI Cablevision of Colorado Inc. for reduction of forfeitures in amount of \$23,750 each, for violation of Commission's rules regarding cable television signal leakage. (By MO&O [FCC 92-423-424] adopted August 31 by Commission.)

Fates Fortunes

TELEVISION

Ken Hawkins, general sales manager, KNOE-TV Monroe, La., joins WAKA-TV Montgomery, Ala., as general manager.

Robert Blagman, local sales manager, KCOP-TV Los Angeles, joins KCAL-TV Hollywood, as West Coast national sales manager.

Appointments at Saban Internation-

Noreen Parker, general sales manager, named VP, sales.

Appointments at WTVT-TV Tampa, Fla.: **Karen King**, anchor, KRBK-TV Sacramento, Calif., joins as co-anchor; **Trina Robinson**, anchor/reporter, WBBH-TV Fort Myers, Fla., joins in same capacity; **Jerry Lambert**, anchor/reporter, WTTV-TV Indianapolis, joins as general assignment reporter.

Appointments at Telemundo Group, Inc., New York: **Horace Dawson**, corporate counsel, named VP, assistant general counsel; **Bruce Friend**, director, program research and planning, Telemundo, Miami, named director, research.

Appointments at Hubbard Broadcasting, St. Paul-Minneapolis, Minn.: **Gerald Deeney**, VP, chief financial officer, elected to board of direc-



Michel Welter



Cheryl McDermott



Horace Dawson



Steve Carlston



Kevin Reilly

al, Burbank, Calif.: **Michel Welter**, VP, international business affairs, named senior VP; **Cheryl McDermott**, VP, administration, international television distribution, Turner Entertainment Co., Los Angeles, joins as VP, international legal affairs.

Minna Taylor, senior counsel, Fox Broadcasting Co., Beverly Hills, Calif., named VP, legal affairs.

Steve Badeau, executive director, television research, Paramount Pictures, Los Angeles, joins MTM Entertainment, Studio City, Calif., as VP, research.

Appointments at WDAF-TV Kansas City, Mo.: **Cheryl Kerns**, general sales manager, named VP, sales; **Mike McDonald**, news director, named VP, news.

Kathy Belich, general assignment reporter, WTSP-TV St. Petersburg, Fla., joins WFTV Orlando, Fla., in same capacity.

Appointments at WTSP-TV St. Petersburg, Fla.: **Barbara Sobocinski**, director, promotion, programming, named VP, marketing, public affairs;

John Gudjohnsen, reporter/photographer, WFAA-TV Dallas, named news manager.

Therese Gamba, segment producer, Group W Productions' *Vicki!* pilot, named promotion manager.

Appointments at WNET-TV New York: **Janis Abrams**, worldwide marketing manager, United Media Licensing there, joins as director, national marketing; **Stacey Gillis Weber**, director, marketing, E.P. Systems there, joins as director, local corporate marketing.

Michael Pausic, manager, business development, Twentieth Television, Beverly Hills, Calif., named director.

Appointments at Fox Inc., Beverly Hills, Calif.: **Celeste Metcalf**, senior corporate auditor, named director, administration and community affairs; **Laura Morton Rowe**, manager, personnel, named associate director.

Jim Overbay, news director, KCTV Des Moines, Iowa, named station manager and news manager, Meredith Broadcasting there.

tors; **Tom Newberry**, controller, assumes additional responsibilities as VP.

Michael Jones, regional sales manager, WDAS-AM-FM Philadelphia, joins Corridor Broadcasting Corp., Washington, as VP/GM, WFTY-TV there.

Carolyn Sifferman, controller, Republic Pictures Corp., Los Angeles, assumes additional responsibilities as VP, finance.

Roberto Vizcon, producer, *Hola, America*, Univision, Miami, joins WSCV-TV there as executive news producer.

Steve Carlston, executive director, local advertising sales and marketing, Buena Vista Television, Burbank, Calif., joins KSTU-TV Salt Lake City as VP/GM.

Appointments at NBC Entertainment, Burbank, Calif.: **Kevin Reilly**, director, drama development, named VP; **Vince Manze**, VP, advertising, promotion, NBC-TV there, named senior VP, advertising, promotion.

Dianne Downey, team manager, MMT, Chicago, joins KVUE-TV Austin, Tex., as local sales manager.

Steve Amen, host, executive producer, *Oregon Field Guide*, Oregon Public Broadcasting, Portland, named director, local production.

Charlie Minn, former sports producer, anchor, WHLT-TV Hattiesburg, Miss., joins KRQE-TV Albuquerque, N.M., as weekend sports anchor.

Appointments at KAKE-TV Wichita, Kan.: **James Warner**, news producer, KATC-TV Lafayette, La., joins in same capacity; **Evette Dab-**

Glendale, Calif., joins as photographer; **Mark Still**, photographer, KGET-TV Bakersfield, Calif., joins in same capacity.

Terry Botwick, former head, original programming, The Family Channel, Virginia Beach, Va., joins Hearst Entertainment Distribution, New York, as president.

Deborah Service, VP, movies and miniseries, MGM Worldwide Television Group, Los Angeles, joins Tri-Star Television, Culver City, Calif., in same capacity.

Mike Henry, VP, creative ser-

South Belmar, N.J., joins WTOP-(AM)-WASH-FM Washington as promotions coordinator.

Randy Rice, operations manager, WJBO(AM)-WKMK-FM Baton Rouge, La., joins WIBR(AM)-WKJN-FM there as station manager.

Ellen Mayer, account executive WMGQ-FM New Brunswick, N.J., joins WKXW-FM Trenton, N.J., as senior account executive.

Michael Tortora, director, clearance and logging, Broadcast Music Inc., Nashville, named senior director.



Vince Manze



Geralyn Stynes



Fred Dressler



Carl Rosetti



Gale Allaman

ney, reporter, WJBF-TV Augusta, Ga., joins in same capacity; **Merry Murray**, graduate, Fort Hays University, Hays, Kan., joins as photojournalist; **Robert Rodriguez**, meteorologist, KLTU Tyler, Tex., joins in same capacity.

Laura Hale, special projects producer, WSVN-TV Miami, named creative services director.

Tome Howe, senior VP, station manager, KCTS-TV Seattle, joins University of North Carolina Center for Public Television, Research Triangle Park, N.C., as director.

Geralyn Stynes, account executive, KABC-TV Los Angeles, joins Columbia Pictures Television, there as division manager, northeast division.

Appointments at KBAK-TV Bakersfield, Calif.: **Sean McClelland**, news producer, KGET-TV there, joins in same capacity; **Robert Haus**, news producer/reporter, KHIZ-TV Victorville, Calif., joins as news producer; **Maya Mody**, reporter, Continental Cablevision, Los Angeles, joins as promotion, news writer; **Heather Frazier**, field producer, KTTV Los Angeles, joins as reporter; **Ernesto Torres**, camera operator, KVEA-TV

vices, WFLD-TV Chicago, joins WRC-TV Washington as director, advertising, promotion.

Richard Intrator, senior VP, Kidder, Peabody & Co., New York, joins The Lodestar Group there as managing director.

James Parsons, executive VP, Fries Entertainment, Hollywood, joins Ocean Capital Corp., Los Angeles, as managing director.

William Adler, former senior consultant, Univision, New York, joins *The New York Times* as director, corporate relations.

RADIO

C.K. Patrick, co-founder, chairman of the board, WCLV-FM Cleveland, elected to the Broadcasters Hall of Fame.

Appointments at WASH-FM Washington: **John Steele**, announcer, midday, named production director/program assistant; **Tim Chastain**, announcer, KKFR-FM Phoenix, Ariz., joins in same capacity.

Terry Lowe Edwards, promotion manager/account executive, WADB-FM

Pat Vitale, reporter/anchor, WJR(AM) Detroit, joins WWJ(AM) there in same capacity.

Al Tacca, VP, sales development, WINE(AM)-WRKI-FM Danbury, Conn., joins WSTC(AM)-WQQQ-FM Stamford, Conn., as general sales manager.

John Thomas, senior VP, Minnesota North Stars, joins KFAN(AM) Minneapolis as station manager.

Paul Barksy, air personality, WNCX-FM Cleveland, joins WCXR-FM Woodbridge, Va., in same capacity.

David Bernstein, program director, WBZ(AM) Boston, joins WRKO(AM) there in same capacity.

Appointments at WEAZ(AM)-FM Philadelphia: **Ron Mayer**, account executive, *Focus* magazine there, and **Robin Federman**, account executive WMGK-FM there, join as account managers.

Thomas Sly, sales manager, WKRQ-FM Cincinnati, joins KBPI-FM Denver as general manager.

Don Griffin, general sales manager, WONE(AM)-WTUE-FM Dayton, Ohio, joins WVUD-FM there as general manager.

Upton Bell, host of *Sports Beat* on WSBK-TV Boston, assumes additional responsibilities as air personality WTAG(AM) Worcester, Mass.

Appointments at WCCO(AM) Minneapolis: **Tom Skaja**, office manager, CBS Radio Representatives there, joins as national sales manager; **Andy Stavast**, sales manager, KFAN(AM)-KEEY-FM there, joins as general sales manager.

Humble Harve, air personality, KRTH-FM Los Angeles, joins KCBS-FM there in same capacity.

Amy Wolfe, air personality KKRQ-FM Iowa City, Iowa, joins KWOA(AM) Worthington, Minn., as music director/afternoon personality.

CABLE

Appointments at MTV Networks, New York: **Deborah Hayes Johns**, former press secretary, House Majority Leader, Richard Gephardt (D-Mo.), joins as senior VP, communications; **James Shaw**, chief financial officer, named executive VP.

John Farris, national account executive, Chicago Cable Advertising, Chicago, named national sales manager.

Appointments at Time Warner Cable, Stamford, Conn.: **Fred Dressler**, VP, programming, named senior VP; **Carl Rosetti**, VP, new business, named senior VP, corporate development, Time Warner Cable Ventures; **Gale Allaman**, assistant controller, named VP, tax.

Sharan Wilson, chief operating officer, satellite division, and president, Netlink, Tele-Communications, Inc., Englewood, Colo., named VP, TCI Management Corporation.

Nancy Newman, reporter, The Sports Network, Toronto, joins CNN Sports, Atlanta, as anchor.

ADVERTISING

Timothy Kidwell, VP, creative director, Ross Advertising, St. Louis, named senior VP, creative director.

Appointments at Griffin Bacal, Inc., New York: **Loretta Volpe**, senior VP, media director, named executive VP, director, media, marketing communications; **Richie Solomon**, VP, creative director,

named senior VP, group creative director; **J. Edmund Keating**, executive VP, account management, Backer Spielvogel Bates Worldwide, New York, joins as senior VP, group director.

Eliot Sekuler, senior VP, entertainment, Rogers & Cowan Inc., Los Angeles, named executive VP, entertainment.

Michael Raymond, former general manager WBAX(AM)-WYOS-FM Wilkes Barre, Pa., joins Putney & Associates there as director, media.

Sally Shoquist, media director, Jamison, Cawdrey, Benjamin, San Francisco, joins Abramson Ehrlich Manes, Washington, as senior media planner/buyer.

WASHINGTON

Doug Wills, manager, media relations, National Association of Broadcasters, named director.

Gail Garfield Schwartz, former deputy chairman, New York State Public Service Commission, Albany, N.Y., joins Teleport Communications Group, Staten Island, N.Y., as VP, government affairs.

TECHNOLOGY

Lon Neumann, field sales engineer, NVISION, Nevada City, Calif., named manager, regional sales, NVISION, Sherman Oaks, Calif.

Timothy O'Brien, sales manager, Presentation Technologies, Louisville, Ky., joins Nikon Electronic Imaging, Melville, N.Y., as system sales specialist.

DEATHS

William N. Udell, 71, veteran Indiana broadcaster and former owner of WIMS(AM) Michigan City, Ind., died Sept. 17 following a lengthy illness at his home in Lighthouse Point, Fla. Udell owned WIMS from 1949 until he sold it to M&M Broadcasting in 1989. He continued as owner, president and CEO of Northern Indiana Broadcasters, operating WKAM(AM) Goshen, Ind., and WZOW-FM Elkhart, Ind. He also owned former WTAF-TV Marion, Ind., which is no longer on the air. Survivors include his wife, Jayne, and two daughters.



Freeman

Otis S. Freeman, 71, pioneer in television engineering and former director of engineering, Tribune Broadcasting Co., and senior VP, engineering, WPIX-TV New York, (BROADCASTING, April 20, 1987), died Sept. 17 at Anderson Memorial Hospital, Anderson, S.C., of complications from a recent heart attack. A native of Greenville, S.C., Freeman's first job was at the Allen B. Dumont Laboratories and its experimental station W2xWV (now WNEW-TV New York). He found time to earn his engineering degree in 1966 at New York University, where he taught for seven years. He joined WPIX-TV in 1948 and became its chief engineer in 1953. He became VP, engineering, 1953-86; served on the board of directors, 1965-83. When plans were announced for the World Trade Center in 1965, Freeman (then president of the New York Television Broadcasters' all-industry committee) was instrumental in convincing local stations to move their broadcasting antennas from the Empire State Building to the taller World Trade Center to reduce ghosting. Freeman was awarded the NAB Engineering Achievement Award in 1984, in part for his developmental work in on-screen graphics, switching techniques for remote feeds and instant replay. He also received an Emmy from the New York chapter of the National Academy of Television Arts and Sciences the same year. Survivors include his wife, Elizabeth, a daughter and two sons.

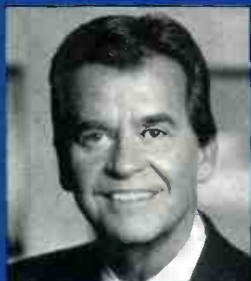
David N. Simmons, 83, former VP, general sales manager, Avery-Knodel Television, New York, died Sept. 17 of emphysema in his home in Roswell, N.M. He was founder of Simmons Associates, a radio station representative firm. Simmons served Avery-Knodel from 1962 until his retirement in 1973. He moved to Roswell and joined KBIM-TV there as VP, sales development, where he stayed until the station was sold to Lee Enterprises, Davenport, Iowa, in 1991. He has no immediate survivors.



RALPH BARUCH



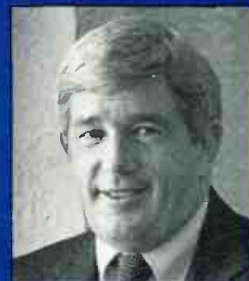
EDGAR BERGEN



DICK CLARK



BING CROSBY



JIM DOWDLE



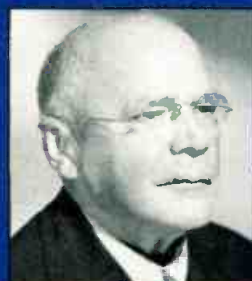
JOHN GAMBLING



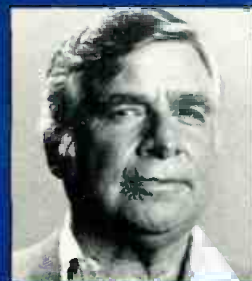
GARY DAVID GOLDBERG



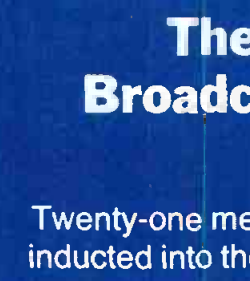
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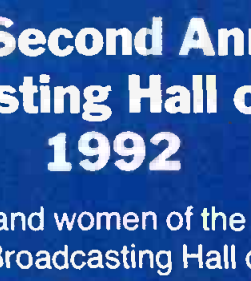
H.V. KALTENBORN



GENE RODDENBERRY



ROD SERLING



ERIC SEVAREID



FRANK SMITH



JACKIE GLEASON



PETER GOLDMARK



ROBERT HYLAND



LARRY KING



MICHAEL KING



ROGER KING



KAY KOPOLOVITZ



LESLIE STAHL

The Second Annual Broadcasting Hall of Fame 1992

Twenty-one men and women of the Fifth Estate will be inducted into the Broadcasting Hall of Fame on Oct. 21 during a black-tie dinner in Washington's Omni Shoreman Hotel. They join the 61 honorees inducted during the first year's ceremony, which was timed to the magazine's 60th anniversary.

The 1992 honor roll is displayed herewith. Their accomplishments and their meaning to the industry will be the principal subject of the Oct. 21 event.

The master of ceremonies: ABC News correspondent Sam Donaldson.

The evening's entertainment: The Capitol Steps.

For reservations in New York, call Joan Miller, (212)340-9866



For reservations in Washington, call Patricia Vance, (202)659-2340

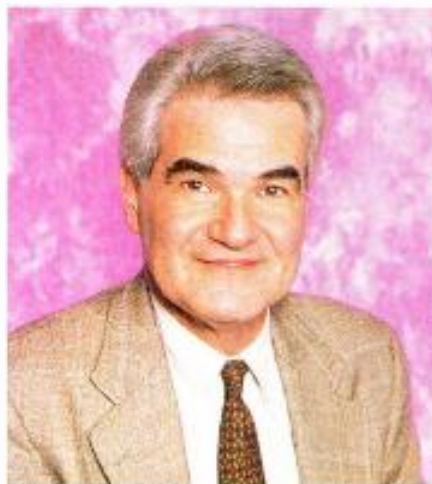
STEVEN ARNOLD BELL

Keeping Fox Television abreast of changes in the business appears to be Steve Bell's mandate in taking over the studio's television production activities. He says the network production business is now going through many of the changes that have buffeted the syndication market over the past four years, and only those companies that adapt to the changes will survive.

"You have to pick subject matter that is going to hold up," says Bell, discussing the development process. "Subjects that will hold up first through 100 episodes on the network and then have an afterlife in syndication. There's no question that you have to consider the back-end when a project is in development, and there are a lot of people in this town considering that. But there are just as many people, probably more, who are in denial right now. They're probably hoping the old days are coming back and what we're going through now is just temporary. Having gone through it in syndication, I saw the same denial five or six years ago."

Bell, who spent 11 years as general manager of Los Angeles's KTLA-TV before accepting the Fox job more than four months ago, says much of what he learned at the station level has to be integrated in the production of network television. "It's a detail-oriented business in which every detail is supervised and watched, and I used to do that at KTLA. I couldn't get over the fact it wasn't happening here. It is happening now: Reading scripts, making suggestions, watching tape so that the product that goes out to the four networks is the best possible product we can produce."

Bell says that his career in television was almost pre-ordained given his fascination with the medium as a small boy. "I always wanted to be in broadcasting. For me, that was my fantasy. I'm a child of television and I grew up with the death of network radio. I saw my first television in Boston in 1948, and it was love at first sight. I think everything I've done since then has in some way led up to



what I'm doing at this moment."

Five years working in promotion at the station level led to his appointment as vice president of programing for Petry Television. Petry brought him on board in the promotion area, but "I parlayed it into the job of vice president for programing." It was in that capacity that Bell honed his skills in programing and scheduling. "It wasn't like what any of the program people at the reps do today. I didn't send out directives. I stuck my neck out and I traveled—300,000-400,000 miles a year. I booked movies, I helped them put their schedules together and helped with their programing problems. It was the greatest experience you could have in this business because when I was given my first job running a station in 1975, I had the experience of programing other UHF stations in different markets."

It was at WLVI-TV Boston that Bell met Lucie Salhany, who was the station's program director. The station was, as he describes it, "the fifth station in a four-station market. It had never made a dime, and

I think its cumulative loss was about \$40 million over nine years." However, after spending almost five years consulting other stations while at Petry, "I wanted my own little garden to tend.

"I knew it [WLVI-TV] was a sick, losing situation, but I also knew something might come of it. That's where I met Lucie. When I got to Boston, here were the two of us thrown together in this absolutely horrendous challenge. But we did it. We turned the damn station around and made it profitable." Based on his success in Boston, Bell was hired by Gene Autry to run KTLA-TV. "Los Angeles was kind of a fantasy market for me. I never thought I'd come out here, and never in a million years did I think I'd get the opportunity to run KTLA-TV. To me, it was the biggest surprise in my life, so I didn't have to hesitate about accepting."

Bell says his involvement with original productions while at the Tribune-owned KTLA-TV provided him with production experience he's using now.

"It gave me a whole new area to get involved in and learn about. So when Lucie called me earlier this year, I was ready because I'd gotten the bug."

Salhany, who took over as chairman of Twentieth Television in July 1991, says the skills Bell developed while overseeing KTLA-TV and WLVI-TV, along with innate abilities, made him more than qualified for the job. "Steve is one of the best programers in the business. He knows what works, why and how

best to exploit it."

Despite his education at the station level, Bell says the process continues. "The learning curve in this job is straight up. It doesn't quit." ■

President, network television, Twentieth Television, Los Angeles; b. May 30, 1939, Boston; BA, English, Harvard University, 1960; MA, English, University of California, Berkeley, 1962; Army, 1962-66; director, promotion, WINS(AM) New York, 1966-68; director, advertising and promotion, WNEW(AM) New York, 1968-71; vice president, programing, Petry Television, 1971-75; vice president and general manager, WLVI-TV Boston, 1975-81; vice president and general manager, KTLA-TV Los Angeles, 1981-92; current position since May 1992; m. Binnie Brandwein, May 24, 1970; children: David, 17; Elizabeth, 8.

In Brief

Fox is delaying the launch of its new Tuesday night lineup, originally set for Oct. 27, until mid-December or early January. Fox apparently wants the extra time to promote the new lineup, consisting of two hour dramas, *Class of 96* and *Key West*.

The Senate rejected, by a 75-19 vote, an amendment to the tax bill that would have weakened a provision allowing amortization of intangible assets, including acquired FCC licenses and government franchises.

Supermarket chain **Food Lion Inc. filed suit against Capital Cities/ABC and Prime Time Live Producer Lynne Litt** alleging that Litt fraudulently obtained employment with Food Lion using fake applications and—after she was hired—engaged in illegal activities. While an employee (but still employed by *Prime Time*) Litt, according to Food Lion, concealed and used various video and audio recording devices for use on the show. Food Lion says it believes the reason for ABC's interest is an outgrowth of a battle between the supermarket chain and the United Food and Commercial Workers Union. ABC declined to comment on the suit or the segment, which has yet to air and currently has no air date.

In a restructuring that Cablevision Systems says could result in its subsidiary **Rainbow Programming Holdings Inc.** becoming an independent public company, the cable operator has made two executive appointments. **James L. Dolan**, son of Cablevision Systems Chairman Charles Dolan, has been named Rainbow CEO. Dolan most recently headed up Cablevision/NBC's Olympics Triplecast. Rainbow President Sharon Patrick has been named COO of the subsidiary. According to Cablevision, Dolan and

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	10.6/221/96
2. Oprah Winfrey Show	10.0/222/96
3. Jeopardy!	9.1/209/96
4. Star Trek	8.7/242/99
5. Entertainment Tonight	7.6/174/94
6. Married...With Children	7.3/176/95
7. Current Affair	6.8/174/95
8. Current Affair-Labor Day	6.3/150/99
9. Inside Edition	6.3/162/91
10. Cosby Show	5.9/194/96
11. Marilyn Files	5.8/169/93
12. Goog Troop Launch Special	5.7/178/94
13. Donahue	5.4/215/97
14. Wheel of Fortune	5.1/132/64
15. Sally Jesse Raphael	4.7/206/96

Patrick will be members of a team that will examine the feasibility of taking the company, which co-owns cable networks with NBC and Tele-Communications Inc., public.

This week **Viacom Enterprises' Roseanne will trigger as a strip on 165 stations** representing 95% of the U.S. If *Roseanne* outperforms *The Cosby Show's* premiere week 9.2 rating/19 share average in the Nielsen metered markets (NSI, Oct. 3-7, 1988), it would be the first major off-network sitcom to surpass that level. Viacom set a reported watershed \$4 million per episode revenue record with *The Cosby Show*, although it had also widely been reported at the time that stations paid too much for the sitcom despite its strong ratings. On the other hand, the marketing plan for *Roseanne* has been considered a bit more equitable by stations (*Roseanne* is believed to have commanded just over \$1.5 million per episode nationally), so if *Roseanne* breaks out strong, it could be of major economic relief to stations.

Roger Ailes, who has served as political media adviser to Presidents

George Bush and Ronald Reagan during their respective 1988 and 1984 presidential campaigns, has signed an expanded agreement to provide marketing and strategic planning to **Paramount Domestic Television Distribution**. Ailes has been a marketing consultant to Paramount's *The Maury Povich Show* since its launch in September 1991. He will continue in that position while also working on Paramount's other first-run syndicated strips, including *Entertainment Tonight* and *Hard Copy*. Ailes is also executive producer of Multimedia Entertainment's *Rush Limbaugh*.

Despite a disappointing start in the metered markets, **Television Program Enterprises announced that it is committed to 52 weeks of production on the new strip version of Star Search.** Season-to-date, *Star Search* has averaged a 2.8 rating/6 share metered market average (NSI, Sept. 7-23), four share points below its lead-in programming and four share points behind October 1991 time period levels.

Cannell Distribution Co.'s hour-long first-run **Renegade** action series triggered in 19 metered markets the weekend of Sept. 19-20, averaging a 4.3 rating (ARB, Sept. 19-20).

Pandora International Entertainment Group reports that theatrical release, "Dirty Dancing," has been sold in 175 markets—including 48 of the top 50—representing 95% of the U.S.

More than two years after **Roller-Games** was dropped from syndication after the bankruptcy of Australian/U.S. distributor, Quintex Entertainment, David Sams Industries will be resurrecting the series (as *Roller-games '92*) with four regional cable sports network and 68 TV stations representing 55% of the U.S. DSI is

repackaging the original episodes with new interview segments and has hired new play-by-play announcers Jim McInermy and Paul Greenwood to dub over the old episodes.

Tektronix Inc. named Delbert Yocam president-COO. Yocam was executive VP/COO for Apple Computer, 1986-88, and most recently, president of Apple Pacific. Tektronix reported first-quarter 1992 earnings (ending Aug. 29) of \$9,482,000 (32 cents per share), compared with \$9,625,000 (33 cents per share) a year ago. Net sales, \$304,624,000, were up 6% from first-quarter 1991. Results were affected by accounting changes, including a one-time \$3,325,000 (11 cents per share) deferred tax benefit. Sales to U.S. customers increased by 13%; computer graphics sales rose 27%; television systems sales rose 10%, and test and measurement sales dropped 4%, from the same 1991 period.

ABC agreed last week to purchase 60 Ikegami HD-377 studio/field CCD cameras for \$5 million over two years. Ikegami Electronics says it will first deliver six studio versions of the "ultra-wideband" systems, each capable of delivering 900 lines of resolution at baseband.

The first of the kids 2-11 demographic ratings had Fox Children's Network's **Batman: The Animated Series**, with a 6.4 rating (NTI/NSS, Sept. 7-11), outscoring Buena Vista Television's debuting *Goof Troop*, which had a 6.3 rating. Also, in the teen demographic category, *Batman* received a major spike with a 4.8 rating, while *Goof Troop* averaged a 3.5 rating. During the week of Sept. 14-18, *Batman* continued to grow with a 6.8 rating in the kids 2-11 demo group. *Goof Troop*'s demo ratings for that week will not be released until this Tuesday.

Charter advertisers signed on for USA Networks' Sci-Fi Channel include Wrigley, Kraft General Foods, GamePro, Grand Metropolitan, Universal, Procter & Gamble and Sony Pictures. Among first-night sponsors appearing on the network during last Thursday's launch were American Express, Frito-Lay, General Nutrition Centers, Sony Pictures, Kinko's, Ocean Spray, Mattel,



Among the many public affairs efforts by the Fifth Estate to aid victims of Hurricane Andrew (see page 40), Univision, the Spanish-language television network, raised \$4.6 million for the American Red Cross Hurricane Andrew Relief Fund with telethons in Miami and New York. At the presentation were (l-r): Wanda Hernandez, chair-elect of the Miami chapter of the Red Cross; Univision President Ray Rodriguez; Elizabeth Dole, Red Cross president, and Don Francisco, host of Univision's *Sabado Gigante*.



"It was a rare opportunity to talk to a specific, targeted audience," said ABC News correspondent Lynn Scherr (third from left) of her stint hosting Lifetime's election special *Seize the Power: A Lifetime Challenge to Women in America*. Scherr, who made her comments at last week's National Academy of Cable Programming's fall forum panel, said she hoped to see more partnerships like the Lifetime/ABC venture in the future. She and the other panelists—(l-r) C-SPAN's Brian Lamb, CNN's Bernard Shaw, C-SPAN's Brian Lamb, Linda Ellerbee and New York magazine media critic Edwin Diamond—all agreed that cable was playing a pivotal role in this year's election coverage. "1992 is the year cable has achieved parity with [broadcast] TV," said Diamond.

P&G, Universal Pictures, Warner Bros. and *OMNI* magazine.

With Fay Vincent out as commissioner of **Major League Baseball**, the realignment swapping the Chicago Cubs and St. Louis Cardinals from the National League East to the West for the Cincinnati Reds and Atlanta Braves has been scrapped. The

Tribune Co.-owned Cubs had protested the move because it feared lost ad revenues for superstation WGN-TV since games on the West Coast would air later.

Playboy Entertainment Group acquired the last of 24 transponders on Hughes Communications Galaxy V satellite.

Editorials

RAZOR'S EDGE

It's a terrible thing to go to press not knowing how the cable bill will come out, and a worse thing still that we'll likely go to press in the dark again next week. What this piece of legislation needs is a coup de grace.

The odds, of course, favor the bill's passage. But it's sure not an even-money bet, and cable (and the President) could still pull it out at the eleventh hour. Moreover, there are two houses of Congress to be dealt with, and if cable has the problem of turning votes around, the broadcasters and their allies have the problem of seeing that their votes show up to be counted, perhaps over a weekend. We've said for weeks that this could come down to one vote. We just haven't said which way.

For all the apocalyptic rhetoric that has accompanied the lobbying effort, neither industry will do or die as a result of the cable bill. Cable will be discombobulated, certainly, but it's momentum is still great enough to carry it through. Broadcasting, of course, has only up to go, although it's still not clear that retransmission consent will return real revenues to the individual station owner.

If the bill fails, it all starts again next year—probably with telco entry attached. If it passes, we're all in for months of FCC rulemakings and court appeals. The winner in any event: the federal communications bar.

IN THE PUBLIC INTEREST, CONVENIENCE & NECESSITY

BROADCASTING's special report detailing the relief efforts spearheaded or buttressed by the Fifth Estate (see page 40) following the devastation of Hurricane Andrew exceeded even the editors' expectations in the volume of submissions and scope of the relief effort (although given the industry's track record in emergencies, it probably shouldn't have). Over a hundred stations and cable systems are represented in the special, and our list is by no means exhaustive. The source of that help was not confined to the immediate Florida or Louisiana areas, but included stations in Wisconsin, New Hampshire, Ohio, New York, Maryland and Virginia, to name a few. Anyone driving down Interstate 95 in the weeks immediately following Andrew could not help but notice the caravans of trucks heading toward Florida, often including a station news van. The extent of that effort was demonstrated in our survey, which was dominated by stories of collecting and trucking literally millions of pounds of food and supplies to the affected areas.

From telethons to food and supply drives to helplines to

much more, station response was immediate and effective. An anecdote illustrating that point came from WWL-TV New Orleans, which said that within a week of its airing pleas for help from storm victims and community leaders and scenes of collection points, the communities "had more than they needed and began to return some of the clothing donations."

Well done.

MIXED SIGNALS

The issue of film labeling keeps cropping up like a brush fire on the legislative landscape, fueled by filmmakers who have cultivated a blind spot for the inseparable marriage of commerce and creativity that shapes all movies. When the issue does flare up, as it did in a Senate Judiciary Committee hearing last week on the proposed Film Disclosure Act, we do our part to throw on a bucket of water before broadcasters and copyright holders get burned. Since the bill still has backers and could get an early markup in the next session, we herewith bring out the bucket yet again.

The bill would require a disclaimer on any film that had been "materially altered" if that change were objected to by the writer, director or some other member of the creative team. Those alterations, in addition to panning and scanning and colorizing, include editing to fit or to comply with indecency standards. If we read that last part correctly, that means the government, which requires stations to edit out potentially indecent content, would then penalize those stations for doing so. Talk about mixed signals.

We've got a label for this bill: Misguided.



Drawn for BROADCASTING by Jack Schmidt

"We are proud to present you with this award for outstanding reporting during Hurricane Andrew."

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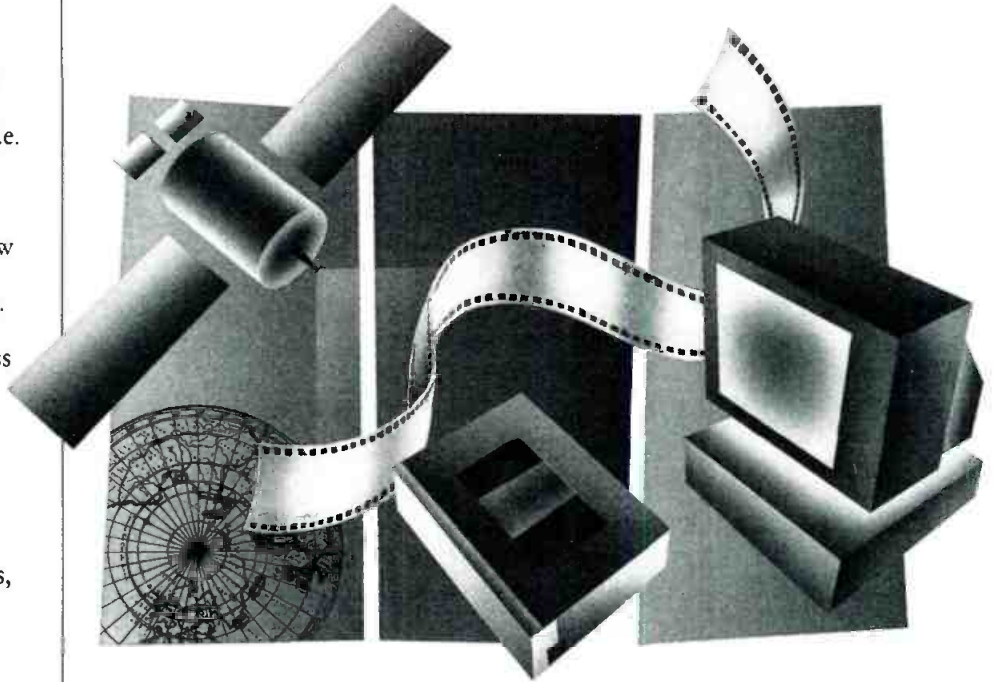
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