

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 2

WINONA STATE UNIVERSITY

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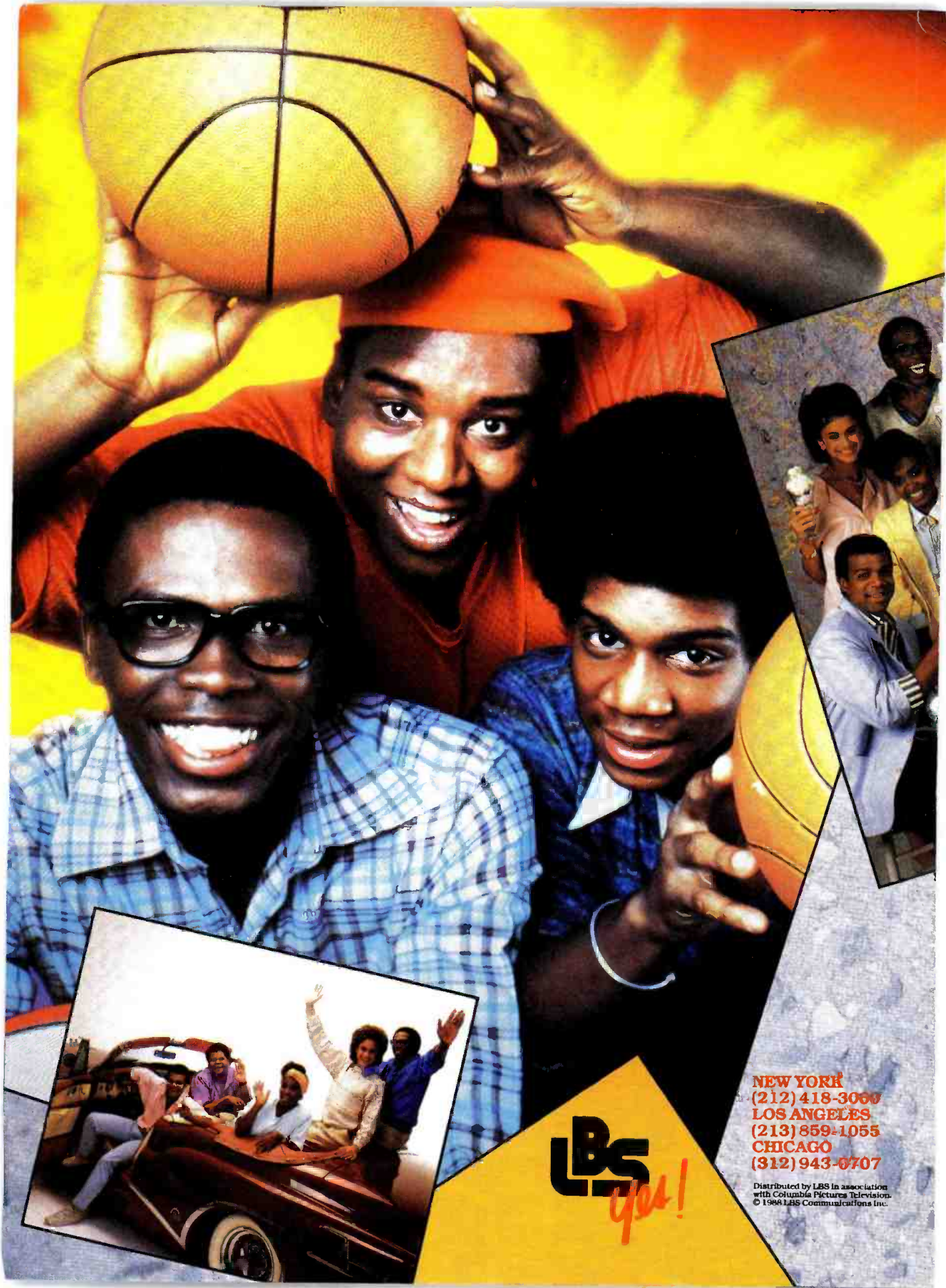
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LOOK WHAT'S HAPPENING!! IN THE #1 MARKET!!



WHAT'S HAPPENING!! #1 New York Early Fringe strip			
		RATING	
M-F/530P		HH	W18-34 W18-49
WNYW	WHAT'S HAPPENING!!	9	6 5
WOR	Police Woman	7	3 3
WPIX	Little House	5	4 4
WABC	News	8	2 3
WCBS	News	6	2 2
WNBC	News	8	2 3

NSI Nov 85

WHAT'S HAPPENING NOW!! #1 New York weekly first-run sitcom			
		RTG/SHR	
		HH	W18-34 W18-49
WHAT'S HAPPENING NOW!!	WNYW/Sat 630P	6	6/33 5/24
Small Wonder	WNYW/Sat 6P	5	4/17 3/12
Charles In Charge	WPIX/Sat 6P	4	3/17 2/11
Bustin' Loose	WPIX/Sat 630P	3	2/11 1/5
T and T	WPIX/Sat 7P	4	1/6 2/10
It's a Living	WWOR/Sat 7P	6	3/18 3/15
Mama's Family	WWOR/Sat 730P	6	2/9 3/13
Throb	WNBC/Sat 730P	3	3/14 2/9

NSI May 88

WHAT'S HAPPENING NOW!! #2 on WNYW outside prime-time among W18-34			
		RTG/SHR	
		W18-34	W18-49
WHAT'S HAPPENING NOW!!	Sat 630P	6/33	5/24
Too Close for Comfort	Sat 7P	4/24	3/15
Family Ties	Sat 730P	7/32	6/26
Big Apple Movie	Sun 5P	4/19	5/22
Different Strokes	M-F 5P	3/17	3/15
Fox News	M-F 7P	4/14	4/13
Current Affair	M-F 730P	6/19	7/19

NSI May 88



- WHAT'S HAPPENING!!**
☐ Increases over lead-in ☐ Better its predecessor ☐ Drives a sitcom block
- WHAT'S HAPPENING NOW!!**
☐ #3 rated first-run sitcom in America among W18-49.*

*NSI Cassandra NOV 87

AND NOW THE TWO ARE ONE!!

Now, from LBS, you can get these two super hits —
WHAT'S HAPPENING!! and **WHAT'S HAPPENING NOW!!**
 — in one dynamite strip.

131 hilarious half hours that'll make things happen for
 your station either by themselves, or teamed with another sitcom
 to make one invincible hour of laughs.

And this is one comedy strip that's priced low, to help
 maximize profit.

So call LBS, and make **WHAT'S HAPPENING!!** the strip that's
 happening on your station.

**It took
a little girl
to put KTTV
in its place.**

First.



SMALL WONDER STRIP TAKES LOS ANGELES INDIE TO #1.

KTTV requested early strip availability of Small Wonder. Then gave it the acid test. They launched it with *no promotion, not even a listing in TV Guide*. The results are phenomenal.

In its 5 PM slot, Small Wonder doubled HH share in the first week and continued to grow. By week four, KTTV soared to #1 among all indies, 67% ahead of their competition, and moved from an overall sixth to a strong #3.

Along the way it beat O&O KCBS's newscast, Donahue, Entertainment Tonight, Win, Lose or Draw and Family Feud, scoring a big 98/19 in late November!

Wonder what it can do for you this Fall?



Available to Strip Fall '89



TV world in 1995...

Forecasters say most TV industry participants will be making money in 1995, although they disagree on amount of revenue generated by basic cable subscriber fees and barter syndication. **PAGE 39.**

New year's forecasts...

Among trends predicted for 1989: continuing consolidation among production companies; cable networks aggressively pursuing mainstream product from Hollywood, and move away from "yuppie" sitcoms. **PAGE 40.**

INTV and future of 'free TV'...

From business standpoint, independent television appears to have attained greater economic stability in 1988, but as INTV President Preston Padden (right) says in this pre-convention interview, industry still faces uphill climb in Washington and stiff competition for piece of advertising pie now shared by cable and broadcast networks. **PAGE 51.**



41/SAY YOU WANT A REVOLUTION

Fox Broadcasting's new music and youth lifestyle series, *Revolution*, is expected to get go-ahead at Fox affiliates meeting in Los Angeles this week.

42/101st Congress

Broadcasters prepare for busy season as new Congress officially convenes. Reports on and off Capitol Hill say lawmakers are expected to pass fairness doctrine bill and children's TV measure during first 100 days of new session.

43/TOP DOLLAR

BROADCASTING lists salaries of Fifth Estate association presidents.

44/CABLE OPTIONS

Increasingly, cable operators are looking to break out more costly basic services by creating "mini-mini pay services."

45/PPV OLYMPICS

Among issues raised by cable operators regarding partial coverage of 1992 Olympics by cable are level of homes able to receive pay

per view and quality of events for cable.

58/SHOW TIME

Broadcasters and



'Muppet Babies' is among shows on display at INTV

syndicators predict sluggish to moderate buying activity at INTV show in Los Angeles.

46/IF THE SHOE FITS

According to IDB President Jeffrey Sudikoff, IDB's acquisition of Hughes Television Network is "the Cinderella fit of the industry," one that is expected to more than double IDB's 1988 sales in 1989.

66/SPOT SHARED

Media specialists at advertising agencies are optimistic about share of spot TV dollars going to independent stations.

84/STOCKING THE CABINET

President-elect George Bush chooses former Secretary of Transportation Elizabeth Dole over FCC Commissioner Patricia Diaz Dennis for Secretary of Labor.

100/SMN SALE

For some followers of Dallas-based Satellite Music Network,



Capital Cities/ABC's offer to buy all outstanding SMN stock is no surprise.

86/LOOKING FOR MORE

LIN Broadcasting's largest

owner, Kirkland, Wash.-based McCaw Cellular Communications, wants to increase its 10% ownership interest of LIN to 15%.

127/READY FOR CHANGE

Brideshead Revisited and *Jewel in the Crown* are among string of successes overseen by Britain's David Plowright, chairman of Granada Television—traditionalist preparing for more commercial world market.

DEPARTMENTS

Advertisers Index	126
Business	86
Cablecastings	88
Changing Hands	104
Closed Circuit	10
Datebook	26
Editorials	130
Fates & Fortunes	123
Fifth Estate	127
For the Record	108
In Brief	128
In Sync	98
International	86
Law & Regulation	84
Masthead	35
Monday Memo	22
On Radio	100
Open Mike	35
Riding Gain	103
Satellite Footprints	96
Special Report	51
Stock Index	90
Syndication Marketplace	88
Telecastings	92
Technology	94
Where Things Stand	14

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AMERICA'S JUMPIN'



TELEVENTURES



SOURCE: NSS 9/19 — 11/14/88
NSI OCT 87/88

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ROD SERLING CREATED A MONSTER.

Imagine a series so successful, it systematically destroys its rivals. A force to be reckoned with, if you will.

Consider. In its first two months in syndication, The New Twilight Zone increased its national ratings over 50%.

Whatsmore. Among young men, its share is up 17% over a year ago; and among young women, its share is up 42% over the year ago time period.

By every measure, young adults have eagerly become creatures of habit, day and night.

And stations who have befriended Rod Serling's timeless classic have gleefully crossed over into the "winning zone!"

94 monster half-hours available Fall '89,
full barter strip.

THE T W I L I G H T Z O N E

A CBS Broadcast International production
in association with London Films and Atlantis Films
Distributed by



MGM/UA TELECOMMUNICATIONS, INC.

**STRIPPING
FOR
FALL '89**

Closed Circuit

Status quo

In strong public expression of support for incumbent FCC chairman, one of President-elect Bush's principal aides—Chase Untermeyer, chief personnel officer—told BROADCASTING Friday that "we have no problem with Dennis Patrick and he will remain as chairman of the FCC for the foreseeable future." Untermeyer was responding to reports that Capitol Hill was unhappy with Patrick for action on fairness doctrine, other deregulatory policies. Patrick's own agenda anticipates remaining at agency to bring several major policy initiatives to vote—abuse of process, comparative renewal and price caps among them. Chairman has confided to friends, however, that he is anxious to return to private sector "eventually."

Bouncing baseball

Announcement of cable portion of next Major League Baseball contract appears likely this week. MLB officials and television committee comprising eight owners are scheduled to meet Tuesday (Jan. 3) for final negotiations with four presumed finalists: ESPN, SportsChannel America (now 50% owned by NBC), Turner and USA Network. If all goes well, winner will be declared Wednesday or Thursday. According to one source, each network has bid for slightly different package of between 150 and 160 games. Packages are thought to be variation of same theme: doubleheaders on Tuesday and Thursday (one game for East Coast, one for West Coast), and single games on Wednesday and Sunday night. Bids may go as high as \$100 million per year.

Of major concern to local broadcasters, apart from new flood of games into their markets, is exclusivity. About dozen local broadcasters with local television rights, who conference-called on subject two weeks ago, are hearing ominous reports that possibly two nights (Wednesday and Sunday) would be exclusive for cable. (Sunday-night exclusivity would cause least amount of pain, since few games have been scheduled on that night in past). Broadcasters decided to take their concerns to local teams in hopes of influencing owners on television committee.

Indie coup

Independent KSTW(TV) Tacoma, Wash., which carried Seattle Mariners in 1982-85, has signed new three-year deal with club to carry 60 regular season road games and five preseason contests.

Station bested several broadcast rivals and regional cable network operated by Viacom and Tele-Communications Inc. which had been vying for games ("Closed Circuit," Dec. 26, 1988). Cable group wanted rights to 100 games and would have sold 30 back to broadcast station. Team found that setup "too difficult to manage" and concluded separate agreement with KSTW. Separate cable deal is still possibility, team said, with up to 50 home game package.

By the numbers

FCC Mass Media Bureau is cooking up ideas for streamlining procedures in awarding permits for new broadcast stations. Under consideration: assigning numerical values to various criteria used in comparing two or more mutually exclusive applications, so that permittee could be selected by adding up numbers. Lottery would be used as tie-breaker. Another approach is simply using lottery to select permittee, but preserving public-policy goals inherent in comparative criteria by using numerical values to assign some applicants greater chances than others. Similar system is now used in awarding MMDS permits. Staff may urge FCC to launch rulemaking or inquiry proposing ideas at next open meeting, tentatively set for Jan. 30.

FCC officials plan to advise key congressmen and their staffers this week about using lotteries for awarding broadcast spectrum. Congress authorized lotteries in 1982, but has expressed concerns about using them for radio and full-power television.

Fresh approach

Don't look for usual cast of communications policymakers to speak at National Association of Broadcasters legislative forum (Jan. 14-15) during weekend prior to start of annual winter board meeting in Scottsdale, Ariz. NAB wants forum to have more economic focus, with Hank Brown (R-Colo.) and Rod Chandler (R-Wash.) of House Ways and Means Committee appearing on panel. Also attending is Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee and frequent critic of cable industry. Newly elected senator, Conrad Burns, Republican from Montana who is former farm news broadcaster and now member of Senate Commerce Committee, will be there along with Dan Coats (R-Ind.), who took Vice President-elect Dan Quayle's Senate seat; Coats was on House Telecommunications Subcommittee. Representative Carlos Moorhead (R-Calif.), who sits on Telecommunications

and Copyright Subcommittees, will appear too.

Prospecting offshore

Lure of overseas cable investments continues to draw not only U.S. cable operators (United Cable, Jones Intercable and others) but increasing number of telephone companies as well. BellSouth, Bell Atlantic and GTE are said by one knowledgeable source to be on prowl for foreign cable holdings. Trio joins ranks of Pacific Telesis, which has joint cable ventures in UK with Jones, and US West, also with UK holdings.

Expansionistic

King World Productions is continuing on road of acquisition and diversification. In partnership with cable operator, King World was planning to put in bid last week for New York Times cable property, sources said. And, as part of effort to build broadcast group, King World is said to be interested in three of eight Knight-Ridder stations on market: WTEN(TV) Albany-Schenectady-Troy, N.Y.; WPRI-TV Providence, R.I., and WTKR-TV Norfolk, Va.

Salesmindedness

INTV members are trying to organize at least two cross-industry conferences, in which independent station executives would sit down with client marketing directors and other advertisers so that stations can get first-hand account of client needs and/or problems. First meeting is targeted for spring in Chicago, when it is likely station executives will bring up concept of national independent advertising cooperative, to be discussed at this week's INTV conference. Second meeting will follow and focus more directly on needs of toy manufacturers.

Money men

New media fund and financial firm connected to several well known names will soon start in Washington. Former FCC Chairman Mark Fowler and former Metromedia senior vice president, Hal Christiansen, will be directors and consultants to QueStar Financial Corp., which is in process of hiring banking and ratings personnel. To be headed by Ron Ninowski, who is resigning as president of Gammon & Ninowski brokerage firm, QueStar is also in process of developing limited partnership investment fund to be invested or loaned to variety of media. Vice president and director of firm will be Buzz Gross, former partner in Frazier, Gross & Kadlec.

**How do
you pick your
next hit
sitcom?**

Read m



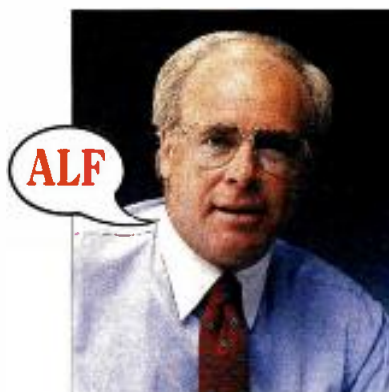
Harry Pappas
President
Pappas Telecasting Companies
"ALF has the strong male demos which attract the kind of ad dollars that independents find the hardest to capture."



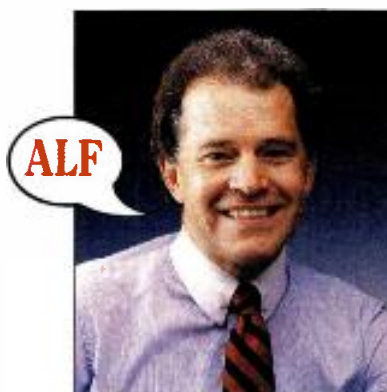
Gene D'Angelo
President & General Manager
WBNS-TV, Columbus
"ALF's adult demos, especially with men, create an ideal track for a potential news lead-in."



Gail L. Brekke
General Manager
KITN-TV, Minneapolis
"ALF is warm, funny, well written and an American original."



Tony Kiernan
Vice President & General Manager
WLWT-TV, Cincinnati
"ALF delivers the perfect mix of adult men and women that we need for our early news program."



Joe Young
Vice President & General Manager
WXIN-TV, Indianapolis
"ALF compliments the image of our station and continues our commitment to high quality programming."



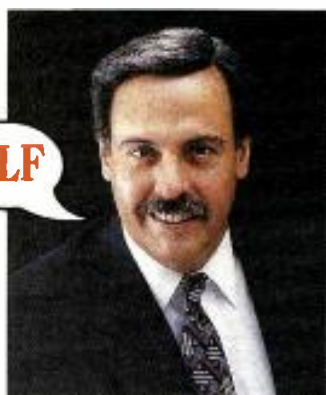
Steve Scollard
Vice President & General Manager
KLRT-TV, Little Rock
"ALF transcends all usual demographic breaks to appeal to a wide cross-section of the audience."

y lips...



Harvey Mars
President & General Manager
WXIA-TV, Atlanta

"ALF can generate its own audience without the benefit of a strong lead-in. That makes it perfect to run before our news."



Stuart Powell
Vice President & General Manager
KNXV-TV, Phoenix

"ALF's demographic success formula works for NBC now, and will work for us in '90."



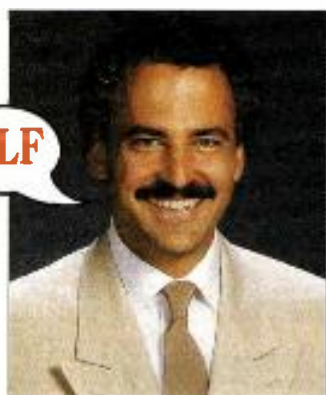
Rusty Durante
Vice President & General Manager
KVVU-TV, Las Vegas

"ALF's broad appeal makes it an independent's ideal early fringe or access sitcom strip."



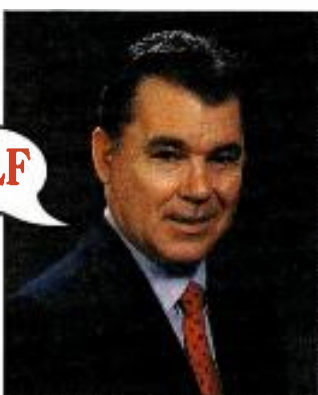
Hal Protter
Vice President & General Manager
WVTU, Gaylord Broadcasting,
Milwaukee

"ALF has the kind of dependable performance that we need in a five-day-a-week strip."



Doug Johnson
President & General Manager
WXON-TV, Detroit

"ALF's ideal demographics on NBC once a week will make it an ideal independent's strip when it hits syndication."



Bill Viands
Vice President & General Manager
KDNL-TV, St. Louis

"ALF has an advantage most other sitcoms don't offer—a high male comp!"



ALF

alien productions

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

100 Half-Hours Available Fall '90

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Where Things Stand

■ Solid box denotes items that have changed since last issue.

AM-FM Allocations

Despite opposition of NAB, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting "short spacing" of FM stations on limited scale. NAB believes move will lead to "AM-ization" of FM band.

Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adoption of NRSC-1 audio standard rather than commission's preference, NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils down to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly."

AM-FM Allocations	14
AM Stereo	14
Antitrafficking	14
By the Numbers	16
Cable Regulation	14
Children's Television	14
Comparative Renewal	14
Compulsory License	14
Crossownership	16
Direct Broadcast Satellites	16
High-Definition Television	16
Home Satellite	18
Indecency	18
International Satellite	18
Mergers	18
Must Carry	20
Network Rules	20
Public Broadcasting	20
Syndex	20
TV Stereo	20
Wireless Cable	20

Cities approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

Children's Television

Proponents of children's television legislation suffered blow at hands of President Reagan, who issued pocket veto of bill on Nov. 5, 1988. Measure passed Senate only days before adjournment (BROADCASTING, Oct. 24, 1988). Chief executive's rejection of bill will make it priority in 101st Congress. Television networks and National Association of Broadcasters let White House know they backed legislation, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Department of Education has released study concluding, among other things, that

"research literature provides little support for most of the common beliefs about the influence of television."

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programing in FCC deliberations at renewal time. But their views are not shared by broadcasting industry. In first round of comments in current FCC proceeding aimed at reforming much-maligned comparative renewal process, broadcasters led by NAB and INTV argue that past programing performance of stations should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

Compulsory License

FCC voted in October to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote which she is withholding until "editorial changes" are made.

What Congress will do is anybody's guess. At very least, if it decides to pass law requiring carriage of local signals, it will probably also preserve copyright license for those signals.

During last Congress, House Telecommunications Subcommittee member John Bryant (D-Tex.) offered bill (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Sub-

**EVERY DECADE
HAS HAD THE
PERFECT MALE
COMEDY TEAM.**

committee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June 1988.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at July 20, 1988, meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC Commissioner Patricia Diaz Dennis dissented from action.

FCC move follows National Telecommunications and Information Administration report on cable television regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including

cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper

crossownership ban.

Direct Broadcast Satellites

■ Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early next year. Comments were due Dec. 12, 1988, on FCC proposal to assign pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments filed by Dec. 12, 1988, were due last Friday, Dec. 30, 1988.

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8, 1988, FCC decision to deny request to modify K-3 power from 45 to 60 watts. Power boost was considered necessary to reach mass-marketable three-foot receiving dishes. GE-HBO venture, Crimson Satellite Associates, still hopes to bring cable programmers to Ku-band delivery via already built K-3, scheduled for launch in January 1990.

"True" high-power Ku-band DBS delivery of TV programming directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval early this year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programmers and cable operators.

FCC extension granted last month gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL [*]
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit.

High-Definition TV

Defense Department has announced that it will provide funding to organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. While Pentagon expects to use technology in defense applications, main goal is to insure that U.S. secures strong share of semiconductor and HDTV equipment industries.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125/60 HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are

STAN & OLLIE.

Perfect Lunatics.

due March 1, 1989.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18, 1988, in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure. In unexpected move, bill's chief proponent, Senator Al Gore (D-Tenn.),

offered it as amendment to tax legislation on Friday evening, Oct. 7, 1988. It would have required cable programmers to permit any qualified third party to distribute their services to backyard dish (TVRO) owners.

Momentum behind S.889 was believed to have weakened because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

Indecency

Implementing stringent indecency law signed into law by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are expected to be challenged on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television.

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking.

International Satellite

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into that country for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based China-UK consortium, are proposed exports in question.

Intelsat board of governors approved \$394.3 million Intelsat VII series contract with Ford Aerospace during Sept. 8-15, 1988, meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15, 1988, aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

And in Geneva on Oct. 6, 1988, World Administrative Radio Conference dealing with satellites' use of fixed satellite services completed second and concluding session. Conference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 1411-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Jose L. Alegrett, former deputy director general of International Telecommunications Satellite Organization, last week was sentenced to 16 months to four years in prison for his part in kickback scheme that defrauded global organization of \$4.8 million. Judge Gerhard A. Gesell, in imposing sentence, said Alegrett would be credited with five months he served since his arrest in Aruba last summer. He also said he would recommend that Alegrett be paroled after 11 months in view of help he has given U.S. government in its continuing investigation of kickback and other schemes. Alegrett in September had pleaded guilty to interstate transportation of money obtained by fraud, same charge, to which Richard Colino, former director general of Intelsat, had pleaded guilty in connection with kickback scheme in July 1987. He is serving six-year term in minimum security prison in Virginia.

Mergers and Acquisitions

Lorimar Telepictures stockholders approved company's acquisition by Warner Communications Inc. at shareholder meeting Dec. 8, 1988. Under terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. New agreement also provides for "substantial" interim financing of Lorimar's operations by Warner. Transaction remains unconsummated because of Sept. 27, 1988, New York state court ruling, upheld by appeals court Dec. 8, 1988. Court ruled that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. On Dec. 15, 1988, Lorimar announced definitive agreement to sell last stations for which it did not have buyer: company is selling beneficial interest in trust holding two Puerto Rico stations to Orlando broadcaster Timothy Brumlik, for price between \$20 million and \$30 million. Warner and Lorimar are hoping to complete transaction by end of January. Since May 1988, Warner has taken over Lorimar's domestic theatrical distribution operations, and

Eleventh Annual

BDA

International Design Competition Deadline: Friday, January 20, 1989

The Broadcast Designers' Association is now accepting entries, from both members and non-members, aired or published January 1-December 31, 1988 in the following categories: ON AIR, SCENIC, PRINT, OTHER MEDIA and TOTAL PACKAGE DESIGN.

For information and entry forms, contact the BDA, 251 Kearny Street, Suite 611, San Francisco, CA 94108, or call 415-788-2324; FAX 415-982-1722.

BUD & LOU.

Perfect Buffoons.

distribution of Lorimar's home video library.

■ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8, 1988, to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, 1988, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29, 1988. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. UCT and UACI await SEC approval of new securities. Merger is also subject to shareholder approvals.

Must Carry

National Cable Television Association released must-carry survey Sept. 13, 1988, that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found

that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, 1988, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

And National Association of Broadcasters' survey found, of 259 television stations responding, around 50 stations are not being carried on at least one cable system that would have had to carry stations under must-carry rules.

Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Public Broadcasting

■ NPR board will appoint working group early this year to design and present strategic plan for 1990's by next November; 10-member group will comprise mainly "citizen leaders" offering "perspective" from outside NPR membership and will focus on new programming. FY 1989, which began Oct. 1, 1988, is first year of "unbundled" programming, under which members may now choose to purchase only news or only cultural programming. Board will propose FY 1990 budget in February, likely reflecting 20%-25% member dues increases to finance current service improvements and launch of new services.

PBS plans to suggest in early 1989 specific series for same-night prime time carriage next fall, hoping to assure uniform prime time schedule via at least one station in each major market. National Association of Public Television Stations is also coordinating national programming task force to streamline aggregation of station money.

CPB was, last November, authorized \$245 million, \$265 million and \$285 million, respectively, for the three years 1991-1993, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Bill creates TV program fund specifically for independent

productions, move opposed by noncommercial stations.

Although President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 for satellite, Office of Management and Budget is expected to recommend 1992 freeze at that level and not to appropriate satellite money.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18, 1988, meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPXI-TV New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

TV Stereo

Approximately 500 stations, over one-third of those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programming at what operators feel are equitable rates. Wireless pioneers charge that programmers' recalcitrance is due to pressure from conventional operators, the programmers' principal customers and, in some cases, their owners. Programmers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

To keep cable programming flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

Data Data / January 2

News from Data Express January 2, 1989

WINK-TV/AM/FM, Fort Myers FL, is now publishing a sales newsletter mailed to their clients and prospects, through the popular Data Express Newsletter Service.* The WINK addition gives Data Express 89 clients in 33 states.

WCBS-FM, New York is very pleased with our service. "It's a successful, unique way to keep in touch with advertisers," says Promotions Director Renee Casis.

WAHR-FM, Huntsville AL, starts their third year of service with us next week. Thank you Arnold Hombuckle (#1)!

KSZL-AM/KDUC-FM, Barstow CA, a client since last January, sent us a beautiful assortment of poinsettias for Christmas. Thank you Courtney Flatau!

DATA EXPRESS

* Data Express is the country's leading newsletter ghost-publisher. Our all-inclusive service gives a station a fully-customized sales newsletter, published monthly. We handle all editing, layout, printing, and mailing of the newsletter—you supply your information and a mailing list of your clients and prospects. The process takes just six working days. Cost: \$500/month, which includes all postage. For details call Sharon Kennedy at 904-386-3282.

BOB & BING.

Perfect Charmers.

Monday Memo

A Federal Communications Commission commentary by Lauren A. Colby, attorney, Frederick, Md.

In just a few short weeks, George Bush will be inaugurated as President of the United States. During the Reagan years, there have been drastic changes in the regulation of the broadcast industry. Now is a good time to look at those changes and assess their impact on the broadcast community.

Deregulation of broadcasting began in earnest under the administration of Jimmy Carter. By the time the Carter administration ended, radio broadcasters had been relieved of the obligation to keep program logs, the requirement to take extensive surveys of community needs had been abolished, and renewal applications had been reduced to a postcard. Government regulations requiring the broadcasting of certain types of programing (e.g., news and public affairs) were rescinded. Shortly after the inauguration of Ronald Reagan, these same reforms were extended to the TV industry.

Early in 1981, Ronald Reagan appointed Mark Fowler chairman of the FCC. With that appointment, other reforms were instituted. Annual financial reports, consisting of detailed information concerning the revenues of every radio and television station, were abolished. The requirement to keep detailed transmitter and maintenance logs was abolished. The Congress was asked to extend the license terms of radio and TV stations and did so, making the term for television five years and the term for radio seven years.

Drastic changes were also made in the application forms used by prospective purchasers of stations and by applicants for new construction permits. Previously, these forms required applicants to provide detailed biographical information and to supply documentation showing that they were financially qualified to buy an existing station or start a new one. These requirements were all abolished.

At the request of the FCC, the Congress enacted legislation allowing the FCC to use lotteries to pick the winner in cases where more than one person applied for a new station. (The commission, however, never used this authority in the regular broadcast services.)

Additionally, the Congress instituted a reform of its own, not specifically requested by the FCC. Previously, comparative hearings among several applicants seeking the same frequency were difficult to settle, because nobody was permitted to pay for the dismissal of a competing application if the payment exceeded the actual out-of-pocket expenses incurred by the dismissing applicant in the prosecution of his application. Congress repealed the restriction on payments, allowing applicants to enter into almost any arrangement to settle a case and avoid a hearing.



“The commission has a role to play in setting standards and in keeping accurate and complete records.”

Meanwhile, the FCC abolished its “three-year rule,” which had required a broadcaster to own a station for at least three years before he could sell the station to someone else. Also, the commission abolished its related “anti-trafficking” policies, which had frowned upon frequent buying and selling of broadcast properties.

Riding a crest of laissez-faire economics, the commission took other actions, designed to extricate the commission from involvement in the day-to-day business of broadcasting. It abolished procedures that had allowed broadcasters to object to call letter requests made by other broadcasters. It issued rules allowing AM broadcasters to broadcast in stereo, but refused to mandate the use of any specific system for stereo broadcasting. The FCC abolished the fairness doctrine, thereby completing the process of extricating itself from program content decisions.

One thing the commission did not do is abolish the basic rules that regulate the structure and form of the broadcast industry. These are the commission’s multiple ownership rules, which prohibit the ownership of more than one station of the same class in the same community, and limit the number of stations that may be controlled by one owner. Without these rules, it is safe to say that a few giant corporations would own most, or all, of the broadcast stations in the United States. The commission tinkered with the rules, raising the number of

stations that can be owned by one company, allowing the common ownership of stations situated somewhat closer to each other and allowing passive investors to own interests in stations without such interests being “counted” against them. However, the FCC has not yet abolished the multiple ownership rules and is not likely to do so.

Looking back on the changes that have been made, it seems to me that there have been major successes and major failures. The elimination of mountains of day-to-day logs, reports and general paperwork was long overdue in an industry that has come to be composed, more and more, of small businesses that lack the resources to spend endless man-hours filling out papers for the government.

The failure to establish an AM stereo standard represents the worst of the commission’s deregulatory decisions. It seemed like a good idea at the time, but history has demonstrated that it has crippled the development of the AM stereo service. Another major mistake was the decision not to require applicants for broadcast facilities to supply a reasonable amount of information about themselves and their resources.

Record keeping was another FCC responsibility that suffered in the frantic impetus to deregulate. The FCC no longer keeps copies of certain important records, such as applications that have been dismissed. Even more important, the FCC’s computerized ownership records, which once enabled a researcher to identify the broadcast interests of any person simply by looking up a name, have been dismantled.

Looking to the future, one would hope that the FCC will not try to get back into the business of regulating program content, nor should it try to reimpose burdensome paperwork obligations. The commission has a role to play, however, in setting standards and in keeping complete and accurate records. This is an area in which the commission might profitably involve itself in the next few years. A simple and confidential annual report, consisting of no more than a postcard, and reporting station revenues, would enable the commission to again publish reports reflecting the health or lack of health of the industry. Similarly, the FCC is the ultimate registry of station ownership, and the needs of the industry are well served when the commission keeps complete and accurate records of station ownership, preferably in computerized form.

In short, deregulation has been a huge success, but areas remain in which the FCC has a legitimate function, from which it cannot withdraw. Fundamentally, that function is the management of who can own what stations on what frequencies and where, and the keeping of the records necessary to make those kinds of regulatory decisions. ■

DEAN & JERRY.

Perfect Clowns.



LORIMAR
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BALKI & LARRY.

Perfect Strangers.

In virtually every decade, there's been a dominant male comedy team that helped define humor in their era.

Now, "Perfect Strangers" time has come.

Starring Bronson Pinchot and Mark Linn-Baker, the network comedy hit is now ready to strip. And with

100 half-hours available fall '90-'91, you'll get the same big laughs and strong performance that have been proven in prime time on three different nights, for the past three years.

"Perfect Strangers"

The perfect addition to your access comedy block.

PERFECT
Strangers

M/B

Miller•Boyett
PRODUCTIONS

Datebook

■ indicates new listing

January 1989

Jan. 4—Deadline for entries in contest "to recognize best news reporting and best news features in 1988 by Christian radio stations in the U.S.," sponsored by *Scribe*, newsletter for news personnel in Christian broadcasting. Information: (608) 271-1025.

Jan. 4-7—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Keynote address: Representative Tony Coelho (D-Calif.). Century Plaza, Los Angeles. Information: (202) 887-1970.

Jan. 7-8—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Seattle Airport Hilton, Seattle. Information: (202) 775-3637.

Jan. 8—*Academy of Television Arts and Sciences* installation ceremonies for its Television Academy Hall of Fame (to be taped for telecast Jan. 23). 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

Jan. 8-13—*Annenberg Washington Program* second annual winter faculty workshop, on "communications issues, policy issues expected to confront the new administration." Washington Program, Washington. Information: (202) 393-7100.

Jan. 9—Deadline for entries in 37th annual news competition sponsored by *Associated Press Television-Radio Association of California-Nevada*. Information: (213) 746-1200.

Jan. 9—Deadline for entries in *Associated Press Television-Radio Association* Cleve Roberts Memorial Journalism Scholarship Awards, for "stu-

dents with a broadcast journalism career objective who are studying in California or Nevada." Information: Rachel Ambrose, AP, (213) 746-1200.

Jan. 10—Deadline for entries in *Sigma Delta Chi's* Distinguished Service Awards honoring best in journalism. Information: (312) 922-7424.

Jan. 10—*Ohio Association of Broadcasters* Columbus managers' luncheon. Holiday Inn, Ohio Center, Columbus, Ohio.

Jan. 10—*Iowa Association of Broadcasters* legislative day and license renewal seminar. Des Moines, Iowa.

■ **Jan. 10**—*Society of Cable Television Engineers, Chattanooga chapter*, meeting and tour of AT&T fiber optic manufacturing facilities in Norcross, Ga. Information: Dick Amell, (404) 394-8837.

■ **Jan. 11**—"Superbowl XXIII," newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 11—*Ohio Association of Broadcasters* copywriters' workshop. Parke University hotel, Columbus, Ohio.

Jan. 11—Deadline for entries in eighth *Northern California chapter of Radio-Television News Directors Association* awards. Information: Darryl Compton, (415) 561-8760.

Jan. 11-12—Cable Insights '89, "Taking the Mystery Out of Cable Technology," course on cable fundamentals for professionals in nontechnical positions, sponsored by *Jerrold and Cable Television Administration and Marketing Society*. Hyatt Regency Raritan, Atlanta. Information: (215) 674-4800 or (800) 523-6678.

■ **Jan. 12**—*New York Television Academy* drop-

in luncheon. Speaker: Roger Werner, president-chief executive officer, ESPN. Copacabana, New York. Information: (212) 765-2450.

Jan. 12—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Hyatt Regency, Cincinnati.

Jan. 12—*Caucus for Producers, Writers and Directors* meeting. Speaker: James Quello, FCC commissioner. Los Angeles. Information: (213) 652-0222.

■ **Jan. 12**—"The Power of Television and its Impact on the Political Campaign," annual TV Day sponsored by *Advertising Club of Metropolitan Washington*. Featured speaker: Jeff Greenfield, correspondent, ABC's *Nightline*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Jan. 13—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: Sue Edelman, (617) 876-6620.

Jan. 13—Deadline for entries in third annual RadioBest Awards competition, sponsored by *Twin Cities Radio Broadcasters Association*, recognizing "creative excellence in radio advertising from national and Minnesota sources." Information: Jeanne Nelson, (612) 544-8575.

Jan. 13-19—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 15—10th annual televised ACE Awards (Awards for Cable Excellence), sponsored by *National Academy of Cable Programming*. Wilmette Theater, Los Angeles.

Jan. 15—Deadline for entries in Anson Jones

Major Meetings

Jan. 4-7, 1989—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Century Plaza, Los Angeles. Future meeting: Jan. 3-6, 1990 (tentative).

Jan. 13-19, 1989—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

Jan. 28-Feb. 1, 1989—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 2-4, 1989—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23rd annual television conference. St. Francis hotel, San Francisco.

Feb. 13-18, 1989—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

March 1-4, 1989—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

April 9-11, 1989—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Televi-*

sion Stations. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

April 9-11, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 9-12, 1989—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 21-26, 1989—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

May 11-15, 1989—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20, 1989—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21, 1989—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24, 1989—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

■ **June 10-13**—*American Advertising Federation* annual national conference. J.W. Marriott, Wash-

ington.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

June 20-23, 1989—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25, 1989—*Broadcast Promotion and Marketing Executives Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

Aug. 20-23, 1989—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Sept. 13-16, 1989—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 3-5, 1989—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8, 1989—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

Oct. 12-16, 1989—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Nov. 13-15, 1989—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.

TV Programmer's Worksheet

Section 1. Late Night

Match the program in column 'A' with its description in column 'B.'

A

Johnny Carson
Ted Koppel
HUNTER
Arsenio Hall
Pat Sajak

B

talk
talk
talk
talk
ACTION!

Section 3. Afternoon

Which program is an alternative to the standard talk?



Oprah Winfrey



Phil Donahue



Morton Downey Jr.



Sally Jesse Raphael



Geraldo Rivera



HUNTER

Section 2. Prime Access

Which is the true counter-programming alternative?

- ☐ Cosby
- ☐ Who's The Boss?
- ☐ Alf
- ☐ The Golden Girls
- ☐ News
- ☒ News
- ☒ **HUNTER**

Section 4. Prime Time

Where is each show available for syndication in 1989?

HUNTER

Murder She Wrote

Miami Vice

Cagney & Lacey

ON CABLE	BROADCAST TV
	☒
☒	
☒	
☒	

The Power Packed Alternative



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JANUARY 1988

“FUN HOUSE”
IS ANNOUNCED
AS THE SHOW
THAT WILL BRING
KIDS BACK TO KIDS’ TV.



FUN HOUSE™

STONE
TELEVISION

NOVEMBER 1988

“FUN HOUSE”
IS ANNOUNCED
#1 AS THE
NEW KIDS’
SHOW ON TV!

PROGRAM

KIDS 2-11
RATING

FUN HOUSE	5.9
TEENAGE MUTANT NINJA TURTLES. . .	5.4
COPS	5.3
ALVIN AND THE CHIPMUNKS	4.8
YOGI BEAR SHOW	3.8
DENVER, THE LAST DINOSAUR.	3.7
FINDERS KEEPERS	2.7
GUMBY	2.1
DR. FAD	2.1
MARVEL ACTION UNIVERSE	2.0
CARE BEARS	1.5
SNORKS	1.4
POPEYE	1.3

And “Fun House” is the #2 kids’ show overall.

SOURCE: NTS-T-D through 11/20/88

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

Award honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

Jan. 15—Deadline for entries in national awards competition sponsored by *Asian American Journalists Association*, recognizing "excellence among Asian American journalists" and "outstanding coverage of Asian American issues." Information: (415) 346-2051.

Jan. 15—Deadline for entries in annual Broadcast Media Awards for "outstanding radio and television broadcasting on reading education, literacy and promotion of the lifetime reading habit," sponsored by *International Reading Association*. Information: (302) 731-1600.

■ **Jan. 15**—Deadline for entries in Jack R. Howard Award for broadcast journalism, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Jan. 15-16—*Minnesota Broadcasters Association* winter conference. Sheraton Midway hotel, St. Paul, Minn. Information: Laura Niemi, (612) 926-8123.

Jan. 17—*South Dakota Association of Broadcasters* annual legislative day luncheon. Pierre, S.D.

Jan. 17—*Southern California Cable Association/Southern California Cable TV Marketing Council* dinner meeting to announce "Cable Up," 1989 subscriber acquisition campaign. Speaker: Fred Vierra, president/COO, United Cable TV Corp., and co-chair, National Cable Month. Pacifica hotel, Culver City, Calif. Information: (213) 684-7024.

Jan. 17—Deadline for synopses of technical papers for *National Cable Television Association* convention in May in Dallas. Information: (202) 775-3637.

Jan. 17—*Illinois Broadcasters Association* "Radio Great Idea Exchange." Bloomington, Ill.

Jan. 17-19—44th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga.

■ **Jan. 18**—*New York Television Academy* luncheon. Speaker: Reese Schonfeld, executive producer, *People Magazine on TV*. Copacabana, New York. Information: (212) 765-2450.

Jan. 18—"The Presidency, the Press and the First Hundred Days," sponsored by *Gannett Center for Media Studies*, featuring former Presidents Gerald Ford and Jimmy Carter. Columbia University, New York. Information: (212) 280-8392.

Jan. 20—*Utah Association of Broadcasters* annual meeting and sales seminar. Salt Lake City.

Jan. 20—Deadline for entries in All Media Vanguard Awards, sponsored by *Women in Communications*, for "positive portrayal of women." Information: (703) 528-4200.

Jan. 20—Deadline for entries in 11th annual BDA international design competition, sponsored by *Broadcast Designers' Association*. Information: (415) 543-3030.

Jan. 20-22—*Alabama Association of Broadcasters* annual winter meeting. Auburn, Ala.

Jan. 21—*Associated Press Television-Radio Association of California-Nevada* regional seminar. Long Beach Ramada Renaissance. Long Beach, Calif. Information: (213) 746-1200.

■ **Jan. 21**—*Texas Associated Press Broadcasters* seminar on covering the legislature, Texas banking and a Texan in the White House. Holiday Inn-North Park Plaza, Dallas. Holiday Inn-North Park Plaza, Dallas. Information: (214) 220-2022.

Jan. 23—Telecast of Television Academy Hall of Fame ceremony, sponsored by *Academy of Television Arts and Sciences*, honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Fox Broadcasting. Information: (818) 763-2975.

Jan. 23—"Syndication 101," *NATPE Educational Foundation* seminar. George Brown Convention Center, Houston. Information: (215) 664-4400.

■ **Jan. 23**—Deadline for entries in Ernie Pyle Award for human interest reporting, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Jan. 24-25—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Albuquerque Airport Hilton, Albuquerque, N.M. Information: (202) 775-3637.

Jan. 24-27—*NATPE International* 26th annual convention. Keynote address: Michael Eisner, chairman-CEO, The Disney Co. George Brown Convention Center, Houston.

Jan. 25—*New York Television Academy* luncheon. Speakers: Jim Ryan, Gordon Elliott and Glenn (Hurricane) Schwartz, *Good Day New York*, WNYW-TV New York. Copacabana, New York.

Jan. 25—*Texas Cable TV Association* legislative meeting. First State Bank Tower, Austin, Tex. Information: (512) 474-2082.

■ **Jan. 26**—47th annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism. Prior to ceremony, seminar will be held: "Broadcast News in the 1990's" featuring network news presidents David Burke, CBS; Michael Gartner, NBC; and Roone Arledge, ABC. Low Memorial Library,

Advertisement

THIS IS

MEDIA MONITOR

WITH REED IRVINE AND CLIFF KINCAID

CBS NEWS GULLED AGAIN

From time to time, CBS News sends Dan Rather or some other stars to Cuba to inform its viewers on how well Fidel Castro is doing. Correspondent Bruce Morton and the CBS Morning Show co-host, Kathleen Sullivan, went to Havana in the second week of December to cover Gorbachev's visit. When that was canceled, they used their time to tell viewers of the CBS Evening News and the Morning Show that Castro "seems very popular" and to describe some of the good things he has done for the Cuban people.

Morton informed his Evening News viewers that no one goes hungry in Cuba, but he didn't explain how he had been able to verify this bold assertion in the few hours he spent in the country. He didn't even mention that such staples as rice, sugar and meat are all rationed and that milk is available only for children under age 7. He did say that Cuba has "impressive schools and impressive clinics."

On the Morning Show, Kathleen Sullivan described the allegedly wonderful progress in health care that Cuba has made

in the last thirty years. She said, "Of all the promises made by Castro back in 1959, perhaps the boldest was to provide quality health care free for every citizen. Did he deliver? In many ways the answer is yes."

Kathleen Sullivan was wrong in saying that free quality health care was Castro's boldest promise and she was wrong in saying that he has delivered on it. Castro's boldest promise was to restore democracy and constitutional government to Cuba. Thirty years later, the Cuban people are still waiting for that. Health care was not a major issue in the Castro revolutionary program. The fact is that Cuba had a very advanced health care system long before Castro seized power. Cuba had almost twice as many doctors per capita as the United States, and its death rate of 15 per thousand compared very favorably with our rate of 24 per thousand. Free medical care and other benefits were available to families for a fee of only three dollars a month.

Kathleen Sullivan showed an impressive high-rise hospital in Havana, saying that Cuba "has hi-tech medicine." She said, "Patients who need specialized care can get everything from nuclear medicine to multiple organ transplants." She said that enough people expect such good

medical care in Cuba that packaged surgery tours are being offered to other Latin Americans. But she added that the real secret of Cuba's success was the neighborhood clinics, often staffed by a single doctor, where the emphasis is on preventive medicine.

A secret report prepared by the Cuban Communist Party in 1987, which was smuggled out, reveals that 88% of nearly 11,000 Cubans surveyed were dissatisfied with the quality of health care. They complained of both the hospitals and those little neighborhood clinics, saying they were poorly staffed, badly equipped and dangerous to the patients' health. This devastating refutation of Castro's propaganda has been available for months. CBS News ignored it, swallowed the propaganda and regurgitated it.

AIMO

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Seeing is believing. Oprah's in the best shape ever, and she's got the figure to prove it. Her national rating is up 8%¹ over last November. And she's #1 in every metered market for the November book.²

On November 15th, Oprah shed her coat to reveal the biggest hit of the sweep. Her all new, slimmed-down, trimmed-down look delivered a hefty 16.3³ national rating.

THE OPRAH WINFREY SHOW continues to tip the scale as the #1 talk show. With measurements like these, the chances of the competition outperforming Oprah get slimmer and slimmer.

She's growing so fast, there's no telling how big she'll get!

Source:
1. NSS 10/31 - 11/25/88
11/2-11/27/87

2. Nielsen meter
overnights 11/3-11/30/88

3. NSS 11/15/88

#1	New York	WABC
#1	Los Angeles	KABC
#1	Chicago	WLS
#1	Philadelphia	WPVI
#1	San Francisco	KGO
#1	Boston	WCVB
#1	Detroit	WXYZ
#1	Washington	WUSA
#1	Dallas	WFAA
#1	Houston	KHOU
#1	Atlanta	WSB
#1	Seattle	KIRO
#1	Miami	WPLG
#1	Denver	KUSA
#1	Sacramento	KXTV
#1	Hartford	WFSB
#1	Minneapolis	KSTP



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Jan. 27-28—North American National Broadcasters Association annual meeting. Sheraton hotel, Mexico City. Information: (613) 738-6553.

Jan. 27-28—Colorado Association of Broadcasters winter meeting and awards banquet. Aurora, Colo.

Jan. 27-28—Minnesota Association of Cable Television Administrators sixth annual conference. Scanticon conference center and hotel, Plymouth, Minn.

Jan. 28-Feb. 1—National Religious Broadcasters 46th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400.

Jan. 30-31—South Carolina Cable TV Association winter meeting. Radisson Columbia hotel, Columbia, S.C. Information: (404) 252-2454.

Jan. 31—Deadline for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programming and advertising." Information: (202) 429-5102.

Jan. 31—Deadline for entries in National Association of Broadcasters "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

Jan. 31—Deadline for applications for Harvard University's Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Ave., Cambridge, Mass. 02138.

Jan. 31—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

Jan. 31-Feb. 2—South Carolina Broadcasters Association 41st annual winter convention. Columbia, S.C.

February 1989

Feb. 1—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605; (312) 427-5446.

■ **Feb. 1—New York Television Academy** drop-in luncheon. Speaker: Nicholas Davatzes, president, chief executive officer, Arts & Entertainment. Copacabana, New York. Information: (212) 765-2450.

■ **Feb. 1—Deadline for entries in Radio-Television News Directors Association** regional awards. Information: (202) 659-6510.

Feb. 2-4—Radio Advertising Bureau's ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

Feb. 3-4—Society of Motion Picture and Television Engineers 23rd annual television conference. Guest speaker: Julius Barnathan, president, ABC Broadcast Operations and Engineering. St. Francis hotel, San Francisco.

Feb. 5-7—Michigan Association of Broadcasters midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

Feb. 6-7—National Association of Broadcasters managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

Feb. 7-8—Arizona Cable Television Association annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

■ **Feb. 8—New York Television Academy** drop-in luncheon. Speaker: John Gault, executive VP, ATC, and chief executive officer, Manhattan Cable TV. Copacabana, New York. Information: (212) 765-2450.

Feb. 8-9—National Association of Broadcasters managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

■ **Feb. 10—Deadline for entries in Corporation for Public Broadcasting's Public Television Local Program Awards**, "recognizing outstanding local programming in public television." Information: (202) 955-5211.

Feb. 10-12—Oklahoma Association of Broadcasters winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

■ **Feb. 13—Deadline for entries in E.W. Scripps Award for service to the First Amendment**, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Feb. 13-14—Georgia Cable Television Association annual convention. Omni International Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—Broadcast Credit Association credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

■ **Feb. 15—New York Television Academy** drop-in luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

■ **Feb. 15—Deadline for entries in 17th annual Clarion Awards** "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

Feb. 16—Federal Communications Bar Association monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

Feb. 16-19—American Women in Radio and Television national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

■ **Feb. 20—Deadline for entries in Charles E. Scripps Award** recognizing "outstanding efforts in the battle against illiteracy," sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Feb. 22—National Press Foundation awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22—Illinois Broadcasters Association college seminar. Normal, Ill.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

■ **Feb. 23—"The Future of Network News and the Changing Relationship Between Network and Local News,"** meeting of *Society of Professional Journalists*. Panelists: Barbara Matuso, author, *The Evening Stars*; "The Making of the Network

News Anchor"; George Watson, Washington bureau chief, ABC News; Bob Richbloom, news director, WJLA-TV Washington, and Bret Marcus, news director, WRC-TV Washington. NBC, 4001 Massachusetts Avenue, Washington.

Feb. 27-28—Illinois Broadcasters Association congressional visit. Washington.

March 1989

March 1—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston 02115.

March 1-3—West Virginia Broadcasters Association annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 3-4—Eighth convention of Northern California chapter of Radio Television News Directors Association. Concord Hilton, Concord, Calif. Information: (415) 451-8760.

March 5-6—Cable Television Public Affairs Association Cable Forum '89. Vista International hotel, Washington. Information: (202) 639-8844.

March 7-10—Audio Engineering Society convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—Ohio Association of Broadcasters congressional salute. Sheraton Grande, Washington.

March 12-14—West Virginia Broadcasters Association spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—National Association of Broadcasters group head fly-in, "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

■ **March 16—45th annual dinner of Radio & Television Correspondents Association.** Grand Hyatt hotel, Washington. Information: (202) 828-7016.

■ **March 21—American Advertising Federation** spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—Broadcast Pioneers Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—National Association of Black Owned Broadcasters fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 29-30—Illinois Broadcasters Association spring convention. Ramada, Springfield, Va.

March 30—Federal Communications Bar Association monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April 1989

■ **April 3-5—Central Educational Network** annu-



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ENTERTAINMENT T O N I G H T

Geraldo

PORTFOLIO XIII

Mork & Mindy

TAXI

The Brady Bunch

Happy Days

THE ODD COUPLE

Laverne & Shirley

Joan Rivers
SHOW

Webster

Cheers

Family Ties

journalism has made Geraldo the top rated daily talk show returning for a second season.

JOAN RIVERS comes to daytime television. Millions of viewers across the country know her and love to laugh with her—especially women! Provocative, entertaining, sensitive and funny, there's nobody quite like Joan.

TABLOID is titillating television that provides audiences with a daily dose of gossip, crime, sex and scandal. Who else but Paramount could create a new generation of "day and date" programming designed for the viewer of today and the 90's.

THE WINDS OF WAR was one of the highest rated mini-series in television history. And

now, Paramount offers this epic production in a special 10-hour syndicated version starring Robert Mitchum, Ali MacGraw and Beau Bridges.

BROTHERS is award-winning comedy with a proven track record. And now, it's finally coming off cable and available for syndication in '89. One hundred and sixteen episodes young, this family comedy has incredible appeal with young demos.

COMEDY CLASSICS like Family Ties, Cheers and Webster are part of a Paramount tradition that includes all-time greats like Taxi, The Odd Couple, Happy Days, Laverne & Shirley, Mork & Mindy and The Brady Bunch.

PORTFOLIO XIII is coming soon with titles like Top Gun, Crocodile Dundee and The Untouchables to name a few. It's a movie package only Paramount could put together. One worth waiting for!



Cause and effect.

There's no other way to explain the boom in independent television syndication.

The era of the independent is here.

Enter Paramount with a big bang!

STAR TREK: THE NEXT GENERATION'S meteoric rise to the top of all first-run syndicated programming is a testament to the strength of independent television.

Winning against the toughest competition has become Star Trek: The Next Generation's trademark.

FRIDAY THE 13TH THE SERIES is the edge you've been looking for in access, prime time or late fringe. When it comes to young demos, its track record alone makes it the kind of counter-programming stations are screaming for.

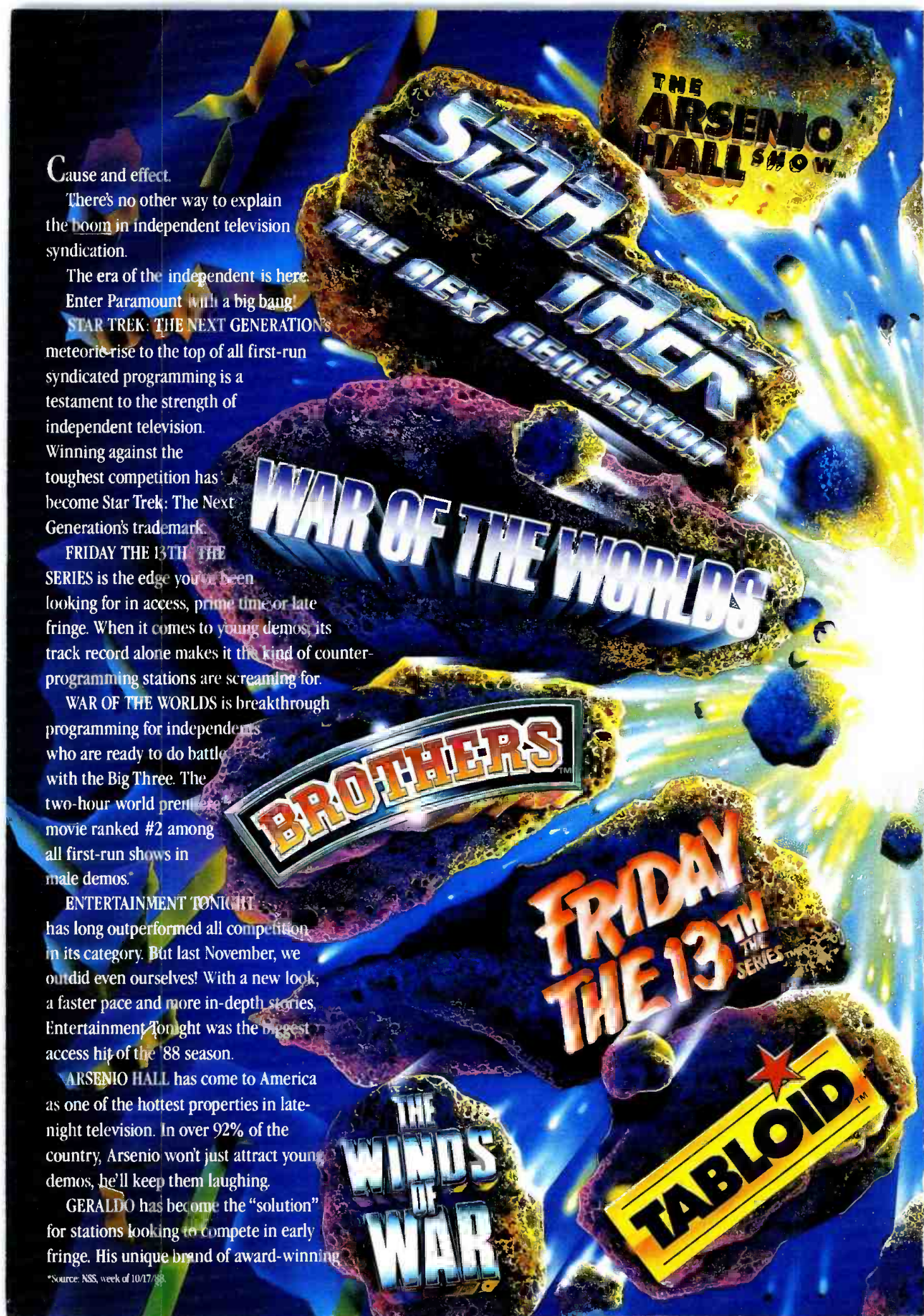
WAR OF THE WORLDS is breakthrough programming for independents who are ready to do battle with the Big Three. The two-hour world premiere movie ranked #2 among all first-run shows in male demos.*

ENTERTAINMENT TONIGHT has long outperformed all competition in its category. But last November, we outdid even ourselves! With a new look, a faster pace and more in-depth stories, Entertainment Tonight was the biggest access hit of the '88 season.

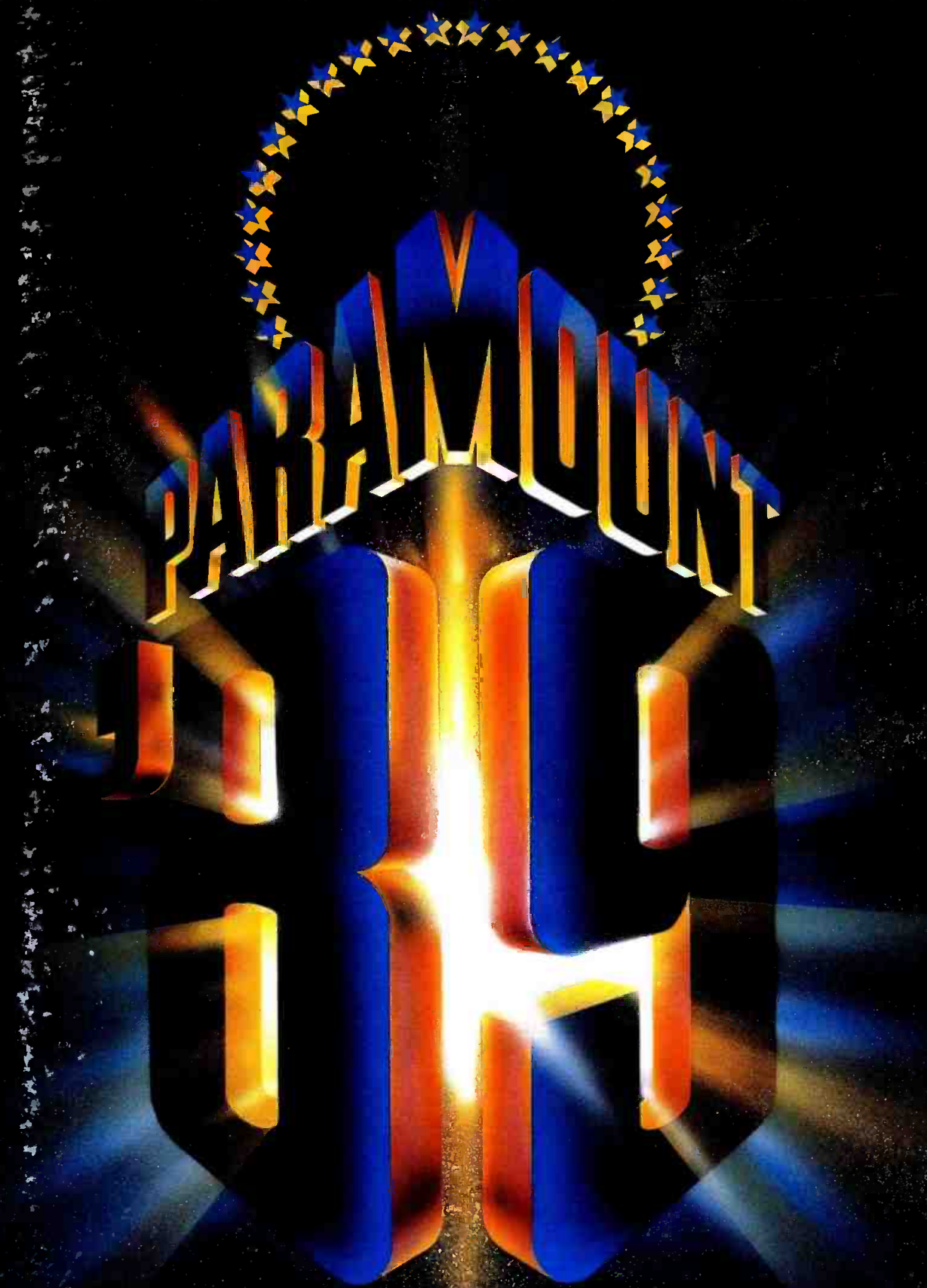
ARSENIO HALL has come to America as one of the hottest properties in late-night television. In over 92% of the country, Arsenio won't just attract young demos, he'll keep them laughing.

GERALDO has become the "solution" for stations looking to compete in early fringe. His unique brand of award-winning

*Source: NSS, week of 10/17/88.



P R E S E N T I N G



AN EXPLOSIVE SEASON
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al conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—Caucus for Producers, Writers and Directors general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—Broadcast Financial Management/Broadcast Credit Association 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—Cabletelevision Advertising Bureau eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 12-14—Electromagnetic Energy Policy Al-

liance annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 19—Federal Communications Bar Association monthly luncheon. Robert Johnson, president-publisher, Newsday, Marriott hotel, Washington.

April 19-23—National Broadcasting Society, Alpha Epsilon Rho, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 21-22—Kentucky Cable Television Association general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual MIP-TV, Marches des International Programmes des Television, international television program market. Palais des Festivals, Cannes, France.

April 27-29—Broadcast Education Association's 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

"Datebook" continues on page 107.

Open Mike

Casting a vote

EDITOR: BROADCASTING's Dec. 19, 1988, editorial "Vive la difference," decries the continuing conflict between Congress and FCC on the fairness doctrine. The editorial points to the temporary FCC victory pending a Supreme Court ruling on the issue. Even then, it posits, the conflict may not be over "if Congress continues to put its interests ahead of the country's." This presupposes that the interests of the country and the Congress differ. Apparently neglected is the fact that the Congress consists of the elected representatives of the people. If these elected representatives fail to reflect the country's interests, the election process provides the means to cure that failure. Only then will Congress be able to effectively discharge its oversight responsibility of the FCC whether on the fairness doctrine or any other area within FCC's jurisdiction. Only then will oversight, involving appropriate legislation when necessary, make the public interest standard mandated by the Communications Act truly meaningful.—*Reuben Lozner, Chevy Chase, Md.*

Position paper

EDITOR: By stating [in response to FCC proposals] that we recognize there is substantial support for the NRSC-I standard, we did not intend to suggest Bonneville's position had changed. We continue to believe that a 10 khz limit forever locks AM broadcasters into inferiority as compared to FM.

If, however, the FCC is going to implement the standard, there are ways it can be done to give stations flexibility to minimize the damage and economic impact to AM. We still favor less pre-emphasis, wider bandwidth radios and, if limits are to be tightened, that they be mandated only at night.—*William D. Loveless, vice presi-*

dent, engineering, Bonneville International Corp., Salt Lake City.

American way

EDITOR: I vigorously take issue with Dave Lyman's letter ("Open Mike," Dec. 12, 1988) praising the Canadian Radio-Television and Telecommunication Commission for restraining the kinds of mass appeal formats permitted on FM radio in order to preserve the viability of AM radio in Canada.

In another time and place Lyman might well have argued that Gutenberg should be prohibited from printing Bibles in order to preserve the interests of the parchment scribbling industry.

Protecting an older technology from a newer one by government fiat never works in the long run because even newer technologies are bound to emerge, and that which government gives is often subsequently taken away. The best protection for an older technology is the crucible of learning to live with and grow with an unfettered newer technology, which is exactly what American radio broadcasters are doing.

AM radio is a medium with instantaneous and almost universal reach. It is our welcome task as broadcasters to find useful and creative ways to employ that reach to both serve the public and profit from that service. As someone involved with the operation of seven AM stations as well as seven FM's, I would much rather deal with reality, however harsh, than depend on government to forever tilt the playing field in my favor.

Lyman should save his praise and make his plans for the inevitable day when the Canadian people find out what they're missing and demand an end to government protection of AM broadcasters' private interests at the expense of freedom of expression.—*Julian H. Breen, vice president, radio programming, Greater Media Inc., East Brunswick, N.J.*

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introduced in 1972. □ Reg. U.S. Patent Office. □
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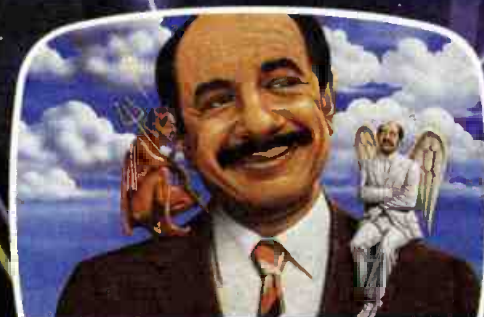
MCA TV The One Place To Be.

Superb off-network series. Exciting first run series.
Blockbuster theatricals. Every genre for every daypart.

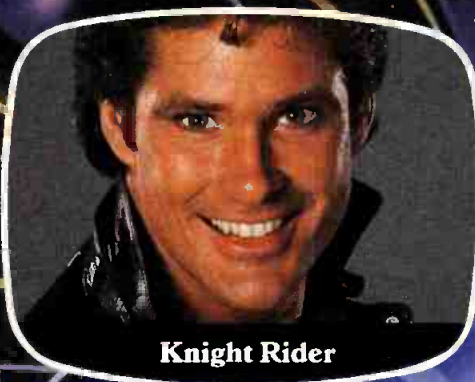
The logo for Universal Pictures Debut Network III, featuring a globe with the text "UNIVERSAL PICTURES" and "DEBUT NETWORK III" wrapped around it.

UNIVERSAL PICTURES
DEBUT NETWORK
III

Debut Network III
Starts September '89



Amen



Knight Rider

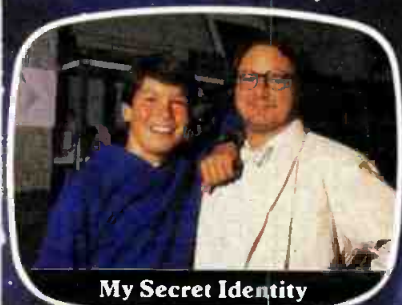


Airwolf



Kate & Allie

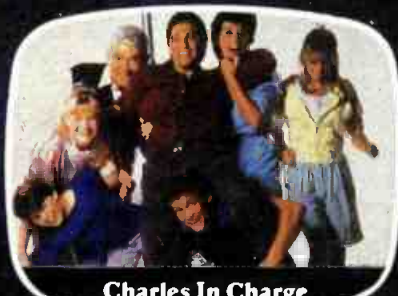
The MCA TV logo, featuring the words "MCA TV" in a stylized, blocky font, with "MCA" in orange and "TV" in white, set against a background of a globe.



My Secret Identity



The Munsters Today



Charles In Charge



Star+Play



Pictionary



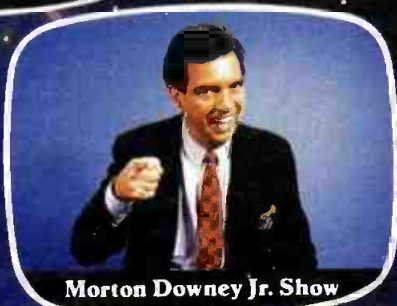
\$Reward\$



Lassie



Out Of This World



Morton Downey Jr. Show

MCA TV

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Los Angeles KHJ M-F, 1:30 PM	+55% 18-34 Women +50% Total Men +25% 18-34 Men	Philadelphia WGBS M-F, 10:00 PM	+29% Total Women +69% Total Working Women +29% 18-34 Men	Houston KHTV M-F, 11:00 PM	+15% Total Women +29% Total Teens
Minneapolis KTMA M-F, 10:30 PM	+50% Total Households +57% Total Adults +75% 18-49 Adults	Miami* WBFS M-F, 10:00 PM	+59% Total Households +125% Total Women +178% Total Men	St. Louis† KMOV M-F, 10:30 PM	#1 Adults #1 Women 18+ #1 Viewers 12-34

Source: NSI & Cassandra ARB, Oct. 87-88
†TIE



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Broadcasting Jan 2

Vol. 116 No. 1

TOP OF THE WEEK

TV In 1995: Looking Good

Forecasters have \$30 billion disagreement on basic cable sub fees and barter syndication; there's consensus that broadcast networks have at least seven-year reprieve

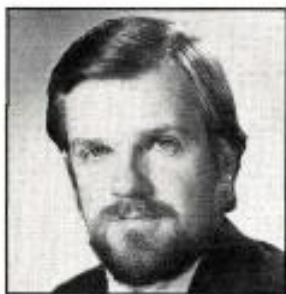
The television world in 1995 will be a place where, like today, most industry participants will be making money. That's the view of those who get paid for making long-term forecasts, of which there have been a handful recently, including one expected to be released later this month by the Television Bureau of Advertising.

Knight-Ridder, said the exact prime time viewing share of ABC, CBS and NBC in 1995 will depend on the ability of those networks to obtain continued clearances: "After the 1992-93 season I would say that qualitatively we would see a continuing decline [of three-network audience share], but at a much lower rate." Arthur Gruen, a partner in the consulting firm of Wilkofsky Gruen Associates Inc., which has recently completed forward-looking studies for Veronis Suhler & Co. and John Blair & Co., said that those studies "looked for prime time erosion to taper off at 60% or above.

er's Digest, you can't find too many vehicles with six million households." Agreed Bortz: "We will see more rapid cost-per-thousand increases that will more than make up for the decreasing share.... Advertisers will lose some efficiency (in their network buys) but they don't have a meaningful alternative that will provide strong national reach and frequency. Network television is still underpriced." Wilkofsky Gruen expects network advertising to increase from roughly \$10 billion in 1989 to \$15.6 billion by 1995, an estimate with which TVB is expected to concur.



Bortz



Poltrack



Coen



Gruen

The profitable part of the big picture is said to include ABC, CBS and NBC, although as a group their revenue gains will be modest. Station operators are expected to do well, as are program syndicators, although there is significant disagreement about the barter component's rate of growth.

Ironically it is in what might be considered the most predictable portion of the industry, basic cable, that differences are greatest over the rate of ascent. Two well-known industry observers are \$30 billion apart over the revenue cable operators should be able or willing to generate over the next seven years in basic subscription rates.

At least three different forecasts suggest the three-network audience erosion experienced over the past 10 years will not continue too much further. Those forecasts suggest instead a flattening out of the three-network share decline, reaching a high 50's or low 60's level by 1995, from the current 67% in prime time. Consultant Paul Bortz, whose clients have included ABC and

We are not looking for it to go below that." The most optimistic share forecast so far is 63%, made in David Poltrack's "Road to 1995"—whose release has been delayed at least until the CBS board hears a presentation by Poltrack, the marketing division's senior vice president.

One reason that the broadcast networks' share decline would not necessarily lead to reduced revenue is that the number of television households delivered might still increase. Poltrack said that total TV households would grow by roughly 10 million, to 100 million in 1995 (Carmel, Calif.-based consultant Paul Kagan has estimated the increase at closer to six million). Thus a smaller share of a larger pie might allow ABC, CBS and NBC to maintain, if not increase, the number of viewers actually delivered to advertisers.

Observers said that even with further share decline, the networks will still be the dominant advertising vehicle and will be able to price their inventory accordingly. Said Robert Coen of McCann Erickson: "Once you take away *TV Guide* and *Read-*

For the cable industry, the leading indicator so far has been cable penetration of television households, which currently stands at 53.8%. Predictions of cable's penetration by 1995 are close, but still meaningfully different. Paul Kagan has recently projected cable's penetration of TV households (not TV sets) at 63%, while Wilkofsky Gruen is forecasting 60%.

The difference in forecasting is part of a wide disagreement on basic subscription fees between the two forecasters. Kagan published numbers in May suggesting the monthly rate for basic cable service will reach almost \$25 by 1995. In contrast, Wilkofsky Gruen uses monthly fees in its studies that do not leave the teens. Said Gruen: "In the short run, the first blush of deregulation provides an opportunity to increase rates...most of which will occur over the next couple of years. But once rates and profits grow, it's like a magnet which will attract regulators, overbuilders or both. We think the mere presence of the telcos will moderate rates in the 1990's."

Even assuming some acceptable differ-

ences in measurement methods—the two forecasts don't even agree on the current monthly basic rate—the roughly \$30 billion cumulative revenue spread between the two seven-year forecasts suggests fundamentally different outlooks.

If regulatory and legislative change are presumed to affect revenue growth up to 1995, there are few explicitly stated assumptions of what those changes might be. Said Bortz: "We explicitly assumed there weren't any regulatory changes." That means that for the purpose of the estimates, rules governing financial interest and syndication, prime time access, children's programming, station crossownership and must carry would be frozen in time. Forecasters note that not all developments in Washington would affect overall industry totals. Said Gruen: "Even if the networks participate in syndication, we would count those revenues in the syndication category, not by their owner."

There are lesser differences of opinion about the future performance of cable advertising. Here, too, Kagan's estimates of the growth of local cable advertising almost double those provided by Wilkofsky Gruen. National cable advertising estimates are closer together, with even TVB expected to

accept a 1995 figure of more than \$3 billion. TVB is expected to be less optimistic about spot television growth and will produce a compound average growth rate lower than the 9% suggested by Wilkofsky Gruen.

Most forecasters do not consider national cable advertising a major threat to broadcasters. Rather, Bortz and others note that cable's increased viewing share and advertising revenue are already split between at least 17 measured cable channels. Said Coen: "I'm a little skeptical about cable's ability to make a hell of a lot happen.... I've been hearing about it for 12 or 14 years. If you take Turner's operation out of there you've got ESPN and not much else." Most forecasters do not think cable MSO's will help fund major programming investments, either directly or indirectly, much beyond current levels.

Forecasters disagree significantly over the extent to which barter syndication revenue will grow. The John Blair study predicts 19% compounded revenue increases for barter, including Fox, from the current \$900 million in advertising expenditures to \$3 billion by 1995. The TVB forecast is expected to be less robust, and the Kagan study predicts compounded growth of

roughly 12%, to just under \$2 billion. The cumulative seven-year revenue difference at stake between the two estimates amounts to almost \$4 billion.

There may be several explanations for the divergence in barter forecasts, including different assumptions about the extent to which affiliates will substitute syndicated fare for network programming. Gruen said the Blair forecast is predicated upon increasing affiliate preemption. One note of skepticism was sounded by CBS's Poltrack, who said such growth seemed high given that average syndication ratings were declining. There is more agreement on the cash portion of syndication revenue, with projections suggesting a compound growth rate of just under 9%. Thus, even those less sanguine about barter agree it will increase its share of total syndication dollars.

The industry's seeming sea changes produce little in the way of shifting revenue share. TVB expects the current 92.2% share of television advertising obtained by broadcast network, spot and local to edge down to 88% by 1995. Said Coen: "Revenue shares change very slowly. We've been expecting newspapers to die since television came in and they're still the biggest medium." □

New year's evolutions in TV programming

Among entertainment trends predicted for 1989 are continued growth of reality shows, greater international coproduction, possible return of half-hour dramas and greater emphasis on character development over action

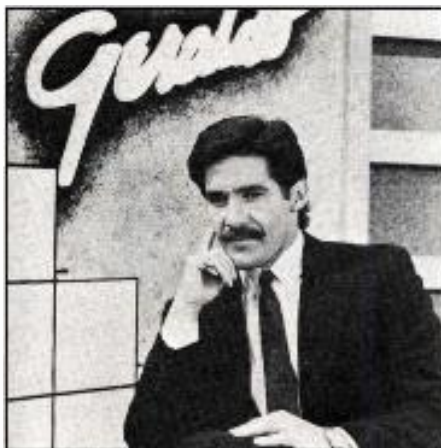
A handful of programming executives last week agreed to look into their crystal balls and share their views on the shape the programming landscape may take in 1989.

The increasing cost of producing programs should insure the continuing consolidation among production companies, executives said. Cable networks may compete more aggressively in bidding for mainstream product from Hollywood, they said. Others talked of the continuing "globalization" of programming production, as producers seek maximum exposure for shows and partners with whom to share the risks.

In terms of program forms, reality formats will hit their stride in the coming year, based on the success of programs such as *A Current Affair* and *America's Most Wanted*. As to entertainment forms, some predict a broadening of comedy storylines, moving away from so-called "yuppie" sitcoms such as *Baby Boom* and *The Days and Nights of Molly Dodd*, which often failed to produce a 20 share.

On the drama side, the trend will continue toward programs that depend more on stronger character development and storylines, and less on car chases, programmers say. Also, the half-hour drama may see a resurgence, if some current development projects pan out.

"An overriding consideration is the return to broadcast television's role as a window on the world," said Mel Harris, presi-



'Geraldo'



'Cosby'

dent of Paramount Television Group. "That gets translated into more actuality, news and information programs. Look at the success of *Oprah* and *Geraldo*, the entry of *Joan Rivers*, a resurgence in *Entertainment Tonight* and *Current Affair* spawning *Inside* and *Tabloid*."

But why is reality fare so popular with viewers? According to Harris, "One theory is that in a multichannel environment, with a grazing consumer behavior, that which is not canned in appearance will probably stop the viewer for a long enough time [for the viewer] to be interested. If the show pays off, [viewers] will find their way back."

Michael King, president of King World, which will debut *Inside Edition* across about 75% of the country on Jan. 9, said there is "a tremendous opportunity out there" for reality programs. "They are all doing well," he said, noting that "in this

business, it's the great imitator [mentality]" that prevails.

Still, the reality form has created what King refers to as "franchise" programs that broadcasters can depend on to deliver solid ratings day in and day out, year after year. *Oprah* and *Donahue* are two examples of franchise programs, while *Current Affair* and *Geraldo* are beginning to fill that role. "It's important to create franchises that will draw viewers in a world of ever increasing video choices," he said.

Perhaps the biggest potential franchise show of 1988 was the off-network version of *The Cosby Show*, judging from the record dollars stations spent to acquire it. But according to Jack Fentress, vice president, programming, Petry Television, preliminary November sweeps results indicate the show is not living up to expectations. In fact, he said, *Cosby's* failure to boost entire time



Harris



Fentress



Lieberthal



Corday

blocks "may be giving pause to a lot of stations" that might otherwise be more aggressive in buying new programs in 1989.

"I think there is a lot of uncertainty in the station marketplace about what is going to work and how to program certain day-parts," said Fentress. Petry's preliminary analysis of the November sweeps indicates *Cosby* averaged a 25 share, boosting its time period from an average 18 share a year ago. But the program's lead-out is essentially flat from a year ago, a disappointment to most stations, which were expecting significant improvement.

But the *Cosby* factor aside, Gary Lieberthal, chairman and chief executive officer of Columbia Pictures Television, predicted last week that syndication sales would pick up this year. "Stations will be buying more vigorously in 1989," he said. That prediction is based on his belief that stations are finally using up excess program inventories built up several years ago when many new stations were coming on the air. "There were a lot of defensive and strategic programming buys then," he said. But much of that inventory has now been used, and many stations should be looking to restock.

Lieberthal also predicted further consolidation in the production business. "The capital cost of being in the business is becoming so great that only the larger players with [program] libraries will survive," he said. "If it costs you \$10 million or \$15 million in deficits before you get to syndication with a show, unless one has a library to sell [in the interim], the smaller companies won't be able to afford [to stay in the business]."

Lieberthal also said it is "likely" that

over the next year basic cable networks will be more aggressive in competing for product "against the syndication industry."

Barbara Corday, executive VP, prime time programs, CBS Entertainment, said last week that networks and producers were expanding their searches around the country for "the next wonderful piece of talent or

the next writer to knock our socks off." She said that search is carried out at colleges and small theater and writing groups nationwide. "There are talented people all over the country," she said, adding that "writing and talent are paramount" to producing good television.

Half-hour comedies and hour dramas will remain staples of prime time, according to Corday. But she predicted a "limited future" for dramadics which have not performed well in the ratings.

However, the half-hour drama may resurface on network television. NBC is trying to rework *Tattlingers* into a half-hour form. And CBS has several half-hour drama projects in development, said Corday. "I would prefer to see the half-hour drama come back," she said. "They worked really well years ago. In terms of dollars, they are very story focused," and not action oriented.

Steve Leblang, vice president of programming at the Fox station group, said that stations need "unique program opportunities—things that will set stations apart from the collective competition of cable and give viewers a reason not to go out and rent a videocassette." With a few exceptions, said Leblang, those needs are not being met by the current program marketplace.

But Leblang said stations, to some extent, can help themselves by packaging their programming in a unique way. "If the product is not unique," he said, "then certainly the environment in which it is presented has to be unique, and promoted extensively and creatively." And if the market is not providing unique programming, Leblang said, stations may, if they can afford it, take the initiative and produce it themselves. Indeed, that appears to be a growing trend these days. □

The 'Revolution' will be televised

Fox Broadcasting will give the go-ahead to a new music and youth lifestyle series, *Revolution*, at its affiliates meeting in Los Angeles this Thursday (Jan. 7), according to a Fox source.

The hour-long show, first reported to be under consideration last fall (BROADCASTING, Oct. 10, 1988) is expected to start by mid-April in a Friday 11 p.m. or 11:30 p.m. time slot, said the source.

A \$350,000-per-episode co-production with Los Angeles-based distributor Radio Vision International and more than a dozen non-U.S. programmers, the show's foreign backers include the UK's British Broadcasting Corp., which will air a tailored version in prime time on Mondays opposite Britain's number-one series, *Coronation Street*.

The London-produced series, targeted to 16-25-year-olds, will be 85%-95% music oriented, with segments covering major music events of the previous week, plus youth culture, fashion, sports and personalities. Extensive use of graphics and titles will be made, with foreign-language titling available in each country's native tongue.

The show will be produced with the help of former MTV executive Kenneth Ceizler, just hired by RVI as vice president, production, to develop this and other program projects.

Other overseas networks carrying the show, whose non-U.S. title is *Go Global*, are Australia's Network Ten, Spain's TV3 and Italy's Videomusic. The lineup at launch is expected to include broadcasters from Canada, France, West Germany, Japan, Holland and Brazil, RVI principal Kevin Wall said last week.

Sponsorship discussions with a major multinational advertiser are already underway, according to Wall.

Fairness and kids' TV on agenda of 101st Congress

Activity on Hill will begin in earnest after inauguration; many broadcast, cable and telco issues expected

Here comes the 101st Congress, and it's ready for action. Last week the new Congress officially convened and, according to reports on and off the Hill, the lawmakers are expected to pass a fairness doctrine bill and children's television measure during the first 100 days of the new session. Sources say the two initiatives will move in tandem.

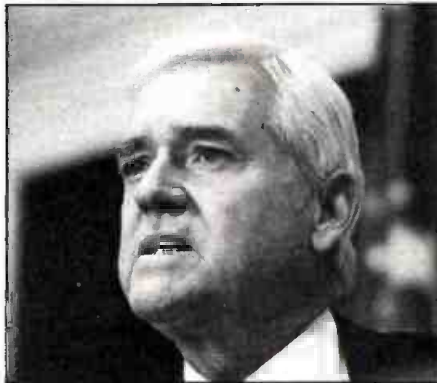
What follows afterward is largely incumbent upon whether President-elect George Bush signs those measures. If he does, it will trigger congressional consideration of must carry and possibly broadcast license renewal reform legislation. But if the bills are vetoed (as they were by President Reagan) the odds are good that another political stalemate will ensue and there will be little or no action on those matters.

Broadcasters are bracing for a busy season. The National Association of Broadcasters is boosting its government relations budget by almost 50%. "We look at this Congress as being one of the most important [that] broadcasters have had to deal with in many years," says Jim May, NAB's executive vice president for government relations.

May believes a host of broadcast-related issues will crop up during the 101st Congress. A hot topic is campaign finance reform, which will probably activate an effort to guarantee that candidates be given a lower political advertising rate. Also expected to surface are proposals to tax the industry's use of the spectrum as well as reduce or eliminate the deductibility of advertising expenses in business taxes.

Some Washington insiders predict industry and Hill support will grow for a proposal by Representative Tom Tauke (R-Iowa) calling for the removal of antitrust restrictions so that broadcasters can devise a voluntary code to regulate such things as violence on television and children's programming.

If a deal between the networks and Hollywood over the FCC's financial interest and syndication rules fails to materialize, that debate may surface on Capitol Hill.



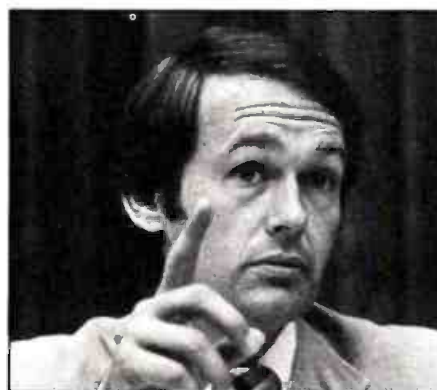
Hollings



Dingell



Inouye



Markey

Congressional interest in the development of high-definition television is another priority.

There are also signs that the 101st Congress is shaping up to be the battleground for a major public policy deliberation over whether telephone companies should be allowed to compete head to head with cable inside the telcos' telephone service areas. The 1984 Cable Act and FCC rules are seen as barriers to such crossownership by the independent telcos, and those restrictions and the modified final judgment (MFJ) issued by U.S. Judge Harold Greene in his supervision of the breakup of AT&T keep the seven Bell operating companies out of the television business.

That the cable industry is readying for a bruising fight with the telcos is evidenced by the National Cable Television Association's decision to raise dues to build a \$1 million war chest. Broadcasters are in the middle and are being wooed by both cable and telco interests. Their primary concern is that the phone companies guarantee that broadcasters' signals be carried at no charge.

The cable industry is not likely to elude the congressional spotlight. The House Telecommunications Subcommittee is committed to holding another cable oversight hearing this year. According to staff, the focus of that hearing has not been decided. By mid-spring the subcommittee should hear from the General Accounting Office, which is conducting a survey on cable rate increases.

Concentration of ownership within the cable industry may also draw Hill attention. Representative Al Swift (D-Wash.) told BROADCASTING there "is some concern" about the issue among his colleagues. Swift is a senior member of the House Telecommunications Subcommittee. But with the "other things" on the subcommittee's platter, he does not think the issue will "go beyond hearings."

As for the telco-cable debate, Swift and Tauke plan to pursue a legislative proposal that would wrest jurisdiction over the BOC's from Greene as well as eliminate the barriers that prevent telco entry into information services. It will not, he says, permit them to offer video services. Fur-



Brooks

thermore, the congressman has not encountered a high level of interest among the BOC's in cable.

"It is my belief that their [the BOC's] primary concern is to be relieved of the MFJ and get into information services—that does not mean cable." Still, he agrees that there will be more activity on the issue but that it will move on a separate track from the MFJ debate.

The Senate Commerce Committee is expected to hold its own oversight hearings on developments within the cable industry since passage of the Cable Communications Policy Act of 1984. Input on that subject may come from the National League of Cities, which has approved a new communications policy that calls for a major overhaul of the act. And the NLC is backing the U.S. Telephone Association's drive to eliminate the cable-telco crossownership provisions in the Cable Act.

If Senator Howard Metzenbaum (D-Ohio) keeps his promise, his Antitrust Subcommittee will pick up where it left off last year in investigating allegations of anticompetitive behavior by cable. The National Association of Attorneys General is also undertaking an antitrust investigation, which continues this year.

And Senator Al Gore (D-Tenn.), who failed to win passage of his controversial home satellite bill, has vowed to revive it early in the 101st Congress. Gore and Metzenbaum have both expressed concern that the cable industry is stifling competing technologies such as TVRO and wireless cable (MMDs) by impeding their access to cable programming.

Just how much energy Gore will devote to his satellite bill, which would have required cable programmers to allow any qualified third party to distribute its service to backyard dish (TVRO) owners on a nondiscriminatory basis, is difficult to predict. The senator is assuming the chairmanship of Commerce's Science, Technology and Space Subcommittee, which is a demanding assignment. Nevertheless, Gore will not fade from the telecommunications scene. An aide said he was interested in convening joint hearings with the Communications Subcommittee on HDTV.

The siphoning of sports programming from free, over-the-air television to cable is a potential political hot potato. Representative Charles Schumer (D-N.Y.) plans to reintroduce legislation that would mandate that half of the Yankee games be carried over the air until 75% of the city is wired, according to an aide.

Although the lawmakers returned to Washington, their stay was brief and they will not get down to any real business until after the inauguration on Jan. 20.

As for the composition of the new Congress, it is basically the status quo. Both chambers are still under Democratic control, with policymakers determined to revive the public trustee concept of broadcast regulation. They have a strong distrust of the present FCC, which means the agency will continue to come under tough scrutiny (BROADCASTING, Dec. 26, 1988). Lawmakers must approve an FCC authorization

bill for fiscal 1990-91.

There is a change of leadership in the House Judiciary Committee. Jack Brooks, a Democrat from Texas, succeeded Peter Rodino (D-N.J.), who retired. Brooks is no stranger to the Fifth Estate. He served several terms on the Copyright Subcommittee and is familiar with the competitive forces of the cable, broadcast and motion picture industries.

Sources say he has a long-standing close relationship with Motion Picture Association of America President Jack Valenti. He has a reputation as a "very smart and tough player," and is expected to be a "vigorous and active" chairman. As chairman of the House Government Operation Committee, Brooks built the committee into a "real power base," says one Washington lobbyist.

His nickname is "Cactus Jack," because of his "prickly personality," according to Hill insiders. "Brooks is not going to be pushed around by Dingell," says one source, who recalls the jurisdictional tussle that developed last year between Judiciary and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) over the superstation copyright bill. Dingell felt the measure intruded upon his committee's turf by dealing with policy that affects the Communications Act.

Still calling the shots in the Senate are Democrats Ernest Hollings of South Carolina and Daniel Inouye of Hawaii, chairmen

of the Commerce Committee and its Communications Subcommittee, respectively. Hollings also is retaining his chairmanship of the appropriations subcommittee with jurisdiction over the FCC.

Commerce does have a new lineup with the appointment of five freshmen senators to the committee. On the Democratic side, Chuck Robb of Virginia and Richard Bryan of Nevada take seats held by Donald Riegle Jr. (D-Mich.) and Brock Adams (D-Wash.) (BROADCASTING, Dec. 5, 1988). Republicans Conrad Burns (Montana), Slade Gorton (Washington) and Trent Lott (Mississippi) will replace California's Pete Wilson, Kansas's Nancy Kassebaum and Paul Trible of Virginia. (Trible retired, while the others took new assignments [BROADCASTING, Dec. 26, 1988].)

The Communications Subcommittee under Inouye is not likely to experience much change except for Wilson's open seat.

In the House, Dingell and Ed Markey, chairman of the House Telecommunications Subcommittee, are still in the picture. The lineup on Commerce and the subcommittee will unfold in late January. There is some speculation that the ratio of Democrats to Republicans on Commerce could change and alter the makeup of the subcommittee, resulting in fewer members. Still, there are those who are skeptical and believe the subcommittee's size will not diminish.

Currently there are two vacancies created

Annual compensation of trade association presidents



Jack Valenti
Motion Picture Assn. of America
\$633,386



James P. Mooney
National Cable Television Assn.
\$558,813¹



Eddie Fritts
National Assn. of Broadcasters
\$200,000



John Sodolski
United States Telephone Assn.
\$162,000



Preston Padden
Assn. of Ind. TV Stations
\$160,000



Steve Effros
Community Antenna TV Assn.
\$160,000-\$200,000²

Salary figures are gathered from associations' latest 990 forms filed with Internal Revenue Service, which detail total revenues and expenses of nonprofit organizations and include salaries of officers.

¹NCTA officials described Mooney payment plan as "complex multi-year" contract that involves salary deferrals.

²CATA's 990 form was not available for inspection. Effros provided his approximate salary when contacted last week.

by the departures of Wayne Dowdy (D-Miss.), who lost his bid for a Senate seat, and Dan Coats (R-Ind.), who succeeds Vice President-elect Dan Quayle in the Senate. Said to be vying for those spots are Ron Wyden (D-Ore.), Jim Bates (D-Calif.), Joe Barton (R-Tex.) and Dan Schaefer (R-Colo.).

As for activity on copyright matters, the FCC's inquiry into cable's compulsory license might stimulate a congressional review of the issue. There are also indications that Hollywood directors will hit the Hill hoping to elicit support in their endeavor to gain control over whether movies can be materially altered by such processes as co-

lorization or compression. Membership on the copyright subcommittees in both the House and Senate probably will probably stay about the same. Congressman Bob Kastenmeier (D-Wis.) and Senator Dennis DeConcini (D-Ariz.) will continue their duties as chairmen of the copyright subcommittees. □

NBC won't cut affiliate compensation

Network will take back some commercial inventory; compromise plan includes giving half hour in daytime to affiliates

NBC last week backed down from a proposal to reduce 1989 cash compensation to affiliate stations by \$15 million. But the network, by obtaining additional commercial inventory, may have achieved its overall goal of bringing in an additional \$35 million in revenue. In exchange for obtaining the added inventory, most of which was taken back from affiliates, the network decided not to program half an hour of daytime and enabled the stations to sell some additional units in that time period.

At least some of the additional commercial inventory will come out of the network's own promotion time; Pier Mapes, president, NBC-TV network, said that no additional clutter would be created by the changes.

The final changes, sent to stations last Wednesday (Dec. 28), had been worked out the previous day by Mapes, NBC affiliate board chairman Jim Siefert and others. Affiliates had been upset by the network's cash reduction proposal, as it had come after many of them had completed their budgets for 1989. Last week's decision does not prevent NBC from bringing up the cash compensation reduction again for 1990.

Last week's announcement consisted of several parts:

- As expected ("Closed Circuit," Dec. 19, 1988), NBC will return a half hour of daytime to affiliates. As of March 27, two of NBC's shows, *Super Password* and *Scrabble*, will be canceled, and NBC will instead doublefeed—at 12 p.m. and 12:30 p.m.—its new serial drama, *Generations*, and let affiliates keep the other half hour. NBC said it is "encouraging stations to [take] the 12:30-1 p.m. feed to further strengthen the drama block and demographic flow."

- At 1:30 p.m. NBC is expanding the mid-show break on *Days of our Lives* from 42 seconds to 62 seconds, allowing affiliates to insert an additional 30-second unit. To compensate for the increase in nonprogram time, breaks at the end of that show, and at the end of *Santa Barbara*, will be reduced from 72 seconds to 62 seconds, which will become a standard unit for any subsequent daytime programming.

- NBC will "recapture" from affiliates two 30-second spots in *Today*.

- The network will also gain six additional 30-second spots each week in prime time. Three of the spots will come from the

network's own promotional time. Of the other three, one will be taken from affiliates in the mid-break of *In the Heat of the Night* on Tuesday, while two will be taken from affiliate mid-breaks in what were previously two hour-long shows at 8 p.m. and 9 p.m. on Friday.

Cable looks at 'decoupling' pricey basic services

Increasing program costs, especially those linked to sports services, are causing operators to think about separating out costly services by creating 'mini-mini-pays'

The increasing costs of sports programming on cable, exemplified by Madison Square Garden Network's reported \$500 million winning bid for the rights to the New York Yankees, is forcing cable operators to look at options besides raising basic rates to pay for such programming. Increasingly, cable operators are looking to break out the more costly basic services and charge extra only those subscribers interested in a particular service.

It is not quite a return to tiering, cable operators say, a marketing structure the industry phased out as deregulation began. But rising basic costs, stemming from collapsed tiers and increased programming costs, and coming at a time of increased government concern over rates, is causing operators to look for options other than automatic basic rate increases to pay for programming. As cable service approaches \$20 per month, and as operators look at large-scale hikes to pay for sports program-

ing in particular, splitting apart basic appears to be the answer.

Taking the lead is Tele-Communications Inc., which said last week that a dialogue between operators and programmers on costs has to begin, especially those tied to sports rights. TCI "is concerned about basic cable being priced out of the range of our subscribers who can least afford to pay," said Robert Thomson, TCI's vice president, government relations. TCI draws a distinction between the several-penny increases that most basic services charge and larger surcharges for sports or special events, said Thomson. "There comes a point," he said, when it's "not fair" to ask all your subscribers to foot that bill.

If sports programming makes sense for cable, said TCI President John Malone in a prepared statement, "programmers and operators need to take a hard look at the structure of basic cable. Certainly one option that needs discussion is the idea of decoupling a higher priced service from basic. Such a solution might be appropriate where a high-priced basic service appeals to a narrower group of subscribers...The optional service would be offered at a price close to the operator's cost (license fees and



Malone



Livingston

administrative costs) so that penetration levels could still command substantial advertising revenue."

What TCI envisions is a "mini-mini pay service," said Thomson, where charges of \$2 or \$3, or less, would cover license fees and administrative costs. The sports TCI envisions appearing on this level would be "something new, not simply something that was on broadcast," he said, such as different games or more games or at new times. "We would hope what appears on cable would be something new and different than what appears on free TV," he said. "Consequently, it helps drive penetration, even as an option," he said. At the moment, Thomson sees no more than one or two services that would qualify in that category.

It's a scenario with which some other operators agree. Ted Livingston, senior vice president, marketing, for Continental Cablevision, said he could foresee "individual channels that may have been on basic potentially being spun off and sold on an a la carte basis."

Livingston also made the distinction between penny cost increases and larger increases. "There is a threshold. For an ad-supported channel that is charging a cable operator 10 cents, it's a relatively easy decision, compared to one where it's costing you a dollar. There may be some advertising, but because of the sheer magnitude of the rights fees, they've got to make a lot of it up in subscriber fees....The more a network pays for the rights to these things, the more sense it makes to only charge those people who are interested" in that programming, said Livingston.

That is the point Cablevision Systems made when it dropped MSG on its New York area systems, claiming that only 15% of its Long Island residents are interested in MSG's programming, which had appeared as part of an expanded tier on its systems. MSG is insisting it be on basic, and its high-priced purchase of Yankee baseball rights has only hardened Cablevision's position. There are other elements in the Cablevision-MSG situation that make it more complicated than an operator vs. programmer showdown, principally because Cablevision owns rival regional sports service SportsChannel New York, which lost the Yankee rights to MSG.

But that battle between regional sports programmer and operator could be repeated elsewhere, and is what prompted Malone's statement. Nearly all new, full-scale regional sports services launched in the past several years have been on basic. "It's easy to see the economics from the programmer's standpoint," said Livingston. But "there isn't viewership across all basics to justify spreading that cost to all the people who don't want sports," he said. And "there is a very good track record for regional sports pay services and an evolving track record for PPV."

Operators appear to be looking at decoupling on a service-specific basis, as opposed to splitting basic into lower and higher-priced services or to create sports tiers. "I'm not sure you have to weave an ESPN

or another like service into a tier," said Livingston, since there is a demand for sports on basic. "I'd hate to take ESPN away from all those people who may not want to subscribe" to services carrying individual teams, he said. And "to go back to a tiering approach doesn't make a lot of sense," he said.

The problem of escalating programming costs is causing operators to focus on how high basic rates can go. J.C. Sparkman, TCI executive vice president, said 68 cents of TCI's \$1.14 average rate increase for 1989 is tied directly to programming costs. "That gets to be pretty astronomical," he said. The choices become taking programming off, charging more or unbundling basic, said Sparkman, and "I really don't want to make any of those choices."

At \$15 to \$16, basic service is reasonable, said Sparkman, but at \$20, it gets too

high. A marketing executive at another top 10 MSO agreed that \$20 "seems to be the threshold. Our ability to raise basic is shrinking every day." What's likely, he said, is that basic remains at \$18, for example, and the more expensive services are extracted and placed on a second tier. Whether such moves will ward off the possibility of reregulation of rates is unknown, he said.

But splitting off one or two channels for an extra charge requires more sophisticated technology and may not be cost efficient, the executive continued, nor as easy to explain to consumers. There is also the dilemma that putting services on tiers shrinks the possible audience for selling advertising, at a time when cable operators want to increase their advertising revenues. For that reason, tiering services that have "lots of viewership is not attractive," he said. □

Cable operators guarded on PPV Olympics

Key will be the quality of events for cable, which forces NBC to walk fine line between network, cable affiliates

The news that cable would share in part of the 1992 Olympics was greeted with tempered applause last week by cable operators, who had a host of questions on how it is going to work. But their level of enthusiasm was directly connected to the level of events likely to be on PPV.

"It's premature to say how it's going to work," said Ted Livingston, senior vice president, marketing, Continental. "I think having some events on cable certainly is a benefit." Yet, he said, "it seems to me that, historically, PPV has been reserved for the premiere events, and I don't see NBC giving the premiere events to PPV. And this concept of somebody who's really into a specific sport" watching it wall to wall is an untested economic concept, he said. "Are there enough people to make that an economic proposition? I don't really know."

John Clark, vice president, marketing and programming, Cencom Cable, which has marketed St. Louis Cardinals baseball games on one PPV channel, said, "If cable subscribers can see events that they normally would not have and therefore broaden their choices, that's good for both the cable companies and the subscribers. The key issue now is how the specifics of the arrangement break out....And certainly we are somewhat protective of our subscribers, of wanting to make sure there is value for the events that are offered...The premise that people will pay on PPV to see secondary events is unproven."

The question, said another cable marketing executive, is: "What events at what price?" The network and its affiliates "will be very reluctant to give up the top events," he said. Faced with that realization, he said, it is difficult to initially see a great benefit for cable operators.

Maybe even more crucial to the fate of

the Olympics is the level of homes that will be able to receive the PPV service. Today, PPV is virtually nonexistent without addressable converters, now in the neighborhood of 11 million homes. That the largest MSO, Tele-Communications Inc., is still steadfastly against PPV would make the job of NBC and Cablevision that much tougher, it would seem. "It's hard to say one way or another whether PPV will work out," said TCI's Robert Thomson. "PPV could turn into a business by then," he said, and if it does, TCI will be there.

Thomson said NBC and Cablevision were well aware of TCI's present posture going into the deal. "The feasibility of PPV is more tied to broader economic and engineering factors," he said. "If there is subscriber appeal, we will do it."

There are a host of other questions. Operators will have to grapple with subscribers with nonaddressable technology who wish to buy one of the Olympics packages. Distributing through existing PPV networks may provide wider distribution than special stand-alone channels, said Livingston. But Cablevision has its own in-house PPV operation, and it has indicated that is the direction it would go with the Olympics. How easy it is for consumers to understand their PPV choices will also be a factor in how successful the PPV component will be. Then there is the question of the events themselves. Yachting events may hold allure in Newport, R.I., but will subscribers in Minnesota watch?

Still, that cable joined in Olympics coverage was another sign it is a maturing medium. "We're thrilled to death," said Don Mathison, VP, marketing and programming for Media General, Fairfax, Va. "It's very exciting." With five PPV channels among its 92 activated channels, the area's disposable income, and the well-traveled and cosmopolitan population, PPV Olympics is good news to Media General, he said.

Pay-per-view manufacturers see '92 Olympics as boon for industry

The news that part of the 1992 Olympics would run on pay-per-view cable gave manufacturers of addressable converters optimism that sales will improve more than expected in the coming years. One champion of pay-per-view touted the announcement as a signal of the future success of PPV, while others, more cautiously, said the NBC-Cablevision Systems agreement would be helpful to the manufacturing industry.

The agreement, which calls for about 150 hours of Olympic programming on pay-per-view channels, will eventually be seen as a landmark in the development of cable television on par with the 1975 satellite launch of HBO, said Hal Krisbergh, president of the Jerrold division of General Instrument Corp. Following the success of the PPV showing of the Tyson-Spinks boxing match in June, the agreement is a formal recognition that pay-per-view is an established vehicle for high-profile events: "This isn't something that's in the future. It's today."

On the assumption that demand for specific programming will drive the pay-per-view industry, the Olympics on PPV is "one of the brass rings...one of the plums," Krisbergh said. The Olympics, along with other events previously seen on broadcast TV, will drive consumer demand for PPV access and create operator demand for addressability. "You can't be a cable operator and not take part in this opportunity," he said. In the next six months, Krisbergh said he expects additional announcements that sporting events such as NCAA basketball, Wimbledon tennis and Masters golf will be shown on PPV. (Industry estimates give Jerrold a 55%-65% share of the converter market. Krisbergh said the company shipped about 2.5 million addressable converters this year.)

James Faust, president of the Zenith Cable Products division

of Zenith Electronics Corp., said he viewed the Olympics announcement as "great news." When "significant players" give long-term support to PPV, he said, "it's good for guys like us in the hardware business."

Paul Kagan Associates estimated in mid-December the average number of addressable homes for 1988 was 14.2 million, while within that number of homes, the average per-event pay-per-view universe was 6.3 million. (About 11-12 million households are equipped for PPV, Krisbergh said.) In 1992, according to Kagan, average addressable households will increase to 28.4 million and the average PPV universe to 19.9 million. Krisbergh said his "first gut reaction" is that, as a result of the Olympics announcement, 1992 projections would have to be revised upward.

Although the Olympics on PPV is a help to the converter industry, "I don't think the outlook for the next two years is going to change very drastically," said Vito Brugliera, vice president of marketing and product planning for Zenith Cable Products.

Brugliera pointed out that the debt load that cable operators are carrying in the wake of multiple system acquisitions would prevent them from making capital expenditures without "pretty fast" returns. He did not expect to see any impact on the market until 1991. He also said he is wary of making predictions for PPV until it becomes more clear what economic benefits operators would reap from offering Olympic programming.

Similarly cautious the Olympics will drive additional PPV installation is industry analyst Glenn Pafumi of Robert Fleming. Although "everything that comes up on pay-per-view obviously helps the cause," he said, "If I'm a cable operator, I'm not going to make a million-dollar decision on a two-week event."

IDB acquires Hughes TV Network

Leading network radio uplinker extends its television reach

As of late last week, Hughes Television Network (HTN) was to become a division of IDB Communications beginning yesterday, Jan. 1, 1989. The "under \$50 million" acquisition, said IDB President Jeffrey Sudikoff, is "the Cinderella fit of the industry," expected to "more than double" Los Angeles-based IDB's projected \$22 million 1988 sales in 1989—by virtue of adding HTN's sales of "just more than that [\$22 million]." HTN's current management, including its president, John Tagliaferro, will remain in place.

Aside from IDB assumption of a \$1.3-million HTN loan, which the former will pay off over three years, said Sudikoff, the purchase "will be virtually all cash." Chase Manhattan bank is financing the deal, which he said will "increase our ability to cover debt and still add to the total earnings."

Satellite capacity provider Hughes and uplinking provider IDB "were not competitors," he said. HTN has an "excellent New York sales infrastructure," 14 long-term satellite transponder leases and long-term relations with television broadcasters (mainly baseball and other sports rights-holders, for which HTN has coordinated transmissions since the late 1950's), but it has no transmission facilities.

IDB, network radio's primary satellite transmission provider since the mid-1980's, has expanded its existing assets to over \$60 million, said Sudikoff, mainly in the form of 28 fixed uplinks in the U.S. (matched with production facilities in New York and Los Angeles) and a fleet of 17 uplink vehicles and 12 flyaway uplinks. Financial results for the first half of 1988 showed IDB earnings per share (24 cents) up 60% over the same period in 1987. But it has no long-term transponder leases for television.

IDB and HTN, said Sudikoff, can now offer broadcasters one-stop shopping for capacity, uplinking, sports backhaul signal encryption and other "value-added" services. "We can be most competitive in pricing," he said, "since the costs are all internal and fixed." IDB, however, is "not interested in eliminating all [of HTN's] local uplink providers" by building new facilities, he said. "We intend to retain all [of HTN's] vendor relations. But wherever IDB already has facilities," he said, competing vendors will not likely be able to underprice an HTN-IDB arrangement.

"I'm glad [IDB] is a company that knows us, not some neutral entity," said Tagliaferro, noting that IDB has handled transmission of Hughes's encrypted Major League Baseball feeds in New York and Los Angeles.

HTN is "to baseball TV rightsholders what we are to baseball radio rights-

holders," said Sudikoff. And HTN's contract to encrypt Major League Baseball feeds (BROADCASTING, Dec. 14, 1987) does give it "a leg up" in competition to provide the same service to other professional sports. (By the middle of the past MLB season, HTN said it had placed encoders at all the game sites.)

But, said Sudikoff, the prospect of providing encryption to other professional sports was "not part of the gamble, [but rather] nice incremental business."

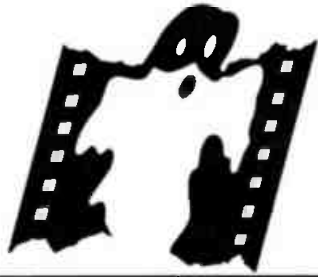
The sale of the company was "not at all out of weakness" or panic, he said, describing the deal as "the most sensible thing in the world for both companies." Combining their "mirror" assets, he said, will reduce costs on both sides.

Previously owned by the late Howard Hughes, Paramount Pictures and Gulf + Western, HTN was purchased by a limited partnership, headed by Philadelphia-based arena management company Spectacor, in 1986. "Spectacor and I are among the sellers," said HTN managing partner and chief executive officer Joseph Cohen, who is also executive vice president of Spectacor. Cohen was an IDB board member from April to November last year, leaving then "only for the propriety of the transaction," he said. Spectacor owner Ed Snider owns the NHL's Philadelphia Flyers and the Spectrum sports arena in Philadelphia. □

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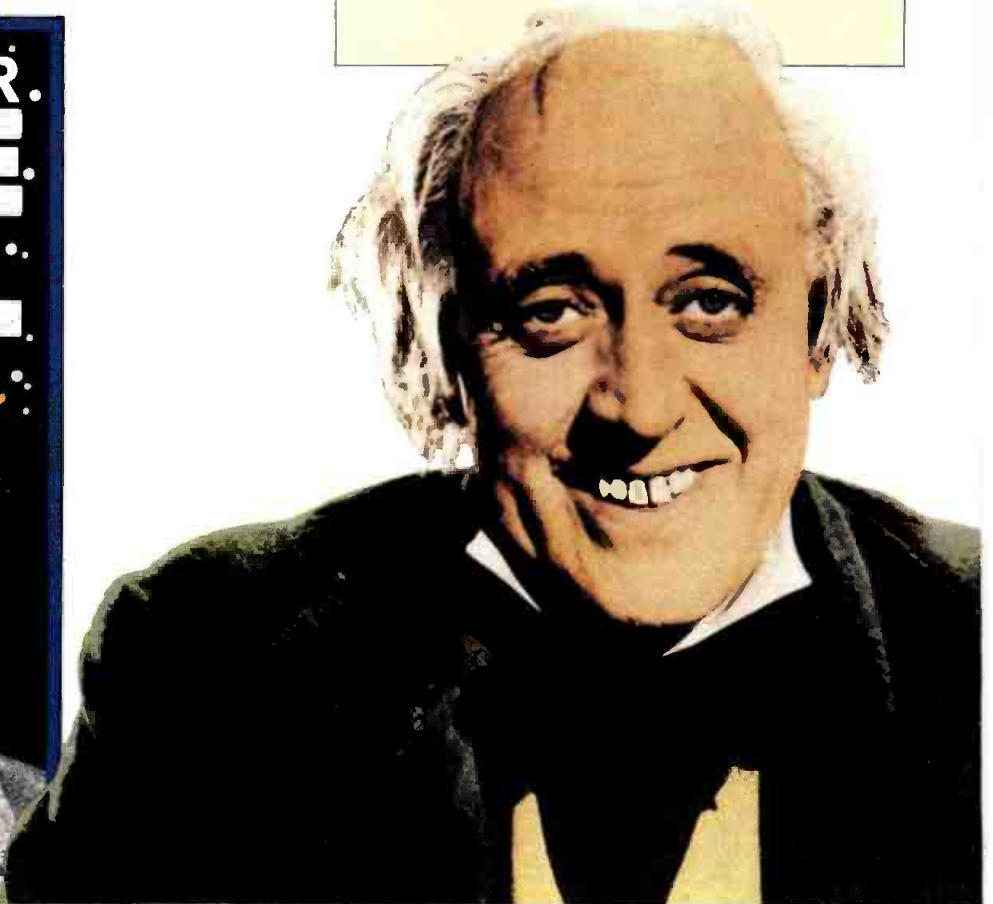
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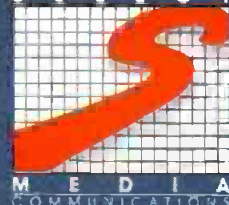
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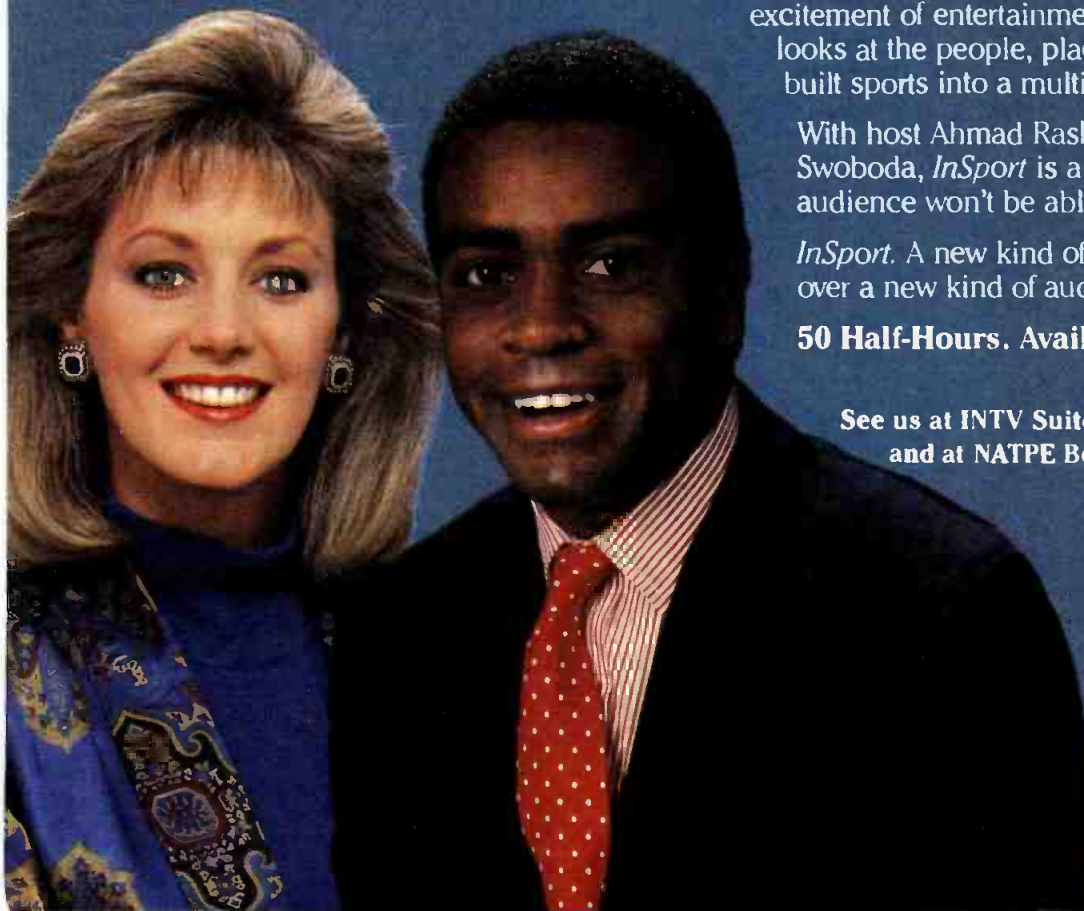
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INTV's Preston Padden: Rallying his troops in the war of independents

Despite a ratings surge, a decrease in programming costs and greater economic stability in general during 1988, independent television is not resting on its laurels. Not if Association of Independent Television Stations President Preston Padden has anything to say about it. And this week (Jan. 4-7), when INTV convenes its 16th annual convention at the Century Plaza Hotel in Los Angeles, Padden will urge his members to remain vigilant because the future of "free TV" is at stake. "Independents: The Future of Free TV" is the theme of this year's convention.

From a business standpoint, the independents appear to be over the economic hump that besieged the industry in 1986-87, when some 23 independent stations filed for Chapter 11. "We certainly have not seen as many stations in trouble in the last year," says Padden, who believes the "healthy" consolidation of independent stations in oversaturated markets that occurred last year will continue.

But even with those woes behind it, the industry faces an uphill climb in Washington. Obtaining passage of legislation enacting a permanent set of must-carry rules is still a top priority for INTV. And the independents say the networks must not be allowed "to choke off our access to the pro-

gramming we need." Says Padden: "We are not looking for a handout from anybody. All we want is a right to step up to the plate and bid for programming."

For starters, independents must chart a more aggressive course if they want to compete for the same advertising pie (some \$11 billion) that the cable and broadcast networks now enjoy, Padden told BROADCASTING in a pre-convention interview. He says that with INTV's help, 1989 will be "a year to consolidate our audience gains and concentrate on turning them into revenue gains."

Independents have done a good job of getting a proportionate share of local revenues, and national sales representatives have gotten a proportionate share of spot revenues, but as an industry segment "we have failed to capitalize on the opportunity to participate in the upfront marketplace for network-type television expenditures."

Padden intends to use the convention as a platform to draw attention to the issue. Some of the leading marketing directors of major U.S. corporations are attending the meeting. And INTV is exploring the idea of forming an advertising co-op to compete for those network-type revenues. "We have the outlines of a plan, but what we mainly

want to do is raise the consciousness of our members about this opportunity and stimulate a dialogue about how best to take advantage of it," says Padden.

To Padden, the strength of the audience ratings that the independents scored in 1988 was the "story of the year." "We have always been strong in the summer, but this year that strength continued through the fall." Competing with the networks in prime time has always been rough, but this year the independents beat CBS in prime time in November, something he says "has never happened before."

There was even more good news for independents last year as program prices dropped. "Program expenses were one of the greatest pressure points on the economic health of the independent stations," says Padden, who also believes that downward trend will continue.

Independent television's rivalry with the networks will likely accelerate this year on a political front as well. "One of the biggest problems we are going to face is the networks don't like the audience gains we have made at their expense. And their response is to try and secure the repeal of the financial interest and syndication rules. Those rules are largely responsible for the growth of the syndication marketplace and

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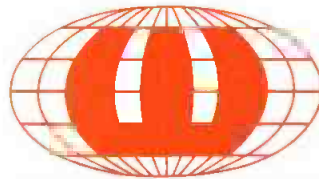
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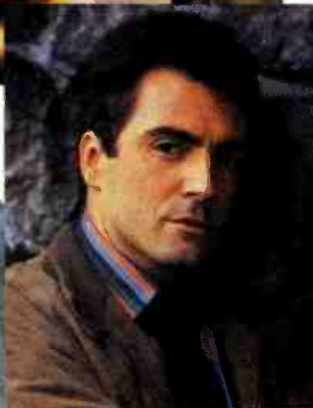
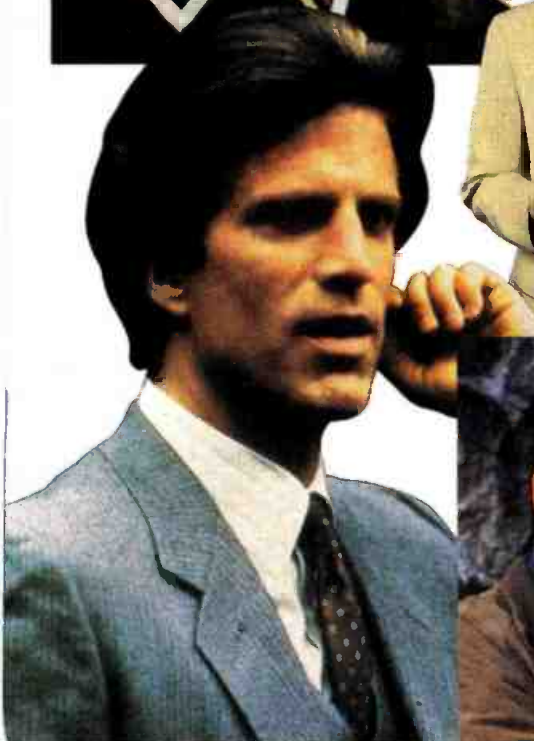
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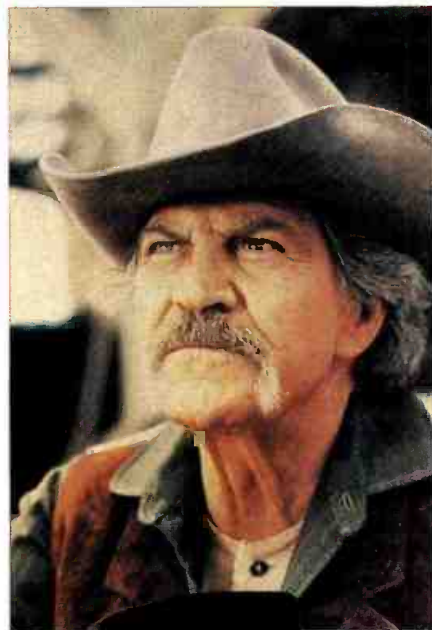
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the growth of independent television."

This will not be the first time independents and the networks have faced off over the rules. INTV was aligned with the motion picture industry in opposing network attempts to eliminate the fin-syn rules in 1983. Network and Hollywood executives are trying to reach an accord on the matter through private negotiations, hoping to avoid a showdown on Capitol Hill.

Padden says INTV's alliance with the production community still stands despite reports to the contrary. "If and when the talks reach the point where it is appropriate, we have assurances that an independent television representative will be welcome. We have always had our own individual perspective but we are allies in this battle. And we are good allies."

He admits that the two are not in "absolute lockstep on every comma and period of the issue." Hollywood has its priorities and the independents have theirs, explains Padden. "Our principal priority is syndication and of course we would also be opposed to any financial interest of such a nature or size as to be tantamount to control of the syndication process."

Beside the industry's differences with the networks, it still has serious qualms about the cable industry and its dominance in the marketplace. Over the past two years, cable and independents have had a strained if not contentious relationship. And Padden does not expect the tension will lessen, although he qualifies the tension as "friendly and professional."

INTV is worried about how cable is positioning itself in the development of high-definition television. "They appear to be positioning themselves to have a comparative advantage over the broadcasters in the delivery of HDTV. I think we, as broadcasters, need to focus on the possibility that the cable people might plan to retransmit an NTSC signal for the broadcasters while carrying an HDTV signal for some of their proprietary programming, or a second-best HDTV signal for the broadcasters and then the real McCoy for their proprietary services."

He feels the National Cable Television Association's comments to the FCC on its second inquiry on HDTV suggest such a possibility. "First it says that the broadcast standard must be compatible with cable. But they don't want standards set that would foreclose them from using an alternative system different from the broadcasters' system," Padden says.

"I favor cooperation and one standard. I think we ought to do joint testing. We ought to work together," Padden says, although he is suspicious when he hears cable operators say "they want to be free to have a separate standard that might be better than ours."

And INTV wants to turn Hill attention toward the issue of vertical integration within cable. The migration of professional sports programming from free, over-the-air television to cable has Padden up in arms. "You look at what is happening with the New York Yankees—it is an absolute outrage," Padden says in reference to the

Madison Square Garden-Yankee deal which could preclude broadcasters from the games in 1991.

To Padden there are two kinds of video services today: "The kind that is free and the kind that imposes per-subscriber charges for its distribution." Cable, he says, "came into the American home as a means of improving reception of broadcast programming, and now that they are inside the home they are setting out to remove from that free service the most popular program events and move them to a pay-TV service."

"To the extent that cable provides consumers with choices they didn't have before, it is obviously in the public interest, and we might not like the competition but that's just tough for us. The problem I have is when cable goes beyond that to require consumers to pay for the very same program events that broadcasters provide for free. I'll be damned if I can figure out how that enhances consumer welfare."

How will telco entry into the video business affect the future of free TV? It is a debate, says Padden, that "is just beginning." Moreover, he emphasizes that "it is not a matter of for or against telcos or cable. It is a matter of trying to make sure that free over-the-air broadcasters have a place wherever the technology leads us."

INTV has made it clear that it will not endorse telco entry unless broadcasters are guaranteed mandatory free carriage and phone companies are barred from owning an interest in programming. Padden thinks the common carriers should be able to meet those demands.

"The telcos say they are going to put in

the fiber anyway. Rendering an antenna service for those local stations without charge to those local stations, but with a modest charge to the subscriber for access to the antenna service, would simply provide the carrier with a new revenue stream with no marginal cost. And it would put downward pressure on telephone rates."

The FCC's reimposition of syndicated exclusivity rules last year was a milestone for independents and will eventually help the industry consolidate its audience gains, says Padden. But, he says, "there is a lot of turmoil in the marketplace right now. Some programming is being distributed with syndicated exclusivity rights and some programming is being distributed without syndicated exclusivity rights."

The association is sticking with its earlier stands on the fairness doctrine and children's television legislation. INTV chose not to oppose congressional efforts to enact the doctrine into law and it will maintain its support for a bill regulating advertising during children's programming.

Upon adjournment of the INTV convention, Padden hopes his members will embark with a sense of confidence. "I'd like to see all broadcasters feel, act and speak more confidently and with greater strength about free, over-the-air television. I think all television broadcasters need to maximize their opportunities for local programming because I see local programming as the key to both their competitive and regulatory future."

And he wants the independents to "never lose the cohesiveness and sense of common purpose that has enabled us to get this far." □

Sluggish sales forecast for INTV

Broadcasters and syndicators alike expect lackluster ad market to depress program sales; some predict selling will take back seat to discussions of important indie issues

As independent station executives head to Los Angeles this week for the annual INTV convention, there will be some syndicators in program suites at the Century Plaza hotel, ready to promote a multitude of new and returning programs for the 1989-90 broadcast season. Just how brisk business is for the new crop of programs remains to be seen. With a broadcast advertising marketplace that continues to be less than spectacular, broadcasters and syndicators alike predict sluggish to moderate buying activity at the show.

Industry executives agreed last week that there isn't likely to be any particular program that takes the convention by storm, and for many syndicators the effort to renew existing programs will overshadow the launch of new shows. Some even suggested that the INTV program marketplace will take a back seat to other big picture issues, such as where independent television is headed, and how the industry should posi-

tion itself for the future.

"The major scope of their meeting is to try to assess where they are, where they are going and how to accomplish it," said Dean McCarthy, vice president, programming, New York-based rep firm Harrington, Righter & Parsons. "They are looking for a way out of the dilemma they are in" as a result of growing competition, a soft advertising economy and a shifting regulatory field that has created confusion about the future of program exclusivity, and that could leave many independents without cable carriage, McCarthy said.

But still, as Jon Von Soosten, vice president, programming, Katz Television, notes, "Independents always need programming because most of them are on 24 hours a day" without a network to supply a significant portion of that programming. Independent programmers looking to fill holes next week, he said, will probably be focusing on available children's shows, off-network product and film packages.

Of the new kids programming available next fall, Von Soosten said that four programs appear to command most of the attention, including Viacom's *Super Mario Brothers Super Show*, which, after one

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Not only did "Love Connection" finish the rating period in the #1 slot in rating, share and important demos; to reach this high level in the #2 market, it had to pass such established access shows as "Wheel of Fortune," "Entertainment Tonight," "M*A*S*H," "ABC News," a first-run sitcom block and "USA Today."

That's access fighting power. The kind of power that you need for your own competitive market. If you're looking for a new strip to boost sagging access numbers, look at the "new" access hit that's been proven for over 6 years in access, early fringe, late night and daytime.

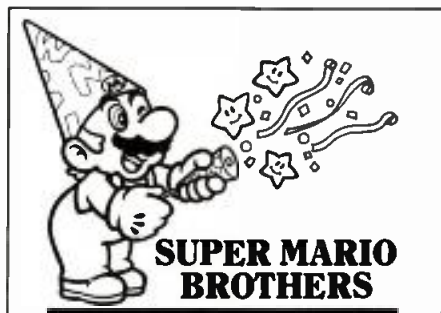


LOS ANGELES MONDAY-FRIDAY 7:00PM

STATION	PROGRAM	HH SH	ADI RATINGS			
			WOMEN		MEN	
			18-49	25-54	18-49	25-54
KHJ	LOVE CONNECTION	12	7	6	4	4
KTLA	CHARLES IN CHARGE/SILVER SPOONS	11	4	4	3	3
KCOP	WHEEL OF FORTUNE	10	3	3	2	2
KNBC	ENTERTAINMENT TONIGHT	10	4	4	3	3
KTTV	M*A*S*H	8	4	3	4	4
KABC	ABC WORLD NEWS	8	3	3	3	3
KCBS	USA TODAY	4	1	2	1	2

SOURCE: ARB OCT 1988





month in the marketplace, was reduced from a one-hour to a half-hour strip. "The market said to us this is workable as a half-hour, not an hour," said Dennis Gillespie, senior vice president, marketing, Viacom Enterprises. The hour version demanded that stations give up another 5 minutes of barter time in an already heavily bartered children's program market that includes Claster's *C.O.P.S* and Buena Vista's *Duck Tales* and upcoming *Chip 'N' Dale's Rescue Rangers*, to name a few.

Several weeks ago, the seven Fox-owned stations were the first to pick up *Super Mario Brothers*. "They told us they would pick it up for a half-hour, and not an hour," said Gillespie. Since then, five other stations in the remaining top 12 markets have picked up the show, giving it about 35% coverage of the country going into INTV. Gillespie said Viacom expects to come out of INTV with between 40 and 50 markets clearing the program.

According to Von Soosten, other strong new kids programming contenders include *Rescue Rangers*, *Muppet Babies* (from Claster) and LBS's new *Police Academy*. All three are barter programs and have been on the market over a year, though they debut next fall. *Rangers* is now believed to be about 85% cleared across the country, although confirmation was not available from Buena Vista last week. LBS reports 65% coverage for *Police Academy* so far, and Claster has cleared the off-network *Muppet Babies* across 84% of the country.

Claster has also just unveiled a new offering for INTV and NATPE, entitled *Maxie's World*, which John Claster said last week was tailored specifically to address station demands for new shows that don't strap them for two years of barter time. The show combines three elements: the off-network animated *Punky Brewster* and *Beverly Hills Teens* and fresh episodes of *Maxie*.

"We know that stations are trying to do one-year barter deals if they can," Claster said. "Sixty-five [first-run] episodes are impossible to do on a one-year basis [for the distributor]. You can't afford it. It's a very fast track to bankruptcy." The Claster solution: 70 half-hours new to the syndication marketplace, two-thirds of which the company does not have to bear production costs for. "The form has worked for us in the past," said Claster, citing *Flintstone* and *Friends* and *My Little Pony and Friends*. So far, *Maxie's World* has been cleared by Fox Stations Inc., which has also picked up *Muppet Babies*, confirmed Steve Leblang, vice president, programming, the Fox station group.



'Brothers'



'Tracey Ullman'

Meanwhile, the children's game show genre is undergoing a transformation. *Double Dare*, from Viacom, is being relaunched as *Super Sloppy Double Dare*, with what some station clients say is a badly needed facelift. And its companion program, *Finders Keepers*, brought to market this year, will most likely be canceled at the end of this season. "We don't see a long-term future for *Finders Keepers*," Gillespie said, noting that Viacom's priority in the genre is to revive *Double Dare*, which has experienced about a 35% decline in ratings over the course of 1988.

Lorimar's *Fun House*, the third kids game show currently on the air, remains in the top five among all kids programs, and will likely be renewed for a second season, although Lorimar has not confirmed this.

Off-network programming is changing in ways that should be to the advantage of stations. Several new pipelines are emerging to enhance the supply of product to that market, including weekly cable, first-run and Fox Broadcasting Co. programs that are building up enough episodes to strip.

According to Von Soosten, the alternative repeat strip programs offer stations a way of lowering the average cost they pay for sitcoms, particularly "in an economic climate that is still tenuous." Next fall, Lorimar's off-first-run *It's a Living* will debut in syndication across the country. In November, the first-run show was up or holding in share in more markets than it was down. MCA's off-first-run *Charles in Charge* aired in Los Angeles only, where it averaged an 8/13 and tied for second place at 7 p.m.

Columbia Pictures Television executives have stated privately their intention to distribute *Married... With Children*, the FBC Sunday night hit, in syndication, but have so far declined to indicate when or on what terms they will take the show to market.



'Rescue Rangers'

Program executives expect the program to be available in syndication in 1991 or 1992, along with *The Tracey Ullman Show* and *America's Most Wanted*, both of which are produced by Fox in-house.

But stations expecting to pick up the new repeat product for a song may be disappointed. Paramount is distributing the off-cable *Brothers* and has passed on many offers it felt simply were not adequate. "I'd rather have 25 good sales on the right stations and in the right time periods," said Greg Meidel, senior vice president, general sales manager, Paramount Domestic Television. The program has now been cleared in close to 30 markets, including Los Angeles (KTLA-TV) and Chicago (WGBO-TV).

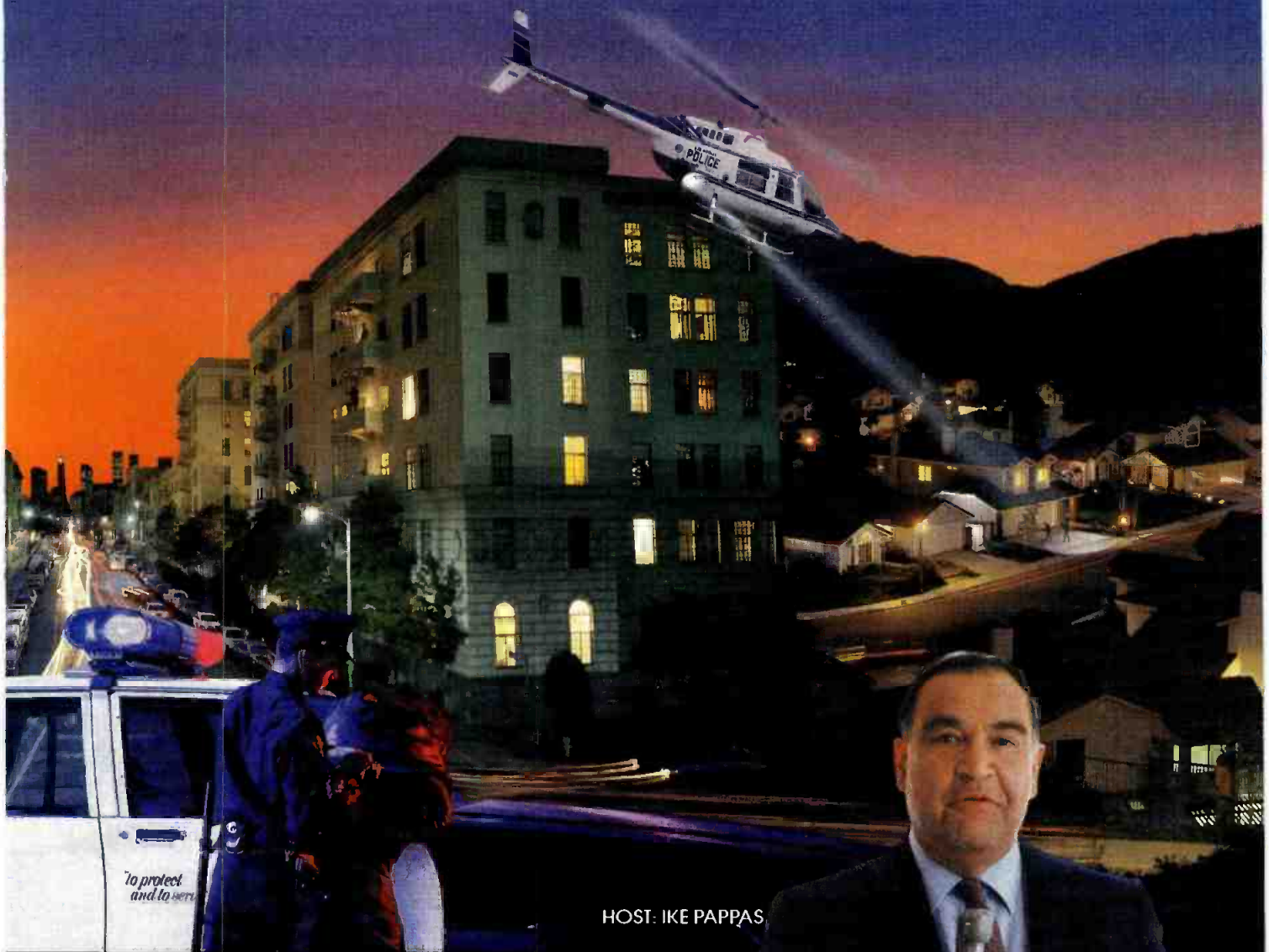
Meidel described *Brothers* and other shows like it off cable or off first run as "true alternative programming." Such shows can emerge as "huge profit centers for stations," he said. "But the industry has to support us," or producers will just continue to focus on developing the next big network hit, and demand high fees in syndication to cover the deficits.

Other off-first-run product will be available soon. The reps are awaiting word from Lorimar on when *She's the Sheriff* will be offered (probably 1990), and MCA officials confirmed last week that company's decision to bring *Out of this World* to market at this week's INTV, available for fall 1990.

Among new movie packages, Columbia's *Showcase I* ("Karate Kid: Part II," "La Bamba" and "Stand By Me," among others) is said to be one of the most attractive of the so-called "A" packages. But the package will face solid competition from others, including a new one from MCA, *Debut III* ("Midnight Run," "Dragnet," "Secret of my Success" and others), available next fall, as well as from Paramount's *Portfolio XIII* ("Crocodyl Dundee," "Top Gun," "Untouchables," and others).

There are also a slew of "B" packages coming out on the market that stations will use to round out and lower the average cost of their film inventories. But some station executives are counting on the increased use of first-run programming by independents to continue, so that stations will be less reliant on movies. "Paramount, Lorimar and Fox have demonstrated that independents can increase their numbers with programming other than movies," said Martin Colby, vice president and general manager, XETV-TV San Diego. As the first-run trend continues, he added, "the distinction between indies and affiliates is becoming more blurred."

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Houston
Cleveland
Atlanta
Miami
Seattle-Tacoma
Milwaukee
Fresno

Time Period

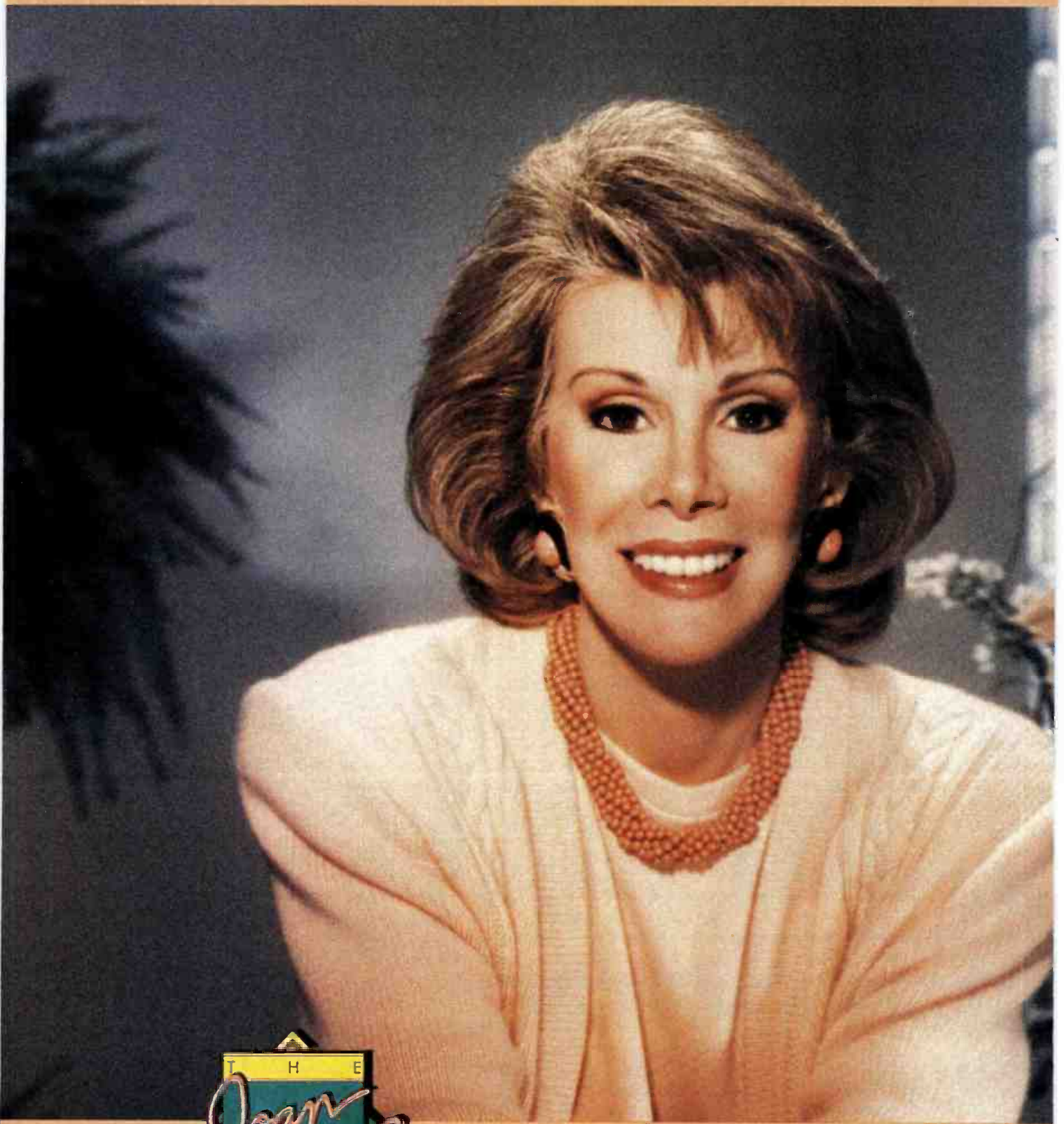
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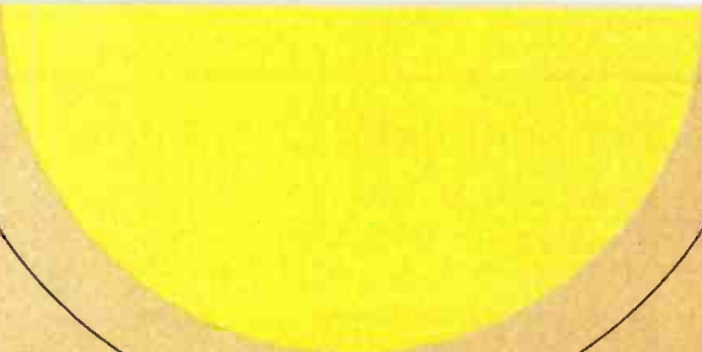
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KYW	Philadelphia	WGAL	Lancaster
KRON	San Francisco	WCHS	Charleston, WV
WDIV	Detroit	WPEC	West Palm Beach
WJLA	Washington	WNYT	Albany
KDFW	Dallas	KSLA	Shreveport
WXIA	Atlanta	WLUK	Green Bay
KSTP	Minneapolis	WHEC	Rochester
KIRO	Seattle	KTBC	Austin
WCIX	Miami	WGME	Portland
KTVI	St. Louis	KVOA	Tucson
KUSA	Denver	KTNV	Las Vegas
KTVK	Phoenix	WDAY	Fargo
WVIT	Hartford	WPTA	Ft. Wayne
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Independents to get their share of spot pot

Predictions are hard to make in post-Olympics/election year, but analysts predict independents' ad dollars are not threatened

Although noncommittal about the growth prospects for spot television over all, media specialists at advertising agencies are generally optimistic about the share independent stations are getting of dollars flowing into local markets.

After a quadrennial Olympics/election year in which spot television advertising grew 5% to \$7.2 billion, according to McCann-Erickson, 1989 will be a traditional "year-after" year in which advertising levels, as in the past, are not expected to rise. One reason predictions for the coming year are difficult, said Alec Gerster, executive vice president, media, for Grey Advertising, is that there are "few hooks to hang your hat on this year." Unlike a year ago, when the stock market crash, the Olympics and the presidential election could be fed into the prognosticators' equation, few clues are available this year, Gerster said.

Another element making it difficult to predict the spot market is the relatively short time frame within which spot advertisers operate. "You could ask someone what they're doing a month ahead," Gerster said, "and they don't know." This short-term focus, Gerster said, can work to spot's advantage, because the advertising medium is flexible enough to permit last-minute buys.

Along with the difficulty of making general growth predictions, it is difficult to determine what slice of the spot advertising pie goes to independent stations rather than affiliates. Neither the Television Bureau of Advertising, the Association of Independent Television Stations, nor Katz Communications, for example, makes such estimates. Although independent stations obviously have more inventory than affiliates, many high-rated syndicated shows are

primarily on affiliates.

But while the spot market is hard to predict and independents' share of spot is hard to define, media personnel agreed that independents have staked out a territory in media budgets that is not immediately threatened.

An encouraging trend for independents is the increasing number of markets with Nielsen peplemeters, said Laura Silton, senior vice president and director of local broadcast for McCann-Erickson. Currently, 17 Nielsen markets are metered, and three more—Milwaukee, St. Louis and Indianapolis—are scheduled to come on in 1989. Peplemeters, she said, seem to pick up previously undetected viewing on independents, especially underreported viewing in late fringe hours. Part of the advantage of reporting increases, she said, are that independents that previously did not achieve ratings high enough to be considered for ad placement in a market, such as a 2, are now achieving those minimum ratings.

All of the agency people polled said that advertiser preference for placement on affiliated stations was minimal. "I don't think affiliates are favored appreciably, if at all," said Joseph Ostrow, worldwide media director for Foote, Cone & Belding Communications. What is important to advertisers is the cost-value relationship of a spot purchase, he said. Robert J. Coen, senior vice president and director of forecasting for McCann-Erickson, noted that the growth of barter syndication has helped independents offer more attractive programming.

Advertisers expect to use independents to reach certain targets. Indies are usually more efficient in buys for younger demos, including teenage, 18-34, and even 18-49 age groups.

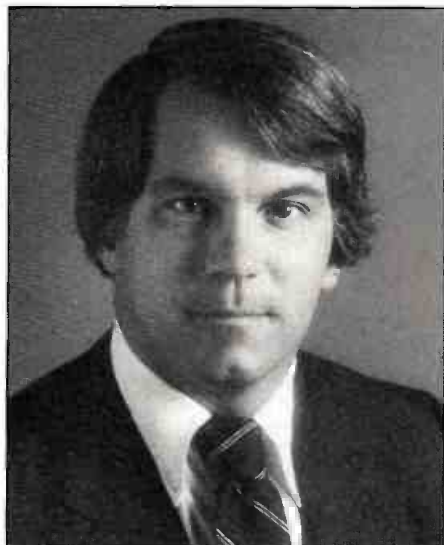
"If I'm buying kids, I'll be on an independent, because they've got the inventory—they've got the kids' strips," Gerster said. He added, "If you're focusing on a female target, you'll come out with a fair

share of business on independents," he said.

Independent stations have been buying the best local sports programming, Silton said.

Agency observers were skeptical about the value to them of another revenue stream for independents, unwired networks. Because their audiences are delivered unevenly, market by market, and because advertisers are essentially purchasing a cumulative rating, unwired networks are similar to syndication advertising, said Pete Stassi, senior vice president and director, local broadcasting, for BBDO New York. "We have not found them to be a good alternative to spot," Silton said, adding that unwired networks are "not as cost-efficient as going in and buying each market separately." Suggesting that unwired networks are more of a rep-driven sales tool than anything else, Gerster said, "I wonder whether or not a well-negotiated buy in a conventional sense might match up pretty good to a rep network."

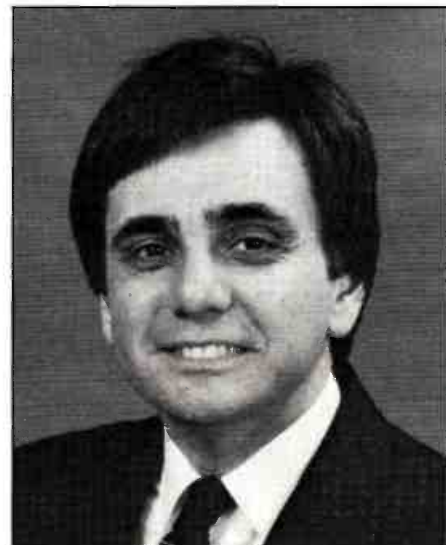
Looking to the future and to the occasionally discussed threat of competition from local cable advertising, advertisers said they did not expect any impact on independents anytime soon. Coen said he could find no evidence of "any sizable advertising on local cable." The medium "ultimately has the potential of being a very serious competitor," Gerster said, "when folks really figure out how to use it right." Stassi said that he didn't expect any growth in local cable advertising for at least five years. Cable operators "have a long way to go" in research and positioning of programming, he said. Stassi also said that to sell more advertising, cable operators will probably have to take the tack, similar to radio's, of value-added merchandising. "Because they're dealing with fragmented ratings, you need more than a cost-per-thousand to buy cable," he said. □



Gerster



Silton



Stassi

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It's one of television's most popular courtroom dramas.
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Wednesday, Jan. 4

7 a.m.: Registration, California lounge.

7:30 a.m.: Continental breakfast, California lounge (underwritten by Direct Response Marketing).

8 a.m.-6 p.m.: Sales promotion display room, Sherman Oaks room.

8:15 a.m.: Opening session, Los Angeles room.

Welcome: William Frank, convention chairman, KCOP-TV Los Angeles; *chairman's report:* John Serrao, INTV board chairman, WATL-TV Atlanta; *free TV task force report:* Milton Maltz, INTV board vice chairman, Malrite Communications Group; *president's report:* Preston Padden, INTV president.

9 a.m.: TV's Next Decade: Twilight Zone or Cheers?, Los Angeles room

Panelists: Paul Kagan, Paul Kagan Associates; Harry Pappas, Pappas Telecasting; Kay Koplovitz, USA Network; Paul Isacson, Young & Rubicam; Marc Nathanson, Falcon Cable TV; David Pollrack, CBS New York; Dennis Gillespie, Viacom International.

9:20 a.m.-12:30 p.m.: Spouses Paramount VIP tour.

10 a.m.: Break.

10:15 a.m.: Marketing & TV: What We Don't Know Does Hurt Us, Los Angeles room.

Moderator: Robert Ward, Miller Brewing Co. *Panelists:* Robert Wehling, Procter & Gamble; Donal Miceli, General Foods; Whitley Hawkins, Delta Airlines.

11:45 a.m.: Break.

Noon-2 p.m.: Concurrent sessions

General managers meeting and luncheon, Century room. Discussion of independent station unwired network co-op; presentation of paper on network syndication and financial interest rules by Ralph Baruch, senior fellow, Ganett Center for Media Studies, Columbia University.

Sales managers meeting and luncheon, Beverly Hills room. Christopher Jackson, Christopher Jackson Inc.; idea tables with marketers.

Program directors meeting and luncheon, Santa Monica room. Program contracting seminar. *Moderator:* Rob Friedman, INTV. *Panelists:* Gerry Friedman, Fox Television Stations Inc.; Vicky Gregorian, WSVN-TV Miami; Chuck Sennet, Tribune Co.; Tom Spitz, KPIX-TV San Francisco.

2 p.m.-6 p.m.: Program screening suites open (5th, 6th and 7th floors).

6:30 p.m. Worldwide Welcome Reception, Redwood room (underwritten by Television Business International). **Open dinner. Washington VIP dinner** (by invitation only).

10 p.m.: Claster/Sunbow party, "Walk on the Wild Side," California show-room.

Thursday, Jan. 5

7:30 a.m.: Washington Public Policy Power Breakfast, Beverly Hills room (underwritten by BROADCASTING). *Moderators:* Shaun Sheehan, Tribune Broadcasting Co.; Thomas Herwitz, Fox Television Stations. *Panelists:* senior FCC, congressional and administration staff.

8 a.m.-6 p.m.: Sales promotion display room, Sherman Oaks room.

9 a.m.: Spouses day at Disneyland

9:15 a.m.: How to Drive Thru More Fast Food Dollars, Santa Monica room.

Moderator: Ron Inman, INTV. *Panelists:* George Rice, GDR/Crest; Scott Bergren, Roundtable Pizza; Gary Langstaff, Hardee's Food Systems.

10:15 a.m.: Break.

10:30 a.m.: Programing the Future: Feast or Famine?, Beverly Hills room.

Moderators: Rick Feldman, KCOP-TV Los Angeles; Michael Eigner, KTLA-TV Los Angeles. *Panelists:* Al Masini, TeleRep Inc.; Lawrence Fraiberg, MCA Broadcast; Robert Kreek, Fox Television Stations; Sheldon Cooper, Tribune Entertainment Co.; Lucille Salhany, Paramount Television.

11:30 a.m.: Break.

Noon-2 p.m.: Promotion awards luncheon, Los Angeles room (underwritten by Qintex Entertainment).

2 p.m.-6 p.m.: Program screening suites open (5th, 6th and 7th floors).

2 p.m.-6 p.m.: 1,125/60 group HDTV demonstration, Westwood room.

10 p.m.-2 a.m.: MGM/UA Telecommunications, 'It's Twilight Time,' late night supper (ABC Entertainment Center).

Friday, Jan. 6

8 a.m.-6 p.m.: Sales promotion display room, Sherman Oaks room.

8 a.m.: Data Overload, Santa Monica room.

Moderators: Linda Ellerbee, Lucky Duck Productions; Norman Hecht, Norman Hecht Research Inc. *Panelists:* Anthony Aurichio, Arbitron Ratings Co.; John Dimling, A.C. Nielsen Co.; William Benz, Busch Media Group; Peggy Green, Saatchi & Saatchi DFS Inc.; Jonathan Swallen, Ogilvy & Mather.

9:15 a.m.: Politics & Public Policy, Beverly Hills room.

Moderator: Jim Hedlund, INTV. *Panelists:* Representatives Matthew Rinaldo (R-N.J.); John Bryant (D-Tex.); Al Swift (D-Wash.); Tom Tauke (R-Iowa).

9:15 a.m.: Scheduling in a Competitive Environment, Redwood room.

Moderator: Les Brown, Television Business International. *Panelists:* Derk Zimmerman, Group W Productions; Stanley Moger, SFM Entertainment; Matthew Ody, Reeves Entertainment Group; George Back, All American Television.

10 a.m.: Spouses image enhancement, Pacific Palisades and Bel Air rooms.

10:15 a.m.: Break.

10:30 a.m.: The Grand Inquisition II: Government Leaders Interrogate the Telecommunications Industry, Beverly Hills room.

Moderator: Edward O. Fritts, National Association of Broadcasters. *Inquisitor:* FCC Commissioner James Quello. *Panelists:* Kevin O'Brien, KTVU-TV Oakland, Calif. (broadcasting); Mel Harris, Paramount Television Group (production); Robert Thomson, Tele-Communications Inc. (cable); John Sodolski, United States Telephone Association (telephone).

11:30 a.m.: Break.

11:30 a.m.: INTV PAC reception, Brentwood room (by invitation only).

Noon-2 p.m.: Keynote luncheon, Los Angeles room (underwritten by Group W Productions). *Speaker:* Representative Tony Coelho (D-Calif.), "Independent Television is Local Television."

2 p.m.-6 p.m.: Program screening suites open (5th, 6th and 7th floors).

2 p.m.-6 p.m.: 1125/60 Group HDTV Demonstration, Westwood room.

7:30 p.m.: Gala Studio Party (underwritten by Paramount).

Saturday, Jan. 7

7:45 a.m.: Program distributors breakfast, Pacific Palisades room (by invitation only).

8 a.m.-noon: Sales promotion display room, Sherman Oaks room.

8:30 a.m.: Continental breakfast, California lounge.

9 a.m.: Crash Glass Class, Beverly Hills room. *Moderator:* Bob Wormington, KSHB-TV Kansas City, Mo. *Panelists:* Curtis Williams, Southwestern Bell; Tom Gillett, GTE Corp.; Brad Johnson, Warner Cable.

10 a.m.: Break.

10:30 p.m.: Can We Afford to Stay in the Kids Business?, Beverly Hills room.

Moderator: Kevin O'Brien, KTVU-TV Oakland, Calif. *Panelists:* John Claster, Claster Television; Allen Banks, Saatchi & Saatchi Advertising; Helen Boehm, Children's Advertising Review Unit, Council of Better Business Bureaus; Jerry Marcus, KHV-TV Houston; Alan Bohbot, Bohbot Communications.

11:30 a.m.: Adjournment.

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Staff: Burt Rosen; Art Berla; Bobbie Marcus; Denyse Chimenti; Steve Frame.
Programs: *The Babe; *Animated Classics. **Series:** Lingo; Roller Derby Gold; Rollin' on the River; Half the George Kirby Comedy Hour; The Barbara McNair Series; Story Theatre. **Children:** Yes, Virginia, There Is a Santa Claus. **Musicals:** Raquel; The Ann-Margret Show; From Hollywood with Love; The All-Star Swing Festival; The Darin Invasion; The Fifth Dimension; The Lou Rawls Show; The Sonny & Cher Nitty Gritty Comedy Show; Saga of Sonora; Old Faithful; Dr. Jekyll & Mr. Hyde; Once Upon a Wheel; The London Bridge Special.

Acama Films 731, 733
14724 Ventura Blvd, #610, Sherman Oaks, Calif. 91403

Staff: James Sowards; William Morrison; Alan Maretsky; John Cosgrove; Lon Fishback. **Programs:** *Features, packages:* *Movie Greats Network-Year 2 (130 titles); Acama Classics (300); Acama Color Collection (60); High Adventure (27); Women in Action (14); Family Theatre (10); Screammers (13); Carnivore and More (15); Boots and Saddles (39); Comedy Classics (25); Cops and Robbers (15); Films for the Family (16); Mystery and Intrigue (27); Night of the Living Dead (13); Say It with a Song (15); Theme Week Package (25); War is Hell (16); Martial Arts Theatre (44); The Life and Times of Jesus Christ; Santa and the Three Bears; Hank Williams Jr. Special. **First-run series:** King of Kensington. **Sports:** Boxing; Wrestling. **Children:** The Houndcats and the Barklays. **Spanish programs:** Paquette de Oro (Package of Gold); Boxing; Wrestling; Martial Arts Theatre.

All American Television Inc. 650
304 E. 45th St., 2nd floor,
New York 10017

Staff: George Back; Carl Menk Jr.; John Reisenbach; Joan Marcus. **Programs:** *Crime Stoppers 800; *The Video Store; *The Body Human; *Crossover: The Global Impact of AIDS; The Latin Connection; America's Top 10; The Jewel in the Crown; The Entertainment Report; The Newsfeed Network; An America's Top 10 Book of Love; An America's Top 10 Christmas; All American Feature Theatre; Beyond 2000; Brideshead Revisited; Crook & Chase Weekend; Deja View; Disappearing World; Extra Dimensions; Festivals of the Far East; Festivals of the World; Fridays; Jack Thompson Down Under; Liddy; McDonald's Charity Christmas Parade; NFL Satellite News Service; Portrait of a Legend; Skouras Collection; Smart Money Specials; Steve Crowley's Money/Pro News Inserts; The Boy King; The Uncle Floyd Show; The

Way it Was; Wailer Reunion Concert; World in Action; Dot and the Kangaroo; Bright Sparks; Channuka at Bubbe's.

America's Leading Indies Network (ALIN-TV) 716
149 Madison Ave., #804, New York 10016

Staff: Alan Cohen; Jack Giebel; Alan Steinberg. **Programs:** *Magical World of Steve Dacri; *Hansel and Gretel; *The Three Musketeers; *Magic with the Stars; **Advertising packages:** Prime Movie Network; Early Fringe Network; Prime Access Network; Day Network; Weekend Network; Late Night Network.

Ascot Entertainment Group 711
17327 Ventura Blvd., #301 B, Encino, Calif. 91316

Staff: Joseph Wolf; David Wolf; Mark Rafalowski; Eve Joffee. **Programs:** *First-run series:* *Has Anybody Seen My Child? **Features:** *Fatal Distractions; Silent Night, Deadly Night; Silent Night, Deadly Night Part II; Fade to Black; Demons; Beaks; Treasure of the Moon Goddess; *Cinema Group I (9 titles).

Barris Program Sales 612
1990 S. Bundy Dr., penthouse,
Los Angeles 90025

Staff: Jeff Wald; Jim Ricks; Bob Cook; Deborah Parisi. **Programs:** *Newlywed Game Starring Paul Rodriguez; The Dating Game; The Gong Show; *Kenny Rogers Show.

Baruch Television Group 721
Blair Entertainment 550
1290 Avenue of the Americas,
New York 10104

Staff: Alan Berkowitz; Michael Weiser; Howard Levy. **Programs:** *Series:* Divorce Court; Death Valley Days; The Cisco Kid. **Children:** The Lollipop Dragon. **Sports:** Wake up the Echoes; Legends of College Basketball; College Football Scrapbook; Triple Crown Photo Finish; Major League Baseball Comedy Specials; sports film library. **Movie package:** 32 titles.

Broadcast Management Plus 554
15110 S.W. Boones Ferry Rd., #850,
Lake Oswego, Ore. 97035

Staff: Roger Cooper; David Ludwig III; Brian Brady; Keith Goblen; Eddie Smith. **Products:** BMP Research for Sales and Programming; avails/proposals; Newspaper Advertising Report; Multimarket Programming Analysis; BMP's Pre-buy-Post-buy.

Broadcast Resource Group 649
Buena Vista Television 653-659
500 S. Buena Vista St.,
Burbank, Calif. 91521

Staff: Robert Jacquemin; Mark Zoradi; Rich Goldman; Peter Affe; Larry Frankenbach; David Morris; Randy Briggs; Janice Marinelli. **Programs:** Golden Girls; Live with Regis and Kathie Lee; Chip 'n' Dale Rescue Rangers; Duck

Tales; Win, Lose or Draw; Siskel & Ebert; Wonderful World of Disney; Magic I, II; Treasure I.

Claster Television Inc. 656-660
9630 Deereco Rd.,
Timonium, Md. 21093

Staff: John Claster; Sally Bell; Janice Carter; Terri Akman; John Russel; Peggy Powell. **Programs:** *Jim Henson's Muppet Babies; *Maxie's World; *The New Archies; GI Joe; Transformers; My Little Pony and Friends; Jem; C.O.P.S.

Columbia Pictures TV 601-605
3300 Riverside Dr., #201, Burbank, Calif. 91505

Staff: Gary Lieberthal; Barry Thurston; Michael Zucker; Terry Mackin; Jeff Gallop; Leslie Tobin; David Mumford; Francine Beougher; William Clark; Alan Daniels; Elise Keen; Bill Coveny; Gary Lico; Herb Weiss; John Rohrs Jr.; Stuart Walker; Susan Grant; Joe Kissack. **Programs:** *Off-network comedy series:* Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Punky Brewster; Sanford & Son; Silver Spoons; Soap; Square Pegs; That's My Mama; The Three Stooges; Who's the Boss? *Off-network drama series:* Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker.

Film packages: Columbia Classics (34 titles); Columbia Gems I (214) and II (22); Columbia Night at the Movies; *Columbia Showcase I (22); Embassy II (20) and III (20); Entertainer of the Year (15); Prime 4 (3); TV 20 (20); TVM One (19); Volume I (28), IV (15), V (26) and VI (21).

Dallas Post Production 723
Direct Response Marketing 517
17609 Ventura Blvd., LL06, Encino, Calif. 91306

Staff: Elaine Roth; Gary Wetter; Gwen Gowan; Melanie Shileikis; Liz Rodriguez; Regina Moore.

Four Star International 551
2813 W. Alameda Ave., Burbank, Calif. 91505-4455

Staff: Lance Thompson; Robert Neece; Robert Greenstein; Craig Thompson; George Gale; Tom O'Leary; Kristie Smith; Jack Swindell. **Programs:** *A Christmas Carol; *Night Owl Theatre; *The New Millionaires; *Hollywood Ghost Stories; The Big Valley; Star One; Star Two; Power 20; Main Events I & II; Rainbow 2,3,4; Four Star Library.

Fries Distribution Co. 633-635
6922 Hollywood Blvd., Los Angeles 90028

Staff: Charles Fries; Ave Butensky; Peter Schmid; Don Golden; Lou Wexner. **Programs:** *Fries Dynamite; *Fries Family Theatre I—The Mark Twain Collection; Born Famous—Year I and *II; Fries

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Genesis Entertainment 531-535
5743 Corsa Ave., #216, Westlake Village, Calif. 91362

Staff: Gary Gannaway; Phil Oldham; Don Springer; Rob Wussler; Diane Galletta; Wendy Levin; Steve Smooke; Wayne Lepoff; Tim Helfet; Betsy Green; Richard Firth. **Programs:** *Highway to Heaven; The Best of National Geographic; The Judge; The Great Escape.

Samuel Goldwyn Television 629-631
10203 Santa Monica Blvd., Los Angeles 90067

Staff: Dick Askin; Jim O'Neill; Mike Byrd; Ray Solley; Steve Barbour; Casey Lancken; Gary Perchick; Leonie de Picciotto; Richard Bornstein; Dan Gelfand. **Programs:** Body by Jake; *American Gladiators; *November Gold 3; November Gold Movies I, 2 (20 titles each); Explosive Movies I, II (15, 17); Treasure Chest Movies (16); Family Six-Pack Movies (6); Goldwyn Gold Movies I, II (21 each); Power Pack Movies (9); Robin Hood Series (13).

Group W Productions 609-613
3801 Barham Blvd., Los Angeles 90068

Staff: Derk Zimmerman; George Resing; Kevin Tannehill; Meryl Marshall; Owen Simon; Tony Dwyer; Gerard Farrell; David Jacquemin. **Programs:** *Teenage Mutant Ninja Turtles; Bugz-burg; *Couch Potatoes; *Missing/Reward.

Larry Harmon Pictures 615-616
650 N. Bronson Ave., Los Angeles 90004

Harmony Gold 511-514
8831 Sunset Blvd., Los Angeles 90069

Staff: Paul Wischmeyer; Cindy Stern; Bob Roos; Linda Hindley; Frank Agrama; Jehan Agrama; Sheila Morris; Kathryn Vanderveen; Mimi Cavanaugh. **Programs:** Mini-series: *Around the World in 80 Days; King of the Olympics; The Lives and Loves of Avery Brundage; The Man Who Lived at the Ritz; The Two-Part Classics: William the Conqueror, The Count of Monte Cristo, Sandokan; Shaka Zulu; Shout: The Story of Johnny O'Keefe. Series: Travelin' Gourmet. **Specials:** *The Secret Identity of Jack the Ripper; Robotech, Captain Harlock and the Queen of a Thousand Years. **Features:** Bonzai Theater, Harmony Golden I. **Documentaries:** Animals of Africa.

Animated Features: Storybook Theater; The Brave Frog; The Brave Frog's Greatest Adventure; Dracula; The Little Train; The Age of the Dinosaurs; Run for Life; Galaxy Express 999: Can You Live Like a Warrior?; Galaxy Express 999: Can You Love Like a Mother?; Young Eleven; Call of the Wild; Little Women; Frankenstein; Time Patrol; The Adventures of Pinocchio; Little Lulu and the Gang; The Adventures of Little Lulu; Captain Future; Flower Angel; World Famous Fairy Tales; Undersea Encounter.

Home Shopping Network 652
P.O. Box 9090,
Clearwater, Fla. 34618-9090

Staff: Lowell Paxson, Chuck Bohart and Jim Borock. **Programs:** Home Shopping Club programming (one hour to 24 hours per day).

Raymond Horn Syndication 730

Independent Network News (INN) 552

Independent Television Network 726
747 Third Ave., New York 10017

Staff: Michael Kammerer; Kevin Murphy; Michael Murphy; Jack O'Hern; Paula McCorkle. **Service:** Unwired television network.

International Television Network 349
919 Third Ave., 6th floor, New York 10022

Staff: Carl Sabatino; Susan Strekel; Barbara Atlas; Elizabeth Fortuin; Maria Beatty. **Programs:** ITN World News; New Zoo Revue; Snelgrove Snail; Bravo; 30 Wall Street; Gillette World Sports.

ITC Entertainment Group 534, 536
12711 Ventura Blvd., Studio City, Calif. 91604

Staff: Jerry Leider; William Christopher Gorog; Edward Bilbert; James Stern; Reid Davis; Donald Toye; Charles Keys; John Herrin; Margo Raport; James Marrian; Armando Nunez; Josh Elbaum; Vickie Gubbay; Dorolea Rosenberg. **Programs:** **Features, packages:** Volume 8: *The Big Easy; *Target; *Rent-a-Cop; *Volunteers; *The Hitcher; *Flamingo Kid; *Billionaire Boys Club; *Sweet Dreams; *Jacqueline Bouvier Kennedy; *Secret Weapons; *Morgan Stewart's Coming Home; *Head Office; *The Stepmother; *Odd Jobs; *End of the Line; *Nightstick; *Marciano. Volume 9: *Into Thin Air; *Oceans of Fire; *Letting Go; *Poor Little Rich Girl; *A Time for Miracles; *She's in the Army; *Obsessive Love; *Romance on the Orient Express; *Attica; *Pray TV; *Unnatural Causes; *News at Eleven. **Series:** *Secrets and Mysteries.

Joslyn Entertainment 651

King World 548
12400 Wilshire Blvd.
Los Angeles 90025

Staff: Michael King; Sid Cohen; Marianne Catalano. **Programs:** Wheel of Fortune; Jeopardy!; The Oprah Winfrey Show; Inside Edition; Guns of Will Sonnett/Branded; Little Rascals; Classic Detectives; Epics; Spotlight 10; Popcorn Theatre; Topper.

Krypton International 555

LBS Communications Inc. 522-532
9220 Sunset Blvd., #101-A,
Los Angeles 90069

Staff: Henry Siegel; Paul Siegel; Phil Howort; Mike Weiden; Jon Nottingham; Joseph Tirinato; John Storrier; Tony Intelisano; Ira Bernstein; Andrew Holtzman; Steve Syatt. **Programs:** Family Feud. **Specials:** The LBS Specials (9 titles); Smithsonian Treasures; Test Series; The Hunt for Stolen Treasures... Live!; Psychic Powers Exposed... Live!

Children: Police Academy: The Series; The Real Ghostbusters; Heathcliff; Mask; Inspector Gadget; The Adventures of Teddy Ruxpin; Care Bears &

Friends at the Movies. **Features, packages:** LBC Spectrum II; It Came Upon the Midnight Clear; LBS Major Minis; Hope Diamonds (11 titles).

Off-network series: What's Happening!; Crazy Like a Fox; Hardcastle & McCormick; Gidget; Family; The Monkees. **Music:** The Story of Rock 'n Roll. **LBS Classics:** Titles from Columbia Pictures Television include: Burns & Allen; Dennis the Menace; The Donna Reed Show; Eischied; Father Knows Best; Flying Nun; Ghost Story; Hazel; Jungle Jim; Wild Bill Hickok; Route 66. Titles from CEL include: America: The Way We Were. Titles from ICE include: John Fitzgerald Kennedy; Marilyn Monroe; Almac; Battle Line; Biography.

LBS International 522-532
875 Third Ave., New York 10022

Staff: Henry Siegel; Phil Howort; Mark Mascarenhas; Fred Gillson. **Programs:** **Movies:** Bonanza: The Next Generation; Vietnam War Story. **Comedy:** Hit Squad; You Can't Take It with You. **Children:** A Child's Christmas in Wales; Care Bears Family; Heathcliff: The Movie; Powermasters: The Movie. **Documentaries:** Forever James Dean; Smithsonian World; Kennedy: A Celebration of His Life and Times; Scared Straight! Ten Years Later. **Drama:** Horror Trilogy. **Music:** The Story of Rock 'n Roll; American Bandstand; Music Machine. **Specials:** Mysteries of the Pyramids; UFO Cover-up?; Manhunt; The Hunt for Stolen Treasures... Live!; Psychic Powers Exposed... Live!

Donald D. Lewis Advertising 614
405 Riverside Dr.,
Burbank, Calif. 91506

Lorimar Telepictures/Lorimar Syndication 502-512
10202 W. Washington Blvd., Culver City, Calif. 90232

Staff: Richard Robertson; David Salzman; Michael Solomon; Don Ross; Dalton Danon; Bruce Genter; Jim Moloshok; Bruce Rosenblum; Keith Samples; Jim Paratore; Leonard Bart; Yelena Lazovich; Leon Luxenberg; Vince Messina; Alicia Windroth; Cynthia Stanley; Jim Burke; Mary Markarian; Ed Wasserman; Jeffrey Brooks; Jacqueline Hartley; Scott Carlin; Karl Kuechenmeister; Tom Byrnes; Rob Barnett; Jeannine Kadow; Marc Solomon; Damien Riordan; Scott Weber; Eric Strong; Andrew Weir; Mary Voll; Jim Engleman; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabbathie; Deborah Robin; Chris Smith. **Lorimar International:** Stuart Graber; Jeff Schlesinger; Francis Reynolds; Brenda Geffner, Peter Valle.

Programs: **First-run series:** *3rd Degree; A Nightmare on Elm Street, the Series; Freddy's Nightmares; Funhouse; She's the Sheriff; Mama's Family; It's a Living; The People's Court; Superior Court; Love Connection; Family Medical Center; Gumby; The Comic Strip; Thundercats; Silverhawks. **News Service:** N.I.W.S.

Off-network series: *Alt; *Perfect Strangers; Mama's Family; It's a Living; Alvin & the Chipmunks; Knots Landing;

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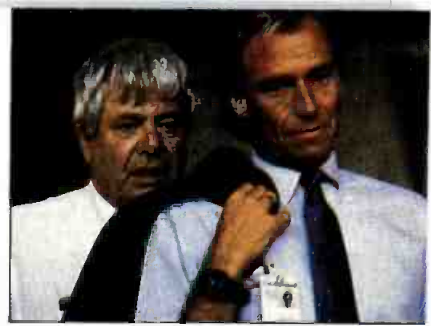
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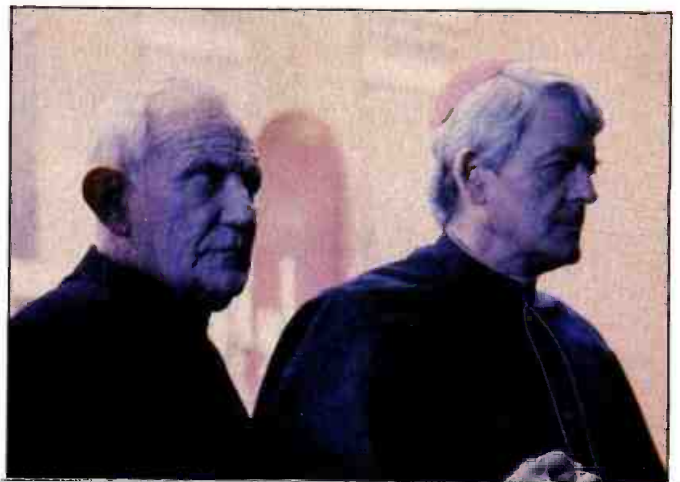
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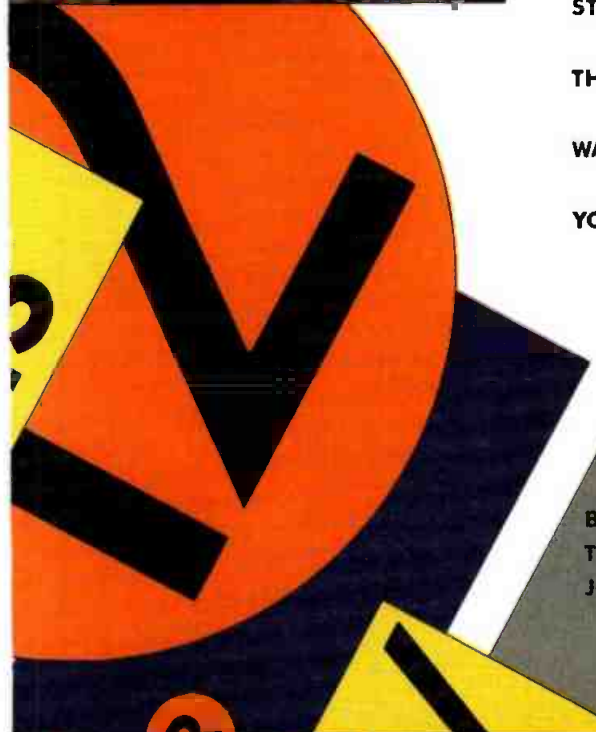
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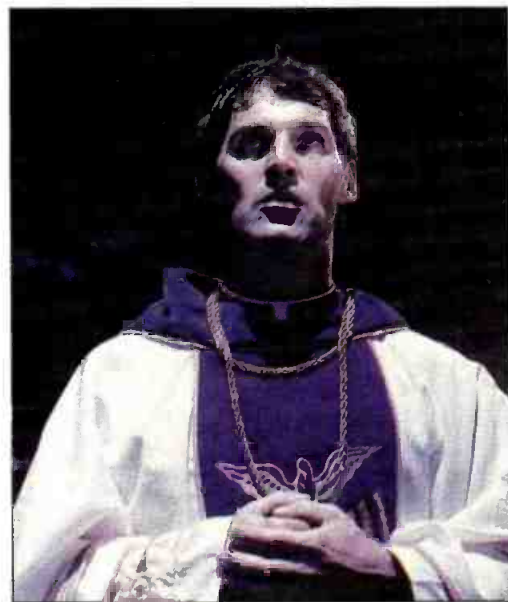
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MCA-TV 622-632, 722, 724
445 Park Ave., New York 10022

Staff: Jim Kraus; Don Menchel; Mort Siakoff; Don Micallef; David Pulido; Richard Nailling; Jeff McElhenny; Paul Hoffman; Tom Maples; Bob Raleigh; Shelly Schwab; Marc Grayson; Ken Arber; Bill Trotter; Gary Wendt; Bobbi Fisher; Steve Rosenberg; Charlotte Sweet; David Brenner; Al Rush; Chris Rovtar; Tom Russo; Steve Hackett; Kate Kelleher. **Programs:** *Universal Pictures Debut Network III; *Pictionary; *Star-Play; *Lassie; *\$Reward\$; Amen; Airwolf; The Morton Downey Jr. Show; The Munsters Today; My Secret Identity; Out of This World; Charles in Charge.

Series: Kate & Allie; Knight Rider; The A Team; Simon & Simon; Black Sheep Squadron; Gimme a Break; Magnum; That's Incredible; Quincy; Buck Rogers; Kojak; The Rockford Files; House Calls; BJ/Lobo Show; The Incredible Hulk; Emergency!; Leave it to Beaver; The Munsters; McHale's Navy; The Jack Benny Show; Whiz Kids/Voyagers; Street Hawk/The Insiders; Barella; Alias Smith & Jones; The Six Million Dollar Man; The Bionic Woman; Five Star Mystery; The Bold Ones; Ironside; It Takes a Thief; The Name of the Game; Rod Serling's Night Gallery; Run for Your Life; Rich Man, Poor Man, Book I and Book II; Operation Petticoat; Harper Valley; Best Sellers I and II; The Deputy; Mickey Spillane's Mike Hammer; Thriller; Men from Shiloh; Wagon Train.

Features: Universal Pictures Debut Network I and II; Film Fest I; Universal's Marvelous Ten; Universal Pictures Prestige 13; Universal Pictures Exploitable 13; Universal's Most Wanted List; The Columbo/McCloud/McMillan Mystery Movies; Banacek; The Hit List; Universal Network Movies 85; Battlestar Galactica; Champagne Movies 34; Ninety Minute Movies; Universal Grand 50; Universal Star Spangled 33; Universal World Premieres; Comedy Festival I and II; Universal 40, 49, 50, 52, 53, 123; Paramount Pre '48; Paramount 100 Select; Universal 260 Select List; Universal Color One Hundred; Universal 36 Black and White Elite.

Media Marketing Group II 732

MGM/UA 702, 704
10000 W. Washington Blvd.,
Culver City, Calif. 90232

MTM Television Distribution 727,729

Muller Media Inc. (MMI) 637
23 E. 39th St., New York 10016

Staff: Robert Muller; Daniel Mulholland. **Programs:** *Lethal Weapons; *For Those I Loved. **Features:** The Great Escapes; Top Guns; Rainbow Family; The

Godzilla All Stars; Super Action 10; Cinema Greats; Scattergood Baines; Above and Beyond. **Cartoon:** The New Three Stooges. **Special:** Action I & II. **Series:** The Making of...

New World Television 545, 547
130 E. 59th St., New York 10022

Staff: Tony Brown; Joe Middelburg; Monte Lounsbury; Tony Fasola; Frank Browne; Jim Weathers; Sandy Lang. **Programs:** New World One (18); New World Two (18); *New World Three (20); *Sledge Hammer!; *Life of Riley; Marvel Action Universe; *Zorro: The Legend Continues.

International Staff: Laurie Fein; John Triantafyllis; Osvaldo Barzellato; Ray Donahue; Derek Malone; Noel Cronin; John Clutten; Yves Witner; Alix Davonneau; Hans Eksteen; Franz Elmendorff.

International Programs: **Series:** A Fine Romance; Crime Story; High Mountain Rangers; Life of Riley; Murphy's Law; Rags to Riches; Santa Barbara; Sledge Hammer!; The Bold & the Beautiful; The Wonder Years; Tour of Duty; Zorro; The Robert Guillaume Show. **Movies:** After the Promise; Conspiracy of Love; Dangerous Affection; Easy Prey; Gladiator; Penalty Phase; Something In Common; The Woman He Loved; The Return of the Incredible Hulk; Poker Alice.

Mini-series: Beryl Markham: A Shadow on the Sun; Courage; Echoes in the Darkness; Elvis and Me; Harem; Monte Carlo; Queenie; Sins. **Animation:** Dino-Riders; Little Wizards; Robocop; Marvel Action Universe, The Marvel Catalog of Animation. **Specials:** Adventures of Two-Minute Werewolf; Almost Royal Family; Can a Guy Say No; Different Twist; Don't Touch; Exchange Student; Getting Even: A Wimp's Revenge; Gramps and the Globetrotters; Great Love Experiment; Haunted Mansion Mystery; Herself the Elf; High School Narc; I Want to Go Home; Mom's on Strike; My Father, My Rival; Mystery at Fire Island; No Greater Gift; The Diamond King; Truth about Alex; Tucker and the Horse Thief; War Between Classes; What If I'm Gay?; Workin' for Peanuts. **Theatrical movie package:** (25 titles).

Orbis Communications Inc. 553
432 Park Ave. South,
New York 10016

Staff: John Ranck; Brian Bryne; Hilary Hendler; Neil Russell; David Spiegelman; Terry Dolan; Paul Williams; Frank Hussey. **Programs:** **Series:** Public People/Private Lives; The Other Side of Victory; *Thanks a Million; *Smash Hits; The Kidsongs TV Show. **Specials:** Final Report; Unauthorized Biography; Raising Good Kids in Bad Times. **Movie package:** Carolco I.

Orion Television Syndication 617,619
1888 Century Park East,
Los Angeles 90067

Staff: J. Scott Towie; Robert Mirisch; Larry Hutchings; Stephen Mulderrig; Robert Oswaks; Kathy Haynswoerth; Richard Zimmer; Wendy Ehrlich; Jerry Jameson; Thomas Cerio; Arthur Hasson;

Don Frehe; Tara Carroll; Tim Overmyer. **Programs:** **First-run series:** Crimewatch Tonight, Hollywood Squares. **Off-net series:** Cagney & Lacey; The Avengers; The Addams Family; Green Acres; Mr. Ed; The Best of Saturday Night Live. **Feature packages:** Orion I (20), II (25), III (20), IV (22); Orion Starview I (11); Orion Premieres (15); Born Wild (12); Chrome & Hot Leather (12); Filmways I (22); Monsters on the Prowl (9); Films for the 80's (25); Beach Blanket Bingo/Young Adult Theatre (14); The Winning Hand (25); Ghoul-a-Rama I, II (26); The World of the Macabre (8); Films from the 70's (22). **Mini-series:** Louisiana; Secret of the Black Dragon; King.

Palladium New Century TV 634
444 Madison Ave., 26th floor, New York 10022

Staff: Gary Dartnall; Nathaniel Kwit Jr.; Bob Cohen; Brian Firestone; Harvey Reinstein; Rick Bompene; Buddy Brooks; Ginny Wood. **Programs:** *Jackpot!; *Eye Q; Adventures of the Lone Ranger; Lone Ranger Series; Lassie Series; Timmy and Lassie; Jeff's Collie; Sgt. Preston of the Yukon; Skippy the Bush Kangaroo; Lone Ranger Cartoons. **Features, packages:** *Palladium Silver; Power Pack; Primetime 90's; Janus Features; Lone Ranger Features; Lassie TV Movies; Lassie Features; The Big 21; Adventures of the Lone Ranger.

Paramount Domestic Television 602-610
5555 Melrose Ave., Los Angeles 90038

Staff: Mark Dvornik; Liz Fialio; Bobbee Gabelmann; Steve Goldman; Marc Hirsch; Stan Justice; Michael Kerans; Maura McDonough; Greg Meidel; Dick Montgomery; John Morrow; John Nogawski; Gerald Noonan; Al Rothstein; Don Salem; Lucie Sathany; Ken Solomon, Ed Wilson. **Programs:** *Tabloid; *Joan Rivers; Brothers; Cheers; Family Ties; Webster; Winds of War; Taxi; Entertainment Tonight; Geraldo; *Arsenio Hall Show; Friday the 13th; Star Trek: Next Generation; Happy Days; Laverne & Shirley; Brady Bunch; Odd Couple; Lucy Show; Love American Style; Mannix; Mission Impossible; War of the Worlds; Untouchables; Portfolio XI, XII, XIII; Special Edition I, II, III; Preview II, III, IV.

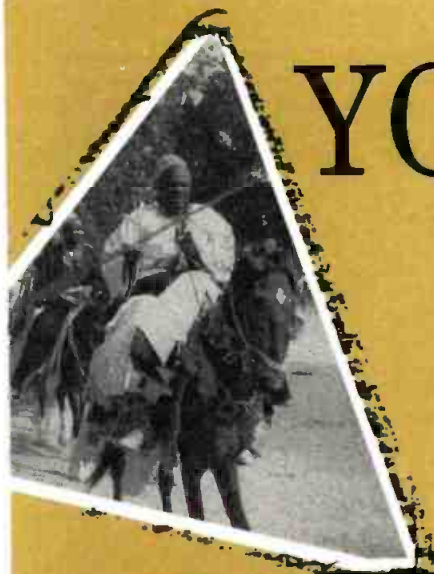
Peregrine Film Distribution 706
9229 Sunset Blvd.,
Los Angeles 90069

Qintex Entertainment 701, 703
345 N. Maple Dr., Beverly Hills,
Calif. 90210

Staff: Mort Marcus; Charles Schreger; Jody Shapiro; Tim Noonan; Bill Marcus; Paul Puskar; Rob Word; Mike Russo; Kelly Ann Sole. **Programs:** Colorization Classics (vol. 1); Dennis the Menace Kids; Hal Roach Classics (vol. 1); *McHale's Navy; *The New Leave It to Beaver; T&T Second Season; *Crime Diaries; *National Lost and Found; *Rollergames.

Republic Pictures Corp. 621, 623
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Staff: Russell Goldsmith; Steven Beeks; Chuck Larsen; Joe Levinsohn; Glenn Ross; Lee Wedemeyer; Tim McGowan; Julie Pipenkotter; Georgia Scott; Diane Levin; Linda Lieberman; Lisa Woodcock; Diana Foster; Marlynda Salas; Gene Lavelle. **Programs:** *First-run series:* On Trial; On Trial This Week. *Features:* Republic Premiere One; Color Imaged Specials I (10), II (8); John Wayne collection (16); Hollywood Stars (16); Hollywood One (30); Action-Packed Package (28); Classic Comedy (13); Republic Serials (46); Home of the Cowboys (22); Serial Movies (26); Holiday Features (4); Popcorn Theater (26); Animated Features (5); Cartoons. *Off-network series:* Bonanza; Get Smart; High Chaparral; Victory at Sea.

International: *First-run series:* Beauty and the Beast; On Trial. *Movies:* Fulfillment; Liberace; Indiscreet; Jesse; Mistress; Promised a Miracle; When the Time Comes; Eye on the Sparrow; Family Sins. *Off-network series:* Press Your Luck; Bill Cosby Show; I Spy; Bonanza; Get Smart; High Chaparral; Dr. Kildare; T.H.E. Cat; Car 54, Where Are You?; My World and Welcome To It. *Other:* Travel Tips; Hollywood Stars; Champions; Favorite Holiday Features; John Wayne Classic Westerns; Horror Features; Republic Cowboys; Roy Rogers: The Great Movie Cowboys; Science Fiction Features; Loving You; Cartoons.

Sachs, Finley & Co. 707
12301 Wilshire Blvd., Los Angeles 90025

Staff: Jerry Sachs; Barbara Schwecke; Bill Vertin; Adrien Seixas. **Programs:** Leonard Nimoy—On the Set.

Select Media Communications Inc. 638-642
885 Third Ave., New York 10022

Staff: Mitch Gulkowski; Carol Blank; Catherine Morrow; Linda Yaccarino; Marlene Rochman; Mari Kimura; Barbara Mearini; Cathy Strafaci. **Programs:** *InSport; Relatively Speaking; *Fifth Annual Mrs. of the World Pageant; *Drug Free Kids; A Parent's Guide; *23rd Victor Awards. *Program inserts:* Today in Music History; Whodunit?; Intermission; Quick Schtick; Fashion in a Flash; Health Break; Ask Professor Nutrition; Where in America?; 1-Across.

The Silverbach-Lazarus Group 625
9911 W. Pico Blvd., #PH-M,
Los Angeles 90035

Staff: Alan Silverbach; Herb Lazarus; Toby Rogers; Jim Francis.

Programs: Faerie Tale Theatre; The Littlest Hobo; Cimarron Strip; *Ivan the Terrible—The Demjamjuk Dossier; Hillary's Adventures; Phenomenal World; Explore; For the Term of His Natural Life.

Stephen Arnold Productions 725

Peter Storer & Associates Inc. 705
11822 N. Woodside Crt.,
Mequon, Wis. 53092

Staff: Peter Storer Jr.; Sandy Demitros. **Products:** The Program Manager System (PGMS).

Sybervision Systems 709
7133 Koll Ctr. Parkway, Pleasanton,
Calif. 94566

Staff: Bill Gonzales; Dan Danielsen. John Cablinha. **Programs:** Stop Smoking for Life; The Neuropsychology of Self Discipline; Eating Lean; Neuropsychology of Weight Control.

Synchronal Media Inc. 714
1515 Broadway, 50th floor,
New York 10036

Staff: Ira Smolev; Jerry Baldwin; Larry Dawley; Leslie Hartzell. **Programs:** Looking Closer—Can You Beat Baldness?; Love Your Skin; *You Can Feel Beautiful; *Your Passion for Beauty—Tova 9; Easy Way to Lose Weight; Kitchen Magic—V'Slicer; You Can Be Successful.

D.L. Taffner, Ltd. 712
31 W. 56th St., New York 10019

Staff: Rick Levy; Joe Ceslik; Mike Fahn. **Programs:** *Mystery Wheel of Adventure; *Talkabout; *5-4-3-2-Run; *Count Duckula; Check It Out; Benny Hill; Three's Company; Too Close for Comfort.

Teletrib 556-560
875 Third Ave., New York 10022

Staff: Philbin Flanagan; Mary Jane Hastings; Rick Meril; Anne Rodgers; Clark Morehouse; Harvey Gamm; Bob Cesa; Norman Lesser; Cathy Forbes; Jack Steng; Marc Brody; Nancy Gottdenker; Dick Brown; Rick Jacobson; John Donahue; Ken Kolb; Kevin McGurk (Chicago). **Programs:** *Series: *Cop Talk: Behind the Shield; *Dionne & Friends; *The Investigators; *Joan Rivers; *Subway Network; *Rollergames; At the Movies; Charles in Charge; Dick Clark's Golden Greats; Entertainment Tonight/This Week; Geraldo; Lifestyles of the Rich and Famous; Monsters; Runaway with the Rich and Famous; Soul Train; Star Search; T&T; Tales from the Darkside; Triple Threat; Fame, Fortune and Romance.

Specials: *A Child Called Jesus; *Achille Lauro; *Lou Rawls Presents; *Songwriter's Hall of Fame; *Star Search International; *Stellar Awards; *Lou Rawls Presents: A Decade of Black Gold Hits; At the Movies Oscar Special; Dayton International Airshow; Gunfighters; Hollywood Christmas Parade; Kenny & Dolly: A Christmas to Remember; Living the Dream: Let Freedom Ring; Mother/Daughter Pageant—International & USA; Mouse on the Mayflower; The Rich and Famous 1989 World's Best; Santa Claus is Coming to Town; Scrooge; Soul Train Music Awards; Supermodel of the World 1989; Best of Gleason; Bowzer's Rock 'N' Roll Party.

Animated: Ghostbusters; G.I. Joe; Jem; C.O.P.S.; Denver the Last Dinosaur; Vylor, the Starfire Champion. *Mini-series:* Operation Prime Time; Emma: Queen of the South Seas; Hoover vs. the Kennedys; The Second Civil War; Ford: the Man and the Machine; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Jenny's War; Strong Medicine; Hold the Dream.

Features, packages: Republic Pictures; Color Imaged Specials; Columbia Night at the Movies; TV Net. *Program inserts:* Black History Notes.

Televislon Program Enterprises 556-560

875 Third Ave., New York 10022

Staff: Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Patricia Barbera; Maureen Noonan; Richard Colbert. **Programs:** *Series:* Dick Clark's Golden Greats; Entertainment Tonight/This Week; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Star Search; Triple Threat. *Off-network series:* Fame, Fortune and Romance. *Specials:* Dayton International Airshow; *Lou Rawls Presents: A Decade of Black Gold Hits; The Rich and Famous 1989 World's Best; *Songwriter's Hall of Fame; Supermodel of the World 1989; *Star Search International.

Mini-series: Operation Prime Time; Emma: Queen of the South Seas; Hoover vs. the Kennedys; The Second Civil War; Ford: The Man and the Machine; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Strong Medicine; Hold the Dream.

TeleVentures 519-523
1925 Century Park East, S-2140, Los Angeles 90067

Staff: Pat Kenney; Bill Kunkel; Maury Lanken; Jack Brandon; Ed Youngmark; Noranne Frisby; Kathy Zeisel; Doug Friedman; Drew Hallmann; Jerry Leifer. **Programs:** *Pegasus I; TV-1; Hunter; Sha Na Na.

Transcontinental Pictures Industries 715
650 N. Bronson Ave., Hollywood 90004

Turner Program Services 607
One CNN Center, Atlanta 30348-5366

Staff: W. Russell Barry; John Wladen; Bob Schuessler; David Skillman; Ken Christensen; Bob Rierson; Jon Petrovich; Fred Burrows. **Programs:** *Features:* Premiere One (8 titles), Two (19), Three (10), Four (15); Turner Entertainment One (25); Premium One (22); Color Classic Network Two (12), Three (24); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion Two (30); Theatre 15 (15); Extra-Extras (25); 10 More Extra-Extras (10); 13 Tailor Mades; MGM Pre-48 Library (744); RKO Film Library (669); Warner Bros. Library (735). *First run:* Secret World (24 titles); National Geographic "On Assignment" (Years III, IV, V); Cousteau's Rediscovery of the World (Years IV, V, VI).

Off-network: Gilligan's Island; Medical Center; CHIPS; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari. *Children:* Tom & Jerry and Friends; Popeye; Our Gang; Warner Bros. Cartoon Library; MGM Cartoon Library.

TV Horizons 522-532
Division of LBS Communications,
875 Third Ave., New York 10022

Staff: Henry Siegel; Mike Weiden; Ira Bernstein. **Programs:** *Series:* Family Feud; A Current Affair; Hollywood Squares; Small Wonder; Crazy Like a Fox; Hardcastle & McCormick; Peter Gunn/Mr. Lucky/The Invisible Man; Gidget. *Children:* Police Academy; The Ani-

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mated Series; The Real Ghostbusters; Heathcliff; Popeye; Care Bears & Friends at the Movies; Story of Rock 'n Roll; The Monkees; Smithsonian Treasures. **Movies:** Fox Premiere Movies, Spectrum II. **Specials:** The Hunt for Stolen Treasures...Live!; Psychic Powers Exposed...Live!; LBS Major Minis; The LBS Specials.

20th Century Fox 501-509
10211 W. Pico Blvd.,
Los Angeles 90035

Vestron Television 525-527
60 Long Ridge Rd., POB 4000,
Stamford, Conn. 06907

Staff: Julian Levin; David Armstrong; Bruce Casino; John Witte, Tim Laverder. **Programs:** "Hot Tickets (12 titles); First Images (12); Double Images (10).

Viacom 537-543
1211 Avenue of the Americas,
New York 10036

Staff: Sumner Redstone; Frank Biondi Jr.; Henry Schleiff; Michael Gerber; Joseph Zaleski; Paul Kalvin; Dennis Gillespie; Elissa Lebeck; Lisa Merians; Andrew Spitzer; Scott Kolber; Brooks Carroll; Dennis Emerson; Frank Flanagan; David Campbell; Betsy Vorce. **Programs:** *First-run series:* "Betcha; "Super Mario Brothers "Super" Show; "Remote Control; "Trial by Jury; Double Dare; Finder's Keepers; Superboy; This Morning's Business. *Special:* "1989 MTV Video Music Awards.

Off-network series: All in the Family; The Andy Griffith Show; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; Rawhide; The Cosby Show; December Bride; Dempsey & Makepeace; Bizarre; Split Second; The New Honeymooners; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Hawaii Five-O; Have Gun Will Travel; The Honeymooners; Hogan's Heroes; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; The Rookies; Twentieth Century; The Twilight Zone; Whirllybirds; The Wild, Wild West.

Animated: Terrytoons; Harlem Globetrotters; The Alvin Show. **Features, packages:** Viacom Features I, II, III, IV, V, VI, VII, VIII, IX, X, XI, XII, XIII; Viacom Movie Greats; Exploitable I, III, IV; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only).

Video Media Marketing Ltd. 719
530 W. 23d St., New York 10011

Warner Bros. TV Dist. 557-559
4000 Warner Blvd.,
Burbank, Calif. 91522

Staff: Charles McGregor; Mauro Sardi; William Hart; Bill Seiler; John Louis; Gary Cozen; John Laing; Paul Simon; Ken Fournier; John Chickering; Dee Eulberg; Dan McRae; Sharon Kneller; Eleanor Liebs; Erwin Markisch; Joe Kivlehan; Louis Marino; Bruce Hoffman. **Programs:** *Cartoons:* Bugs Bunny & Friends; Porky Pig & Friends. *Features:* Volume 27 (18 titles); TV4 (13); Volume 26 (24); TV3 (13); Volume 25 (24); TV2 (13); Volume 24 (18); 13 Classic Thrillers II (13); TV1 (13); Volume 23 (20); Volume 22 (38); Volume 21 (26); The FBI Story (4); Volume 20 (30); Volume 19 (29); Volume 18 (28); Volume 17 (23); Volume 16 (18); Volume 14, 15 (13); Volume 13 (25); Volume 2A (22); Volume 1-A (24); 13 Classic Thrillers (13); Tarzan Features (32); The Bowery Boys (48); Starlite 3,4,5,6; Special Features (17).

Mini-series: Hollywood Wives; V; Bare Essence; The Thorn Birds; Pearl; Scruples. **Off-network series:** Head of the Class; Growing Pains; Night Court; Scarecrow and Mrs. King; Matt Houston; Private Benjamin; The Dukes of Hazard; Alice; Welcome Back, Kotter; Chico and the Man; F Troop; Superman; Batman/Superman/Aquaman; Harry O; Wonder Woman; Kung Fu; The Waltons; The FBI; Tarzan; Maverick.

World Events Productions Ltd. 515
4935 Lindell Blvd.,
St. Louis 63108

Staff: Edward Koplar; Brian Lacey; Peter Keefe; Mark Altschuler; Susan Bae. **Programs:** "Denver the Last Dinosaur; "Vytor, the Starfire Champion; Saber Rider and the Star Sheriffs; Voltron: Defender of the Universe.

World Wrestling Federation 538-540
1055 Summer St.,
Stamford, Conn. 06905

Staff: Vincent McMahon; Linda McMahon; James Troy; Richard Glover; Basil

DeVito; Michael Ortman; William Datre; John Howard; Joseph Perkins. **Programs:** WWF Superstars of Wrestling; WWF Wrestling Challenge.

Worldvision Enterprises 641-645
660 Madison Ave.,
New York, N.Y. 10021

Staff: John Ryan; Randy Hanson; Gary Montanus; Bill Baffi; Burt Rosenburgh; Adam Lloyd; Phil Martzoff; Rita Scarfone; Alan Winnikoff; Gary Butterfield; Brian O'Sullivan; Jim Kauss; Jim Thomson; Karl Middleburg; Reggie Jester; Paul Danlik; Marty Weisman, Ed O'Brien.

Programs: *First-run game show:* "Make Your Move. *Variety:* "After Hours. *Comedy:* "Starting from Scratch; *Children:* Smurf's Adventures; Hanna-Barbera's Superstars 10; The Yogi Bear Show; Snorks; Funtastic World of Hanna-Barbera; The Jetsons; Yogi's First Christmas; Rambo; Centurions; Chuck Norris Karate Kommandos; Robin Hood-nik; The Runaways; Oliver Twist & The Artful Dodger; Crazy Comedy Concert; Cyrano; Banana Splits in Hocus Pocus Park; Banana Splits; Atom Ant; Secret Squirrel; Adventures of Gulliver; Adventures of Huck Finn; Birdman-Galaxy Trio; Space Ghost-Dino Boy; Fantastic Four; Frankenstein Jr. & Impossibles; Shazam; Herculeoids; Moby Dick/Mightor; Dastardly & Muttley; Amazing Chan & The Chan Clan; Funky Phantom; Perils of Penelope Pitstop; Wacky Races; Discovery; George of the Jungle; Harvey/Casper; Jackson Five; Jerry Lewis; Josie & the Pussycats; Josie & the Pussycats in Outer Space; King Kong; Lancelot Link-Secret Chimp; Milton the Monster; Professor Kitzel; Reluctant Dragon & Mr. Toad; Smokey the Bear; Top Cat; Wait Til Your Father Gets Home.

Live Action: Sword of Honour; Throb; Starring the Actors; Shark's Paradise; Return to Eden. **Off-network:** The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show, N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis; Buffalo Bill Jr.; Adventures of Champion; Come Along; Dickens & Fensler; High Road; It Pays to Be Ignorant; Mickey Rooney; Next Step Beyond; On the Mat; Range Rider; Take My Word for It; Wonders of the Wild.

Specials: A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo 1; Hervie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is it Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish; World of Miss World; The Bobby Vinton Show; An Evening with Irish TV. **Features:** Prime I,II,III,IV,V,VI,VII,VIII. **Mini-series:** Against the Wind; Holocaust.

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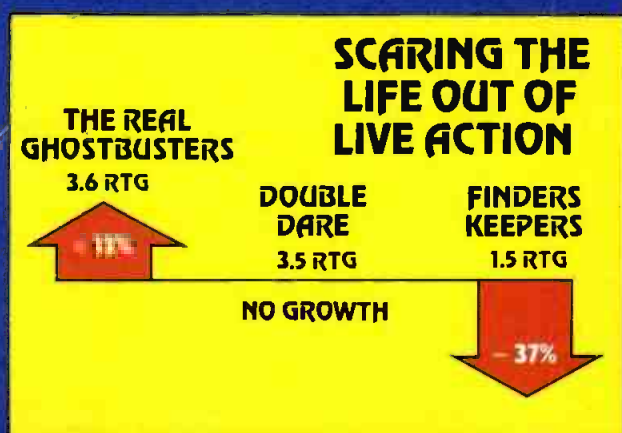
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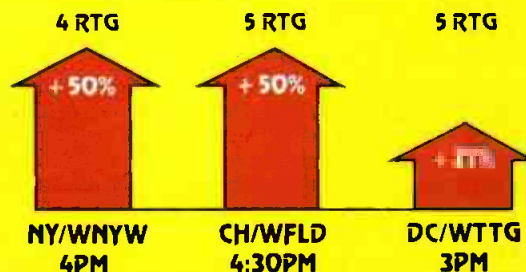


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**NTI w/o 9/12—10/31/88



Bush chooses Dole over Dennis for Labor

President-elect chooses former Secretary of Transportation for his new cabinet

The FCC, now lacking two of its five statutorily mandated members, is out of any immediate danger of losing a third member. Commissioner Patricia Diaz Dennis, who had been considered a leading candidate for Secretary of Labor in the incoming cabinet of President-elect George Bush, was passed over for former Secretary of Transportation Elizabeth Dole. Bush's announcement of Dole, on Dec. 24, 1988, caught most of those who were following the transition process by surprise.

High-level transition team officials earlier in the week were reported to have passed the word that Dennis was the President-elect's likeliest choice on what was then a short list of three candidates. Mrs. Dole, Secretary of Transportation in the Reagan cabinet until she resigned to help her husband, Senator Bob Dole (R-Kan.), in his losing campaign for the Republican presidential nomination, was not then considered to be one of the candidates.

Indications that Dennis's selection was not a sure thing emerged on Thursday, Dec. 22, when Bush announced his choices for four Cabinet posts. Among them was the announcement that retiring Representative Manuel Lujan (R-N.M.) would be nominated as Secretary of the Interior. Lujan is the second Hispanic asked to serve in the Bush cabinet; Lauro Cavazos, the current Secretary of Education whom Bush has asked to remain in the post, was the first. So Dennis's ethnic background no longer seemed as important as it once did. And the selection of Dole was seen by many as, among other things, an effort by Bush to apply balm to any bruises still felt by the Senate minority leader as a result of their bitterly fought contest for the nomination.

Some observers also noted that Dennis's chances might have been hurt by the fact she was not in Washington to argue her case. She and her family left in mid-December for a month-long vacation in Australia and New Zealand. Transition team officials even had trouble contacting her by telephone to determine her interest. Given the time difference, she was reached at 3:45 a.m. on Dec. 17. Dennis's confidential assistant, Linda Botbyl, said the commissioner knew of the Dole selection by the time she called her on Saturday night, local time. A transition team official had called earlier with the information. "She was disappointed," Botbyl said, "but she gave it her best shot." Dennis has now been passed over twice in connection with the Secretary of Labor post; she was considered a leading candidate a year ago when President Reagan named Ann D. McLaughlin.

In other personnel matters, President



Dennis

Reagan made a number of recess appointments, including one to the Advisory Board for Radio Broadcasting to Cuba (Radio Marti) and one to fill an unexpired term on the Board for International Broadcasting, of individuals whose nominations were pending when Congress adjourned in October. F. Clifton White, long active in Republican presidential politics—he had helped engineer Barry Goldwater's nomination in 1964—was named to the Radio Marti advisory board.



Madsen

And Arch Madsen, president emeritus of Bonneville International Corp., who served on BIB from 1984 to 1987, was named to the term expiring May 20, 1989. He succeeds Lilla Burt Cummings Tower, the former wife of the former senator, and Bush's choice to be Secretary of Defense, John Tower. Mrs. Tower, who was known for disrupting meetings of the board ("Closed Circuit," Sept. 28, 1987), was removed by the White House last spring. □

Advertising and the First Amendment. Three national advertising associations have filed a friend-of-court brief in the Supreme Court in support of a suit by a State University of New York student challenging, on First Amendment grounds, a SUNY regulation barring sales presentations in dormitories by salespersons invited for that purpose. The case has been before federal district court twice and the U.S. Court of Appeals for the Second Circuit once. The advertising associations urged the Supreme Court to uphold the circuit court's ruling, in favor of the student, that was based on the decision in *Central Hudson Gas & Electric Corp. v. Public Service Commission* in 1980. The associations say that the decision requires restrictions on commercial speech to be "least restrictive"—of all viable restrictions—on First Amendment rights. The actual Supreme Court language held that the regulation must be "not more extensive than is necessary" to serve substantial governmental interest. SUNY, however, argues that Central Hudson does not impose the "least restrictive means" requirement—only that the restriction on commercial speech be "narrowly tailored" to serve the state's interest. The advertising associations—the American Advertising Federation, American Association of Advertising Agencies and Association of National Advertisers—say SUNY's argument is a "semantic tour de force, notable for its technique but not for its substance."

Lots of questions. Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, is not letting drop his concern over the reorganization of the Commerce Department that on Dec. 2, 1988, shifted the National Telecommunications and Information Administration from its independent status into the new Technology Administration (BROADCASTING, Dec. 5, 1988). In a Dec. 13, 1988, letter to Commerce Secretary C. William Verity, Dingell restated his concern that "submerging NTIA deeper within" the bureaucracy under the new undersecretary of technology "exacerbates the existing problem of inadequate attention to telecommunications" within the executive branch. And he said it is "likely" that the committee will revisit the issue this year.

To help the committee plan its agenda, Dingell asked Verity to answer a number of questions. Among them: How will the mission of the new undersecretary of technology contribute to the formulation of a national telecommunications policy? How does the department expect the grouping of NTIA with two non-telecommunications agencies to enhance its ability to formulate telecommunications policy? How will the relocation of NTIA affect its ability to take into account nontechnical considerations, such as First Amendment rights and universal telephone service? And has the next administration—President-elect Bush has named Houston oil man Robert Mosbacher to be Secretary of Commerce—focused on the proposed reorganization and approved it? Why do it now, in the last days of the current administration?

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Growing clarity on the shortwave dial

Eastern Bloc countries are ending the longtime jamming of U.S.'s Radio Free Europe/Radio Liberty

Jamming—once a major obstacle to the free flow of information between countries—is going out of style. Mikhail Gorbachev's glasnost is now in. Bulgaria, the last country of the Soviet bloc to jam an American international broadcast service, stopped interfering with the broadcasts of Radio Free Europe on Dec. 23, 1988. The station had been jammed in Bulgaria since it went on the air in 1951.

Czechoslovakia had ended its jamming of RFE programming a week earlier. And the Soviet Union stopped jamming the signals of RFE's sister station, Radio Liberty, on Nov. 29, after 35 years. RFE broadcasts in nine languages to East European countries, and RL, in 12 to the Soviet Union and the Baltic countries and in two, Dari and Pashtu, to Afghanistan. RFE and RL, based in Munich and financed by the U.S. government, serve as surrogate stations, designed to cover matters of interest to the countries their signals reach.

"This is an historic event for RFE/RL," said Malcolm Forbes Jr., chairman of the Board for International Broadcasting, which oversees the operations of the two Radios. "For the first time since the inception of these Radios, all our listeners in Eastern Europe and the Soviet Union will

enjoy a clear, audible broadcast signal."

The decision of the Soviet Union and its Eastern Bloc partners to remove barriers to the programming of the two stations long regarded as anathema to the Communist world—BIB says they were the most heavily jammed in the world—came after the Soviets, on May 26, 1987, stopped jamming VOA broadcasts in nine languages. The Soviets had stopped jamming the broadcasts of another major western international service, the British Broadcasting Corp., four months earlier.

The cessation of jamming allows RFE/RL and VOA programmers greater latitude. It is no longer necessary to repeat programs to be sure the material is received. Bruce Porter, BIB executive director, said the Radios, free of jamming, would do "more original programming, more serious programming and a little more music." He also said that telephone interviews with residents of the countries involved are more feasible in the absence of jamming. Porter said RFE/RL President Eugene Pell is reviewing RFE/RL's current schedule with the directors of the two services, "with a view to changes that would take advantage of the end of jamming." And VOA spokeswoman Beth Knisley said the freedom to broadcast without fear of jamming has spurred the Voice to be "more competitive" in terms of its programming, "to be better."

The new climate of glasnost also appears to be easing the demand for frequencies. Robert Frese, VOA's chief engineer, said that where the service once needed "four or five" frequencies per time zone, it now needs three. The others have gone "back into the pot," at a savings to the Voice of "a couple of hundred thousand dollars."

Despite the removal of the jamming barriers being hailed last week, VOA monitors report that jamming is not yet history. While 41 language services of the Voice are free from interference, broadcasts in Dari and Pashtu to Afghanistan are not. VOA officials cannot understand why the Soviets are continuing to jam those broadcasts even after they have stopped interfering with RL's service to Afghanistan. The broadcasts to that country of West Germany's Deutsche Welle and of a clandestine station are also jammed. Bulgaria still jams the Bulgarian-language broadcasts of Vatican Radio, Radio Beijing, RAI (Italy), Radio Tirana (Albania), Voice of Greece and Voice of Turkey. In addition, Iraq continues to jam the Arabic-language broadcasts of Iran and Syria and the Peoples Republic of China jams broadcasts originating in Taiwan.

Still, "this jamming is small compared to the total amount of shortwave broadcasting," said Kim Elliott, director of research for the VOA. "Now you can tune across the shortwave band, and it's clear." □

McCaw seeks greater interest in LIN Broadcasting

LIN's largest owner seeks antitrust clearance from SEC to increase its current 10% ownership to 15%

A watchful eye was being kept last week on the stock of LIN Broadcasting, whose largest owner, McCaw Cellular Communications, said it would seek to increase its 10% ownership in LIN. McCaw's filing with the Securities and Exchange Commission said that it might seek to acquire control of the New York-based group owner, cellular operator and publisher. Observers assume that LIN's seven affiliate TV stations, which securities analysts estimate to be worth \$1 billion, are not the object of McCaw's growing interest.

Kirkland, Wash.-based McCaw is seeking Federal antitrust clearance to increase its current 10% ownership of LIN to 15%.

One month ago, LIN Chairman Donald Pels dismissed a McCaw offer to agree to a "standstill"—halting further purchases of stock. It was not known what the latter company was asking in return for agreeing to the standstill.

Rumors about a possible bid for LIN began just over two weeks ago, and at one point included Tele-Communications Inc. as a possible suitor. The Denver, Colo.-based MSO quickly denied any interest. Since the rumors started, LIN's stock has risen from roughly \$60 to about \$68, closing on Tuesday at \$67 3/8. Early last year the stock had traded at \$41.

LIN's stock might have increased in value last year even without the outside interest. One securities analyst, who asked not to be identified, said that recent transactions in cellular systems indicated an increase,

from \$150 to \$200, in the per-person value of those in a franchise area. Such a yardstick would increase LIN's total private-market value, he continued, to \$92, thus leaving the current stock price still trading at a 27% discount.

The seven affiliate TV stations held by LIN would account for roughly \$19 of that \$92 per share. Four of the seven TV stations are NBC affiliates: WOTV(TV) Grand Rapids, Mich.; WAVY-TV Portsmouth, Va.; KXAS(TV) Fort Worth and KXAN(TV) Austin, both Texas. Two of the stations are CBS affiliates: WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., while one, WAND(TV) Decatur, Ill., is an ABC affiliate. Only two weeks ago LIN named Gary Chapman to head its broadcasting division, which one analyst's report suggested would obtain 1988 revenue of \$140 million. □

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Syndication Marketplace

The producers of **King World's** *Inside Edition* have added four reporters and a field producer to the show's staff. Reporters Marguerite Bardone from WVE-TV, Richmond, Va.; Jeff Cole from WWTB-TV New York; Rick Kirkham from KVCB-TV Las Vegas; and Jonathan Scott from WPLG-TV Miami have joined the newscasting team of the show along with Craig Rivera, a former producer for ABC's *20/20*, who becomes field producer.

Good news for would-be suppliers of tabloid television shows. The November sweeps results show the granddaddy of them all, **Fox's**

A Current Affair, was up more than 100% in the metered markets that the program was airing in this fall and a year ago. The series jumped from an average 3.8 rating/7 share to a 7.8/13. The show is now seen in 129 markets.

NBC O&O's have given a full-season commitment to **Broadway Video's** *Michelob Presents Sunday Night*. The show, distributed by Fox/Lorber Associates, is fully sponsored by Anheuser-Busch and is currently seen on 34 stations covering more than 45% of country.

Cablecastings

Warner buyout

Warner Cable has purchased TA Associates' 66% stake in the Milwaukee cable system for an undisclosed price, giving Warner a 95% stake. Warner had owned 33% along with local investors, who will continue to own the other 5%.

In addition, Bruce Massey, president and general manager of the system, is resigning, to be replaced by Ron McMillen, director of technical operations for Warner's Houston system. Warner said that since the system is built and has passed through its initial marketing stage (84,000 subscribers among 240,000 homes), management focus has shifted to operations. Massey had been involved in an application the system had filed with the state PUC to offer voice and data services beyond the scope of what Warner corporate had intended, and the company quickly withdrew the application. But both Massey and Warner said the parting had nothing to do with that application. Since there are few startup systems left in the U.S., Massey is turning his attention to either Europe, where several firms have approached him about building systems, or he may choose to build his own company, he said.

Ad spending up

Arbitron said that the top 10 cable advertisers on six major cable networks increased their spending 23% in the third quarter of 1988, largely as the results of huge increases by three companies: Eastman Kodak, up 573% to \$3.4 million; Dow Chemical, up 367% to \$2.4 million, and Unilever, up 122% to \$2.9 million, all new to the top 10. Procter & Gamble, the largest advertiser in the period at \$7.4 million, was up 12%. Ironically, the other six top 10 advertisers dropped in spending—Anheuser-Busch, Time, General Mills, Philip Morris, RJR Nabisco and Clorox—anywhere from 6% to 23%. Surveyed were CBN, CNN, ESPN, MTV, USA and WTBS(TV) Atlanta.

Fighting back

Public stations WMTS(TV)-WMTV(TV) Milwaukee, whose simulcast programming was dropped by the Tele-Communications Inc. system in Madison, Wis., some 70 miles away, have launched a campaign to be reinserted.

TCI dropped the signal Dec. 31, citing must carry and localism concerns. Robert Thomson, TCI vice president, government affairs, said the signal is beyond the parameters of the most recent must-carry rules, and that TCI is protecting the concept of localism, since there will be one less PBS competitor to the local PBS station, WHA-TV Madison, which it carries.

But WMTS-WMTV General Manager Thomas Axtell said: "We have already had phone calls and inquiries on the removal of WMTS from Madison.... The station will begin a campaign to have the decision reversed as soon as possible." That campaign includes on-air spots and direct mail pieces urging viewers to call or write TCI and ask that the station be reinstated.

There has been some confusion in the market, said a spokesman for WHA-TV (ch. 21), which is carried on ch. 11 on the system. WMTS-WMTV had been carried on ch. 21 on the system.

Ohio resolution

WOIO-TV Cleveland, which fought a battle to gain carriage on Warner Cable's Youngstown, Ohio, system, that at one point included a revenue sharing carriage proposal (BROADCASTING, Sept. 5, 26, 1988), has been added to the system as of Jan. 1. WOIO-TV is a Fox affiliate and had balked at a proposal to insert local Youngstown advertising in its local Cleveland avails and remit 80% of that money to Warner Cable, which would have sold the avails. The station interpreted the proposal as a pay-for-carriage plan and blasted the cable company. The

proposal was withdrawn and negotiations to add the channel continued.

Warner Cable also is adding Turner Network Television to the lineup on Jan. 1. No services were dropped, Warner said, when those services were added.

BET in Alexandria

Work has begun in Alexandria, Va., on a 32,000-square-foot studio for the Black Entertainment Network, a basic cable channel available to 16.8 million homes over about 1,200 cable systems. The studio will have production and post-production capability. Along with BET productions, the 24-hour network will originate from the new facility, due to open in early 1989. BET has contracted with Communications Engineering Inc., which has completed studio projects in the Washington area for NBC, the Public Broadcasting Service and others.

More TLC

The Learning Channel announced it will expand its programming from 20 to 24 hours per day, beginning next spring. The move is designed to give more late night and early evening programming for its West Coast viewers, it said.

One for cable

Comcast's Gadsden, Ala., system has been awarded \$3.2 million in compensatory and punitive damages, injunctive relief and attorneys fees relating to a suit against an Alabama man for illegal sale of decoder boxes and unauthorized use of cable equipment.

Event TV

Showtime Event Television will present a Frank Sinatra, Liza Minelli and Sammy Davis Jr. pay-per-view concert on Friday, Feb. 10, at 9 p.m. ET. The concert, from the Fox Theater in Detroit, will be stereo simulcast by Westwood One Radio Networks.

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Stock Index

	Closing Tue Dec 27	Closing Wed Dec 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	358 1/2	356 1/2	- 2	-0.56	21	5,799
N (CBS) CBS	170 3/8	170 1/2	- 1/8	-0.07	9	4,025
A (CCU) Clear Channel.....	12 3/4	13 3/8	- 5/8	-0.47	23	49
A (HTG) Heritage Media	4 3/8	4 3/8		0.00	-5	49
O (JCOR) Jacor Commun.	6 1/2	6 1/4	1/4	0.40	-14	63
O (LINB) LIN	67 3/8	66 1/2	7/8	0.13	43	3,481
O (MALR) Malrite	10 1/2	10 1/8	3/8	0.37	-22	143
O (MALRA) Malrite 'A'	10 1/4	10 1/8	1/8	0.23	-14	139
O (OBCCC) Olympia Broad.....	1 3/4	2 1/2	- 3/4	-30.00	-	4
O (OSBN) Osborn Commun.	7 1/4	7 1/2	- 1/4	-0.33	-6	36
O (OCOAC) Outlet Commun.	23	22 1/4	3/4	0.37	-8	150
A (PR) Price Commun.	6 1/4	6 3/8	- 1/8	-0.16	-5	60
O (SAGB) Sage Broadcasting ...	3 1/2	3 1/2		0.00	-5	13
O (SCRPP) Scripps Howard	70	70		0.00	56	722
O (SUNNC) SunGroup Inc.	1 7/8	1 7/8		0.00	-2	4
O (TLMU) Telemundo	7 1/2	7 1/2		0.00	-1	57
O (TVXGC) TVX Broadcast.....	1 3/4	1 1/2	1/4	16.66	-	10
O (UTVII) United Television	27	27 3/8	- 3/8	-0.16	44	296

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	22 7/8	23	1/8	0.54	9	241
O (ASTV) Amer. Comm. & TV	1/32	1/32	0.00	0.00	-	2
N (AFL) American Family	13 3/4	13 3/8	3/8	0.80	11	1,113
O (ACMA) Assoc. Commun.	35	35	0.00	0.00	-	333
O (BMAC) BMA Corp.	32 1/4	30 3/4	1 1/2	0.47	87	338
N (CCN) Chris-Craft	21 1/8	20 5/8	1/2	0.42	46	460
N (DNB) Dun & Bradstreet	52 7/8	54 1/8	1 1/4	0.23	20	8,037
O (DUCO) Durham Corp.	32	32 1/2	1/2	0.53	27	269
N (GCI) Gannett Co.	34 7/8	34 7/8	0.00	0.00	17	5,646
N (GY) GenCorp	16 3/4	17	1/4	0.47	1	531
O (GMXC) GMX Commun.	1/16	1/16	0.00	0.00	1	531
O (GACC) Great Amer. Comm.	9 1/8	9 3/8	1/4	0.26	9	240
N (JP) Jefferson-Pilot	29 7/8	30	1/8	0.41	12	1,179
N (KRI) Knight-Ridder	45 5/8	45 3/4	1/8	0.27	17	2,595
N (LEE) Lee Enterprises	26 1/8	26 1/8	0.00	0.00	18	649
N (LC) Liberty	35	33 7/8	1 1/8	0.32	13	324
N (MHP) McGraw-Hill	62 7/8	62 1/4	5/8	0.10	19	3,031
A (MEGA) Media General	34 3/4	35 3/4	1	0.29	23	980
N (MDP) Meredith Corp.	30	30 1/8	1/8	0.41	12	576
N (MCG) Mich. Energy	27 7/8	28	1/8	0.44	18	75
O (MMEOC) Multimedia	74 3/4	75 1/2	3/4	0.99	72	822
A (NYTA) New York Times	27 3/8	27 3/8	0.00	0.00	13	2,244
N (NWS) News Corp. Ltd.	16 3/8	16 1/8	1/4	0.55	9	4,363
O (PARC) Park Commun.	26 3/4	27	1/4	0.92	21	369
O (PLTZ) Pulitzer Publishing	24	24	0.00	0.00	16	251
N (REL) Reliance Group Hold.	4 5/8	4 7/8	1/4	0.52	5	346
O (RTSY) Reuters Ltd.	27 3/4	27 5/8	1/8	0.45	18	23,040
T (SKHA) Selkirk	49 1/2	49 1/2	0.00	0.00	42	401
O (STAUF) Stauffer Commun.	130	130	0.00	0.00	43	130
N (TIM) Times Mirror	33	33 1/8	1/8	0.37	16	4,270
O (TMCI) TM Communications	3/16	3/16	0.00	0.00	-	1
N (TRB) Tribune	38	37 7/8	1/8	0.33	21	2,899
A (TBSA) Turner Bcstg. 'A'	16 3/4	16 1/4	1/2	0.37	-3	364
A (TBSB) Turner Bcstg. 'B'	14 1/2	14 5/8	1/8	0.85	-2	315
A (WPOB) Washington Post	205 1/2	206 5/8	1 1/8	0.54	14	2,639

PROGRAMING						
O (SP) Aaron Spelling Prod.	6 1/4	6 1/4	0.00	0.00	5	114
O (ALLT) All American TV	2 3/4	2 3/4	0.00	0.00	-	3
O (BRRS) Barris Indus.	7	6 7/8	1/8	0.81	-3	55
N (KO) Coca-Cola	44 1/2	44 1/4	1/4	0.56	18	16,705
A (CLR) Color Systems	1 3/4	1 5/8	1/8	0.79	-1	9
N (KPE) Columbia Pic. Ent.	12 1/8	11	1 1/8	10.22	173	1,330
O (CAVN) CVN Cos.	15 3/4	15 7/8	1/8	0.78	13	273
A (DEG) De Laurentis Ent.	1/2	9/16	1/16	0.11	-	5
O (DCPI) Dick Clark Prod.	3 7/8	3 7/8	0.00	0.00	9	32
N (DIS) Disney	65 1/8	64 7/8	1/4	0.38	19	8,634
N (DJJ) Dow Jones & Co.	29 3/4	30	1/4	0.83	14	2,865
O (EM) Entertainment Mktg.	2	2	0.00	0.00	6	24
O (FNNI) Financial News	6	5 1/4	3/4	14.28	27	72
A (FE) Fries Entertainment	2 1/8	2 1/8	0.00	0.00	9	11
N (GW) Gulf + Western	41	41 1/4	1/4	0.60	7	2,464
O (QNTX) Hal Roach	3 1/4	3	1/4	0.83	-7	22
A (HHH) Heritage Entertain.	1 7/8	1 3/4	1/8	0.74	1	8
A (HSN) Home Shopping Net.	4 3/4	4 7/8	1/8	0.26	21	414
N (KWP) King World	23	23 3/4	3/4	0.35	15	663
O (LAUR) Laurel Entertain.	2 5/8	2 1/2	1/8	0.50	5	6
A (LT) Lorimar-Telepictures	12 5/8	12 5/8	0.00	0.00	-3	585
N (MCA) MCA	45 3/8	45 1/2	1/8	0.27	24	3,299
N (MGM) MGM/UA Commun.	13 1/8	13 3/8	1/4	0.86	-7	657
A (NHI) Nelson Holdings	7/16	7/16	0.00	0.00	-4	11

	Closing Tue Dec 27	Closing Wed Dec 28	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
A (NWE) New World Enter.	2 1/2	2 3/4	1/4	0.09	6	27
O (NNET) Nostalgia Network	11/16	11/16	0.00	0.00	-	3
N (OPC) Orion Pictures	14	14 1/2	1/2	0.34	12	241
O (MOVE) Peregrine Entertain.	1 1/16	1 1/16	0.00	0.00	-35	2
N (PLA) Playboy Ent.	11 3/4	11 7/8	1/8	0.05	13	110
O (QVCN) QVC Network	8 3/8	8 5/8	1/4	0.29	-17	84
O (RVCC) Reeves Commun.	5 3/8	5 5/8	1/4	0.44	26	68
O (RPCA) Republic Pic. 'A'	6 1/4	5 3/4	1/2	0.69	69	26
O (RPCB) Republic Pic. 'B'	5 1/2	5 1/2	0.00	0.00	39	4
O (SMNI) Sat. Music Net.	5 1/4	5 1/8	1/8	0.43	47	47
N (WCI) Warner	35 3/4	36 3/8	5/8	0.71	19	4,509
O (WONE) Westwood One	8 3/4	8 3/4	0.00	0.00	11	126

SERVICE						
O (AMEA) A.M.E. Inc.	12 1/2	12 7/8	3/8	0.29	13	61
O (AGRP) Andrews Group	3 3/8	3 3/8	0.00	0.00	-1	22
O (BSIM) Burnup & Sims	18 1/8	18 3/4	5/8	0.33	39	289
N (CO) Comsat	26 7/8	26 1/2	3/8	0.41	-10	492
N (FCB) Foote Cone & B.	23	22 1/2	1/2	0.22	11	191
O (GREY) Grey Advertising	111	115	4	0.37	14	134
O (IDBX) IDB Communications	8 1/4	7 7/8	3/8	0.46	33	33
N (IPG) Interpublic Group	36 1/8	35	1 1/8	0.31	16	810
O (OGIL) Ogilvy Group	26 3/4	26 3/4	0.00	0.00	13	381
O (OMCM) Omnicom Group	19 3/8	18 3/4	5/8	0.33	13	476
N (SAA) Saatchi & Saatchi	18	18 1/8	1/8	0.68	8	2,622
O (TLMT) Telemation	1 3/8	1 3/8	0.00	0.00	5	6
A (TPO) TEMPO Enterprises	8 1/2	8 1/2	0.00	0.00	28	48
A (UNV) Unitel Video	12 1/8	12	1/8	0.10	18	26

CABLE						
A (ATN) Acton Corp.	11 3/4	12	1/4	0.08	2	13
O (ATCMA) Amer. TV & Comm.	31 1/8	28 7/8	2 1/4	0.79	69	3,385
O (CTEX) C Tec Corp.	46 1/2	44 1/2	2	0.49	20	255
A (CVC) Cablevision Sys. 'A'	31 7/8	31 3/8	1/2	0.59	-10	670
O (CNCA) Centel Cable	39	39	0.00	0.00	125	975
N (CNT) Centel Corp.	50 1/2	50 1/4	1/4	0.49	14	2,196
O (CMCSA) Comcast	16 1/4	16 3/4	1/2	0.28	-73	726
A (FAL) Falcon Cable Systems	19 5/8	19 1/4	3/8	0.94	-81	125
O (JOIN) Jones Intercable	12 5/8	12 1/2	1/8	0.10	39	160
T (MHPQ) Maclean Hunter 'X'	13 1/8	12 7/8	1/4	0.94	36	967
T (RCIA) Rogers Commun. 'A'	74	67	7	10.44	-113	915
T (RCIB) Rogers Commun. 'B'	64 1/4	58 1/4	6	10.30	-98	794
O (TCAT) TCA Cable TV	31 1/4	30 1/4	1	0.30	61	377
O (TCOMA) Tele-Commun.	25 3/4	25 1/8	5/8	0.28	51	3,897
N (TL) Time Inc.	102 1/2	100 7/8	1 5/8	0.61	24	5,990
O (UACI) United Art. Commun.	27	27	0.00	0.00	225	1,108
N (UCT) United Cable TV	34 3/8	34 1/4	1/8	0.36	-180	1,281
N (VIA) Viacom	30 7/8	28 5/8	2 1/4	0.76	-4	1,647
N (WU) Western Union	1 3/8	1 1/4	1/8	10.00	-	43
O (WSMCA) WestMac	17 1/2	17 3/4	1/4	0.40	22	251

ELECTRONICS/MANUFACTURING						
N (MMM) 3M	62 1/4	62 7/8	5/8	0.99	15	14,161
N (ARV) Arvin Industries	18 1/2	18 1/4	1/4	0.36	7	352
O (CCBL) C-Cor Electronics	20 3/4	18 5/8	2 1/8	11.40	34	42
O (CATV) Cable TV Indus.	5 1/8	5 1/8	0.00	0.00	-34	15
N (CHY) Chyron	4	3 7/8	1/8	0.22	14	40
A (CXG) CMX Corp.	3/4	3/4	0.00	0.00	8	6
A (COH) Cohu	11 3/8	11 1/4	1/8	0.11	11	20
N (EK) Eastman Kodak	46 1/4	45 3/4	1/2	0.09	13	15,674
N (GRL) Gen. Instrument	25	25 1/2	1/2	0.96	-18	835
N (GE) General Electric	44 3/4	45 5/8	7/8	0.91	19	40,961
O (GETE) Geotek Inc.	11/16	11/16	0.00	0.00	-2	2
N (HRS) Harris Corp.	26	26	0.00	0.00	11	1,064
O (ITEL) Intel Corp.	17 3/4	17 1/2	1/4	0.42	41	471
N (MAL) M/A Com. Inc.	8 1/4	8 1/8	1/8	0.53	-5	223
N (IV) Mark IV Indus.	10 7/8	11 1/2	5/8	0.43	6	117
O (MCDY) Microdyne	3 3/8	3 1/4	1/8	0.34	-2	14
O (MCOM) Midwest Commun.	4 1/2	4 3/8	1/8	0.25	10	13
N (MOT) Motorola	40 5/8	41 3/8	3/4	0.81	16	5,252
N (OAK) Oak Industries	1	15/16	1/16	0.66	10	75
A (PPI) Pico Products	2 3/8	2 1/4	1/8	0.55	-47	8
N (SFA) Sci-Atlanta	12 1/2	12 7/8	3/8	0.29	10	293
N (SNE) Sony Corp.	57 1/4	57	1/4	0.43	93	13,328
N (TEK) Tektronix	19 3/4	19 1/2	1/4	0.28	658	547
O (TLCR) Telecrafter	4 1/4	4	1/4	0.25	19	6
N (VAR) Varian Assoc.	27 3/8	26 3/8	1	0.79	-144	597
N (WX) Westinghouse	52 1/4	52 3/4	1/2	0.94	10	7,500
N (ZE) Zenith	18 3/4	18 3/4	0.00	0.00	-24	486
Standard & Poor's 400	320.18	320.51	-	0.03	-	00.10

T-Toronto, A-American, N-NYSE, O-OTC. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by

Standard & Poor's or as obtained by Broadcasting's own research.

THE WORLD MUST BE
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Hot enough at PBS

Several of public television's top prime time series will debut this spring with perhaps their most noteworthy new programs. This month, *Nova* opens its season Jan. 17 with an examination of the greenhouse effect, *Hot Enough for You?* On Saturdays, Jan. 14-28, *Wonderworks* will air a three-part animation and live action mini-series based on C.S. Lewis's *Chronicles of Narnia*. And on Jan. 18, the documentary series *Frontline*, which will air 17 new projects this winter and spring, will present a 90-minute special, *The Real Life of Ronald Reagan*.

On Feb. 1, the first day of Black History Month, *American Playhouse* will present a new production of *A Raisin in the Sun*, starring Esther Rolle and Danny Glover. And, after *Mystery!* debuts with new episodes of *Inspector Morse*, followed by new episodes of *Agatha Christie's Miss Marple*, starring Joan Hickson, *Game, Set and Match*, a 12-part series based on Len Deighton's spy trilogy, "Berlin Game," "Mexico Set" and "London Match," debuts with a two-hour special March 23.

Sharing and stretching programming dollars

One-third of the original program hours distributed by the Public Broadcasting Service in its prime time schedule between July 1, 1986 and June 30, 1987, received partial funding through cooperative arrangements with foreign broadcasters and organizations, according to a Corporation for Public Broadcasting study. Countries involved included the United Kingdom, Canada, Australia, West Germany, France, Kenya, Korea, Japan, Norway, Sweden, Ecuador and the Netherlands.

CPB seeds TV

Seventeen public television projects, out of 253 proposals submitted, made the final cut in the first of three fiscal 1989

funding rounds in the Corporation for Public Broadcasting's \$6 million open solicitation process. The winners included eight independent productions, five station productions, four co-productions and seven minority productions. Among the winners were the series forum for independent documentaries, *Point of View*, which premiered last summer; single segment documentaries on the wartime anti-Hitler underground in Germany, on UN peacekeeping forces and on Tijuana, Mexico; a drama about Asian immigrants in Northern California, and a drama based on Langston Hughes's novel, "Not Without Laughter."

First half stats

A dozen public television stations received a total of \$100.5 million current and future program underwriting in the first half of 1988, led by a five-year, \$57 million *MacNeil/Lehrer NewsHour* support from AT&T, PepsiCo and the MacArthur Foundation.

Interactive children

The Special Telecommunications Services division of WGBH-TV Boston was awarded an initial grant of "nearly \$45,000" by the Corporation for Public Broadcasting for the purpose of developing interactive television (laTV) in the area of children's programming.

laTV "seeks to transform viewing from a passive experience into an active one giving the viewer—especially children—the power to change not just the channel but also what is on the screen," said WGBH-TV. The participation of the station, said Action for Children's Television President Peggy Charren, "will help to keep education and access issues in focus."

A Phase I survey will include research into emerging technologies and recommendations on both policy formulation and ways to develop educational products and programming. Proposals submitted to CPB "could lead to a pilot project," said the station.

Japanese view

The Nebraska Educational TV Network and the U.S.-Japan Public Television Program Council will meet at the Corporation for Public Broadcasting headquarters in Washington on Jan. 9 to unveil the latest results of a special bilaterally-funded telecommunications project, "Japan: Toward the 21st Century." Available for viewing at the reception will be the two-part television series and what is billed as "the first interactive videodisc produced for American Japanese studies." The series segments, *The View from Within* and *Global Perspectives*, providing "Japanese views of themselves and their country in the world community as the next century nears," will be aired on PBS this spring.

Step right up

Round number 89 applications for the Corporation for Public Broadcasting's Minorities' and Women's Training Grant program are due in the CPB Department of Human Resources Development by 5:30 p.m. ET, Feb. 7. Although applications for training in any area will be considered, CPB will give priority consideration to those requesting training in news reporting, programming, directing and management.

Heritage future

Heritage Ministries, once PTL, will survive as a religious broadcaster, said its president, Samuel Johnson, even if the new Heritage owner, Stephen Mernick, declines to sell the TV operations back to current management. Mernick, said sources close to last month's bankruptcy auction, has approached both Johnson and commercial broadcaster Cy Bahakel (owner of eight TV's, seven AM's and six FM's) about their buying the cable channel, The Inspirational Network (TIN), separately from the theme park, hotel and other assets.

But, said Johnson, Mernick has not followed through on proposed meetings, and options now include taking up an offer to move into a 15-camera "East Coast studio.... We've got better things to do than sit around and prop up someone else's [Mernick's] assets." TIN is the only money-making element of the ministry, said Johnson, noting that Heritage hotel occupancy is expected to be only 2% this month.

Bahakel, who could use the facilities to become a programming uplinker, said the sources, would probably not be interested in buying only the TV operation, since his partner, George Shinn, was seeking Heritage real estate adjacent to his minor league baseball franchise.

Community service. *Money in America: The Business of Banking*, a new three-part public television consumer education series, scheduled to air at 10 p.m. ET, Jan. 3, 10 and 17, found its corporate underwriting in a highly extraordinary manner. Following 10 years' prosecution of a consumer class-action suit against Wells-Fargo (for alleged excessive bounced check processing charges), a 1987 settlement provided that the bank set aside \$1 million for public education, \$750,000 of that for public TV.

Producer Beverly Ornstein's proposal won a competition for the funds in late 1987, and KOED-TV San Francisco began production last March. Each segment includes funder credits, "Funding for this program was provided by Wells Fargo as part of a settlement of a class-action suit," and series host Sylvia Chase begins each segment with an explanation, noting that the power of the consumers filing the original suit made the program possible.

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Broadcasters want AM changes en masse, not piecemeal

Comments on three FCC proposals offer support for technical plans to improve nighttime service of Class II and III stations, but stress need to implement all of them at same time

Broadcasters expressed their views last week on what the National Association of Broadcasters called "the first tangible results" of a year-and-a-half-old FCC effort to improve the technical quality of AM radio. Comments were received on three proposed changes in the technical rules that broadcasters and the commission hope will improve station coverage, reduce interference and ultimately make AM service more competitive with FM. Almost all of the respondents were in agreement with the individual proposals. But many feared the FCC may decide to implement the proposals in a "piecemeal" fashion rather than as a package.

The three proposals, which were released at an open meeting of the commission last fall (BROADCASTING, Oct. 17, 1988), offer ways to enhance the limited nighttime operation now available to Class II and III daytime stations through new antenna systems and call for changes in the way the commission measures the field strength of AM skywave signals and the skywave RSS (root sum square) interference protection levels. Also at that meeting, the FCC proposed changes in the method of calculating groundwave field strength. Comments on that proceeding are due tomorrow (Jan. 3).

Some of the commentators, including NAB, Cox Enterprises and Clear Channel Broadcasting Service, addressed all four issues in the same filing to demonstrate the need to approve them together, rather than approving some and not others or approving each months or years apart. "It could be unfair to some segments of the AM industry if piecemeal implementation of changes to the commission's technical standards permitted facility modifications that would not be permitted once the totality of revisions occurred," NAB wrote. "For example, changes in the commission's skywave propagation formulas must be made simultaneously and in conjunction with any changes of methods for calculating nighttime protection for stations," said WGN Continental Broadcasting Co., owner of WGN(AM) Chicago.

Another element, revision of the first adjacent channel protection ratios in the AM band, should be added to the package before the others are adopted, NAB suggested. "Probably no single AM technical standard is more responsible for historical increases in AM interference," NAB urged the commission to begin a first adjacent

channel rulemaking "as soon as practicable."

The commission's proposal for a new skywave propagation model is referred to as the "modified method" in the rulemaking order. It is designed to be a more accurate picture of skywave propagation than the three curves now contained in the FCC rules. The modified method is different because it "takes into account the effects of the geomagnetic latitude of the propagation paths," the order said.

Greater Media Inc., East Brunswick, N.J., operator of seven AM stations, said the modified method "would appear to be a major advance in the state of the art in this critical area." It said, however, that clear channel stations in many Northeastern U.S. cities could lose protected nighttime service area with the newly proposed models. Although it does not own clear channel stations, Greater Media praised them for providing "exemplary service to the listening public" for nearly 70 years. "To deprive them of coverage areas to which they have provided service for this long period of time is arbitrary and unfair, even though it may be technically correct by 1988 engineering standards," Greater Media said.

The proposal to enhance the nighttime service of Class II and III daytimers calls for broadcasting at power levels below 25 watts at a station's daytime facility or at separate facilities near the population center of its community of license. NAB and others have endorsed development of "low profile" AM antennas that would provide a high-quality, localized signal at low power.

"To the extent that existing service is not destroyed, or wholesale reallocations of service at night is prohibited, the instant proposal is to be applauded," wrote the Association for Broadcast Engineering Standards (ABES). It called the proposal "an unparalleled opportunity for daytime only stations to be able to provide some nighttime service."

But Bonneville International Corp., Salt Lake City, owner of five AM's, advised against the FCC's plan to treat Class II and III nighttime operation requests as "minor change" applications, eliminating some of the documentation and review requirements. "Elimination of public notice requirements would deprive stations adversely affected of the opportunity to file petitions to deny or informal objections."

In the rulemaking order proposing a change in the method for calculating nighttime protection ratios, the FCC writes that the current "50% exclusion method cannot yield the true RSS value since the contributions of the weaker stations are excluded." The commission suggests a 25% RSS limit, which was proposed in an NAB-commis-

sion report by the consultancy of Hammett & Edison, submitted to the FCC in an earlier round of comments.

Crawford Broadcasting Co., Flourtown, Pa., owner of two AM stations, criticized the proposal, saying that "the damage has already been done" in the form of overcrowding of the AM band due to the flaws in the 50% RSS exclusion rule. "It appears that implementation of a 25% RSS exclusion will have little effect on the existing situation other than to burden the broadcaster with increased complexity of calculating RSS night limits and maximum permissible radiation toward other stations." □

NASA precedes Pentagon into HDTV research

Space agency depends heavily on TV; research there still in early stage of development

While the Department of Defense is readying a program to fund private laboratories developing high-definition television displays and video processors (BROADCASTING, Dec. 26), smaller-scale HDTV research by another government agency, NASA, continues. The agency has been involved in advanced TV research for about four years, according to Robert J. Shafer, director of the Television Development Division of NASA headquarters in Washington.

"Most of what NASA does depends upon television," said Guy Beakley of StelCom Inc., a Houston-based company aiding NASA in its HDTV activities. Along with computer simulations used in training and planning before manned space flights, "there are some very hazardous situations [during flights] where the astronauts and others want to see what they're getting into before they get into it," Beakley said.

The activities and goals of NASA and the Pentagon's Defense Advanced Research Projects Agency (DARPA) do not parallel each other very closely, Shafer said. DARPA's stated goals are to advance HDTV display technology and to bolster the American electronics industry. But NASA's research has been of a more general nature, touching on transmission, imaging and display.

"We're working on end-to-end systems," Shafer said. "In the space station program, for instance, we're working with whether that should be a high-definition television system. If so, what is required and what is going to occur as a function of



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the marketplace and what do we have to do that won't be provided by the marketplace?" The NASA projects are still in an

early stage of development, he said, and they are not near beginning work on prototype hardware of any kind. "Mostly we're

doing research and conceptual development studies," he said.

NASA is working to solve its own appli-

Satellite Footprints

Glasnost access. The earthquake in Soviet Armenia that cut short President Gorbachev's visit to the U.S. last month provided occasion for another watershed event both in access to breaking news inside the USSR and in cooperation among international news media. The victory centered on delivery of a portable 1.5-meter Ku-band uplink and multicamera production center to Leninakan on Dec. 15.

The feat was accomplished by an independent team of French and American producers, including Point du Jour News Agency, Paris; equipment and engineering firm Yves Deviller & Co., Paris, and Internews, New York, which coordinated satellite bookings for users, which included ABC-TV. ABC and French national network Antenne 2 were the major partners financing the effort, said Internews.

The uplink, contributed by French Telecom, was flown to the site aboard an airplane chartered by the French doctors' group *Médecins Sans Frontières*. Soviet State TV was credited with arranging acceptance of the equipment and personnel, which were met at Leninakan by a British Independent Television News crew. ITN contributed ENG footage and, along with the BBC, used the Ku feed for its London broadcasts, said Internews, adding that German and Japanese broadcasters requested access to the feed "but were unable to get their reporters to the scene."

In a related development, Chelmsford, England-based Marconi International Marine Co. said it was lending four new transportables to the Kent Fire Brigade to be used for telephone communications between rescue workers in the area of Urvan and the outside world. Marconi's Satpax is a transportable Inmarsat terminal that fits into two suitcases and is capable of transmitting telephone, telex, facsimile and data.

Cable yard sale. Cable operators owning, or in search of, used and/or surplus equipment can turn to the National Satellite Equipment Auction beginning this month, said Rosenberg, Tex.-based consulting and brokerage firm National Satellite Equity Associates. Using a database "of nearly 1,500 private cable operators across the country," NSEA will issue its first lot of offerings early this month, with other lots following on a bimonthly basis.

Rock around the clock. Cable operators in the Pacific time zone will be able to pick up their own satellite feed of MTV beginning Feb. 1. Coinciding with a same-satellite transponder move by another Viacom programmer, Viewers' Choice 2, MTV will initiate its West Coast feed via vertical transponder 18 on Hughes Communications' Galaxy 3.

"Many of our shows are designed to air during specific day-parts," said John Reardon, MTV Networks executive vice president, sales and marketing. "National advertisers will...benefit through greater exposure on shows which previously aired three hours earlier than in the East, and cable operators who sell local advertising on MTV may be able to generate increased revenue."

Conus bonus. Just as Hubbard Broadcasting's Conus Satellite News Cooperative membership reached 81—with the additions last month of WCMH-TV Columbus, Ohio, and KWOC-TV Davenport, Iowa—Conus began offering expanded customized services in Washington, including reporters, crews, editing, transmission and live access to a fiber optics network there. "Conus takes responsibility for the entire production," said Charles Dutcher III, Conus Communications vice president and general manager. "From the time the story is shot, through editing, SNG facilities and satellite time, you're dealing with one company," he said. Conus has also launched *Mirror of America*, a "weekly survey" service offering raw video material on stories such as "Romance American Style" and "The Great American Diet" to stations "to produce a package on the spot or to use as the foundation for a local series."

Activity centered on personnel changes late last month within co-owned Satellite Network Systems, which also utilizes Ku-band satel-

lite capacity to provide business television services. Edwin Van Hamm, Christian Broadcasting Network group vice president, operations, joined SNS as vice president, operations and marketing. Phillip Lucachick, SNS project manager, was named director of operations.

TVRO night and day. Netlink, Kirkland, Wash., home satellite television receive-only (TVRO) programming retailer owned by TeleCommunications Inc. and other cable operator interests, was scheduled to expand its operations to 24 hours a day beginning yesterday, Jan. 1. With membership at more than 1,500 cable systems one year after launch, the Netlink Affiliate Program uses direct response advertising to secure and authorize home dish subscribers at rates set by the individual cable affiliates, then turns the subscribers over to the affiliate. "Both our customers and affiliates now have round-the-clock access to programming choices, instant authorization and personal assistance," said Netlink President Brian McCauley.

United Video and Amway Corp. also believe they will increase consumer access to sales and service by virtue of their joint venture, Superstar Connection. Based at UV's Tulsa, Okla., uplinking and telemarketing facilities, the new programming service combines Amway's Starion Premiere Cinema and SelecTV movie services with UV's four superstations. Home satellite equipment dealers should benefit as well, said UV Vice President Jack Riley, since the venture will also combine to offer "bigger" commissions for the sale of programming renewals.

TVRO public relations. In an effort described as an "anti-piracy program test," home satellite television receive-only (TVRO) programmer Viacom Satellite Networks and equipment manufacturer General Instrument conducted a two-day "Home Satellite Fair" and local "press awareness campaign" late last year in Roanoke, Va. Designed to counter "negative impressions" of TVRO due to publicity about FBI raids on illegal descrambler marketers, to repatriate owners of illegal descramblers, to discourage future signal theft and to market equipment and programming there, the experiment also included representatives of ESPN and Bluefield Distributing and ACS Inc., both Vinton, Va., equipment dealers.

In addition to the shopping mall fair, the effort offered a one-week window for consumers to exchange altered General Instrument Videocipher II descramblers with "no questions asked" (on the condition they subscribe to some programming within 30 days) and public service announcements "on all radio stations in the area," providing the Satellite Broadcasting and Communications Association consumer hotline number. News stories aired on three local television network affiliates and 15 area radio stations, said VSN.

Wired in Miami. GTE Telecom is laying 10 miles of cable throughout Joe Robbie Stadium, five hotels and other sites in Miami, readying itself to provide telecommunications for the National Football League, NBC-TV and other news organizations covering Super Bowl XXIII on Jan. 22. Subcontractor US Sprint will offer a fiber optic data link from Miami to the NFL's New York office. The event marks the fifth consecutive year GTE will provide end-to-end service for the Super Bowl.

Golden gateway. Telecommunications Properties, Concord, Calif., will purchase Western Union's Sky Valley earth station serving San Francisco, given an FCC grant of license transfer. "The facilities will be converted to and operated as a teleport by Telecommunications Properties subsidiary, San Francisco Satellite Center, TP said late last month. Western Union, whose sale of its domestic C-band satellite system to Hughes Communications was approved just over a month ago (BROADCASTING, Nov. 21), will continue to operate and schedule video services through its Sky Valley facilities; San Francisco Satellite Center will market the services. Of 16 earth station slips available there, two are zoned for Intelsat Standard A antennas.

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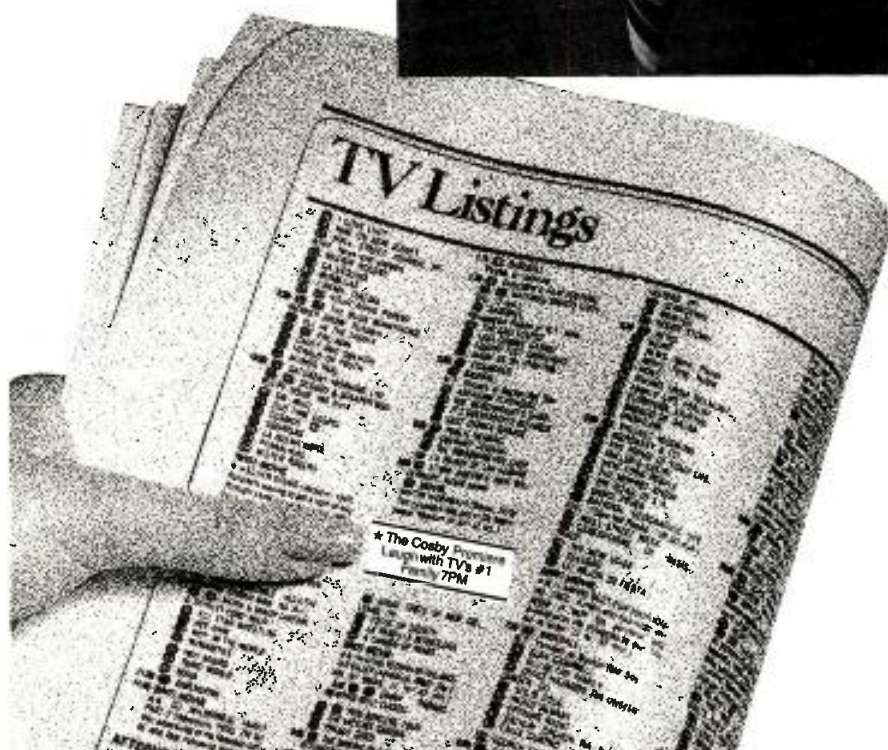
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cation problems first and is less concerned with possible benefits to the consumer electronics industry. The main reason is a shortage of money compared to the resources available to DARPA. "Our funding levels are significantly lower than theirs, so we can't really do the kind of thing they're doing. We'd love to, but we can't," Shafer said.

In late November, NASA signed a contract with StellaCom to assist in its research and development of HDTV technologies. The five-year deal is potentially worth \$5 million. StellaCom, through Advanced Television Support Group in Arlington, Va., will provide equipment and support services to NASA. The company will "study as a precursor to development" of new HDTV systems, which will be built by NASA, said Beakley, who will manage the project. He is a former research scientist for the David Sarnoff Research Center and Scientific Atlanta. The levels of picture quality required by NASA depends on the television application. For some applications, Beakley said, the established 1,125/60 high-definition video standard is not adequate. High-resolution TV cameras are needed, for example, in several parts of the space shuttle to allow astronauts and ground controllers to see parts of the ship they cannot normally reach during the flight, he said.

The StellaCom-NASA project will closely examine the progress of civilian HDTV research efforts, Beakley said. Techniques developed by others will have some influ-

ence on the project, and some NASA-developed advances will be picked up by other labs. "People are interested in what goes on in space, so our systems must meet or exceed the current standards," he said.

Some NASA personnel have been involved in the proceedings of the FCC's advisory committee on advanced television services (ATS), which is gathering information for the commission on how to proceed in the establishment of an HDTV broadcast standard. Ed Miller, head of the communications systems branch at NASA's

Lewis Research Center in Cleveland, is a vice chairman of the ATS working party that is planning systems testing and evaluation specifications. "We're looking at HDTV or improved television techniques" at the Lewis Center, Miller said. He declined to give further details but said the work there is not coordinated with the projects being conducted by NASA in Washington. The work is on a small scale, he said, with funding coming from general funds rather than an earmarked HDTV budget. □

In Sync

SMPTE studying fiber

The Society of Motion Picture and Television Engineers has formed a study group under its New Television Technology Committee to investigate the current state of fiber optic transmission technology and its potential for the future. C. Robert Paulson, director, television/graphics marketing for Artel Corp., Hudson, Mass., will serve as chairman of the new group.

A number of specific study topics have been identified. The group will look at

existing applications of fiber optics, including long-distance and local transmission of television video, audio, data, high-resolution black and white images and color graphics. It will examine what other industry groups and standard-setting bodies are doing to develop fiber optics. It will also look at the long-term potential fiber holds for TV production and post production, electronic newsgathering and network distribution. Of special interest are production and post-production applications involving analog high-definition television and digital graphics.

Fiber optic transmission has played an increasingly large role in SMPTE conferences since the society devoted a full session to the technology at its 1987 fall conference. At the coming television conference, Feb. 3-4 in San Francisco, three fiber optic papers are scheduled, including one to be delivered by Paulson. The organizational meeting for the new fiber optic study group will be held at the television conference on Feb. 4. SMPTE is encouraging participation by engineers from the TV and computer industries, including non-SMPTE members.

For fiber transmission

A new two-way fiber optic transmission system for high-definition television production and post-production applications has been jointly developed by Rebo Research, a division of Rebo High Definition Studio in New York, and Meret Inc., a Santa Monica, Calif.-based manufacturer of fiber optic links. Plans call for the system to be introduced at the National Association of Broadcasters convention in Las Vegas, April 29-May 2. Sale price and availability of the system will be announced there.

"There are a couple of hybrid circuits that have been developed for the front end of the fiber optics and also for the demodulator that we use. Most of the other parts are off-the-shelf parts," said Barry Minnerly, president of Rebo Research. "We don't think anyone else is doing this

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television studios.

Paper request

The Society of Broadcast Engineers is now accepting abstracts for technical papers to be delivered at SBE's national convention in Kansas City, Mo.,

Oct. 5-8. SBE's papers sessions focus on hands-on broadcast engineering issues. Abstracts should be sent to SBE's conference chairman, John Battison, 890 Clubview Boulevard North, Columbus, Ohio 43085, by March 31. The final manuscript is due June 30.

On Radio

ABC wants another radio network

Capcities makes move to buy out Satellite Music Network for approximately \$48.8 million; Dallas-based company hasn't agreed yet, but many think move would be logical one

Capital Cities/ABC Inc.'s offer last month to acquire all outstanding stock of Satellite Music Network ("In Brief," Dec. 19 and 26) came as little surprise to some who follow the company. A change in structure may be considered a natural progression for the Dallas-based network, which, since its formation in 1981, has witnessed consolidation of the network business and has itself maintained a working relationship with ABC for the past year.

In December 1987, Capcities/ABC Radio Network launched an exclusive advertising arrangement with SMN, and ABC Radio Network President Aaron Daniels was named to the company's board. At the same time, ABC acquired a warrant to purchase 1,000,000 shares of the company's common stock at a price of \$4 per share. SMN reported last week that ABC decided to exercise that warrant, which the company had purchased at a price of 15 cents per share.

Although Capcities last year announced plans to buy as much as 20% of SMN's shares in the open market, the company declined to comment on how many shares it has purchased prior to exercising the warrant.

"The radio business is an increasingly competitive one," said Francine Blum, an analyst at Wertheim Schroeder & Co. "There has been consolidation in the last couple of years, and it seems to me that [SMN] has a better chance to survive profitably in a consolidated form than in an independent form."

The SMN board has met to discuss the offer, which the company said would involve a cash purchase of its outstanding stock at \$5.40 a share. No agreement had been announced by press time last week. The offer, which would amount to approximately \$48.6 million, expires Jan. 6. The suggested price seemed to undervalue SMN's assets, according to Blum, but several analysts nevertheless described the \$5-\$6 range as a fair price.

A few years ago, according to Jessica Reif, an analyst at CL Global Partners, SMN probably would not have accepted a price below the \$15-\$20 range. "It's more a function of the market that, yes, at this point, it is a fair price."

Last week, ABC and other radio networks contacted, including CBS, Transtar, United Stations and Westwood One, were unavailable or unwilling to comment on the pending deal. Midwest Communications, based in Minneapolis, which owns a substantial block of SMN stock and which announced last November it would sell all its properties (BROADCASTING, Nov. 28), also declined to comment on the deal.

SMN Chairman John S. Tyler, who declined to comment last week, has previously described the year-old arrangement with ABC as a response to consolidation in the network business (specifically, Transtar's consolidation of its sales force with United Stations and Westwood One's acquisition of the Mutual Broadcasting System and NBC). "To regain a dominant position," he said, "we needed to align ourselves with another network."

SMN last month reported a profit for the third consecutive quarter this year. The company's third-quarter revenues for the three months ending Sept. 30, 1988, were up 28% to \$4,823,000. Earnings for the same period were \$363,321, up from a loss of \$167,578 during 1987. SMN's year-to-date figures as of Sept. 30, 1988, showed revenues up 28% to \$14,062,699, and earnings rising to \$951,718. Earnings year-to-date 1987 showed a loss of \$655,737.

SMN's nine satellite-delivered formats, according to the company, reach more than 1,060 affiliates with a market penetration of more than 10%. The company began with "Country Coast-to-Coast" and adult contemporary "Starstation" in 1981, followed by "Stardust" (1982), "Rock'n Hits" (1984), "Heart and Soul" (1985), "Pure Gold" and "Z-Rock" (1986), "The Wave" (1987) and "Kool Gold" (launched last month).

"Traditionally, [SMN's] growth has been through adding formats," said Reif, particularly those that are attractive to major markets. The company will probably

continue to develop such formats, she said, in search of greater advertising dollars and a lowering in the amount of network compensation paid.

Network compensation paid by SMN for the first nine months of 1988 was \$1.6 million, down from \$2.5 million for the same period last year. Although the figure is down, said Blum, "it has taken the company longer than they would have hoped to replace network-compensated stations in major markets."

Citing network compensation as SMN's biggest expense, Reif indicated that scaling that figure down would be a priority if a larger network were to take the company under its wing: "They would have economies of scale in sales and they would probably have a stronger sales force, which means that as they enter the major markets, they can decrease the network compensation."

Analyst Drew Marcus of Kidder, Peabody & Co. added: "I think it's logical that one of the major networks would be acquiring them." One year ago, Marcus issued a "4" rating (unattractive) to SMN, citing the following concerns: weak national advertising picture, inability of advertisers to buy a targeted audience, severe stock illiquidity and growth in station compensation costs. Among the positive aspects of the company perceived by Marcus at the time were: upside potential of the Wave format, affiliate growth and improved cost control.

Marcus said he later raised his rating of the company to a neutral "3" upon word that ABC had a warrant to buy SMN stock. He also noted that the company has benefited from a better-than-expected national advertising picture. Nevertheless, a sluggish advertising sales picture continues to loom over the networks.

"Particularly if network radio advertising is sluggish," said Reif, "the only way to really get more money is to increase your market share." A stock purchase by a major network, she said, would likely result in a bigger company that could more easily increase that market share.

"Because of the consolidation in the industry," added Reif, "you really need a strong company behind you just to have a presence in the industry." □

America's #1 Rated Independent Prime Time

Once again Chicago's Very Own WGN-TV stands taller than any other independent station. The simple fact of the matter is that WGN-TV rates as

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Source: Nov. '88 Arbitron Metered Market Reports, M-F Average.



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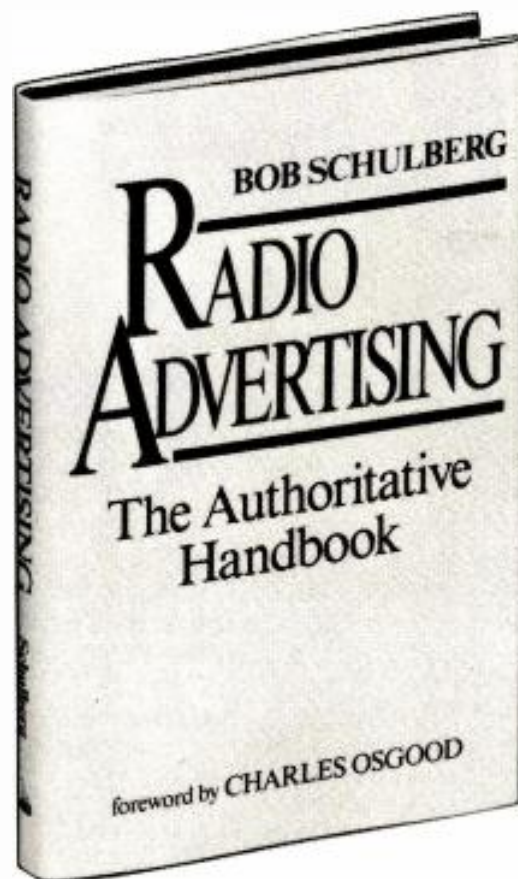
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Riding Gain

Adams returns to 'ATC'

Noah Adams will return to host National Public Radio's evening news program, *All Things Considered*, in February. Adams left that post in February 1987 to launch and host the Minnesota Public Radio variety show, *Good Evening*, which he decided to leave last year (BROADCASTING, Nov. 7, 1988). NPR is still seeking two other *ATC* hosts to join Robert Siegel, Lynn Neary and Adams.

On board at RAB

New Radio Advertising Bureau Chairman Carl Wagner, president of Great American Broadcasting, appointed seven broadcasters to the association's executive committee.

The appointments, effective Jan. 1, are: Gary Edens, president, Edens Broadcasting; Paul Fiddick, president, Heritage Media; Michael Lareau, president/chief operating officer, United Artists Broadcast Properties; Cary Simpson, president, WTRN Radio.

Tyrone, Pa.; Jeff Smulyan, president, Emmis Broadcasting; Dean Sorenson, president, Sorenson Broadcasting, and Nancy Widmann, president, CBS Radio Division.

Wagner, who also takes office on Jan. 1, heads a board that includes Vice Chairman Steve Berger, president, Nationwide Communications and Finance Chairman Richard Buckley, president, Buckley Broadcasting.

Changing formats

WNNR(AM) Hamden, Conn., has switched its call letters to WXCT(AM) and has changed its format from oldies to classic hits of the 1960's-'80s. The syndicated *Solid Gold Scrapbook* (United Stations Radio Networks) is among the new additions to

Swing time

Black Movie Classics, the first in a planned series of music packages

focusing on black movie soundtracks of the 1930's-'40s, is now available from Starmagic Radio, Teaneck, NJ. The 60-minute soundtracks featured in the package are: "Dirty Gertie from Harlem," "The Emperor Jones," "Murder on Lenox Avenue," and "Swing." Starmagic said the series, available for \$39.95 on either cassette or reel, includes performances by entertainers including Louis Jordan and Paul Robeson.

Elvis tribute

The United Stations Programing Network's first special of the new year is *The Elvis Presley Birthday Tribute* the weekend of Jan. 6. The four-hour program honors Presley's 54th birthday (Jan. 8). Randy Davis, WYNY(FM) New York air personality will host the special, which includes interviews with Presley and his friends and excerpts from his performances.

The special is available on a swap/exchange basis.



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the station's lineup. The station, according to owner Milstar Broadcasting Corp., is placing heavy emphasis on community involvement.

Further north, WXYZ(FM) Waterbury, Conn., has dropped its adult contemporary format in favor of country, according to consultant Drake-Chenault. Included in the station's lineup is United Stations' *The Weekly Country Music Countdown*.

In Indiana, WEZR(AM) Fort Wayne switched formats from soft adult contemporary to Kalamusic's "Kala Klassic Gold." The station broadcasts in AM stereo.

November numbers

National spot radio billings were \$87,280,100 during November 1988, a 12.3% decrease from November 1987's \$99,572,800 figure and a 9.6% adjusted rise over November 1987's adjusted total of \$79,658,300. The year-to-date 1988 figure was \$913,294,500, a 7.0% increase over the \$853,312,100 figure for the same period in 1987. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

Public radio business

Marketplace, the business magazine produced by Long Beach, Calif.-based Pacific Public Radio in association with

KUSC(FM) Los Angeles, is scheduled to debut nationally over American Public Radio today, Jan. 2. The program boasts initial carriage by more than 100 public radio stations, including those in the top 10 markets. WNYC-FM New York will serve as the show's New York bureau.

Helped by a Corporation for Public Broadcasting Public Radio Program Fund grant announced two weeks ago (BROADCASTING, Dec. 26, 1988), *Marketplace* has signed guest commentators including former Arizona governor and 1988 Democratic presidential candidate Bruce Babbitt; commodities trader Richard Dennis; "In Search of Excellence" author Tom Peters; former Senator William Proxmire (D-Wis.); the Center for the Study of Democratic Institutions *New Perspectives Quarterly* editor Nathan Gardels, and San Jose, Calif.-based Censtor Corp.'s chairman and chief executive officer, and former Representative Ed Zschau (R-Calif.).

International correspondents include James Morgan, senior economic correspondent, BBC World Service; John Andrews, Asian bureau chief, *The Economist*, and Gyorgy Baló, senior correspondent, Hungarian Television. *Marketplace's* full-time staff includes executive producer James Russell (former executive producer, National Public Radio's *All Things Considered*); anchor Michael Creedman (former reporter with *The Wall Street Journal*, and foreign editor George Lewinski (former foreign editor,

Canadian Broadcasting Corp.).

Growth grants

The Corporation for Public Broadcasting provided six public radio audience-building projects involving eight noncommercial radio stations with a Christmas present in the form of grants totaling \$500,000. The projects include contest effectiveness tests and format change risk assessment.

Black history on NPR

National Public Radio will air three mini-series, totaling 10 hours, in February in honor of Black History Month. The five-part *Black Wordsmiths* includes archival recordings of poet Langston Hughes and profiles of Zora Neale Hurston, Alice Walker, Dorothy West and Nikki Giovanni. Three hour-long segments of



KTXL(TV) Sacramento, Calif. □ Sold by BMA Corp. to Renaissance Communications Corp. for approximately \$56 million cash and a working capital adjustment. **Seller** is Camellia City Telecasters Inc., wholly owned subsidiary of BMA Corp., Kansas City, Mo.-based insurance and medical testing laboratory company. It also owns KDVR(TV) Denver. Stations were put on market last year ("In Brief" Oct. 10, 1988). **Buyer** is principally owned by Warburg, Pincus Capital Co., LP and Michael Finckelstein. It is purchasing WOZL(TV) Miami; WPGH(TV) Pittsburgh ("Changing Hands," Oct. 24, 1988), and WTXN(TV) Hartford-New Haven, Conn. KTXL is Fox affiliate on ch. 40, with 5,000 kw vertical, 1,000 kw aural and antenna 1,926 feet above average terrain.

WNUV-TV Baltimore, Md. □ Sold by New Vision Associates LP to Baitco Inc. for \$20 million. **Seller** is principally owned by Samuel S. Kravetz. It has no other broadcast interests. **Buyer** is owned by W. Mitt Romney, Andrew Banks; Royce Yudkoff, Michael Gross, Tyler Capital Fund LP, Tyler Massachusetts LP, and Tyler International LP-II. It has no other broadcast interests. WNUV-TV is on ch. 54, with 4,700 kw visual, 50 kw aural and antenna 1,500 feet above average terrain.

WETT(AM) Ocean City, Md., and WATR(FM) Bethany Beach, Del. □ Sold by Resort Broadcasters of Maryland Inc. to KAT Broadcasting Corp. for \$9 million. **Seller** is owned by Resort Broadcasters, Richmond, Va.-based group of 10 AM's and seven FM's. **Buyer** is owned by Gardner H. Altman Jr., Doy R. Humphrey, Barry L. Little, Frieda S. Hughes and Astrakel International Ltd. Gardner H. Altman, through corporation, owned 100% by himself. KAT Broadcasting Corp. has filed applications for assignment of following licenses to KAT Broadcasting Corp.: WSVS-AM-FM Crewe, WVAB (AM) Virginia Beach, and WKSJ(FM) Cape Charles, all Virginia; WHCC(AM)-WQNS(FM)

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Congo Square, New Orleans will each air live performances from the 1988 New Orleans Jazz and Heritage Festival, hosted by blues artist Taj Mahal. And four half-hour music documentaries constitute *Rhythm and Blues from the Cities*, a mini-series within NPR's weekly documentary series, *Horizons*, featuring the regional flavors of rhythm and blues music found in New Orleans, Philadelphia, Chicago and Detroit.

Educational radio

Word Stories, a series of six half-hour programs exploring word origins and language history, will be presented by National Public Radio this month. Aimed at children and using original songs, drama and storytelling, each segment dramatizes the history "behind ordinary English words like 'windfall,' 'wardrobe,' 'muscles' and 'clue,'" said The Radio Road Gang Inc., the Washington-based producer of the program.

Taishoff joins BPI as marketing-sales chief

Kenneth W. Taishoff, vice president and general manager of Griffin Television Inc.'s KPOM-TV Fort Smith-Fayetteville, Ark., will join Broadcasting Publications Inc. as vice president and director of sales and marketing. It is being announced today (Jan. 2) by Lawrence B. Taishoff, president and publisher of BPI. The new marketing-sales chief will assume his duties on Jan. 23.



Taishoff has spent his entire business career in the broadcasting industry. After military service as a captain in the U.S. Army he joined Landmark Communications Inc.'s WTAR-AM-FM-TV Norfolk, Va., and the *Virginia Pilot-Ledger Star* newspapers as assistant marketing director, then moved to Fetzer Broadcasting Co.'s WWTV-TV and WWUP-TV Cadillac-Traverse City, Mich., as marketing and creative director. He was then operations and marketing manager for The Journal Co.'s WTMJ-TV Milwaukee and vice president-station manager of Wometco Enterprises Inc.'s WWHT-TV Newark, N.J., before becoming station manager of Taft Broadcasting's WTVN-TV Columbus, Ohio.

Taishoff, who will be based at company headquarters in Washington, will direct marketing and sales operations there and in the New York and Hollywood sales offices. "I am delighted and proud to become a part of this 58-year-old institution," he said. "Both Times Mirror and Broadcasting share absolutely the highest standards and reputation. Each has a total commitment to the broadcast and cable media and to the gathering and dissemination of news."

Taishoff is a nephew of the late Sol Taishoff, co-founder of BROADCASTING, and a cousin of Lawrence Taishoff, the company's chief executive. A graduate of the University of Illinois, Taishoff is married to the former Dodie Marion Daugherty; they have twin daughters, Tara and Tracy. Among his avocations are flying (he is a licensed pilot), running (he participated in last year's New York City marathon), skiing and racquetball. He is a past president-elect of the Broadcast Promotion Managers Association.

Hands

Waynesville, WFLB(AM) Fayetteville, both North Carolina; WOSC(AM)-WZNS(FM) Dillon, WKEL(AM) Myrtle Beach, both South Carolina. WETT operates on 1590 khz with 1 kw day and 500 w night, and WWTR is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

WMDO(AM) Wheaton, Md. □ Sold by Maryland Lotus Corp. to Los Cerezos Television Co. for \$1 million. **Seller** is Los Angeles-based group of nine AM's and six FM's headed by Howard Kalmenson. **Buyer** is principally owned by Antonio Guernica, president, and eight others. It owns W14AA, low-power TV station in Washington, and W66BV Detroit. WMDO is daytimer on 1540 khz with 5 kw.

WSCM(AM)-WACS(FM) Cobleskill, N.Y. □ Sold by Schoharie Communications Corp. to Bruce Lyons for \$950,000 cash. **Seller** is owned by John C. Clancy, president, Donald L. Stork, Robert L. Penrod, Arthur I. Rose, David J. Doherty and David C. Garner. Clancy is 45% owner of WCDO-AM-FM Sidney, WATN(AM) Watertown, and WTOJ-FM Carthage, all New York. **Buyer** owns WXXK-FM Newport, N.H. WSCM is daytimer on 1190 khz with 1 kw, and WACS operates on 103.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** Kozacko-Horton Co.

WWLS(AM) Norman, Okla. □ Sold by WWLS Radio Inc. to Fox Broadcasting Co. for \$550,000. **Seller** is owned by Robert L. Stephenson and Robert T. Stephenson. Principals have interest in KKCC-FM Clinton, Okla. **Buyer** is owned by John Fox and Cathe Fox, jointly held, 75%; Robert L. Stephenson, 22.5%, and Robert T. Stephenson, 2.5%. Fox is 10% stockholder of South Central Oklahoma Broadcasting and Advertising Inc., permittee of KBLP-FM Lindsay, Okla. WWLS is daytimer on 640 khz with 1 kw.

WHYP-AM-FM North East, Pa. □ Sold by Estate of James D. Brownyard to Rambaldo Communications Inc. for \$520,000. **Seller** is headed

November 29, 1988

Journal Broadcasting of Charlotte, Inc. a subsidiary of the Providence Journal Company

has acquired the assets of

WPCQ-TV
Charlotte, NC

from

Channel 36 Partners

The undersigned initiated this transaction on behalf
of the buyer and assisted in the negotiation.

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by Helen I. Brownyard, administrator of the estate of James D. Brownyard. It has no other broadcast interests. **Buyer** is owned by Richard F. and Sharon Rambaldo. Richard is VP and general manager of WUHF-TV Rochester, N.Y. WUHF is daytime on 1530 kHz with 1 kw (250 w critical hours), and WUHF-FM is on 100.9 mhz with 3 kw and antenna 95 feet below average terrain.

KZYR(FM) Avon, Colo. □ 92% of voting stock of licensee, Rocky Mountain Wireless Inc., sold by Sheila Davis to Jerrell K. Davis (8% voting stock before, 33.3% after), Ronald J. Mellon 33.3%, and Duane H. Capouch, 33%, for \$458,856. **Seller** has no other broadcast interests. **Buyer** is owned by Jerrell K. Davis, Ronald J. Mellon, and Duane H. Capouch. KZYR operates on 103.1 mhz with 1.5 kw and antenna 459.2 feet above average terrain.

WHOC(AM) Philadelphia, Miss. □ Sold by William H. Cole to WHOC Inc. for \$300,000. **Seller** has interest in WWSL(FM) Philadelphia, Miss. **Buyer** is equally owned by Leah C. Jarrell, and Laura C. Thrash. It has no other broadcast interests. WHOC operates full-time on 1490 kHz with 1 kw.

KKRV(FM) Kernville, Calif. □ Sold by Kern Valley Broadcasting Co. to Lake Isabella Broadcasting Inc. for \$187,000, subject to adjustment and other considerations. **Seller** principally owned by Dave McClelland, president. It has no other broadcast interests. It is on station on air in November 1985. **Buyer** principally owned by Raymond Klotz, president, former chief engineer for KLAC(AM KLZA(FM) Los Angeles. KKRV is first purchase for buyer. KKRV operates on 102.3 mhz with 130 w and antenna 1,230 feet above average terrain. **Broker: American Radio Brokers Inc./SFO.**

CABLE

System serving Whitehall, Montague, Rothbury, New Era and Big Star Lake, all Michigan □ Sold by Cass Community Antenna TV Inc. to Centel Cable Television. **Seller** is Virginia, Ill.-based MSO serving approximately 13,000 subscribers in four states. It is principally owned by Gerald Gill and Russell Decker. **Buyer** is Oak Brook, Ill.-based MSO serving approximately 500,000 subscribers in seven states. It is publicly held company headed by David Bohmer. System serves approximately 4,000 subscribers. **Broker: Thoben-Van Huss & Associates Inc.**

System serving Roanoke, Rock Mills, Asland, Lineville, Wadley and Wedowee, all Alabama □ Sold by Better Vision Cable Co. to James Cable Partners LP. **Seller** is Roanoke, Ala.-based company principally owned by Earl Manning. It has no other cable holdings.



Expansion. Blackburn & Co. announced plans to open a branch office in New York. Richard Sharpe, currently president of the rep firm of Hillier, Newmark, Wechsler & Howard, will join Blackburn as head of the New York office. Pictured above (l-r) are: James Blackburn, chief executive officer, Blackburn & Co.; Richard Blackburn (standing), president, Blackburn & Co., and Sharpe.

Buyer is Bloomfield Hills, Mich.-based MSO serving approximately 92,000 subscribers in seven states, headed by William R. James. System serves approximately 3,850 subscribers with 4,200 homes passed and 95.5 miles of plant. **Broker: Communications Equity Associates.**

Systems serving Spring Green and seventeen surrounding communities, all Wisconsin □ Sold by HLM Cable Co. and River Valley Cablevision to Spring Green Cablevision Inc. **Sellers** are (respectively) Janesville, Wis.-based MSO that serves four systems in Wisconsin, and Richland Center, Wis.-based company with no other cable holdings. **Buyer** is affiliate of Leonard Communications Inc., Denver-based MSO serving approximately 50,000 subscribers in eight states, headed by Roger K. Leonard, president. System serves 3,100 subscribers.

Systems serving Moore Haven and Glades County, both Florida □ Sold by J&C Hi-Line

Construction Co. to Cablevision Industries. **Seller** is Bristol, Va.-based company. **Buyer** is Liberty, N.Y.-based MSO serving approximately 500,000 subscribers in six states. It is owned by Alan Gerry. Systems serve approximately 1,200 subscribers with 1,600 homes passed. **Broker: Communications Equity Associates.**

System serving Lafayette, Ala. □ Sold by Lafayette Cable TV Co. to James Cable Partners LP. **Seller** has no other cable holdings. **Buyer** is Bloomfield Hills, Mich.-based MSO serving approximately 92,000 subscribers in seven states, headed by William R. James. System serves approximately 835 subscribers. **Broker: Communications Equity Associates.**

System serving Waitsburg, Prescott, Starbuck, Washtucna and Dixie, all Washington □ Sold by Waitsburg TV Cable Inc. to Cooke Cablevision Inc. **Seller** is principally owned by John W. Thompson **check** and has no other cable holdings. **Buyer** is Woodland Hills, Calif.-based MSO serving approximately 700,000 subscribers in 18 states. System serves approximately 800 subscribers with 900 homes passed. **Broker: Daniels & Associates.**

System serving Louisa County, Va. □ Sold by Venture Cable TV Inc. to Adelphia Communications Corp. **Seller** is principally owned by Fred Huff and H. Lane Dudley. It has no other cable holdings. **Buyer** is Coudersport, Pa.-based MSO serving approximately 440,000 subscribers in five states. It is principally owned by John Rigas and James Brush. System serves approximately 450 subscribers with 1,000 homes passed and 39 miles of plant. **Broker: Communications Equity Associates.**

For other proposed and approved sales, see "For the Record," page 108.

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Datebook

Continues from page 35.

■ **April 28-29**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

■ **April 29-May 2**—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May 1989

■ **May 2**—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

■ **May 11**—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

■ **May 11-15**—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **May 15**—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **May 17-18**—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

■ **May 17-20**—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 17-21**—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

■ **May 21-27**—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

■ **May 22**—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

■ **May 24**—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

■ **May 31**—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June 1989

■ **June 10-13**—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

■ **June 15-18**—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego.

Information: (215) 664-4400.

■ **June 15-18**—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

■ **June 17-22**—16th International Television Symposium. Montreux, Switzerland. Information: in Montreux: (41) (21) 963-32-20

■ **June 20-23**—*National Association of Broadcasters* summer board meeting. Washington.

■ **June 21**—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

■ **June 21-25**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

July 1989

■ **July 9-12**—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance. Saratoga Springs, N.Y. Information: (518) 434-6100.

■ **July 12**—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

August 1989

■ **Aug. 17-20**—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

September 1989

■ **Sept. 13-16**—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

■ **Sept. 13-16**—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

■ **Sept. 16**—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

■ **Sept. 17**—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

■ **Sept. 20-22**—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

December, 1988

SOLD

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Sept. 22-27—Cinetex '89, international film market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

October 1989

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva.

For the Record

As compiled by BROADCASTING from Dec. 22 through Dec. 27 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

■ KZYR(FM) Avon, CO (BTCH881130GG; 103.1 mhz; 1.5 kw; HAAT: 459.2 ft.)—Seeks assignment of license

from Rocky Mountain Wireless Inc. to Jerrell K. Davis, Ronald J. Mellon and Duane H. Capouch for \$458,856. Seller is owned by Sheila Davis and Jerrell K. Davis. It has no other broadcast interests. Buyer is owned by Jerrell K. Davis, Ronald J. Mellon, and Duane H. Capouch. Filed Nov. 30, 1988.

■ WAIK(AM)-WGBQ(FM) Galesburg, IL (AM: BTC881208EA; 1590 khz; 5 kw-D, DA; FM: BTCH881208EB; 92.7 mhz; 3 kw; ant 355 ft.)—Seeks transfer of control from Kenneth W. Gneus to Albert O. Berglund Jr. L.P./G.P. for no consideration. Seller has interest in WFTP(AM) Fort Pierce and WDLP(AM) Panama City, both Florida. Buyer is principally owned by Albert O. Berglund Jr. It has no other broadcast interests. Filed Dec. 8, 1988.

■ WBIW(AM)-WQRK(FM) Bedford, IN (BAL881201EA; 1340 khz; 1 kw-U; FM: BALH881201EB; 105.5 mhz; 2 kw; HAAT: 400 ft.)—Seeks assignment of license from Mid-America Radio Group Inc. to Ad-Venture Media Inc. for \$1 million plus \$200,000 non-compete agreement. Seller is owned by David C. Keister. It purchased station last year as part of group ("Changing Hands," Sept. 5, 1988). It also owns WMLA-AM-FM Bloomington IL; WCBI(FM) Lebanon, WBAT(AM) Marion, WKBV(AM)-WFMG(FM) Richmond, and New FM Van Buren, all Indiana; WABJ(AM)-WQTE(FM) Adrian, MI. and WBEX(AM)-WKJJ(FM) Chillicothe, OH. Buyer is owned by L. Dean Spencer, 65%; Barbara Spencer and Lora Holdman, 15%; Brent Steele, 10%; George W. Sorrells, 10%. It has no other broadcast interests. Filed Dec. 1.

■ WXAM(AM) Buffalo, KY (BAL881207EA; 1430 khz; 500 w-D)—Seeks assignment of license from Larue County Broadcasting Co. to HEKA Broadcasting for \$99,292. Seller is owned by Bill Evans and Keith Reising. Evans owns WQXE(FM) Elizabethtown, KY. Reising has interest in WTRE(AM) Greensburg and WRZQ-FM Columbus, both Indiana. Buyer is owned by Herbert C. Day, 80%; John Day, 10%, and Athel L. Turner, 10%. It has no other broadcast interests. Filed Dec. 7, 1988.

■ WHHT-FM Cave City, KY (BAPLH881212GW; 106.7 mhz; 1.7 kw; ant 430 ft.)—Seeks assignment of license from Steven W. Newberry to Newberry Broadcasting Inc. for \$50,000. Seller has interest in WSMJ(AM) Cave City, KY. Buyer is owned by Steven W. Newberry, 40%; James H. Newberry, 15%; Cheryl H. Newberry, 15%; Vickie Hatchett and Nicholas C. Gunn, 15%, and Mary J. Gunn, 15%. Hatchett is permittee for New FM Edmondton, KY. In addition Hatchett owns 7.5% voting stock in WSMJ. Filed Dec. 12, 1988.

■ WNUV-TV Baltimore, MD (BALCT881209; ch 54, 4700 kw vis; 50 kw ant 1,500 ft 950g)—Seeks assignment of license from New Vision Associates Limited Partners to Balco Inc. for \$20,000,000. Seller is principally owned by Samuel S. Kravetz. It has no other broadcast interests. Buyer is owned by W. Mitt Romney, Andrew Banks, Royce Yudkoff, Michael Gross, Tyler Capital Fund L.P., Tyler Massachusetts L.P., and Tyler International L.P.-II. It has no other broadcast interests. Filed Dec. 9, 1988.

■ WETT(AM) Ocean City, MD, and WWTR(FM) Bethany Beach, DE (AM: BAL881214HM; 1590 khz; 1 kw-D, 500 w-N; FM: BALH881214HN; 95.9 mhz; 3 kw; ant 300 ft.)—Seeks assignment of license from Resort Broadcasters of Maryland Inc. to KAT Broadcasting Corp for \$9,000,000. Seller is owned by Resort Broadcasters, Richmond, VA-based group of ten AM's and seven FM's. Buyer is owned by Gardner H. Altman Jr., Doy R. Humphrey, Barry L. Little, Frieda S. Hughes, and Astrakel International Ltd. Gardner H. Altman, through corporation owned 100% by himself, KAT Broadcasting Corp., has filed applications for assignment of following licenses to KAT Broadcasting Corp.: WSVS-AM-FM Crewe, WVAB (AM) Virginia Beach, and WKSVM(FM) Cape Charles, all Virginia; WHCC(AM)-WQNS(FM) Waynesville and WFLB(AM) Fayetteville, both North Carolina; WDSC(AM)-WZNS(FM) Dillon and WKEL(AM) Myrtle Beach, both South Carolina. Filed Dec. 14, 1988.

■ WCBY(AM)-WQLZ(FM) Cheboygan, MI (AM: BAL881206EF; 1240 khz; 1 kw-U; FM: BALH881206EG; 105.1 mhz; 1 kw; HAAT: 600 ft.)—Seeks assignment of license from Fabiano-Strickler Communications Inc. to Reynolds Communications Inc. for \$742,181. Seller is owned by James C. Fabiano and William J. Strickler. Principals have interest in WSOO(AM)-WSUE(FM) Sault Ste. Marie and WCCW-AM-FM Traverse City, both Michigan. Buyer is owned by Del Reynolds and Mary A. Reynolds, 50%, and Richard E. Hunt, 50%. Hunt owns WPTW-AM-FM Piqua, OH. Filed Dec. 6, 1988.

■ KBMO(AM) Benson, MN (BAL881202EE; 1290 khz; 500 w-D)—Seeks assignment of license from Joseph John Garamella to Garamella Broadcasting Co. for \$1. Seller has no other broadcast interests. Buyer is equally owned by Joseph John Garamella and Todd Jonathan Garamella. Garamella Broadcasting Co. is licensee of KMSR(FM) Sauk Centre and KBJJ(FM) Marshall, both Minnesota, and KJIG(FM) Spencer, IA. It is purchasing KSCR-FM Benson, MN (see below). Filed Dec. 2, 1988.

■ KSCR-FM Benson, MN (BALH881202GJ; 93.5 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Todd Jonathan Garamella to Garamella Broadcasting Co. for \$1. Seller has no other broadcast interests. Buyer is equally owned by Joseph J. Garamella and Todd Jonathan Garamella. Garamella Broadcasting Co. is licensee of KMSR(FM) Sauk Centre and KBJJ(FM) Marshall, both Minnesota, and KJIG(FM) Spencer, IA. It is purchasing KBMO(AM) Benson, MN (see above). Filed Dec. 2, 1988.

■ WJXN(AM) Jackson, MS (BAL881213EA; 1450 khz; 1 kw-U)—Seeks assignment of license from Jackson Broad-

\$10,500,000

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casting Co. to St. Pe' Broadcasting Inc. for \$180,000. Seller is owned by Rodger Earle Ownby. It has no other broadcast interests. Buyer is owned by Edward St. Pe' and Deborah St. Pe'. It has no other broadcast interests. Filed Dec. 13, 1988.

■ **WQIS(AM)-WNSL-FM** Laurel, MS (AM: BAL881207; 890 kHz; 10 kw-D; FM: BALH881207; 100.3 mhz; 100 kw; ant. 1,050 ft.)—Seeks assignment of license from Voice of the New South to Design Media Inc. for \$2.95 million (\$2.5 million cash and \$4.95 million in notes) ("Changing Hands," Dec. 19, 1988). Seller is owned by Robert H. Holladay and Mark D. Jones. Holladay recently sold KTYX-FM Healdton, OK ("Changing Hands," Aug. 29) and KWZD-FM Hamlin, TX ("Chapping Hands," Oct. 17). It purchased control of licensee of station in 1987 for \$261,798. Buyer is principally owned by John C. Thomas. It has no other broadcast interests. Filed Dec. 7, 1988.

■ **WHOC(AM)** Philadelphia, MS (BAL881128EG; 1490 kHz; 1 kw-U)—Seeks assignment of license from Monray Broadcasting Inc. to Trayne Communications Inc. for \$152,500. Seller is owned by Edward Monray and E. Jeane Monray. It has no other broadcast interests. Buyer is owned by Thomas Howard Payne, 75%, and James Asa Haggard III, 25%. It has no other broadcast interests. Filed Nov. 28, 1988.

■ **KTMC(AM)** McAlester, OK (BAL881207EB; 1400 kHz; 1 kw-U)—Seeks assignment of license from Monray Broadcasting Inc. to Trayne Communications Inc. for \$152,500. Seller is owned by Edward Monray and E. Jeane Monray. It has no other broadcast interests. Buyer is owned by Thomas Howard Payne, 75%, and James Asa Haggard III, 25%. It has no other broadcast interests. Filed Dec. 7, 1988.

■ **WWLS(AM)** Norman, OK (BAL881201EC; 640 kHz; 1 kw-D)—Seeks assignment of license from WWLS Radio Inc. to Fox Broadcasting Co. for \$550,000. Seller is owned by Robert L. Stephenson and Robert T. Stephenson. Principals have interest in KKCC-FM Clinton, OK. Buyer is owned by John Fox, 75%; Robert L. Stephenson, 22.5%, and Robert T. Stephenson, 2.5%. Fox is 10% stockholder of South Central Oklahoma Broadcasting and Advertising Inc., permittee of KBLP-FM, Lindsay, OK. Filed Dec. 1, 1988.

■ **WCDN(AM)** Chardon, OH (BAL881205EA; 1560 kHz; 1 kw-D, DA)—Seeks assignment of license from Kendee Broadcasting Co. to Music Express Broadcasting Corp. for \$150,000. Seller is owned by Deanna D. Baker and Kenneth D. Baker. It has no other broadcast interests. Buyer is owned by Warren Jones, Theodore T. Jones, Alison C. Jones. It has no other broadcast interests. Filed Dec. 5, 1988.

■ **WDAD(AM)-WQMU-FM** Indiana, PA (AM: BAL881208GM; 1450 kHz; 1 kw-D, 250W-N; FM: BALH881208GN; 103.1 mhz; 3 kw; ant. 170 ft.)—Seeks assignment of license from Indiana Broadcasters Inc. to RMS Media Management Inc. for \$2,500,000. Seller is principally owned by The Progressive Publishing Co. Progressive's principals are: William K. And Aletha M. Ulerich, Margaret Krebs, and Clair Thompson. W. Ulerich has 100% of voting stock of Progressive Publishing which also owns WCPA(AM)-WQYX(FM) Clearfield, PA. William and Aletha Ulerich own WMAJ(AM)-WXLN-FM State College, PA. Buyer is owned by Richard M. Sherry, Kathryn L. Newquist, Nancy M. Sherry, Donald M. Sherry, Michael T. Sherry, and Mark A. Sherry. It has no other broadcast interests. Filed Dec. 8, 1988.

■ **WHYP-AM-FM** North East, PA (AM: BAL881215HI; 1530 kHz; 1 kw-D; 250 w-CH; FM: BALH881215HJ; 100.9 mhz; 3 kw; HAAT: -95 ft.)—Seeks assignment of license from Estate of James D. Brownyard to Rambaldo

Communications Inc. for \$520,000. Seller is headed by Helen I. Brownyard, administrator of the Estate of James D. Brownyard. It has no other broadcast interests. Buyer is owned by Richard F. Rambaldo and Sharon Rambaldo. Filed Dec. 15, 1988.

■ **WBEU(AM)-WYKZ(FM)** Beaufort, SC (BAL881209EE; 960 kHz; 1 kw-D; FM: BALH881209EF; 98.7 mhz; 100 kw; ant. 1001 ft.)—Seeks assignment of license from Specter Broadcast Corporation to Tri-City Broadcasting Co. for \$4.4 million ("Changing Hands," Dec. 19, 1988). Seller is headed by John Mackin Ade. It also owns WFTW(AM)-WKSM(FM) Fort Walton Beach, FL. Buyer is owned by Enzo Dedominicis. Dedominicis is 100% stockholder of Radio Corp. of Hartford, licensee of WRCQ(AM)-WRCH(FM) New Britain, CT. Filed Dec. 9, 1988.

■ **WDIX(AM)-WORG-FM** Orangeburg, SC (AM: BAL881212HE; 1150 kHz; 5 kw-D, 500 w-N, DA-1; FM: BALH881212HF; 103.9 mhz; 3 kw; HAAT: 330 ft.)—Seeks assignment of license from Garden City Broadcasting Co. to Wilkes-Posey Broadcasting Inc. for \$750,000. Seller is owned by Robert R. Hilker and William R. Rollins. Principals have interest in WJJJ(AM) Christianburg, and WVVV(FM) Blacksburg, both Virginia; WYNR(AM)-WPIQ(FM) Brunswick, GA; WSTX-AM-FM Christiansted, VI; WEGO(AM) Concord, NH, and WCGC(AM) Belmont, NC. Hilker has interest in cable systems serving Mooresville, Huntersville, Cornelius, Davidson, and North Mecklenburg and South Iredell Counties, all North Carolina. Buyer is owned by George B. Wilkes III, 70%, and C.A. Posey, 30%. It has no other broadcast interests. Filed Dec. 12, 1988.

■ **WCGM(AM)** Maryville, TN (BTC881206EA; 1120 kHz)—Seeks transfer of control from Monte M. Stephens to Dove Inc. for \$14,000. Seller has no other broadcast interests. Buyer is owned by Jerry Upton, 34%; Stan Williamson, 26%; David Gilliam, 25%; Garry Evans, 15%. It has no other broadcast interests. Filed Dec. 9, 1988.

■ **KSTE-FM** Corpus Christi, TX (BALH881202GI; 93.9 mhz; 100 kw; ant. 940 ft.)—Seeks assignment of license from American Wireless Co. to Thom E. Smith for \$2,313 million ("Changing Hands," Dec. 5, 1988). Seller is headed by Dan Cutrer, who has interest in KPLV(FM) Port Lavaca, TX. Buyer has no other broadcast interests. Filed Dec. 2, 1988.

■ **WAMN(AM)** Green Valley, WV (BAL881207EC; 1040 kHz; 5 kw-D)—Seeks assignment of license from Golden Rule Organization Workshop Inc. to WAMN Inc. for no consideration. Seller is principally owned by Vernon H. Baker. Buyer is owned by Vernon H. Baker, Virginia A. Baker, Edward A. Baker. Vernon Baker is stockholder of Winston-Salem-Greensboro-High Point Area Radio Inc., licensee of WSGH(AM) Lewisville, NC; WOKT Inc., licensee of WOKT(AM) Cannonsburg, KY; WCXN Inc., licensee of WCXN(AM) Claremont, VA. He holds CP's for: WKTR(AM) Earlysville, and WNDT(AM) Danville, both Virginia. Filed Dec. 7, 1988.

■ **KATI(AM)-KGRQ(FM)** Casper, WY (BAL881214ED; 1400 kHz; 1 kw-U; FM: BALH881214EE; 94.5 mhz; 65 kw; ant. 1908 ft.)—Seeks assignment of license from Mountain West Broadcasting Inc. debtor-in-possession to Casper Broadcasting Co. for \$350,000. Seller is principally owned by Boyd D. Hall and Randall S. Hall. It has no other broadcast interests. Buyer is owned by James Stuart, 30%; Scott Stuart, 15%; James Stuart Jr., 15%; Catherine Stuart Schmorck, 15%, and eight others with less than 4%. Buyer is owned by Jack Rosenthal, 49%; Robert D. Price, 49%, and Hugh M. Duncan, 2%. It has no other broadcast interests. Filed Dec. 14, 1988.

■ **KATI(AM)-KGRQ(FM)** Casper, WY (BAL881214EF; 1400 kHz; 1 kw-U; FM: BALH881214EG; 94.5 mhz; 65 kw; ant. 1908 ft.)—Seeks assignment of license from Casper Broadcasting Co. to Clear Channel Radio Inc. for \$350,000. Seller is owned by James Stuart, 30%; Scott Stuart, 15%; James Stuart Jr., 15%; Catherine Stuart Schmorck, 15%, and eight others with less than 4%. Buyer is owned by Jack Rosenthal, 49%; Robert D. Price, 49%, and Hugh M. Duncan, 2%. It has no other broadcast interests. Filed Dec. 14, 1988.

New Stations

Applications

■ **Cottonwood, AZ (BPH881206MC)**—KVRD Inc. seeks 105.7 mhz; 3 kw; minus 205 m. Address: P.O. Box 187, Cottonwood, AZ 86326. Principal is owned by Richard B. Dehnert and Krysta E. Dehnert. Filed Dec. 6, 1988.

■ **Union Park, FL (BPED881207MA)**—Central Florida Educational Foundation Inc. seeks 88.3 mhz; 1.9 kw; 183 m. Address: 2607 S. Woodland Blvd., Deland, FL 32720. Principal is owned by James S. Hoge, Richard A. Rosenberg, Stephen Hollis M.D. Hollis is licensee of WYND (AM) Deland, FL. He also owns in his individual capacity WMOC(AM) Chattahoochee, FL and Low Power TV facility on channel 16 Columbus, GA. Filed Dec. 7, 1988.

■ **Baker, LA (BPH881205)**—Lamplighter Broadcasting Inc. seeks 107.3 mhz; 3 kw; 100 m. Address: 4523 Wimbish Drive, Baker, LA 70714. Principal is owned by William P. Minyard and Hope C. Minyard. Filed Dec. 5, 1988.

■ **Baker, LA (BPH881213MC)**—Knight Communications Corp. seeks 107.3 mhz; 3 kw; 100 m. Address: 63 Bay State Rd., Boston, MA 02215. Principal is owned by Norman Knight, Scott Knight, Edith Argerow, Edward J. Juare, and Thomas H. Pierce. Knight Radio Inc. is licensee of WGR-AM-FM Manchester, NH; WEZF(FM) Burlington, VT. Norman Knight owns 100% of issued and outstanding stock of Knight Communications Corp., licensee of WTAG(AM)-WSRS(FM) Worcester, MA. Norman Knight owns 100% of issued and outstanding stock of Knight Broadcasting of New Hampshire Inc. licensee of WHEB-AM-FM Portsmouth, NH. Norman Knight owns 100% of issued and outstanding stock of Quality Radio Inc., licensee of WSAR(AM) Fall River, MA. Filed Dec. 13, 1988.

■ **Mamou, LA (BPH881207MH)**—Robert M. Mason seeks 101.1 mhz; 3 kw; 100 m. Address: 1943 Greenvue, Northbrook, IL 60062. Principal has no other broadcast interests. Filed Dec. 7, 1988.

■ **Howland, ME (BPH881201MI)**—Bay Communications Inc. seeks 103.9 mhz; 3 kw; 100 m. Address: Box 291, Yarmouth Rd. (US Rte. 1), Freeport, ME 04032. Principal is owned by Robert J. Cole and Eileen P. Cole. It also owns WCME(FM) Boothbay Harbor, ME. Filed Dec. 1, 1988.

■ **Caledonia, MN (BPH881206MB)**—Oasis Broadcasting Partners Inc. seeks 94.7 mhz; 3 kw; 100 m. Address: 15251 NE 18th Ave., Suite 9, North Miami Beach, FL 33162. Principal is owned by Russell Oasis and Alan H. Potamkin. Filed Dec. 6, 1988.

■ **Alliance, NE (BPED881209MB)**—Nebraska Educational Telecommunications Commission seeks 91.1 mhz; 92.3 kw; 404 m. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is owned by Vance D. Rogers, Lee B. Jones, Jill Elston, Laura Gaebel, Jan Hall, Charles J. Harrington, Thomas J. Reeves, Sally Stecher, Gerald Sughroue and Jack G. McBride. Filed Dec. 9, 1988.

■ **Chadron, NE (BPED881209MA)**—Nebraska Educational Telecommunications Commission seeks 91.9 mhz; 8.4 kw; 103 m. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is owned by Vance D. Rogers, Lee B. Jones, Jill Elston, Laura Gaebel, Jan Hall, Charles J. Harrington, Thomas J. Reeves, Sally Stecher, Gerald Sughroue and Jack G. McBride. Filed Dec. 9, 1988.

■ **Falls City, NE (BPED881207MC)**—Nebraska Educational Telecommunications Commission seeks 91.7 mhz; 7.1 kw; 168 m. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is owned by Vance D. Rogers, Lee B. Jones, Jill Elston, Laura Gaebel, Jan Hall, Charles J. Harrington, Thomas J. Reeves, Sally Stecher, Gerald Sughroue and Jack G. McBride. Filed Dec. 7, 1988.

■ **Hastings, NE (BPED881207MB)**—Nebraska Educational Telecommunications Commission seeks 89.1 mhz; 64.3 kw; 329 m. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is owned by Vance D. Rogers, Lee B. Jones, Jill Elston, Laura Gaebel, Jan Hall, Charles J. Harrington, Thomas J. Reeves, Sally Stecher, Gerald Sughroue and Jack G. McBride. Filed Dec. 7, 1988.

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ATTENTION: WOMEN WHO SOUGHT EMPLOYMENT WITH THE VOICE OF AMERICA (VOA), THE UNITED STATES INFORMATION AGENCY (USIA), OR THE UNITED STATES INTERNATIONAL COMMUNICATION AGENCY (USICA) BETWEEN OCTOBER 8, 1974 AND NOVEMBER 16, 1984.

**YOU MAY BE A VICTIM OF SEX DISCRIMINATION
ENTITLED TO A MONETARY AWARD AND A POSITION WITH THE AGENCY.
UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA**

CAROLEE BRADY HARTMAN, et al.,
Plaintiffs,

v.

CHARLES Z. WICK,
Defendant

Civil Action No. 77-2019
Judge Charles R. Richey

PUBLIC NOTICE

On November 16, 1984, the United States District Court for the District of Columbia found in this class action lawsuit that the United States Information Agency (USIA or the Agency), including the Voice of America (VOA), is liable for sex discrimination against female applicants for the following positions at the Agency. The USIA was also formerly known as the United States International Communication Agency (USICA). On January 19, 1988, the Court issued its opinion ordering relief in a variety of forms to potential class members. Accordingly, this case is now in the remedial phase.

JOBS COVERED

Specifically, the Court has found that the Agency has discriminated against women in hiring in the following jobs:

- Electronic Technician (Occupational Series 856)
- Foreign Language Broadcaster (Occupational Series 1048)
- International Radio Broadcaster (Other) (Occupational Series 1001)
- International Radio Broadcaster (English) (Occupational Series 1001)
- Production Specialist (Occupational Series 1071)
- Writer/Editor (Occupational Series 1082)
- Foreign Information Specialist/Foreign Affairs Specialist/Foreign Service Information Officer/Foreign Service Officer (Occupational Series 1085 and 130)
- Radio Broadcast Technician (Occupational Series 3940)

WHO IS INCLUDED

All women who sought employment with the Agency in any of the jobs listed above between October 8, 1974 and November 16, 1984 and were not hired may be eligible for relief. Also included are those women who were discouraged from applying for these positions during that time period. Even those women subsequently hired by the Agency in some capacity may be entitled to participate in the remedial phase of this case.

Women who sought employment with the Agency as Foreign Service Officers or Foreign Service Information Officers may be eligible for different kinds of relief depending upon the date of application and whether they sought employment at the entry level or mid-level. Women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1977 must use the procedure outlined below. Women who sought employment with the Agency as mid-level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1984 must also use the procedure outlined below. However, women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1978-1984 cannot use the procedure outlined below, since the Court has ordered an alternative form of relief for them and selected women in this group will be notified individually as to their rights.

RELIEF AVAILABLE AND HOW TO OBTAIN IT

Relief available to class members may include a monetary award and/or priority consideration for a current position with the Agency. If you think you may be entitled to relief, you must obtain a claim form, complete it fully, and return it to counsel for the plaintiff class, Bruce A. Fredrickson, Esq., Webster & Fredrickson, 1819 H Street, N.W., Suite 300, Washington, D.C. 20006 (202/659-8515), postmarked no later than July 15, 1989.

You may obtain a claim form in person and/or in writing from several sources: counsel for the plaintiff class, whose address is listed above; in person from USIA, Front Lobby, 301 4th Street, S.W., Washington, D.C. (8:15am-5:00pm), Office of Personnel Management (OPM), Federal Job Information Center (First Floor, Room 1425), 1900 E Street, N.W., Washington, D.C. (8:30am-2:30pm), or from area OPM offices throughout the country; in writing, VOA-Hartman, P.O. Box 400, Washington, D.C. 20044. You should carefully consider all questions on the claim form, fill it, and return it to counsel for the plaintiffs. Do not, under any circumstances, return the claim form to the Judge, the Court or the Clerk of the Court. The Judge, the Court and the Clerk of the Court will not accept the claim forms and will not forward claim forms to plaintiffs' counsel.

PROCESSING OF CLAIMS

The process for handling claims has not been finally decided. Thus far, the Court has ordered that responding class members demonstrate their potential entitlement to relief at an individual hearing to be scheduled at a later date. However, the Court has reserved the right to reconsider this procedure in the event the number of claims filed makes this approach unmanageable.

Should individual hearings be used, you will be fully informed as to the date and time of your hearing. Moreover, you will be entitled to legal representation by counsel for the plaintiff class or his designee at no cost to you. Legal counsel will discuss your claim with you prior to your hearing, help you prepare your case and represent you at your hearing. You may, of course, retain your own attorney to represent you, if you so desire.

At the individual hearing, you will be asked to demonstrate your potential entitlement to relief by showing that you applied for one or more of the covered positions during the period October 8, 1974 and November 16, 1984 and that you were rejected, or that you were discouraged from applying. Evidence may be required in the form of testimony, documents, or both. Once you have demonstrated these facts, USIA is required to prove, by clear and convincing evidence, that you were not hired (for each position for which you applied) for a legitimate, non-discriminatory reason, such as failure to possess requisite qualifications. Should USIA make such a showing, you would then be entitled to demonstrate that the Agency's reason is merely a cover for sex discrimination or unworthy of belief.

Following the hearing, the Presiding Official will decide whether you are entitled to relief and, if so, what relief is appropriate. You may be entitled to wages and benefits you would have earned if you had been hired (back pay) from the date of your rejection until the date relief is approved. Under the law, back pay is offset by earnings you may have had during the period. In addition, you may be found to be entitled to front pay (that is, compensation into the future until an appropriate position is afforded you). Similarly, you may be found to be entitled to priority consideration for employment with the Agency. If hired, you may further be entitled to retroactive seniority with the associated benefits and the value of any promotions you would likely have had if you had not suffered discrimination.

REQUIRED STEPS TO FILE YOUR CLAIM

To participate in the remedial phase, you must fully complete the claim form and return it, POSTMARKED NO LATER THAN July 15, 1989, to counsel for the plaintiff class. Your failure to do so will result in your losing all rights you may have in this lawsuit. If you have questions about your rights or procedures available to you, you may contact counsel for the plaintiff class:

Bruce A. Fredrickson
Webster & Fredrickson
1819 H Street, N.W., Suite 300
Washington, D.C. 20006
(202/659-8515)

October 4, 1988

Date

/s/ Judge Charles R. Richey

United States District Court
Judge Charles R. Richey

■ Lexington, NE (BPED881208MC)—Nebraska Educational Telecommunications Commission seeks 88.7 mhz; 43.8 kw (H) 92.3 (V); 286 m. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is owned by Vance D. Rogers, Lee B. Jones, Jill Elston, Laura Gaebel, Jan Hall, Charles J. Harrington, Thomas J. Reeves, Sally Stecher, Gerald Sughrue, and Jack G. McBride. Filed Dec. 8, 1988.

■ Norfolk, NE (BPED881208MA)—Nebraska Educational Telecommunications Commission seeks 89.3 mhz; 42.3 kw; 300 m. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is owned by Vance D. Rogers, Lee B. Jones, Jill Elston, Laura Gaebel, Jan Hall, Charles J. Harrington, Thomas J. Reeves, Sally Stecher, Gerald

Sughrue, and Jack G. McBride. Filed Dec. 8, 1988.

■ North Platte, NE (BPED881208MB)—Nebraska Educational Telecommunications Commission seeks 91.7 mhz. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is owned by Vance D. Rogers, Lee B. Jones, Jill Elston, Laura Gaebel, Jan Hall, Charles J. Harrington, Thomas J. Reeves, Sally Stecher, Gerald Sughrue, and Jack G. McBride. Filed Dec. 8, 1988.

■ Walpole, NH (BPH881213MD)—Walpole FM Limited Partnership seeks 96.3 mhz; 1.45 kw; 140 m. Address: 12805 Clearfield Dr., Bowie, MD 20715. Principal is owned by Jeanne-Marie Calderon and Carl W. Hurlbaas. Filed Dec. 13, 1988.

■ Roswell, NM (BPH881212)—Mary Moran seeks 104.7

mhz; 50 kw; 128 m. Address: 4012 88th Place, Lubbock TX 79413. Principal is secretary, treasurer and director of Ramar Communications Inc., licensee of KJTV Lubbock, TX, and KRSY(AM) Roswell, NM. Ray Moran, applicant's husband, owns 100% of capital stock of Ramar Communications Inc., licensee of LPTV translator stations K7OTZ and K77BL Snyder and K66DB Seminole, all Texas. Ray Moran is licensee of LPTV translator stations K78AZ, K80BD and K83AQ, Matador, and K60BW, Turkey-Quitaque, all Texas. He is also licensee of MDS station WDU352 Roswell, NM. Filed Dec. 12, 1988.

■ Winters, TX (BPH881209MK)—AFM Associates General Partnership seeks 95.9 mhz; 3 kw; 100 m. Address: P.O. Box 736, Myrtle Beach, SC 29577. Principal is owned by Albert D. Ervin, David A. Rawley Jr., P.A. Thomas Sr. Filed Dec. 9, 1988.

■ Barrackville, WV (BPH881208MI)—T.C. Monte Inc. seeks 93.1 mhz; 1.088 kw; 162 m. Address: 2500 Cincinnati Commerce Ctr., Cincinnati, OH 45202. Principal is owned by Benjamin L. Homel, Robert L. Lawrence, Frank E. Wood. It has no other broadcast interests. Filed Dec. 8, 1988.

■ Barrackville, WV (BPH881208ML)—Rosemary C. Fanciaccia seeks 93.1 mhz; 3 kw; 75 m. Address: P.O. Box 64, Kingmont, WV 26578. Principal has no other broadcast interests. Filed Dec. 8, 1988.

■ Barrackville, WV (BPH881208MM)—Roger F. Weigle seeks 93.1 mhz; 1.2 kw; 157 m. Address: 8117 Counselor Rd., Manassas, VA 22111. Principal has no other broadcast interests. Filed Dec. 8, 1988.

■ Kingwood, WV (BPH881208MK)—WFSP Inc. seeks 107.7 mhz; 1.6 kw; 137 m. Address: P.O. Box 567, Kingwood, WV 26537. Principal is owned by Arthur W. George, Sandra L. George and Joseph D. Price. Filed Dec. 8, 1988.

■ Kingwood, WV (BPH881208MJ)—Spectrum Broadcast Systems seeks 107.7 mhz; 0.5 kw; 243 m. Address: Rte. 1, Box 1282, Kingwood, WV 26537. Principal is owned by Anna Slagle. It has no other broadcast interests. Filed Dec. 8, 1988.

■ Spencer, WV (BPH881202MA)—Star Communications Inc. seeks 104.7 mhz; 3 kw; 100 m. Address: 106 Radio Street, Spencer, WV 25276. Principal is owned by Gordon Rogers, Robert E. Zdanek, Doris Rogers, Lawrence Koenig, and Ann Rizzo. Filed Dec. 2, 1988.

■ Mosinee, WI (BPH881205MJ)—Radio Ingstad Wisconsin Inc. seeks 94.7 mhz; 50 kw; 150 m. Address: 8500 Normandale Lake Blvd., Suite 1740, Bloomington, MN 55437. Principal is owned by James Ingstad. Ingstad is sole shareholder of James Ingstad Broadcasting Inc., licensee of KQHT(FM) Crookston, KNUJ(AM)-KXLP(FM) New Ulm and KWAD(AM)-KKWS(FM) Wadena, all Minnesota; KOVC-AM-FM Valley City, ND, and KFKA(AM)-KSQI(FM) Greely, CO. Filed Dec. 5, 1988.

■ Mosinee, WI (BPH881205MH)—Dolson Inc. seeks 94.7 mhz; 50 kw; 150 m. Address: 323 Abner Street, Rhinelander, WI 54501. Principal is owned by Nadine F. Musson and Gregory R. Dolson. Filed Dec. 5, 1988.

■ Mosinee, WI (BPH881205MI)—Dolson Inc. seeks 94.7 mhz; 50 kw; 150 m. Address: 2009 Hemlock Avenue, Schofield, WI 54476. Principal is owned by Nadine F. Musson. It has no other broadcast interests. Filed Dec. 5, 1988.

■ Mosinee, WI (BPH881202MB)—Peggie Post Mallory seeks 94.7 mhz; 50 kw; 150 m. Address: 2299 River Forest Lane, Mosinee, WI 54455. Principal has no other broadcast interests. Filed Dec. 2, 1988.

■ Verona, WI (BPH881213ME)—Knight Radio Inc. seeks 105.5 mhz; 3 kw; 100 m. Address: 63 Bay State Road, Boston, MA 02215. Principal is owned by Norman Knight, Scott Knight, Edith Argereau, Edward J. Juare, Thomas H. Pierce. Knight Radio Inc. is licensee of WGR-AM-FM Manchester, NH, and WEZF(FM) Burlington, VT. Norman Knight owns 100% of issued and outstanding stock of Knight Communications Corp., licensee of WTAG(AM)-WSRS(FM) Worcester, MA. Norman Knight owns 100% of issued and outstanding stock of Knight Broadcasting of New Hampshire Inc., licensee of WHEB-AM-FM Portsmouth, NH. Norman Knight owns 100% of issued and outstanding stock of Quality Radio Inc., licensee of WSAR(AM) Fall River, MA. Filed Dec. 13, 1988.

■ Waunakee, WI (BPH881212MB)—Dale A. Ganske seeks 105.1 mhz; 3 kw; 100 m. Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal has no other broadcast interests. Filed Dec. 12, 1988.

Actions

■ Clayton, GA (BPH870918NK)—Granted app. of Richard J. Turner Jr. for 104.1 mhz; 0.48 kw H&V; 249 m. Address: P.O. Box 1175, Clayton, GA 30525. Principal has no other broadcast interests. Action Dec. 2, 1988.

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■ Clayton, GA (BPH870917MA)—Dismissed app. of Screamer Mountain Radio for 104.1 mhz; 0.74 kw H&V; 206 m. Address: Rte. 3, Box 3367, Clayton, GA 30525. Principal is owned by W.L. Savage. Action Oct. 12, 1988.

■ Aiea, HI (BPH851028MA)—Dismissed app. of Tropic-Air Ltd. for 107.9 mhz; 87 kw H&V; 2086 m. Address: 1018 Cedar Grove Rd., Wynnewood, PA 19096. Principal is owned by Karen J. Gross. Action Oct. 19, 1988.

■ Aiea, HI (BPH851028MB)—Granted app. of Charles R. Crawford for 107.9 mhz; 100 kw H&V; 1806 m. Address: 2645 Kilihaui St., Honolulu, HI 96819. Principal has no other broadcast interests. Action Dec. 2, 1988.

■ Albert Lea, MN (BPH870914MP)—Dismissed app. of Carpenter Broadcasting for 96.1 mhz; 3 kw H&V; 100 m. Address: 7989 Hallmark Way, Apple Valley, MN 55124. Principal is owned by Dennis G. Carpenter and Larae M. Carpenter. Action Nov. 1, 1988.

■ Albert Lea, MN (BPH870914MO)—Granted app. of Radio Albert Lea Inc. for 96.1 mhz; 3 kw H&V; 100 m. Address: Rural Rte. 2, Box 44, Glenville, MN 56036. Principal is owned by Paul Titchenal, 33.3%; Robert Ingstad, 33.3%; Michael Rognes, 16.6%, and Marianne Rognes, 16.6%. Ingstad is 80% general partner in licensee of KBUF(AM) Holcomb, and KJQ-FM Garden City, both Kansas; sole shareholder of KGFX(AM) Pierre, SD; 80% shareholder, VP and director of licensee of KRRZ(AM)-KZPR(FM) Minot, ND; 90% shareholder, president and director of licensee of KJQ(AM)-KKQQ-FM Volga, SD; 51% shareholder, president and director of licensee of KQHT(FM) Crookston, MN, and 70% shareholder, president and director of licensee of KKO(AM)-KKPR(FM) Kearney, NE. Action Dec. 1, 1988.

■ Indianola, MS (BPH860114NB)—Granted app. of Walter Gray Gilbert for 96.9 mhz; 3 kw H&V; 328 m. Address: P.O. Box 1202, Clarksdale, MS 38614. Principal has no other broadcast interests. Action Nov. 10, 1988.

■ New Boston, TX (BPH871110MP)—Dismissed app. of Bowie County Broadcasting Co. for 103.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 848, New Boston, TX 75570. Principal is owned by Richard E. Knox. It has no other broadcast interests. Action Dec. 16, 1988.

Facilities Changes

Applications

AM's

■ Royston, GA WBLW(AM) 810 khz—Dec. 14, 1988. Application (BP880908AB) granted for CP to reduce day power to .239 kw and make changes in antenna system to increase height.

■ Cambridge, MA WLVG(AM) 740 khz—Dec. 13, 1988. Application (BMP871224AA) dismissed for MP (BP861215AN) to increase power to 2.5 kw; install DA-D; make changes in antenna system & change TL to Ashland, MA; 42 14 49N 71 25 30W.

FM's

■ Cocoa, FL WLRQ-FM 99.3 mhz—Nov. 22, 1988. Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; class to class C2 (Per MM Docket 87-257).

■ Venice, FL WCTQ(FM) 92.1 mhz—Dec. 2, 1988-MP (BPH870331IP) to change ERP: 3 kw H&V; HAAT: 90 m H&V; coordinates: 27 06 20N 82 24 01W.

■ Alton, IL KATZ-FM 100.3 mhz—Dec. 2, 1988. Application for CP to change HAAT: 147 m H&V; replace antenna system.

■ Corbin, KY WYGO(FM) 99.3 mhz—Nov. 23, 1988. Application for CP to change ERP: 25 kw H&V; HAAT: 216.1 m H&V; TL: along US 25E, approx. 10 km east of Corbin, KY.

■ Las Vegas, NV KYRK-FM 97.1 mhz—Dec. 2, 1988. Application for CP to change HAAT: 585 m H&V.

■ Elmira, NY WLVI(FM) 94.3 mhz—Dec. 1, 1988. Application for CP to change antenna supporting structure height.

■ Redmond, OR KPRB-FM 92.7 mhz—Nov. 23, 1988-MP (BPH870320Q) to change HAAT: 122 m H&V.

Actions

■ Stamps, AR KMSL(FM) 100.1 mhz—Dec. 7, 1988. Application (BPH8807261A) granted for CP to change frequency to 100.5 mhz; ERP: 50 kw H&V; HAAT: 149.7 m H&V; TL: Approx. 14 mi NE of Stamps, AR off ST HWY #19; class: C2 (Per Docket 87-40).

■ Waipahu, HI KDEO-FM 102.7 mhz—Nov. 22, 1988. Application (BMPH8811141B) granted for MP (BPH8409281D) to change ERP: 61 kw (H) & 60.03 kw

(V); make changes in directional antenna pattern.

■ Washington, IN WRTB(FM) 106.5 mhz—Dec. 14, 1988. Application (BPH8702270D) dismissed for CP to change TL: 2.75 mi W of Bicknell on Hwy 67 then .55 mi NW, Bicknell, IN; HAAT: 150 m H&V; antenna system: 38 46 19N 87 22 11W.

■ Moscow, ID KZFN(FM) 106.1 mhz—Dec. 14, 1988. Application (BPH8807221B) granted for CP to change ERP: 62.1 kw H&V; HAAT: 280.7 m H&V; coordinates: 46 40 51N 116 58 26W.

■ Zeeland, MI WXYB(FM) 89.3 mhz—Feb. 23, 1988. Application (BMPED8802231A) granted for MP (BPE-D830603AN) to change TL: 2 mi NE of Zeeland, MI.

■ St. Louis, KYKY(FM) 98.1 mhz—Dec. 16, 1988. Application (BPH8804071F) dismissed for CP to change TL: McKenzie Rd., .8 km N of Heege Ave; HAAT: 313 m H&V; 38 34 24N 90 19 30W.

■ Elk City, OK KTJ(FM) 98.5 mhz—Dec. 14, 1988. Application (BMPH8709111A) granted for MP (BPH806111K) to change TL: Walsh Mt. Rd. Granite, Greer, OK; HAAT: 331.5 m H&V; 34 58 39N 99 24 35W.

■ Austin, TX KMFA(FM) 89.5 mhz—Dec. 14, 1988. Application (BMPED8702270W) granted for CP to upgrade facilities to class C1.

■ Centerville, UT KCGL(FM) 105.5 mhz—Dec. 14, 1988. Application (BMPH8812121A) granted for MP (BPH8710051D) to change ERP: HAAT: 286 m H&V; class: C1.

■ Ferrum, VA WFFC(FM) 89.9 mhz—Dec. 14, 1988. Application (BMPED8802021A) granted for MP (BPE851024MD) to change TL: Bassett Hall, Ferrum College, Ferrum, VA; ERP: .10 kw H&V; HAAT: -12.3 m H&V; 36 55 46N 80 01 27W.

■ Laramie, WY KUWR(FM) 91.9 mhz—Dec. 14, 1988. Application granted for CP to change ERP: 100 kw H&V.

Actions

■ Harrison, OH (James Philip Gray, et al.) FM proceeding. Designated ALJ Joseph Stimmer to preside in proceeding. Scheduled prehearing conference for Feb. 3 and hearing for March 6, 1989. (By order, Dec. 6) (MM docket 88-535.)

■ Mountaintop, PA (Charles B. Shafer) PLMS proceeding. Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Jan. 24 and hearing for Feb. 23, 1989. (By order, Nov. 30) (CC docket 88-534.)

■ Kingstree, SC (Williamsburg County Broadcasting Corp., and South Carolina Radio Fellowship) FM proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Feb. 3 and hearing for March 6, 1989. (By order, Dec. 6) (MM docket 88-536.)

■ Lynchburg, VA (Lynchburg Radio Limited Partnership, et al.) FM proceeding. Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Feb. 8 and hearing for March 9, 1989. (By order, Dec. 6) (MM docket 88-539.)

■ Morton, WA (Morton Broadcasting) TV proceeding. Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Feb. 22 and hearing for May 9, 1989. (By order, Nov. 30) (MM docket 88-529.)

By ALJ Joseph Chachkin on dates shown:

■ Hazard, KY (Hazard Broadcasting Services, et al.) FM proceeding. Granted requests by Hazard Broadcasting Services and C&F Broadcasting, Ltd. and dismissed with prejudice applications of Haz Broadcasting, Inc., and Black Gold Broadcasting, Inc. for failure to prosecute. (By order, Dec. 6) (MM docket 88-481.)

■ Whitley City, KY (Country Roads Broadcasting Corp. and Tim Lavender) FM proceeding. Granted request by Country Roads Broadcasting and dismissed its application with prejudice; application of Tim Lavender remains in hearing status pending resolution of financial qualifications issues. (By order, Dec. 6) (MM docket 88-424.)

■ Arlington, NY (Tree Top Broadcasting Associates, et al.) FM proceeding. Approved settlement agreement and dismissed applications of Tree Top Broadcasting Associates; Edward F. and Pamela J. Levine, Joint Tenants, PN Radio Company; and Elliott Broadcasting, Limited Partnership; granted application of Rizzi, Rizzi, Wiggins and Chapin, General Partnership for new FM station on channel 245A (96.9 mhz) at Arlington; and terminated proceeding. (By MO&O, Dec. 1) (MM docket 88-393.)

■ Goodlettsville, TN (Goodlettsville Broadcasting Compa-

ny Inc., et al.) FM proceeding. Granted request by John L. Sinclair and dismissed his application with prejudice; and request for withdrawal by Phoenix of Goodlettsville, Inc. is granted and its application is dismissed with prejudice. (By order, Dec. 6) (MM docket 88-487.)

By ALJ John M. Frysiaik on dates shown:

■ Marquette, MI (Marquette Television Associates and Upper Peninsula Telecasting Corp.) TV proceeding. Approved settlement agreement and dismissed with prejudice application of Marquette Television Associates; granted application of Upper Peninsula Telecasting Corp. for new UHF television station on channel 19Z at Marquette; and terminated proceeding. (By MO&O, Dec. 6) (MM docket 88-133.)

■ La Crescent, MN (Gwendolyn M. Gutzel and White Eagle Broadcasting Inc.) FM proceeding. Approved settlement agreement and dismissed with prejudice application of Gwendolyn M. Gutzel; granted application of White Eagle Broadcasting for new FM station on channel 274A (102.7 mhz) at La Crescent; and terminated proceeding. (By order, Dec. 5) (MM docket 88-181.)

■ Spencer, OK (University of Oklahoma) FM proceeding. Granted application of University of Oklahoma for new FM station on channel 289A (105.7 mhz) at Spencer; and terminated proceeding. (By MO&O, Dec. 5) (MM docket 88-431.)

■ State College, PA (Advanced Broadcast Technologies Inc., et al.) FM proceeding. Granted request for summary decision by Destiny Communications, Inc. and resolved air hazard issue in its favor. (By order, Dec. 6) (MM docket 88-474.)

By ALJ Joseph P. Gonzalez on date shown:

■ Nashua, NH (Nashua Educational Broadcasting Foundation and Family Stations Inc.) ED-FM proceeding. Approved settlement agreement and dismissed with prejudice application of Family Stations; granted application of Nashua Educational Broadcasting Foundation for new noncommercial FM station on channel 202A (88.3 mhz) at Nashua; and terminated proceeding. (By MO&O, Dec. 7) (MM docket 87-515.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Atlantic City, NJ (Atlantic City Community Broadcasting Inc., et al.) FM proceeding. Granted request by New Jersey Public Broadcasting Authority and dismissed its application with prejudice; dismissed with prejudice following applications for failure to prosecute: Beach Communications; Maureen H. Meny, Inc.; Surf City Broadcasting Associates; Tremont Broadcasting Corporation; Long Beach Island Radio Corporation; Feature Productions, Inc.; and Freefade Broadcasting Company L.P. (By MO&O, Dec. 7) (MM docket 88-433.)

■ Columbus, OH (Columbus Broadcasting Corp., et al.) FM proceeding. Granted requests by William Henry Sauro and Columbus Broadcasting Corporation and dismissed their applications with prejudice; dismissed with prejudice applications of Columbus Radio Ltd., Mark Allen Burchett, and Columbus Radio Limited Partnership for failure to prosecute; granted requests for summary decisions by Horace E. Perkins and Clear Channel Communications, Inc. and resolved financial issues in their favor. (By MO&O, Dec. 2) (MM docket 88-421.)

By ALJ Edward Luton on dates shown:

■ Salinas, CA (Salinas Broadcasting, Limited Partnership, California Limited Partnership, et al.) FM proceeding. Granted request by FM Salinas Limited Partnership and resolved air hazard issue in its favor. (By order, Dec. 5) (MM docket 87-338.)

■ San Jacinto, CA (Hartline Broadcasting, et al.) FM proceeding. Approved settlement agreement and dismissed with prejudice application of Ernesto V. Narjar; accepted amendment reflecting merger of applications for Hartline Broadcasting, Joel T. Saxberg, and Collins Radio Broadcasting to form new entity called H.S.C., Radio Inc.; granted application of H.S.C., Radio Inc. for new FM station on channel 241A (96.1 mhz) at San Jacinto; and terminated proceeding. (By order, Dec. 2) (MM docket 88-82.)

■ Lewes, DE (Paiva Limited, et al.) FM proceeding. By separate orders, granted requests for summary decisions by Richard Gamberg and Lewes Communications, Inc., and resolved air hazard issues in their favor. (By orders, Dec. 5) (MM docket 88-365.)

■ North Fort Riley, KS (Kaw Valley Broadcasting Co., et al.) FM proceeding. Granted request for summary decision by Anita Kay Cochran and resolved air hazard issue in her favor. (By order, Dec. 5) (MM docket 88-427.)

■ Scotland Neck, NC (WYAL Radio Inc. and Holy Spirit FM Partnership) FM proceeding. Granted request by Holy Spirit FM Partnership and dismissed its application with prejudice. (By order, Nov. 29) (MM docket 88-338.)

■ Port Isabel, TX (David Fiveash, et al.) FM proceeding. Granted request by Matthew C. Trub and dismissed with prejudice applications of David Fiveash, Tommy Turner Carruth, D & E Trevino, Partnership, and Better News, Inc. for failure to prosecute; granted application of Matthew C. Trub for new FM station on channel 226A (101.1 mhz) at Port Isabel; and terminated proceeding. (By order, Dec. 5) (MM docket 88-409.)

By ALJ Walter C. Miller on dates shown:

■ Mableton, GA (Mableton Broadcasting Company Inc., ET AL.) FM PROCEEDING. Granted request for summary decision by Mableton Communications, Ltd., and resolved cross-interest issue in their favor. (By MO&O, Dec. 7) (MM docket 88-400.)

■ Dekalb, IL (Tana S. Knetsch, et al.) FM proceeding. Approved settlement agreement among Second City Broadcast, Inc., Tana S. Knetsch, and Northern Illinois Student Association, and dismissed with prejudice application of Northern Illinois Student Association. (By MO&O, Dec. 5) (MM docket 88-360.)

■ Huntingdon, PA (Juniata College and Mary Lou Maierhofer) FM proceeding. Granted request by Juniata College and dismissed its application with prejudice; granted application of Mary Lou Maierhofer for new FM station on channel 292A (106.3 mhz) at Huntingdon; and terminated proceeding. (By MO&O, Nov. 30) (MM docket 88-486.)

By ALJ Richard L. Sippel on dates shown:

■ Flagstaff, AZ (Grand Coconino Broadcasting, et al.) TV proceeding. Granted request by G & D Communications and dismissed with prejudice applications of Grand Coconino Broadcasting, Carl M. Fisher, and Overview Communications, Ltd. for failure to prosecute; granted application of G & D Communications for new VHF television station on channel 9 at Flagstaff; and terminated proceeding. (By MO&O, Dec. 1) (MM docket 88-470.)

■ Phoenix, AZ (Maricopa County Community College District, et al.) ED-FM proceeding. Granted request by Maricopa County Community College District and resolved main studio issue in its favor. (By order, Dec. 8) (MM docket 88-442.)

■ Bedford, NH (Colonial Communications Inc., et al.) FM proceeding. Granted request by Benjamin Macwan and dismissed his application with prejudice. (By order, Dec. 1) (MM docket 88-3.)

■ FCC Affirms Review Board Decision Granting Heritage's Application for New AM station at Yountville, CA. MM dockets 84-159-60 (Report DC-1315 action in docket case). Affirmed decision by Review Board granting application of Heritage Communications for new AM station on 840 khz at Yountville, CA, and denying application of Alegria I for same facility at Marina, CA. Action by Commission Dec. 22 by MO&O (FCC 88-422.)

■ Connecticut Cable Television Association Inc. In response to petition by Connecticut Cable Television Association, FCC has found that State of Connecticut has imposed its gross earnings tax in discriminatory manner. (By MO&O [FCC 88-395] adopted Dec. 3 by Commission.)

■ Union City Radio Granted New AM Station at Union City, IN - MM dockets 84-481-89 (Report DC-1311, action in docket case). On remand granted application of Union City Radio for new AM station on 1030 khz at Union City, IN, thus reversing its previous grant of Land O'Lakes Broadcasting Corp.'s application to modify CP for WTRJ-AM to specify 1030 khz at Troy, Ohio. Action by Commission Dec. 19 by MO&O (FCC 88-417.)

■ FCC Affirms Substitution of FM Channel 259C Instead of Channel 257A to Atlanta, TX. - MM docket 86-87 (Report DC-1310, action in docket case). Affirmed substitution of FM channel 259C (99.7 mhz) instead of channel 257A (99.3 mhz) to Atlanta, TX, and denied request for review by Radio U.S.A., licensee of KCOZ(FM) channel 261A (100.1 mhz). Shreveport, LA. Action by Commission Dec. 19 by MO&O (FCC 88-415.)

■ Commission Rule Adopted Prohibiting Broadcast of Indecent or Obscene Material on 24-Hour Basis (Report MM-361, Mass Media Action). In accordance Public Law 100-459, signed by President on Oct. 1, 1988, FCC adopted new rule pursuant to which Commission will enforce its indecency standards on 24-hour-a-day basis. Action by Commission Dec. 19 by order (FCC 88-416.)

■ Assignment of WPOW(FM) Miami, to Beasley-Reed Broadcasting Upheld (Report MM-362, Mass Media Action). Denied Harold Martin review of earlier action denying his objections to application of Wodlinger Broadcasting of Miami, Inc., for authority to assign CP of FM station WCJX (now WPOW) to Beasley-Reed Broadcasting of Miami, Inc. Action by Commission Dec. 19, 1988, by order (FCC 88-414.)

■ FCC Upholds Decision by Mass Media Bureau Returning Omega Broadcasting's Applications for New FM Station

at Las Cruces, NM (Report MM-363, Mass Media Action) Upheld staff action returning Omega Broadcasting Corp.'s applications for new FM station at Las Cruces, NM, as unacceptable for filing because it violated Agreement between United States and Mexico concerning frequency modulation in 88 to 108 mhz band. Action by Commission Dec. 21 by MO&O (FCC 88-419.)

■ Comsat. Upheld staff actions granting applications of Comsat and its subsidiaries to transfer some of its businesses to American Satellite Company dba Contel ASC and of Equatorial Communications services to transfer assets to Contel ASC. (By MO&O [FCC 88-410] adopted Dec. 12 by Commission.)

■ Washington International Teleport Inc. Authorized to modify and operate international multipurpose INTELSAT Revised Standard A earth station at Bren Mar, VA; authorized to establish channels of satellite communications through an international multipurpose INTELSAT Revised Standard A earth station at Bren Mar. (By MO&O [DA 88-1952] adopted Dec. 14 by chief, International Facilities Division, Common Carrier Bureau.)

■ Debt Collection Act. Amended rules to implement procedures to be used for collection of debts owed U.S. government, in conformance with Debt Collection Act of 1982. (Gen. Docket 87-570, by R&O [FCC 88-350] adopted Oct. 28 by Commission.)

Call Letters

Applications

Call Sought by

New TV

WEWV Ralph D. Albertazzie, Martinsburg, WV

Existing AM

WEWD WEED Northstar Broadcasting Corp., Rocky Mount, NC

Existing FM's

WOHT WLIN WLIN Inc., Jackson, MS
WAZO WKTC Osborn Communications Corp., Tarboro, NC

Grants

New FM's

WCKP WCND, Shelbyville, KY
WZXR Walter Gray Gilbert, Indianola, MI

Existing AM's

KGRE KATR Robert D. and Marjorie Zellmer, Greeley, CO
WKCT WNNR Miltstar Broadcasting Corp., Hamden, CT
WBZR WWOU Willie James Martin, Destin, FL
WBZS WORL WORL Inc., Eatonville, FL
WWKY WSPB Sarasota AM Inc., Sarasota, FL
WXBG WVBS Jones-Eastern of Wilmington Inc., Burgaw, NC

WXCH WWHT Jones-Eastern of Charleston, Inc., Goose Creek, SC

WXMB WYAK Grand Strand Inc., Surfside Beach, SC

KDFX KAFX Lovcom of Texas Inc., Diboll, TX

WLFN WLXR Vaughn Broadcasting Group, La Crosse, WI

Existing FM's

KXMX KHOT-FM Madera Broadcasting Inc., Madera, CA

KDST KXIX Design Homes, Inc., Dyersville, IA

KQMX KCLU-FM Progressive Broadcasting Co. of Missouri Inc., Rolla, MO

KEZG KLIN-FM KLIN Inc., Lincoln, NE

WMTR-FM WHFD NOBCO Inc., Archbold, OH

KNEL-FM KIXV Sec/cess Broadcasting Inc., Brady, TX

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RADIO

HELP WANTED MANAGEMENT

Sales manager: Excellent list, growing economic area. Looking for experienced salesperson. Beautiful Marysville, CA. Send resumes to Mr. Leary, KRFD FM&AM, PO Box 631, Marysville, CA 95901. EOE.

General manager sought by major group for highly competitive, large West Coast market. Must have previous general manager experience, strong sales background, and good expense control and budgeting background. Submit letter with employment and salary history to Box P-5. EOE.

Business manager: FM in Jacksonville, FL (will not relocate). Accounting degree and 3+ years industry experience required. Candidate should have management skills and be self-motivated. Box P-43. EOE.

Local sales manager for Orlando's leading Rock radio station. Strong retail sales background, ability to train, lead experienced sales team, maintain local account list and maximize revenue. Send resume, salary history to: Ralph Salierio, Station Manager, WDIZ Radio, 2180 Sandalwood Center, State Road 434, Suite 2150, Longwood, FL 32779. EOE. MF.

Regional sales manager needed for West Palm Beach CHR. WOVV is hot and we need a hot agency pro to handle south Florida agencies. If you're it, phone Tim Fourmy/Allan Chapman 407-464-1400. Equal Opportunity Employer.

California coast: Immediate opportunity for experienced GSM at small market combo. Top money for top person. Equal Opportunity Employer. Send letter and resume to: 3195-G McMillan Road, San Luis Obispo, CA 93401. EOE.

Sales manager for growing cable advertising department. Looking for coach, motivator, with at least 3 years experience in advertising sales. Please no calls! Please send resume and salary history to: Wayne Hindmarsh, Continental Cablevision Advertising, 21900 Melrose, Suite 6, Southfield, MI 48075. Continental Cablevision is an Affirmative Action/Equal Opportunity Employer.

KHNS-FM, Haines, Alaska seeks general manager looking for challenge in vital community/radio service. KHNS, located in the heart of a spectacular glacial fjord enjoys the highest per capita listener support in the nation. Applicant should be experienced financial and personnel manager with proficient oral and written communication skills to manage full-time staff of seven. Fundraising and "hands-on" radio experience required. Bachelor's degree preferred, or equivalent experience in broadcasting. Salary \$30,000 DOE with full benefits. Resume to Selection Committee. Box 1109, Haines, AK 99827. 907-766-2020. Deadline for application is January 30, 1989 or until filled. EOE.

Minnesota Public Radio, is seeking a general station manager for KSJR/KNSR (near St. Cloud) and KBPR (near Brainerd). This individual should possess knowledge of radio operations, production, and programming. Five years management experience desirable. Position includes hiring and supervision of staff, policy implementation, overseeing legal station operation, budget preparation, and fund raising. Send letter and resume to: Personnel, Minnesota Public Radio, 45 East 7th Street, St. Paul, MN 55101. Affirmative Action/Equal Opportunity Employer.

General Manager in Southeast top fifty market in dynamic growth area. Minimum three years broadcast management experience. Resumes to Dir. of Radio, Box 32488, Charlotte, NC 28232. EOE.

Sales Manager: Northern Alabama stations want aggressive, experienced, radio sales executive. Sell, train, and reap good benefits for one of the market's top combos. Send resume and track record to Box A-12. EOE.

Promotion Director: We're looking for a creative, well-organized "idea" person to head-up promotions for Tampa Bay's #1 Adult/Contemporary FM & our All Oldies AM. 2 years experience. E.O.E. Resume to WNLT/WHBO Radio, Jon Pinch, 51 S. Main Ave., Clearwater, FL 34625.

General sales manager - needed for Boston - Highly rated CHR - WZOU, Ardman Broadcasting Corp. Mass. Looking for strong retail sales background, and strong sales training skills. Send resume to General Manager - 313 Congress St., Boston, MA 02210 or call - 617-267-9090. EOE.

General sales manager for New England major market 50,000 watt AM. Strong radio sales background needed. Must hire, train and motivate sales staff. Great opportunity for right person. Let's talk. 516-294-1400.

HELP WANTED SALES

Crown Broadcasting, a young, dynamic radio group with stations in California and Colorado is expanding. Want to interview experienced people for programing, sales, administrative and management positions. We offer great benefits and opportunity for advancement. Needed immediately, an experienced sales manager for medium market AM/FM. Send to Crown Broadcasting, 5721 Magazine Street, Suite 143, New Orleans, LA 70115. EOE.

Florida opportunity. Wonderful living in beautiful Naples selling for top station that offers salary plus commission. Good benefits and excellent growth opportunities. Send resume to E. Friedman, WRGI-FM, 950 Manatee Road, Naples, FL 33961. EOE.

Carolina resort area station needs two salespersons. Good commissions/draw arrangement to energetic, friendly, responsible persons ready to settle down in small market. EOE. Resume to A-8

Two AE positions open at Classic rocker, Midwest college metro. If you believe that you are a "Radio is War" professional, have experience, rush resume, references, income requirement or call Howard Gherman, WMAD, Box 7727, Madison, WI 53707. 608-249-9277 EOE.

HELP WANTED ANNOUNCERS

Aggressive, growing group is searching for top-notch telephone talk personalities. We are an organization dedicated to Talk radio, and are interested in only the best. If you are looking for a growth opportunity in the top 20 markets, with people who know the Talk business, we are looking for you. E.O.E. Send tape, resume, photo, to: Atlantic Coast Radio, 5108 Belair Rd., Baltimore, MD 21206.

HELP WANTED TECHNICAL

National radio and TV operation seeks assistant chief broadcast engineer. Manages operations of engineering staff at direction of chief engineer. Oversees administrative aspects of department, including budgeting, circuit orders, and inventory. Assists in project planning, personnel management, live broadcast production, and design, construction, and maintenance of equipment. Some travel. Must be experienced in all aspects of broadcasting. Administrative emphasis a must. Must be good people manager, with experience in budgeting and organizing technical projects. Extensive experience in other areas cited above, as well as familiarity with satellite technology are musts. Reply to Box P-70. EOE.

NY's Hudson Valley: AM/FM needs a CE to maintain a first class facility. Experience in DA a must. SBE certification helpful. Competitive salary and benefits. Contact Walter Maxwell, WGHQ/wbpm, 82 John St., Kingston, NY 12401. EOE.

Top Dallas radio station seeks chief engineer 5 year minimum experience. Strong transmitter background and studio maintenance. EOE. Send resume to Max Sitero, TK Communications, Inc., 3000 S.W. 60th Ave., Ft. Lauderdale, FL 33314. EOE.

Radio engineer. Applications and nominations are being accepted for radio engineer position. Will maintain Western Kentucky University's public radio station WKYU-FM (100kw), repeater station WDCL-FM (100kw), and student laboratory station WWHR (100 watts). Duties include planning and construction of an additional repeater station. Repeater stations are routinely maintained by contract engineers. Equipment modern and in excellent condition. Includes excellent vacation and benefits with a salary in low to mid 20s depending on qualifications. Applicants should have a minimum of three years experience in FM studio and transmitter maintenance and electronic training. FCC General Radiotelephone or SBE certification is desirable. Send letter of application, vita, and names of three references to Office of Academic Affairs, Radio Engineer Search, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. An Affirmative Action, Equal Opportunity Employer.

WLTS-FM/WYAT-AM New Orleans seeks an aggressive Chief Engineer for a state of the art facility. Automation experience needed. Salary negotiable. Send resume to Ed Muniz, WLTS-FM/WYAT-AM, 3525 N. Causeway Blvd., Suite 1053, Metairie, LA 70002. E.O.E.

Corporate engineer for Florida group. Must have hands-on experience with both FM and directional AM. Call Ron Kight 904-785-9549. EOE/MF.

Experienced broadcast technician needed for small market group-2AM, 2FM. Excellent opportunity in highly desirable Western Massachusetts markets. Send full details to: Donald A. Thurston, Berkshire Broadcasting, Box 707, No. Adams, MA 01247. EOE.

HELP WANTED NEWS

News director: Aggressive news hound, muckraker, who can gather, write and deliver the news. Degree plus an understanding of how local government works required. Send tape, copy samples and resume to Mr. Leary, KRFD FM/AM, PO Box 631, Marysville, CA 95901. EOE.

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHQ/WBPM, PO Box 1880, Kingston, NY 12401. EOE.

W.I.L.D., Boston, is looking for a news director with on-air experience immediately, to manage news staff and possibly host weekly public affairs talk show. Send tape and resume to W.I.L.D., Attn: Stephen Hill, 90 Warren Street, Boston, MA 02119. 617-427-2222. EOE.

Graduate assistants (4), Miami University, 1989-90, WMUB-FM. Full time 30 KW NPR affiliate, Big Band-jazz-news format. Need: 2 news reporters/writers, 1 development/information and 1 programing/operations assistant. Work toward Masters Degree, Mass Communications. Required: 3.0 GPA, Bachelor's degree. Current stipend \$6,142 plus fee waiver. Additional \$500 summer 1990 probable. Qualified only. No phone calls. Immediate application necessary, deadline: March 1, 1989. Contact GA Search Committee, WMUB, Miami University, Oxford, Ohio 45056. AA/EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Possible opening for detail oriented traffic director. Combine experience a must. Send resume to Lee Zapis, WEKS-FM, 1447 Peachtree Street, Atlanta, GA 30309. EOE.

Operations manager-program director: Winners News Network, growing organization seeks experienced programmer with superior people skills to manage program department, implement new program concepts. Liaison with affiliated stations, and execute all operation functions. Send resume, programming philosophy, goals, on-air tape, and salary history to: Joseph Nuckols, WNN, 6462 N.W. 5th Way, Ft. Lauderdale, FL 33309 E.O.E.

Experienced CHR Program Director wanted for top-rated station exciting Rocky Mountain market. Must have winning track record, positive attitude, and on-air experience. Submit resume and programming philosophy. EOE. Box A-11.

SITUATIONS WANTED MANAGEMENT

Hire a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast, Al Wunder 201-538-1250.

Professional with 18 years experience in management, sales, station construction, ownership available immediately due to sale of station. Call 817-865-5215.

General manager/sales manager. Strong sales background and managerial skills. No desk jockey. Family man. Prefer Southwest/West. Let's build 1989 together. Box P-68.

Currently employed manager searching for a new challenge. Experience includes all facets of management from sales, promotion, community involvement, programing, personnel, to engineering and new station construction. Over twelve years with present employer, twenty years in broadcast, overall. Prefer small to medium size market in Minnesota, Wisconsin or Michigan. Reply to Box P-74.

Jim Lord Chaplin: Florida broadcaster, station owner, GM, GSM, is available first time in 13 years to GM or GSM your operation. Wears many hats. Successful experience as GM, GSM, sales, PD, and on-air talent radio and TV in 29 year career. Ten years management side. Heavy personal community involvement. Past President F.A.B. Bottom line sales oriented. 407-464-2031, 407-466-5683.

General/sales manager. Comprehensive experience. Young, aggressive with integrity. Impeccable references. Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Virginia only. 317-962-0854.

If you need a pro to manage your small or medium market station, consider me. I have an enviable record as a GM...a strong background in sales...and a knack for motivating the people around me. Box A-1.

Proven medium and Suburban market winner, seeking appreciative sales/general management challenge....Something more than just another job. Call John Schaller at 312-392-7080 and let's talk about your needs!

Small market specialist. Increase sales, ratings, station visibility. 25 years experience, highly organized, excellent people skills, strong sales training, motivation, programming. Dedicated goal oriented G.M. Prefer South, last 4 years in Florida, will consider all. Jim 317-453-2890.

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

Paul Van Scott. I'm smart, creative. A C.S.B. graduate and ready to dedicate myself to radio. Any format. 9207 Park Ave., Manassas, VA 22110. 703-361-4262.

All format experienced pro and family seeking central Indiana. Call Gregg, 904-732-8000 days, 904-351-1932 evenings.

New York sports talk guy is original, no replays. You make the call. All markets considered. Jim, 718-836-5046.

Versatile D.J. with 4 years experience in news & production. Broadcast graduate. Dave, 303-278-0106.

Experienced, colorful witty sports announcer and current sportswriter, seeking sports position in PBP, anchoring or reporting. Resume, tapes available. Please call Jeremy 215-896-6195.

College radio GM. Great voice. Can write and produce. I work hard. Write to: Rob Morosca, Box 616, Lodi, NJ 07644.

SITUATIONS WANTED NEWS

Major market sports talent available. Done it all - PBP, Talk, Reporting, even news and general talk - for a decade. PBP is awesome. Box A-4.

CONSULTANTS

AM in the red? - Get into the black. Tried and true methods. Knock on doors - make sales. Call Roger Petrik. 800-321-2349.

MISCELLANEOUS

Job fair: Indiana Associated Press Broadcasters sponsoring job fair for those seeking employment or intern positions in Indiana radio and television stations. Sessions will be 9:30 a.m. to noon and 1-4 p.m., Saturday, Jan. 21 in IUPUI Natatorium Greathall, IUPUI campus in Indianapolis. For further details, call Mari Brown 317-639-5501.

Lookout, Jack and Vanna. Here is radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

Troubled AM? Need programming to generate sales? Need sales to make bucks? Call Roger Petrik. 800-321-2349.

Down and out in the East? Make \$ with great programming and good street wise sales programs. Call Roger Petrik, 800-321-2349.

TELEVISION

HELP WANTED MANAGEMENT

Director of broadcast operations and engineering. Senior management position reporting to Pres/CEO of rapidly growing, dynamic top 25 market public station with major programming and production services division. Responsibilities include overseeing engineering, operations, production, program traffic/library and art departments. Strong management skills with at least 5 years broadcast management experience in top 75 market required. Experience building or re-equipping major facility a must. Additional experience in a production-oriented facility a plus. PBS and radio experience also pluses. Please send resume, references and salary history to Office of the President, Connecticut Public Broadcasting, Inc., P.O. Box 6240, Hartford, CT 06106-0240. CPB is an EEO employer, M/F.

Promotion manager. Coastal market NBC affiliate. 2 yrs. experience as mgr. or asst. Creative, well organized "idea" person who's ready for a challenge. Resume/tape/references to: Michael Riddle, Program Director, WITN-TV, P.O. Box 468, Washington, NC 27889. EOE.

Business manager for WROC-TV, Rochester, NY. NBC affiliate. Looking for experienced business manager to manage department. Columbine system. Resumes to Tom Kenney, General Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

GM: KPOM-TV NBC affiliate Ft. Smith-Fayetteville, Arkansas. Experience needed. Send resume to Duane Harm, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/MF.

Local sales manager. San Antonio Independent seeking aggressive sales leader. Must have 3-5 years experience. Performance is everything. Call Paris Schindler, 713-871-0995. EOE.

Local sales manager wanted for aggressive, growing SE CBS-affiliate. Working knowledge and demonstrated success in research, co-op, vendor support, and event marketing a must. Send resume to GSM, Box A-5. Replies held in strict confidence. EOE.

Sales Manager for growing cable advertising department. Looking for coach, motivator, with at least 3 years experience in advertising sales. Please no calls! Please send resume and salary history to: Wayne Hindmarsh, Continental Cablevision Advertising, 21900 Melrose, Suite 6, Southfield, MI 48075. Continental Cablevision is an Affirmative Action/Equal Opportunity Employer.

State ETV Network Executive Director. The Arkansas Educational Television Network, a state agency and PBS affiliate, is soliciting applications for the position of executive director. As chief executive officer of the ETV Commission and AETN Foundation the executive director is responsible for policy implementation, strategic and long range planning, budget preparation, operations and management of the statewide, five station television network and the private foundation. Preferred qualifications include a college degree (or equivalent work experience), a background in community fundraising, 5 years in broadcast management, and experience in educational television. Candidates must possess the ability to work with professional staff, volunteers and community groups, have an understanding and appreciation of quality programming, a commitment to local programming, knowledge of FCC rules and regulations, understanding of the legislative process, and oral and written communications skills. Salary is \$49,271 annually. Applicants should forward a letter and detailed resume including the names, addresses and phone numbers of five professional references to: George E. Campbell, Chairman, AETN Commission, Rose Law Firm, 120 East 4th Street, Little Rock, AR 72201. Only written applications will be accepted. Application deadline is January 20, 1989. AETN is an AA/EEO Employer. Women and minorities are encouraged to apply.

Manager, television division - WXXI-TV, Rochester, New York, seeks manager for its television division. Originate programming concepts and produce proposals and grant applications. Oversee the operations of the television programming and production divisions by supervising, coordinating and evaluating the daily activities of television program manager, educational services director, director of production and production supervisor. Qualifications should include: Bachelor's degree in broadcasting, communications or liberal arts, Master's degree preferred. Minimum seven years broadcasting experience as well as experience in broadcast management or business administration. Send resume, cover letter and salary requirements to WXXI, Personnel Director, P.O. Box 21, Rochester, NY 14601. EOE.

Promotion director job opportunity: The South's leading Independent is seeking a creative, highly motivated person with experience in all phases of image, on-air, sales and advertising. Must have good writing and production skills and the ability to handle a 4 person staff and the budget. Willingness to work on community affairs and sales/station promotion projects a must. College graduates with minimum of two years management experience. Come join the winning team in the 44th market. Send tape and resume to WTTQ-TV, Attn: General Manager, 2021 Golden Crest Dr., Birmingham, AL 35209. EOE, M/F.

HELP WANTED SALES

CBS affiliate in WV is seeking account executives. Established list, modern facility, good earning potential. Send resume to: Mel Kolod, General Manager, WDTV, P.O. Box 480, Bridgeport, WV 26330. EOE. No phone calls.

WDSI-TV, Chattanooga's "on the move" Indy, is hiring experienced Independent sales reps. Established active list with unlimited potential—best compensation plan anywhere—opportunity for growth. Send resume. No phone calls, please. EEO. 2401 East Main St., Chattanooga, TN 37404.

Account executive wanted—Midwestern ABC affiliate is seeking aggressive person for an established list with both local and regional accounts. Good verbal and written skills. Send resumes to Box A-3. EOE.

Television syndication/distribution: Growing company with offices in CO and NY need individual(s) to clear programming and sell advertising to national companies and agencies. Direct experience not necessary. Organized motivator and communicator has great opportunity to grow with company. Send resume to: FSN, 214 E. Cheyenne Mtn. Blvd., Colorado Springs, CO 80906. 719-540-0110.

Sr. AE needed to handle big \$ loc/reg list at strong Fox affiliate. Big directs and nat. agencies. Must be killer toe to toe closer and a numbers magician. Only veteran broadcast street warriors used to earning \$50K+ need apply. FAX or mail resume or call R. Mark Corner, GSM, KOKI-TV, 7422 E. 46th Pl., Tulsa, OK 74145, (phone) 918-622-2300, (FAX) 918-664-5504. EOE.

Local sales manager. Northeast medium market, group-owned affiliate. Management experience, excellent people skills necessary. State compensation requirements with resume. EOE. Box A-2.

HELP WANTED TECHNICAL

Maintenance engineer: Florence/Myrtle Beach, South Carolina. Progressive company, excellent benefits. Three years minimum TV studio maintenance experience required. Extensive background in RCA Quads (especially TCR-100), Sony ENG systems and general digital systems servicing a necessity. Send resume to: WPDE-TV, Personnel Department, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

Traffic manager with Columbine experience needed immediately by Atlantic resort affiliate to head 3 person department. Resume & salary history to Frank Pilgrim, GM, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

Maintenance supervisor - 5 years experience component level, 2 years supervisory, trade school or college technical degree preferred, SBE, NARTE, or FCC General or First Class License. Experienced with Ampex, Harris, Grass Valley and Ikegami required. Apply to: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184-0266. No Telephone Calls! WYES-TV is an Equal Opportunity Employer.

Assistant director of engineering - 5 - 8 years in TV broadcast engineering, excellent interpersonal skills, thorough understanding of broadcast systems a must, 2 - 3 years experience in management, familiarity with capital and operational budget process preferred. SBE, NARTE, or FCC General Class or First Class License required. College degree or technical school also preferred. Apply To: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184-0266. No telephone calls! WYES-TV is an Equal Opportunity Employer.

On-Line editor: Rapidly growing L.A. production company seeks aggressive, young, videotape editor. Knowledge of Calloway, Abacus A.52 and Chyron Scribe important. Guaranteed work for those willing to relocate. Send tape, resume and salary requirements to: Cummings Entertainment, 640 S. Glenwood Place, Burbank, CA 91506. EOE.

Broadcast studio/field technician: Public Broadcast System. Responsibilities include maintenance of state-wide microwave, translators, studio equipment. Extensive travel. Experience with video, microwave, translators, transmitters required. Snowmobile and 4x4 experience helpful. Salary range \$813-\$1090 every two weeks. Entry normally at lowest level. Contact IEPBS, 1910 University Drive, Boise, Idaho 83725, 208-85-3727 before January 20, 1989 for application form. EOE.

HELP WANTED NEWS

News photographer: NBC affiliate, Charleston, SC, needs news photographer experienced in shooting and editing 3/4" tape. Send tape, resume, references to Foster Morgan, News Director, WCIV, 1558 Hwy 703, Mt. Pleasant, SC 29464. WCIV is an equal opportunity employer.

News producer: Industry leader in top thirty market needs a take-charge hard news expert to produce fast-paced, well-written newscast. BA/BS and three years experience needed handling all the tools: live, uplink, graphics. Send tape and resume to Bilye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/MF.

Assignment editor: Aggressive high-energy take-charge person needed to back up our managing editor in all phases of desk operations. We have all the tools - uplink, live ENG, helicopter. BA plus 3 years experience. Resumes to Bilye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113.

We want reporters who can write. Blonde hair and blue eyes not required. We want reporters who can think. Blue blazers and penny loafers not required. If you are a journalist please send your resume and tape to: Robert Stoldal, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. We broadcast two and a half hours of news a day so we also want reporters who can work. EOE.

Reporter. We're in a top thirty market, and we have all the tools: live, helicopter, SNG, and a go-for-it attitude. If you are experienced, a strong writer, organized, aggressive, motivated, and streetwise, we'd like to hear from you. Box A-7. EOE/M-F.

Photojournalist - Minimum two years experience. Must possess excellent editing skills to compliment good photographic eye. Send resume and tape of recent work to Steve Mills, Chief Photographer, WWMF, 590 W. Maple St., Kalamazoo, MI 49008. An equal opportunity employer.

Weather Network, Inc. has a position available for a sales/marketing professional to work in a state-of-the-art weather graphics project. Candidates must have experience in TV industry. Sales experience strongly desired and experience in TV weather and with PC computers a plus. Position requires a self-starter with high energy and willingness to travel. Compensation commensurate with experience; excellent benefits package. Qualified applicants send resume to: Weather Network, Inc., 3760 Morrow Ln., Suite F, Chico, CA 95928-8865. EOE.

Director. Direct and T.D. newscasts. Requires technically oriented, creative and highly motivated person. Minimum one year experience directing news at commercial television station. College degree or equivalent experience. Emphasis on directing and technical directing of newscasts. Other duties include commercial and program production. No beginners please! Send resume, tape, and salary requirements to: Production Manager, WPTF-TV, P.O. Box 29521, Raleigh, N.C. 27626. EOE.

Assistant news director 3-5 years experience required. Aggressive, hands-on coach to oversee day-to-day management of a growing news product. Duties include supervision of editorial & production staffs. Gannett ownership and NBC affiliation assure commitment. Those who applied before need not apply again. Resumes and tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams Street, Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced traffic person needed for growing Hispanic television network located in Miami area. Columbine experience preferred. Must be knowledgeable in all areas of television traffic with a minimum of 2 years experience. Good starting salary and company benefits. Send resume to: Chuck Hurd, Telemundo Network Operations Center, 2470 West 8th Ave., Hialeah, FL 33010. EOE.

Promotion writer/producer: ABC affiliate, top 20 market. We're looking for someone who wants to do breakthrough work. If you have excellent creative writing skills, at least two years experience in advertising or broadcast promotion and want to work for an innovative station where advertising and promotion really count, send us a reel, big budget, competitive market with a great lifestyle. Send tape and resume to Creative Services Manager, KTVK-TV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

Magazine feature/commercial producer opening in "Money" magazine's #1 area—scenic western Connecticut. Cable TV production department w/award-winning magazine format seeks seasoned shooter/editor w/ 2-3 years hands-on creative skills. Announcing helpful. A/B roll 3/4" w/DVE & Chyron. Resume/tapes/salary requirements to Bill Tower, Mid-Connecticut Cable Vision, 2 East St., New Milford, CT 06776. 203-355-3143. EOE.

VT editor/production engineer: Computer editing one-inch timecode; experience with AMPEX ACE micro system desirable. Involves extensive client contact. Newly equipped and remodelled production facility. Send resume: Manager of Human Resources, WMHT TV/FM, Box 17, Schenectady, N.Y. 12301. EOE/AA.

#1 station in #1 market needs asst. art director: WABC-TV New York, seeks a highly qualified, hands-on assistant art director. Major market experience and strong management skills needed. Lots of pressure, tight deadlines, great opportunity. Experience with state of the art computer design and production equipment a must. Send resume and reel to John Jamilkowski, WABC-TV Art Dept., 7 Lincoln Square, New York, NY 10023. WABC-TV is an equal opportunity employer.

Camera crews: Production company looking for best freelance crews in country. Minimum five years professional experience. Send resume, VHS tape, references, rates and equipment info to PO Box 14783, Chicago, IL 60614-0783. EOE.

Promotion producer: Top 25 Southeast NBC affiliate seeks experienced promotion producer. Must demonstrate marketing sense for news and programming with proven abilities in writing, videotape editing and audience production, as well as on-air, print and radio marketing. Experience in studio production is preferred. Send resume to Box A-10. EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager ...self-starter with strong leadership and management skills. Extensive background covering local, national, and regional sales management and development—with strong rep experience! Sales management success with major group-owned stations and knowledgeable with all areas of station operations. Reply Box P-54.

SITUATIONS WANTED NEWS

Experienced, colorful, witty sports announcer and current sportswriter, seeking sports position in PBP, anchoring or reporting. Resume, tapes available. Please call Jeremy 215-896-6195.

Experienced ND with fresh ideas for making newscasts look alive. Good enough is never good enough. Looking for challenge in small or medium market. 701-235-2597.

SITUATIONS WANTED NEWS

Network Desk Assistant seeks production assistant position in small to medium market. Strong writing and people skills/flexible and fervent. 313-647-4591.

Medium market sportscaster—solid track record—seeks new opportunity. Strong reporting-writing-PBP—not just a "reader." Creative self starter for top-notch shop. Call Dave 417-725-5553.

Resourceful journalist/Manager seeking news or special projects opportunity in small to medium market. Wayne Sorge 806-745-6935.

Network desk assistant seeks production assistant position in small to medium market. Strong writing and people skills! Flexible and fervent. 313-647-4591.

Medium market sportscaster—solid track record—seeks new opportunity. Strong reporting-writing-PBP—not just a "reader." Creative self starter for top-notch shop. Call Dave 417-725-5553.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Young, intelligent, original thinker is looking for entry level position in video production. Studied TV at Brown Institute in Minneapolis. I just need my foot in the door. Will travel. Mark 712-852-2664, 1606 Palmer, Emmetsburg, IA 50536.

Seeking AP position with talk show. Perform network-level warm-ups if audience formatted. O/C, production experience. Dynamic personality, creative, well-organized. Prefer medium - major market. Box O-65.

PR/promotional specialist. Seeking ft position in television/cable. Some experience as a writer/producer. 703-255-3574 evenings.

MISCELLANEOUS

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 312-328-3660.

Job Fair: Indiana Associated Press Broadcasters are sponsoring job fair for those seeking employment or intern positions in Indiana radio and television stations. Sessions will be 9:30 a.m. to noon and 1-4 p.m., Saturday, Jan. 21 in IUPUI Natatorium Greathall, IUPUI campus in Indianapolis. For further details, call Mari Brown 317-639-5501.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast engineer II: KUAT AM-FM/TV licensed by The University of Arizona, is looking for a broadcast engineer. Responsibilities include maintaining a variety of broadcast electronic equipment for the three stations. Minimum qualifications: Associate's degree in radio and television or related field and three years experience in broadcast equipment, design, repair, and/or installation. Desire FCC General license. Applications may be obtained through University of Arizona Staff Employment Office, 1717 E. Speedway, Tucson, AZ 85719, phone number 602-621-3668. An official U of A application is required (resumes will not be substitute). Closing date: January 30, 1989. Equal opportunity/affirmative action employer.

Director of University Television Services, a service department of the College of Communication at the University of Alabama whose primary mission is the production of statewide programming for broadcast on Alabama Public Television. Position oversees personnel, generation and use of funds, and overall operation of the department with a professional staff of 15. Successful applicant must be familiar with funding sources and guidelines for public television production experience. Preferred: Masters degree. Some teaching duties in the College of Communication may be assigned. Salary is competitive. Application deadline is January 20 with target starting date of March 1, 1989. Send cover letter, resume and list of at least four professional references to: Employment Office, Box 870364, Tuscaloosa, AL 35487. The University is an EOE/AA employer.

An eleven month full-time appointment for Media Coordinator Librarian with faculty status. Not tenure track. Directs Media Center, TV production studio, and micro-computer laboratory. Master's degree in Educational Media Technology and/or accredited MLS with media emphasis required; knowledge and experience in communications technologies, computer-assisted learning, telecommunications, instructional television desired. Begins Winter/Spring, 1989. Send letters of recommendation to: Dr. R. Franklin Terry, Vice President for Academic Affairs, Morningside College, 1501 Morningside Avenue, Sioux City, IA 51106. Applications will be reviewed in order of receipt. An Affirmative Action/Equal Opportunity Employer.

Radio-Television: Two tenure track positions. Fall 1989. Teaching/research interests in some combination of two or more of the following—radio-TV production, broadcast news, radio-TV advertising, cable and alternate delivery systems. Doctorate in appropriate area and experience in electronic media or Masters degree and at least seven years of significant electronic media experience. Assistant/associate rank. Contact: Richard Carvell, Chair, Department of Radio-Television, Arkansas State University, P.O. Box 2160, State University, AR 72467. Provide current resume, three letters of reference addressing the position and transcript (copies acceptable). Deadline for receipt of applications is February 20, 1989. AA/EOE.

Journalism and communications. Assistant or associate professor. Area of specialization is open, but preference will be for corporate/public relations, Nyst gave doctorate, teaching experience and administrative potential. Elon College is a liberal arts college located in central North Carolina near Greensboro, Durham, Chapel Hill and Raleigh. The college serves approximately 3000 undergraduate and 200 graduate students. Please send letter of interest, resume, and current recommendations to Prof. Don A. Grady, Chair, Journalism/Communications, Fine Arts Building, Elon College, Elon College, NC 27244. Search will continue until position is filled. Elon College is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Jingles Sales. Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-368-0033.

HELP WANTED PROGRAMING PRODUCTION & OTHER

Sports/operations director. L.I. based broadcast facility seeking a director with experience in personnel management and sports programming. Candidates must possess solid skills in the area of office organization, sports knowledge, analysis, budgeting and interpersonal management. Prior broadcast management experience required. Send resume to Box P-55. EOE.

HELP WANTED MISCELLANEOUS

Financial Analyst - Broadcast Investment Analysts is seeking a senior analyst with experience in evaluation of the communications industry. Position requires an articulate person to interact with clients, strong research and computer skills. Send resume and salary requirements in confidence to: Frank Higney, BIA, Box 17307, Washington, D.C. 20041. EOE.

SITUATIONS WANTED SALES

Money keeps score. But quality living, challenge, travel and perks mean more. For thirty years I've written, reported, produced, edited and managed newscasts. Now it's time for an interesting change. Overseas okay. Any ideas? Box P-63

EMPLOYMENT SERVICES

Government jobs. \$9,811 - \$86,682/yr. Guarantee: Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

EDUCATIONAL SERVICES

Talent coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Microphones: RCA models 30A, 77A, BK-6A, BK-10, SK-39, SK-46; Electro Voice models 644, 645, 731. Jim, 212-496-6054.

FM ANTENNA(S) - Will buy USED FM BROADCAST ANTENNA(S) - Any make - any model - call 806-372-4518.

Wanted: Satellite automation equipment. Carousels and instacarts. Bryan Romeijn, 907-586-3630.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

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AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

AM Transmitters ** CCA AM 10,000D (1970). Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen. Television Technology. 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205-322-6666.

Kline Tower 645 ft. with two platforms, has been dismantled. 205-322-6666, WBRC-TV.

RCA TP-66 Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV, 205-322-6666.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487

Broadcast equipment (used). Transmitters, STL's, remote antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

50 KW Continental 317-C - on air until Jan 1st - Full time service - many spares major market use. Also 76 other FM & AM trans. Call Rob Malany, 214-226-8967, BESCO Intl., 5946 Club Oaks Dr., Dallas, TX 75248.

M-Format equipment. Low prices on Plumbicon cameras, editing VTRs, field VTRs, TBC's, edit controllers and more. Call WNEV TV, 617-725-0814.

For sale: 8' Anixter STL antenna 950MHZ, BE 3200RPS stereo cart recorder, Harris mono cart recorder, Ampex ATR-700 R-R, Scully 280B R-R, UHF Repeater & hand-helds. Call for prices: 505-269-9785.

Sony BVW 10 and 40: Excellent condition, low hours on new heads. 919-833-8888.

BCS = BroadCast Store buys transmitters VHF, UHF, FM, AM, satellite, microwave. Any power level/frequency. Translators wanted VHF, UHF. 818-845-7000.

Fidelpac audio cartridges. Various lengths. Model 300. Quantity discounts. Technichrome 702-386-2844.

SCIENTIFIC ATLANTA, model 8005, 4.6 meter satellite antennas. \$2,500. Broadcast quality receivers, model SA414. \$1,075. Megastar 702-386-2844.

Ku-band and C-band satellite earth stations designed and installed. Megastar 702-386-2844.

Copper! #8 & #10 ground radials; 2, 3, 4, 6, 8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

LPTV permit holders! Call us for TTC transmitters, Bogner/Scala antennas, M/A-Com Microwave. Save time and dollars, place your complete RF order with us today for March delivery. Kidd Communications. 916-961-6411.

Betacam, 3/4" & 1" blank videotape. Broadcast quality guaranteed and evaluated. Betacam - \$5.99. 3/4" - 20 minutes \$4.99, 3/4" - 60 minutes, \$8.99, 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info, call toll free. 1-800-238-4300.

Dielectric 4-Port Patch Panel 3 1/8" for sale WBRC-TV. 205-322-6666. J.P. Thorn.

Ikegami HL-79EALS available. Three cameras, superbly maintained (by Kunio Fuse), with 13x Canons, AC. Beta-daptors, etc. \$26,000 each, 60-day warranty. Ikegami ADC-79E Auto Setup Box, \$4,000. Sony BVH-500A, with power supply, playback, good condition. \$6,500. Call Matt at 215-665-3747.

RADIO

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MEDIOCRITY

Is not in my vocabulary! Excellence and winning are. 16 years major/medium market management experience. Bottom line, sales, programming, technical and people skills for winning combinations. Looking for group or "right" station for long term relationship. Currently employed. Equal employer opportunity.

Box A-6

Help Wanted Management

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If you are at the top of your field in station or sales management, possess a successful track record in the broadcast industry, and have the ability to show strong leadership in a sales-driven environment, we would like to know of you.

Send resume in confidence to:

Salem Communications Corporations
Attn: R. Hauth
2310 Ponderosa Dr., Ste. 29
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DIRECTOR HISPANIC MARKETING

CBS Radio Representatives is seeking a Director for their new department. CBS Hispanic Marketing. You must have a thorough knowledge of the Hispanic advertising community, and possess the ability to target and develop new business for a Spanish Radio News Network. You will be based in New York with sales support from CBS regional offices.

For prompt, confidential consideration, please send your resume to:

Tony Miraglia
Vice President/
General Manager
CBS Radio
51 West 52 St.,
New York, NY 10019

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Help Wanted Technical

SATELLITE OPERATIONS TECHNICIAN

Qualified incumbent must have two years college or equivalent work related experience and considerable broadcast engineering experience, preferably in Public Radio. Familiarity of operation of computer I/O Terminals and with standard audio testing practices, operations, and procedures required. Knowledge of automated audio switching systems and RF transmission systems. Valid driver's license and excellent driving record preferred. Please send resume with salary requirements to:

National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036

EOE/AA

TELEVISION

Situations Wanted Management

NEED A WINNER?

The experience Journalism degree; five years television; five years newspaper managing editor; numerous awards in both media, published author (two books), Emmy-nominated filmmaker. Seeking A new challenge, in particular, a key position in a quality-oriented organization dedicated to being -- and being -- the best. Let's talk!

Ask for Randall Dodd at
206-775-7521, 9-5 PST.

Help Wanted Technical

MAINTENANCE SUPERVISOR

Federal Communication Commission (FCC) general class licensed or Society of Broadcasting Engineers (SBE) certification required. Post secondary education in electronics or equivalency plus 5 years of television broadcasting experience in technical maintenance and operations required. Supervisory experience and knowledge of transmitters and microwaves preferred. Supervision of KULC/SETOC (state microwave system) personnel. Responsible for all equipment of KULC and the SETOC Technical Operation Center at KUED. Establishes and maintains a preventative maintenance procedure system, recommends to the director of engineering equipment replacement, as well as needed repairs, supplies and parts. Represents the SETOC Technical Operations Center with other departments within KUED and university, as well as other agencies off campus when needed. Assists the Engineering Department with studio systems designs and other equipment replacement when needed. Assists the microwave maintenance staff when needed. Works with the KUED maintenance supervisor, and KUED operations supervisor as part of the KUED engineering management team. Some schedule flexibility required. Salary negotiable depending upon qualifications. Apply in person or submit two copies of resume and/or application to:

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Our expansion has created the need for Broadcast Engineers to install, troubleshoot and maintain our audio, video and RF equipment. If you have 2+ years' experience in component level troubleshooting of broadcast equipment and the ability to work with state-of-the-art systems, we would like to talk with you. Experience with Ikegami HK 323P cameras, Grass Valley switchers and Sony Beta Carts is preferred. An FCC or SBE certification is desired.

We offer competitive salaries and excellent growth opportunities. Please send your resume, or letter of interest, to: Home Shopping Network, Professional Staffing, Dept. BM/0102, 2501 118th Avenue North, St. Petersburg, FL 33716.

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Help Wanted Programing , Production & Others

PROMOTIONS PRODUCER

The Christian Broadcasting Network, Inc. (CBN) is receiving applications for a proposed opening for a **Promotions Producer**. Candidates must have proven skills in episodic and generic promotion production. An artistic eye and good editing abilities are a must. If you feel called to work with this growing broadcasting ministry, send your video-tape and resume to:

CBN Employment
Box D1
CBN Center
Virginia Beach, VA 23463



COMMUNITY RELATIONS PRODUCER

KCRA-TV's Community Relations Department seeks a producer to work under the supervision of both our director and coordinator. Responsibilities include: Associate produce weekly public affairs program; write, produce/direct PSA's as needed; evaluate in-coming PSA's for on-air acceptability; production of shared ID's; assist in the coordination and training of Intern and Scholarship Programs; organize and maintain filing system.

Qualifications: Minimum two years producing experience at a commercial TV station, with experience in community relations and/or public affairs preferred; detail-oriented with the ability to work under pressure and independently. Computer traffic experience. General office skills (typing 45 WPM, filing, heavy phones). Experience with non-profit groups and college degree preferred.

Send resume/tape/salary requirements to: Jan Young, Community Relations Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE M/F.

Help Wanted Sales

SALES REP SOPHISTICATED TV TEST EQUIPMENT

Good knowledge of TV signals. Min. 3 years sales experience. Involves substantial travel. Report directly to VP Sales. EOE.

Send resumes only to:



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Atlanta, Georgia 30348-5366
(404) 827-2175

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Help Wanted News

SPORTS REPORTER

KCRA-TV is seeking a sports reporter who excels at covering non-traditional sports. Solid writing and story-telling skills a must. Solid anchor skills also are needed, as the person we hire will fill in for our primary sportscaster. Send complete resume and non-returnable tape to: Bob Jordan, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE M/F.

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BOX P-75

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AM/FM COASTAL FLA. \$1,500,000
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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. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

John B. Witley, assistant to executive operations VP, Warner Cable Communications Inc., Dublin, Ohio, named director of operations, division III; **Daniel J. O'Brien**, general manager, Jones Intercable, Alexandria, Va., joins Warner Cable, Dublin, as assistant to executive VP.

David Pritchard, VP, corporate affairs, Home Box Office, New York, announced his resignation effective Jan. 2. Pritchard plans to become independent producer.

Wayne O'Dell, VP, operations, Northeast region, Storer Communications Inc., Washington, joins Star cable, affiliate of Bent and Associates Inc., Pittsburgh, as VP, operations.

Glenn N. Larkin, acting controller, Bonneville International Corp., Salt Lake City, named corporate controller.

John E. Hayes, general manager, WIVB-TV Buffalo, N.Y., joins WPCQ-TV Charlotte, N.C., as general manager.

Appointments at WTLV(TV) Jacksonville, Fla.: **Paul Baldwin**, news director, and **Pamela Gardner**, director, promotion and marketing, named VP's.

Gerry Fenske, general sales manager, KEVN-TV Rapid City, S.D., named president and general manager.

Appointments at Empire State Network Inc., regional radio network, Albany, N.Y.: **Michael C. Ludlam**, executive director, news, CBS Radio's AM station group, New York, named president and general manager; **John W. Nelson**, state capitol reporter, WCBS(AM) New York, named VP-operations; **Walt Wheeler**, chief political reporter, WCBS(AM) New York, named VP/managing editor.

Jim Seemiller, VP and general manager, Adams Communications Corp.'s KOOL-AM-FM, adds duties of general manager. Adam's KQUL(AM)-KZOK(FM) Seattle and KDKO(AM) Denver-KHII(FM) Boulder, both Colorado.

Judy Stone, director, University of Alabama television services, and assistant dean, college of communications, Birmingham, joins Alabama Public Television there as executive director. Alabama Public Television operates nine stations.

Steve Rivers, program director, KIIS-FM Los Angeles, named VP/program director.

Newmark, Wechsler & Howard, New York, named president. **Rossinsky** replaces **Dick Sharpe**, who left Dec. 31, 1988, to join Blackburn & Co., brokerage firm, in New York. **Kevin Cassidy**, account executive, Hillier, Newmark, Wechsler & Howard, Los Angeles, moves to Dallas as regional manager.

F. Glenn Verrill, CEO, BBDO North America, New York, retired Dec. 31, 1988. He is succeeded by **Don Mitchum**, president.

Appointments at W.B. Doner & Co., Detroit: **Martin Friedman**, associate media director/planning, named VP, associate media director/planning; **Julie Benedict**, associate media director, named VP, associate media director.

Andy Barrett, account executive, Texas State Network, Dallas, named national sales manager.

Mary Murphy, VP, regional director, broadcast operations, and supervisor, Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis, joins Blaisdell & Westlie Inc., St. Paul, as media director.

Dan Kristofek, associate creative director, Tatham-Laird & Kudner, Chicago, named creative director.

Appointments at BHN Advertising and Pub-

Marketing

Jacqui Rossinsky, executive VP, Hillier,



New members. Tom E. Paro, former president, Association of Maximum Service Telecasters, Washington; Clark Pollack, president, Nationwide Communications, Columbus, Ohio; Joseph J.B. Ryan, partner, Hubbs, Strauss, Dean & Wilder, Washington, and Harry B. Smart, Blair Television, Chicago, were elected at annual meeting (Dec. 14, 1988) to board of directors of Broadcast Pioneers Educational Fund Inc., which endows the Broadcast Pioneers Library.

Present at the Broadcast Pioneers meeting were (back row, l-r): Ryan; Laurence Laurent, Association of Independent Television Stations; James H. Duncan Jr., Duncan's American Radio Inc.; Donald H. Kirkley Jr., University of Maryland; Virginia Pate Wetter,

WASA(AM) and WHDG(FM); Harold Niven (Library VP), University of Maryland; Lawrence B. Taishoff, Broadcasting Publications Inc.; John D. Lane (Library general counsel); Wilkes, Artis, Hendrick & Lane; Layne R. Beaty, formerly with the U.S. Department of Agriculture Radio and Television Service; Pollack; Paro. Front row (l to r): Rosel H. Hyde, former FCC chairman now with Wilkinson, Barker, Knauer & Quinn; Robert E. Lee, former FCC chairman now with Fletcher, Heald & Hildreth; Joseph E. Baudino and Wallace B. Dunlap, Westinghouse Broadcasting Co.; Erwin G. Krasnow (Library president); Verner, Lipfert, Bernhard, McPherson & Hand; Ward L. Quaal, The Ward L. Quaal Co.; Catherine Heinz (Library VP-secretary), director, Broadcast Pioneers Library.

lic Relations Inc., St. Louis: **Dan Kuzma**, account supervisor, named corporate VP; **Mike Bowman**, copywriter, Muller Jordan Weiss Advertising, St. Louis, joins BHN as writer.

Mark von Zach, account executive, E.J. Stewart Film and Video, Philadelphia, joins Edit Masters, video and film production and post-production company, Voorhees, N.J., in same capacity.

Appointments at Russ Reid Co., advertising agency, Pasadena, Calif.: **James Copeland**, VP and general manager, Creative Direct Marketing Group, Torrance, Calif.; **Robert Hobbs**, president, Cause Concepts, Ontario, Calif., named account executives. **Andrew Freeman**, senior producer, development, Christian Broadcasting Network, Virginia Beach, Va., named associate creative director. **Bruce Ortman**, associate creative director, named creative director.

Rob Ingraham, executive VP, and **Mark Brickley**, VP, program development, Capital Sports, New York, form SportsLink Inc., New York-based marketing group.

Appointments at Saatchi & Saatchi Advertising, New York: associate media directors **Diane Cimline**, **Ruth Greenberg** and **Donald Morrison** named senior VP's.

Wendee J. Cardinal, VP and media director, HDM Dawson Johns & Black, Chicago, joins National Cable Advertising there as account executive.

Jim Robinson, New York sales manager, TeleRep, New York, named VP, general sales manager.

Stephanie Rosen, spot media buyer, Griffin Bacall Advertising, New York, joins Seltel there as account executive.

R. William Freston, former VP, marketing, MGM Home Video, New York, joins Broad Street Productions there as director, sales and marketing program.

William Sill, sales manager, WTZA(TV) Kingston, N.Y., joins Cable Adnet Mid-Hudson, Malvern, Pa., as account executive.

Jack Farmer, creative director, Pollick, Phoenix, joins Backer Spielvogel Bates Inc., Columbus, Ohio, as VP and creative director.

Tracy Boschert, national sales manager, KMBC-TV Kansas City, Mo., named local sales and marketing manager.

Jim Wareham, general sales manager, WHBF-TV Rock Island, Ill., joins KFVS-TV Cape Girardeau, Mo., in same capacity.

Greg Zeiger, local sales manager, KDNL-TV St. Louis, named general sales manager.

Appointments at WHSV-TV Harrisonburg, Va.: **Bob Bolyard**, sales manager, to general sales manager; **G.F. Eklund**, account executive, to local sales manager.

Karen Kohl, controller, Nelson Vending Technology, New York, joins Premier Broadcast Group Inc., Albany, N.Y., as VP, finance.

Appointments at WMAQ(AM) Chicago: **Lynda Houston**, sales director, Prographix, Chicago art studio, and **Jim Kane**, account executive, KOA(AM) Denver, to account executives.

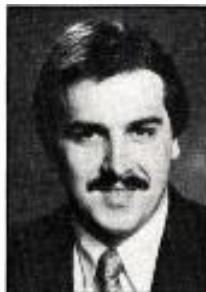
Appointments at WRKO(AM)-WROR(FM) Bos-

ton: **Rosemary Rossi**, account executive, WHDH(AM), and **Jan Waterman**, account executive, WZLX(FM), both Boston, to account executives.

Ron Kruman, owner, Creative Concepts, Detroit-based advertising agency, joins WCZY-FM there as retail sales manager.



Landon



Kotch

Dave Landon, account executive, WEZC(FM) Charlotte, N.C., joins WWMG(FM) there as sales manager.

Steve Kotch, account executive, WMCA(AM) New York, joins WXCT(AM) New Haven, Conn., as special projects director.

Karen Weber, account executive, WEZF(FM) Burlington, Vt., named general sales manager.

Dick Warsaw, VP and general manager, KFSD-FM San Diego, named general sales manager, KOFY(AM) San Francisco.

Appointments at WCSX(FM) Detroit: **Jonathan F. Crawford**, VP and general manager, WTRG(FM) Raleigh, N.C., to general sales manager; **Patti Barnett**, account executive, WLTI(FM) Detroit, to same position.

Shelly Malecha, account executive, WDGY(FM) Minneapolis, joins KQQL-FM there as general sales manager.

Duane Aldrich, advertising salesperson, KWWW(AM) Wenatchee-KWWW-FM Quincy, Wash., named sales manager.

Jimmy Beyer, marketing consultant, WJBO(AM) Baton Rouge, joins WTGE(FM) there in same capacity.

Appointments at WXXX(FM) Newport, N.H.: **Ed Fisher**, production director, to account executive; **Chris Smith**, account executive, Carolina Cable Co., Springfield, Vt., joins WXXX in same capacity.

Thomas Carroll, sales manager, KFYE(FM) Fresno, Calif., joins KUDA-FM Las Vegas as general sales manager.

Maynard Grossman, VP, sales, Dorton Broadcasting, Detroit, joins KMEZ-AM-FM Dallas as general sales manager.

Susan Swigart, regional sales manager, Concert Music Broadcast Sales, Dallas, representing classical music stations, joins WRR(FM) there as sales manager.

John Kijowski, local sales manager, KUSA(AM)-KSD-FM St. Louis, named general sales manager.

Chris Leiss, account executive, WBAP(AM) Dallas, named sports marketing director.

Sam Benrubi, retail sales manager, WXXK(FM) New York, joins WYSP(FM) Philadelphia as general sales manager.

Gavin Stief, general sales manager, WKSZ(FM) Media, Pa., joins Direct Radio Strategies, Wayne, Pa., as VP, marketing.

Appointments at WYNY(FM) New York: **Shelley Stile**, account executive, WNSR(FM) New York, joins WYNY(FM) as national sales manager; **Elena Soto**, former account executive, WNBC(AM) New York, joins WYNY(FM) in same capacity.

Appointments at WOKQ(FM) Dover, N.H.: **David S. Burke**, marketing consultant, to senior marketing consultant; **Michael R. Knight**, general sales manager, WCLZ(FM) Brunswick, Me., to marketing consultant.

Mike Treder, director, sports sales, KTRH(AM) Houston, joins KPRC(AM) there as general sales manager.

William Prettyman, account executive, The Copy Data Group, office supplies company, Virginia Beach, Va., joins WNOR-AM-FM Norfolk, Va., in same capacity.

Bill Saurer, local sales manager, WSEN-AM-FM Baldwinsville, N.Y., named general sales manager.

Jodi Lippincott, account executive, WANS-AM-FM Greenville, S.C., named station manager-sales manager.

Appointments at KUPL-AM-FM Portland, Ore.: **Julie Hellberg**, sales assistant, KPTV(TV) Portland, and **Jeffrey Johnstone**, account executive, KUIK(AM) Hillsboro, Ore., join KUPL as account executives.

Bob Fox, general sales manager, KJYC(AM)-KFMJ(FM) Medford, Ore., joins KBET(AM) Santa Clarita, Calif., in same capacity.

Charles E. Levy, account executive, WFGL(AM) Fitchburg, Mass., named local sales manager.

Programing

Jerry L. Rife, director, production finance, Taft Entertainment Co., Los Angeles, joins Imagine Films Entertainment Inc. there as VP, production finance.

Appointments at Columbia Pictures Television, Los Angeles: **Gina Wendkos**, writer and director in theater and writer in television and feature films, joins Columbia as story editor, *My Two Dads*; **John Sakmar** and **Kerry Lenhart**, co-writers/producers, Columbia's *Out of Time*, movie of week for NBC, join Columbia as creators, writers, developers and producers, series programing.

Appointments to *The Arsenio Hall Show*, Paramount Pictures Corp., Hollywood: **Marla Kell Brown**, coordinator, projects and program development, Kline & Friends, Los Angeles, named producer; **Sandy F. Fullerton**, freelance director, named director; **Milt Hoffman**, producer, *Solid Gold*, named executive in charge of production; **Bill Royce**, segment producer, *Entertainment Tonight*, and **Joy Dolce**, talent executive, *Lifestyles of the Rich and Famous*, named segment producers/talent executives; **Sharon Olson**, talent executive, *Solid Gold*, and **Kim Swann**, talent executive, *Win Lose or Draw*, named talent executives; **Marla Carrillo-Kleinman**, director, national press and publicity, Restless Records, Los Angeles, named talent co-



And the winner is. Chris Ely, a native Baltimorean, has been named the winner of Baltimore's wjz-TV "So You Wanna Do Sports" competition. wjz-TV was searching for a home grown personality to join its sports team as a weekend sports reporter. The station received more than 3,500 responses and auditioned 14 finalists during the week of Dec. 10-16 (BROADCASTING, Nov. 21, 1988). Ely is currently a program consultant with the Juvenile Services Department for the State of Maryland. He is not without some broadcast experience, however; Ely has done play-by-play announcing for Home Team Sports and ESPN. He also works part time in the Baltimore Orioles public relations department.

ordinator. **Emeline Davis**, director, finance, named executive director, finance. Davis is responsible for financial planning, budgeting and forecasting for various Paramount programs.

Jim Hartz, former co-host, noncommercial WNET(TV)'s *Innovations*, New York, joins MCA TV Los Angeles as host of *\$Rewards\$*; **Cynthia Allison**, assignment reporter, KABC-TV Los Angeles, named co-host. *\$Rewards\$* is reality-based program focusing on monetary rewards viewers can collect for information leading to capture of criminals.

Al and Wanda Lewis, producer-hosts WCPO-TV Cincinnati children's television show, *The Uncle Al Show*, retired Dec. 31, 1988. Al Lewis began show in 1949, and when show ended production in 1985 he continued as art director for WCPO-TV. Wanda Lewis worked in community affairs and promotions for station.



Mejia

Appointments at WPIX(TV) New York: **Josie Mejia**, news reporter, WXTV(TV) Paterson, N.J., and **Beverly Elba**, independent producer, named reporters/producers, *Best Talk in Town*.

Paul J. Klick, promotion manager, KDNL-TV St. Louis, joins WZTV(TV) Nashville.

as program/promotion director.

News and Public Affairs

Steve Smith, news director, WXIA-TV Atlanta, named VP/news director.

Pam Verduin, news producer, KXTV(TV) Sacramento, Calif., joins KSBW(TV) Salinas, Calif., as news producer/special projects producer.

Ken Ford, weekend reporter, WXYZ-TV Detroit, named full-time reporter.



Cugini

Betty-Jo Cugini, nighttime assignment editor, WIAR-TV Providence, R.I., named daytime assignment editor.

Patty Loew, former co-anchor of 6 and 10 p.m. *Eyewitness News*, WKOW-TV Madison, Wis., named co-anchor of 10 p.m. *Eyewitness*

News.

John McCullough, former news anchor, WTMJ-TV Milwaukee, named host, *Emphasis Wisconsin*, WTMJ-TV's news program.

Carole Kneeland, Austin bureau chief, WFAA-TV Dallas, joins KVUE-TV Austin as news director.

Bruce Whiteaker, assistant news director, WNEM-TV Saginaw, Mich., named news director.

Don Paul, chief meteorologist, WIVB-TV Buffalo, N.Y., joins WGRZ-TV there as 6 and 11 p.m. weathercaster.

Shari Fullerton, intern KTTV(TV) Los Angeles, joins WLTZ(TV) Columbus, Ga., as feature reporter/morning anchor.

Kenn Tomasch, weekend sports anchor/reporter, WINK-TV Fort Myers, Fla., named sports director.

Technology

James L. Halsey, manager, Coopers & Lybrand, information systems consulting firm, New York, joins CBS Inc. there as VP, management information systems.

Appointments at Warner Cable Communications Inc., Dublin, Ohio: **Robert V. Moel**, manager, technical operations, corporate engineering department, named director, technical operations; **William C. Presridge**, design director, named director, technical operations, division I; **David Johns**, project manager, named director, information systems development.

William Garner, assistant VP, applications and systems engineering, Hughes Network System, Germantown, Md., joins American Mobile Satellite Consortium, Washington, as chief scientist.

Dale Howard, assistant chief engineer, WZTV(TV) Nashville, named chief engineer.

Gary Hartung, assistant chief engineer, noncommercial KLON(FM) Los Angeles, joins

American Public Radio there as associate producer/chief engineer.

Promotion and PR

Mimi House, account executive, Rogers & Cowan public relations, television department, Los Angeles, joins Independent Television News there as client services manager.

Kathleen V. Baylies, writer/producer, advertising and promotion department, WNYT(TV) Albany, N.Y., named advertising and promotion manager.

Ritch Sublett, creative services and cable relations coordinator, WZTV(TV) Nashville, named creative services director.

Jeanne Wayland, public affairs director, KGGM-TV Albuquerque, N.M., announced her retirement Dec. 14, 1988, after 17 years with station.

Appointments at WTAE-TV Pittsburgh: **Don Lucas**, on-air creative services director, WPTT-TV Pittsburgh, named promotion writer/producer; **Mike Lee**, design director, KOTV(TV) Tulsa, Okla., joins WTAE-TV in same capacity.

Allied Fields

Nancy Wiard, associate producer, CBS's *The*



Like father like daughter. Thirty-five-year veteran anchor Bill Burns (pictured here with his daughter and co-anchor Patti) at KDKA-TV Pittsburgh, will retire on Jan. 3, 1989. Burns joined the station in 1953 from KQV(AM) Pittsburgh. Burns anchors *Eyewitness News at Noon*. "Bill Burns has greatly influenced the evaluation of television broadcast journalism in Pittsburgh and throughout the entire broadcast industry," said Joe Berwanger, VP and general manager of KDKA-TV. Burns's work not only influenced the broadcasting industry but his daughter as well. Patti Burns followed in her father's footsteps and currently anchors KDKA-TV's 6 p.m. newscast, as well as *Eyewitness News at Noon* with her father, making them the only father/daughter news team in the country, according to the station. Burns, who wanted to be a news reporter since childhood, said that "not many people actually dream of a career as a small boy and end up spending the major parts of their adult years fulfilling that dream...I'm looking forward to sitting back and watching Patti carry on the family tradition."

INDEX TO ADVERTISERS: Accuracy in Media 30 □ Blackburn & Co., Inc. 104 □ Blair Entertainment 67 □ Blair Television 99 □ Broadcast Designers' Assn. 18 □ Broadcast Investment Analysts, Inc. 106 □ C.B. Distribution Co. 38 □ CBS Radio Representatives 103 □ CBS 75 □ Chapman Associates 109 □ Classified Ads 116-122 □ Communications Equity Associates 107 □ Data Express 20 □ Evergreen Programs, Inc. 56-57 □ Four Star 47, 48-49 □ Greyhound Financial Corp. 108 □ Harmony Gold 79 □ Ted Hepburn Co., The 105 □ Home Shopping Club 95 □ IDB Communications Group, Inc. Cover 3 □ Independent News, The Cover 4 □ Katz Communications, Inc. Front Cover □ King World 32-33 □ LBS Communications, Inc. Second Cover/3, 31, 81, 83, 85 □ Lorimar Syndication 11, 12-13, 15, 17, 19, 21, 23, 24-25, 28-29, 59, 60-61, 71, 73 □ MCA TV 36-37 □ MGM/UA Telecommunications, Inc. 8-9 □ Millar Company U.S.A., Inc., The 110 □ New World Television Group 91, 93 □ Orion Television Syndication 63 □ Paramount Pictures Corp. 34A, 34B, 34C, 34D □ Professional Cards 113 □ Select Media Communications 50 □ Services Directory 112 □ D.L. Taffner/Ltd. 87, 89 □ Teletrib 68-69 □ TeleVentures 7, 27 □ TimeShifter 82 □ Tribune Entertainment Co. 64-65 □ TV Log 97 □ 20th Century Fox Television 4-5 □ USIA 111 □ Utility Tower 98 □ Vestron Television 76-77 □ WGN-TV 101 □ Worldvision Enterprises, Inc. 52-53, 54-55, 56-57

Young and the Restless, and **Donald Zachary**, VP, law, NBC-West Coast, Los Angeles, elected to Academy of Television Arts & Sciences Board of Governors, Burbank, Calif., daytime programing branch and television executives branch, respectively.

Jayson Juraska, VP and general manager, Cox Cable, Greater Hartford, Conn., elected president, Connecticut Cable Television Association Inc., New Britain, Conn.

Appointments at NBC Television Network's Affiliate Board of Directors: **Bob Sutton**, president and CEO, Media General Broadcasting, Tampa, Fla., elected board secretary; **Rolla Cleaver**, executive VP and chief operating officer, KVBC(TV) Las Vegas, and **Michael Corken**, VP and general manager, WTHR(TV) Indianapolis, elected as members.

Appointments at Arbitron Television Advisory Council, New York: **Marc Edwards**, VP and general manager, KFSN-TV Fresno, Calif.; **Ralph W. Gabbard**, VP and general manager, WKYT-TV Lexington, Ky., and **Bill Harper**, general manager, Flint, Mich.,

named representatives.

Appointments at Northern California Broadcasters Association, San Francisco: **Charles Tweedle**, KOIT-AM-FM San Francisco; **Bruce Blevins**, VP and general manager, KNEW(AM) Oakland-KSAN(FM) San Francisco, and **Paulette Williams**, VP and general manager, KMEL(FM) San Francisco, named president, VP, and treasurer, respectively.

Michael C. Horn, VP-radio, Guy Gannett Broadcasting, Portland, Me., joins New England Media Inc., communications brokers there, as associate.

Jeanne Cole, co-founder, By Invitation Only Inc., design agency, San Francisco, joins San Francisco Bay Area Film/Tape Council as executive director. San Francisco Bay Area Film/Tape Council is industry association promoting Northern California as major film and video production center.

Estelle Radin, director, legal affairs, New World Television, Los Angeles, joins Imagine Films Entertainment Inc. there in same

capacity.

Richard Grefe, director, policy development and planning, Corporation for Public Broadcasting, Washington, joins National Association of Public Television Stations there as VP. NAPTS is nonprofit organization made up of public television stations and supporting planning, research and representation activities.

Frederick Smith, chairman and president, Federal Express Corp., Memphis, elected to board of directors of E.W. Scripps Co., Cincinnati.

Charles J. Swindells, chairman, Capital Trust Co., investment firm, Portland, Ore., elected chairman, board of directors, Oregon Public Broadcasting.

Rick Swalwell, anchor/reporter KCCI-TV Des Moines, Iowa, announced his resignation. Swalwell will join Iowa Department of Economic Development, Des Moines, as communications manager.

Deaths

Vernon Nolte, 72, chairman, Nolte Communications Inc., Rockford, Ill., died Dec. 20, 1988, of heart failure at Rockford Memorial Hospital. Nolte Communications Inc. owns WROK(AM)-WZOK(FM) Rockford. In 1959 Nolte received patent for automatic tape cartridge machine. Machine allows air-personalities to automatically cue material on tape. Nolte and his associates formed Automatic Tape Control Inc., Bloomington, Ill., and in 1959 sold \$100,000 worth of machines at radio executives convention. Nolte is survived by his wife, Lucille; son, John, and daughter, Jeanne.

Russell L. Furse, 80, president, California Video Communications Inc., and co-founder, Academy of Television Arts and Sciences, Los Angeles, died Dec. 17, 1988, at Cottage Hospital, Santa Barbara, Calif., following heart attack. Furse helped form ATAS while director, television, Cascade Pictures. He became executive producer for ABC-TV, New York in 1948 where he remained until 1953, when he joined CBS-TV as manager, television. In 1985 Furse was given Pacific Pioneer Broadcasters' Diamond Circle Award. Furse is survived by his wife, Barbara, and two children.

Bob Steele, 82, film and television actor, died at St. Joseph Medical Center, Burbank, Calif. Steele suffered from heart and respiratory ailments. Steele was best known as "Trooper Duffy" from the television series *F Troop*, which ran from 1965 to 1967. Steele also appeared in several westerns, including "The Great Train Robbery" and "Hang 'em High." Survivors include his wife, Virginia.

Bill Figueroa, 72, consultant, risk management department, MGM/UA Communications Co., Beverly Hills, died of heart failure at Brotman Memorial Hospital, Culver City, Calif. Figueroa joined MGM/UA in 1960, and prior to being consultant served as director, risk management. Figueroa is survived by his wife, Mary, son, William; daughters, Ann Marie and Juanita, and six grandchildren.

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Granada's David Plowright: Bearing Britain's TV torch

In 1957, 27-year-old British newspaper reporter David Plowright joined just-launched Granada Television, one of Britain's first commercial broadcast services, seeking to fulfill a journalistic credo inherited from his newspaperman father: "To shine torches in foggy areas of society."

Thirty years later, British television and Plowright have come a long way, but his passion to inform and educate, as well as entertain, remains.

And the highly regarded TV executive, whose dedication to the creed has served him well through his rise from news to programing and ultimately to chairman of the much-honored Granada TV, promises to keep the faith in the coming years as British TV faces the most fundamental changes in a generation.

But the Manchester, England, native, head of the broadcasting subsidiary of the Manchester-based Granada Group conglomerate, which has major investments in such new media forms as UK direct broadcasting, welcomes change. "I will embrace the future, but I don't believe it need necessarily be to the detriment of a broadcasting system with which I've been proud to be associated for the past 30 years and one that I think has set some targets for the rest of the world to aspire to."

"DP" (as he is called within the company) has already shown a willingness to revamp some traditions in response to changing demands of the European and American market.

Keeping his hand directly in the programing business as Granada's head of drama, Plowright, for instance, is looking for greater cooperation with American industry and for shorter, more commercially viable program forms for the international market.

"We know we've got to shift in some way to the American pattern. We know also we can develop relationships with people who can make a similar sort of compromise with what's in our minds," he explains. "Adjustments of that nature are bound to be made in the portfolio that is seeking to find a position in what is inevitably a more commercial broadcasting environment."

It is not the first time the example of American TV has influenced Plowright's ideas about TV. He concedes that during his 10-year news tenure at Granada, much of his TV journalism work "owe[d] a great deal" to what he saw on U.S. TV during the late 1950's, including his favorite show, Edward R. Murrow's *See It Now* on CBS.

And it was from the helm of Granada's news operation that Plowright was invited to take on the powerful post of Granada TV's program controller.

Without missing a beat in the shift from news to general programing (drama was a



DAVID ERNEST PLOWRIGHT—chairman, Granada Television, Manchester, United Kingdom; b. Dec. 11, 1930, Manchester; reporter, *Scunthorpe Star*, Scunthorpe, 1950-52; freelance correspondent, sports writer, 1952-54; feature writer, *Yorkshire Post*, Leeds, 1954-57; news editor, Granada TV, Manchester, 1957-60; producer, current affairs, Granada TV, 1960-64; executive producer, *Scene at 6:30*, Granada TV, 1964-66; executive producer, *World in Action*, 1966-68; head of current affairs, 1968-69; controller of programs, 1969-79; joint managing director, 1975-81; managing director, 1981-87; present position since March 1987; married Brenda Mary Key, June 28, 1953; children—Nicholas, 31; Kathryn, 28; Charlotte, 25.

family tradition, with Plowright's mother an aspiring performer, his sister Joan an actress, and his wife the sister of Laurence Olivier), Plowright oversaw a string of successes culminating in the critically acclaimed *Brideshead Revisited* and Emmy award-winning *Jewel in the Crown*.

It was also during that decade as head of programing that Plowright helped Granada achieve an important goal: fostering an environment "where talented people can have the self-confidence to express themselves." Passing through the production training program and other jobs at what Plowright refers to as the "Granada academy" were such industry figures as Hollywood directors Michael Apted and Roland Joffe, BBC Deputy Director General John Birt, and producer Charles Denton of Britain's Zenith Productions.

But Plowright worries that some of what he believes has made British television a world leader may now be threatened. Industry deregulation proposed in a Conservative government white paper and now under consideration by British Parliament for the 1990's promises among other changes to increase competition and open commercial franchises like Granada's to market forces from which they've been protected, including auctioning and takeovers.

Plowright labels the white paper's call for competition, wider choice and improvement in quality "a clever conjuring trick" that may damage the base for quality programing by doing away with such "old-fashioned concepts" as regulatory control and public service requirements.

"I do believe the government has some responsibility to replace the existing framework of British broadcasting with one which is at least as good and hopefully better," Plowright says, adding, "And they haven't got that in the white paper."

Not only is the commercial TV sector threatened, but, believes Plowright, the venerable British Broadcasting Corp. as well. Faced with "rampant commercialism," he fears they would find their government-supplied license fee diminished if they did not provide programs with broad audience appeal, rather than "risk-taking, adventurous programing which isn't made to get a majority audience share."

As a journalist-programmer, Plowright reserves some of his greatest concerns for informational and educational TV, which, along with programs that entertain, he says define "the three-legged stool" on which the tradition of British broadcasting stands. "I don't wish to see two of its legs chopped off and for it to try and support itself simply on the entertainment."

And the prospect raised by the white paper that informative and educative programing could one day become available only through subscription is, for Plowright, "socially divisive."

Many broadcasters provide sometimes costly informative programs "because they have to, not because they wish to," argues Plowright. Ever diligent, he even singled out his own programers on at least one occasion for admonition.

"Some six months ago, when noises were being made about the future of commercial television in the United Kingdom, I said, rather crossly to them: 'Well, why are you all sitting on your hands? Why have you been silenced?'" Shortly thereafter, a group of Granada staffers entered the public discussion by founding their own group, the Campaign for Quality Television.

His own contribution to the coming debate? "Continue to recognize the importance of having some ambition and aspiration about the quality of writing, of performance, of pictures, the accretion of crafts and skills that go into a piece of television which can stand comparison with literature and theater as an art form."

Adds Plowright: "It's not just getting an audience and making a living and being in show business. It's aspiring to a condition of excellence. It's difficult to achieve but worth trying. That's the reward at the end of the day when you can once or twice go home and put your head on the pillow and say 'That weren't bad.'"

InBrief

Late breaking syndication news last week... Fries Entertainment is offering new high-tech, action game show, adapted from British concept, called *Interceptor*, that is played outdoors, for fall 1989. Barter program will have special hour pilot in spring (show itself will be half hour) that Fries said has commitments to air from three station groups—Cox, Tribune and Scripps Howard ■ **LBS** reportedly has deal with Mattel Toys to produce and distribute for fall 1990 new version of *He-Man and The Masters of the Universe*, which in 1982 helped create so-called "high-tech" animation trend. Group W and Fimation produced earlier version, but have no involvement in remake. LBS would not confirm report, but did announce availability of seven new prime time syndication specials, for monthly barter windows starting in February ■ **Group W Productions** said last week it was making its first-season weekly animated *Teenage Mutant Ninja Turtles* into strip for next fall. Program was fifth ranked among all children's animated shows in November ■ **Blair Entertainment** said it was renewing *Divorce Court* for sixth season next fall ■ **MCA TV Enterprises** has cleared new first-run *Lassie* in over 50% of country and said that proposed new children's game show, *Pictionary*, is now in about 30 markets, covering about 47% of country.

Among what promises to be one of **livelier sessions at upcoming NATPE convention** later this month will be one entitled "**Barter is No Bargain—And Other Survey Results**," co-sponsored by Broadcast Financial Management Association. Among results of NATPE-BFM survey to be presented at session is that only 22% of those responding believe profits for their station have increased through barter deals. In same survey, 81% of affiliate general managers responding indicated they expect to preempt network programming more often in 1989, despite increased pressure from networks not to.

Disney Channel has elected not to renew NBC-produced sitcom, Good Morning Miss Bliss, beyond initial 13-episode commitment. However, it is "99% certain," NBC official said last week, show will go back into production this month, with network looking to place show in its Saturday morning schedule. New episodes

would not feature actress Hayley Mills, however, who is under contract to Disney. NBC's Peter Engle will continue as executive producer.

SportsChannel America is expanding its Sports Nightly late night news program to two hours, allowing affiliates to tap into program at intervals during 10 p.m.-midnight time period. Expansion provides greater flexibility for affiliates to join it in progress since games they are carrying end at different times. Affiliates can join sports interview and wrap-up program at 8, 15, 23, 30, 38, 45 and 53 minutes past hour.

Headline News will unveil personal finance segment and stock market crawl on Tuesday, Jan. 3. Financial segment will be carried at 15 minutes past each half hour. Two-minute sports segment will appear at 21 minutes and lifestyle segment at 24 minutes past each hour. Stock market crawl will run from 9:30 a.m. to 5 p.m. ET.

Sale of 311,000-subscriber Wometco Cable systems from Robert M. Bass Group to Cablevision Industries has been completed. Deal, valued at more than \$725 million, brings privately held Cablevision Industries subscriber total to approximately 930,000.

CBS has OK'd **unusual Beauty and the Beast** episode, to air this Friday (Jan. 6), that will feature nine minutes of silence. Entitled *Sticks & Stones*, episode will focus on exploits of inner city deaf gang. Conversations conducted in sign language throughout program will be accompanied by percussive soundtrack and subtitled for hearing audience.

Name of **Bruce Gelb**, vice chairman of Bristol-Myers Co., has been cropping up in published reports as incoming Bush administration's choice to head U.S. Information Agency. Some reports even say announcement has been made. Not true, says transition team press office. There has been no such announce-

'Roseanne' takes first place in week 14

ABC's comedy *Roseanne* took top honors for the prime time week ended Dec. 25, posting a 21.7 rating and a 34 share—edging out NBC's *Cosby Show*, which ranked second with a 21.3/36. The week went to NBC when that network closed out the week with a 13.7/25, over ABC's 11.7/22 and CBS's 10.9/20.

In the evening news race, CBS won the week with an 11.0/21.

ABC came in second with a 10.8/20, while NBC followed with a 10.6/20.

ABC won the first three nights of the week and NBC took Thursday through Saturday. CBS won Sunday, Christmas day.

The combined network rating for Christmas week was a 36.3, representing 32.8 million households delivered.

Nielsen		Net	Show
1.	21.7/34	A	Roseanne
2.	21.3/36	N	Cosby Show
3.	20.3/34	N	Cheers
4.	20.1/33	A	Who's the Boss?
5.	18.9/33	A	Monday Night Football
6.	18.6/31	N	Different World
7.	17.4/30	N	L.A. Law
8.	17.3/28	N	Matlock
9.	17.2/28	N	Night Court
10.	17.0/27	N	In the Heat of the Night
11.	16.8/28	N	Dear John
12.	16.7/26	N	Bob Hope-Jolly Christmas
13.	16.0/25	A	Moonlighting
14.	15.6/26	A	Growing Pains
15.	15.4/26	N	Unsolved Mysteries
16.	15.2/36	N	Golden Girls
17.	15.1/23	C	Designing Women
18.	15.0/23	C	Murphy Brown
19.	14.4/24	A	Head of the Class
20.	14.4/22	C	Kate and Allie
21.	14.4/33	N	Empty Nest
22.	14.3/24	A	Hooperman
23.	14.1/26	C	Garfield's Christmas
24.	13.9/31	N	Hunter
25.	13.9/24	N	Midnight Caller

Nielsen		Net	Show
26.	13.8/24	A	thirtysomething
27.	13.5/24	A	China Beach
28.	13.5/23	C	CBS Thursday Movie
29.	13.5/34	C	60 Minutes
30.	13.5/21	N	NBC Monday Movie
31.	13.3/22	A	Wonder Years
32.	13.2/21	C	Newhart
33.	13.2/23	C	Wiseguy
34.	13.0/23	A	Full House
35.	12.9/22	C	Candid Camera Xmas
36.	12.8/21	C	John Denver Christmas in Aspen
37.	12.7/31	N	Armen
38.	12.7/23	N	NBC Friday Movie
39.	12.6/22	C	Claymation Xmas Carol
40.	12.6/21	N	Baby Boom
41.	12.5/23	A	Mr. Belvedere
42.	12.3/28	C	Murder, She Wrote
43.	11.9/22	A	Growing Pains Special
44.	11.5/29	N	227
45.	11.2/20	N	Christmas in Washington
46.	11.1/24	A	ABC Sunday Movie
47.	11.0/20	N	Boston Pops Christmas
48.	10.9/20	C	CBS Friday Movie
49.	10.8/20	A	Perfect Strangers
50.	10.6/20	A	20/20
51.	10.6/18	C	CBS Tuesday Movie

Nielsen		Net	Show
52.	10.5/17	C	Equalizer
53.	10.3/17	A	Dynasty
54.	10.3/22	C	CBS Sunday Movie
55.	10.3/17	C	Pee Wee's Playhouse Christmas
56.	10.2/22	N	Super Bloopers Special
57.	10.0/16	A	Brian Boitano: Canvas
58.	9.0/20	N	NBC Sunday Movie
59.	8.1/19	A	ABC Saturday Movie
60.	7.6/21	A	Aloha Bowl
61.	7.3/12	A	Special Olympic Christmas
62.	6.8/12	A	ABC News Special
63.	6.4/15	A	Mission: Impossible
64.	6.4/16	N	Magical World of Disney
65.	5.5/13	C	CBS Saturday Movie
66.	5.5/9	C	TV 101
67.	5.3/13	A	Alice in Wonderland
68.	5.3/13	C	Life-Adventures of Santa Claus
69.	5.1/12	F	Married...With Children Special
70.	4.7/12	A	Incredible Sunday
71.	3.9/8	F	Garry Shandling Show
72.	3.6/9	F	21 Jump Street
73.	3.5/7	F	Tracey Ullman Show
74.	2.6/5	F	Duet
75.	2.0/5	F	Rock and Roll Christmas Special
76.	1.9/4	F	Beyond Tomorrow

ment. As for whether he is George Bush's choice, Gelb, who knows President-elect, is not saying. Stories about him and USIA job, he says, are "just rumors."

Canadian senate was working long hours late last week in effort to complete work by Friday on legislative package that includes measure that would benefit producers of American programs picked up and retransmitted by cable operators. Legislation being debated in senate—it was passed earlier by House of Commons—implements U.S.-Canadian free trade agreement that was to become effective Jan. 1. Copyright measure requires cable operators to pay copyright fees for right to retransmit distant signals. But system, whose machinery remains to be worked out, will resemble that in U.S., with tribunal setting amount of fees and determining how revenues are to be apportioned among creators, performers, broadcasters, cable operators and other distributors.

Washington-based regional cable sports channel Home Team Sports will begin scrambling its satellite signal tomorrow, Jan. 3, at 10 a.m., via General Instrument's Videocipher II encryption system.

HBO has won National Academy of Cable Programming's Golden ACE award for its *Dear America: Letters Home from Vietnam*. Cablevision Chairman Charles Dolan has won academy's Governors' Award. Both will be presented during awards telecast on Sunday, Jan. 15.

FCC process of authorizing launch of replacement domestic satellites may have been lengthened late last month when American Mobile Satellite Consortium (AMSC) requested reconsideration of November 1988 FCC order assigning orbital positions to nine new and 10 replacement C-band and Ku-band satellites serving domestic broadcasters. FCC denied original application to build and launch three satellites that would share spectrum with domestic Ku-band fixed satellite service birds, saying AMSC proposal would result in inefficient use of spectrum (BROADCASTING, Nov. 21). AMSC amendment requests waiver of assignment order, arguing that alternative mobile satellite frequencies suggested by FCC are not workable. Amendment requests "feeder links" at 101 degrees west longitude (slot allocated to Contel ASC hybrid satellite), 137 degrees west longitude (allocated to Alascom C-band bird) and 62 degrees west longitude (currently not assigned).

Preston Padden, INTV president, was among eight appointees to committee of business advisers aiding Council of Better Business Bureaus (BBB) in its review of children's advertising. Along with panel of academic advisers, business advisory committee will advise BBB's Children's Advertising Review Unit and make recommendations on issues involving self-regulation of children's advertising. Also on committee are CEO of Matchbox Toys and directors of advertising services for General Foods and General Mills.

Stock price of Financial News Network climbed 39.6% over two days last week on rumors that Dow Jones & Co. and broadcast networks were seeking all or part of company. Stock rose 75 cents in heavy trading Wednesday, and rose additional \$1.625 Thursday as biggest percentage gainer and second most active stock in over-the-counter market, closing at \$8.375 per share. Thursday's activity followed report in *USA Today* that Dow Jones, publisher of *The Wall Street Journal*, was interested in buying 45% stake in FNN held by New York-based Infotechnology. FNN has also been holding discussions with broadcast networks regarding its future. Earl Brian, chairman of Infotech, majority owner of FNN stock, issued statement saying company had no plans to sell its 45% stake in FNN.

NBC's Washington government relations office moved to new location last weekend. It will operate out of same building as NBC's

'Business Week' to return in New York

Business Week announced last week that its radio reports, which have been in hiatus since the firing of its radio broadcast editor S.G. (Rudy) Ruderman last August, will return on Jan. 9 over WCBS(AM) New York with plans for eventual national syndication. Meanwhile, Ruderman, who pleaded guilty last month in Manhattan Federal District Court to mail fraud for trading on inside information and who faces sentencing March 8, has been hired as a morning newscaster by WVOX(AM) New Rochelle, N.Y.

"I'm starting the second half of my life at the same station [where] I started the first half," said Ruderman last week from his home in Scarsdale, N.Y. His long broadcasting career, which has included stints at NBC's News and Information Service and Dow Jones's broadcasting division, began in 1951 with a morning news announcer position at WGNR(AM) New Rochelle (which eventually became WVOX). His relationship with WVOX President Bill O'Shaughnessy began when both men were working at WNEW(AM) New York, where Ruderman was employed for more than 20 years.

"We've all made mistakes," said O'Shaughnessy, referring to Ruderman and his decision to hire him. "I looked around for a rock to throw, and I couldn't find a rock."

Ruderman was fired by Business Week amid allegations that he had traded on advance knowledge of stocks mentioned in page proofs of the magazine. He faces up to 10 years in prison and a fine that could run as high as \$500,000 for the insider trading scheme, which reportedly netted Ruderman \$15,000 between January 1986 and July 1988.

Ray Hoffman, who has been a broadcaster for Business Week since 1986 and is a regular contributor to the magazine's Personal Business department, last week was named to replace Ruderman on the revised program. The Business Week Reports, as they are to be called, will be aired twice hourly, weekdays between 9:55 a.m. and 3:55 p.m. ET. The company will also provide weekend business reports. Each 90-second report will cover stock market and breaking business news. Business Week reported that it has plans to eventually expand the reports to radio stations in other major markets.

parent, GE, at 1331 Pennsylvania Ave., N.W., Suite 700 South 20004. Phone number remains (202) 833-3600. Move does not represent consolidation of two operations, according to Bob Hynes, who heads NBC's lobbying unit. He says each has own suite and will work independently.

Jess Oppenheimer, 75, co-creator of *I Love Lucy*, died Dec. 27, 1988, of heart failure following intestinal surgery at Cedars-Sinai Medical Center in Los Angeles. Oppenheimer started out in radio as actor-writer; his first skit was broadcast on KFRG(AM) in his hometown of San Francisco. He went on to write for Jack Benny, Rudy Vallee and Fanny Brice. In 1948, Oppenheimer was writer, director and producer for *My Favorite Husband* on CBS Radio, which starred Lucille Ball. During show's third year on CBS, video adaptation with husband's role reworked to fit Desi Arnaz was made and pilot film sold. In 1951, *I Love Lucy* debuted on CBS-TV, becoming one of medium's most popular programs throughout its network airing and ongoing syndicated run. The series pioneered techniques of television production, including use of film and multiple cameras; Oppenheimer was credited with patents for TV dolly and prompting device. He left show in 1956 to join NBC's programming department as producer, where he was made head of NBC-TV's creative program unit. His later work included writing for *Chrysler Theater*, *The U.S. Steel Hour* and writing/producing *Get Smart* in 1967. In 1976, Oppenheimer co-wrote *CBS Salutes Lucy*. Oppenheimer is survived by his wife, Estelle; daughter, Jo, and son, Gregg.

Editorials

C is for...

NBC's yearend present to the Fifth Estate was a glimpse of its possible future—networks joining with the cable industry they have for years been trying to beat. The network announced that it was buying half interest—some \$138 million worth—in Rainbow Program Enterprises (BROADCASTING, Dec. 26). The gold it hopes to find at the end of that Rainbow will be supplied by cable services SportsChannel America, American Movie Classics, Bravo and Long Island News 12.

It is now fair to say that NBC is "heavily" into cable, which should come as no surprise. NBC is one of the most cable-friendly of the broadcast networks—or at least the one with the highest profile—with a long-standing 33% interest in the Arts & Entertainment Network and its purchase this year of a 20-year lease on Tempo Television from TCI for the soon-to-be CNBC. NBC CEO Robert Wright has also made no secret of his thoughts on the subject. At various venues, Wright has talked of the networks' declining fortunes and of the wisdom of increasing their stakes in cable as a means of continued viability.

NBC affiliates, who have been uneasy with the network's courting of a traditional rival, earlier this year successfully headed off an NBC attempt to put some 1988 Olympic coverage on Tempo. It may be telling, then, that Rainbow's, and now NBC's, SportsChannel America or another Rainbow cable service will carry multichannel, pay-per-view Olympic coverage from Barcelona in 1992, and that some of the coverage may be carried on cable and broadcast simultaneously. If it is not, as NBC has lately asserted, the network is faced with having either to choose cable-exclusive events attractive enough to draw pay-per-viewers—an unattractive prospect for affiliates, or to bank on cable viewers paying extra for nonpremiere events. One thing is clear, however: NBC's view of the television business and its future includes wires as well as waves. The C in NBC now stands for more than "company."

Censorship is censorship

In 1978, the Supreme Court upheld the FCC's censorship of "indecent" broadcasts during periods of the programming day when children were likely to be in the audience. The FCC policy had been prompted by a single complaint about a radio broadcast and fueled by congressional pressure to "clean up" the airwaves. The high court justified its amending of the First Amendment as it applied to the Fifth Estate by saying that the medium's pervasiveness and "unique accessibility to children" justified "limited First Amendment protection," the last an oxymoron of the first order.

Although the court described the opinion as narrow, the fissure has been widening under political pressure ever since. It is now some 10 years later, and the damage begun by that court worsens. The FCC two weeks ago unanimously adopted a new policy toward indecency that prohibits such broadcasts 24 hours a day. Unless the day has more than 24 hours, that translates into a complete proscription of whatever a majority of the commission—that's two people at the moment—doesn't like. The commission had little choice. It was following the mandate of Congress, which in October passed the 24-hour-a-day proscription as an amendment—courtesy of the terrible swift pen of Jesse Helms—on a hefty appropriations bill.

The FCC is now faced with calling a hawk a handsaw. As FCC General Counsel Diane Killory generously put it: "When Congress passes a law, it is entitled to be defended. We will put

forward the best argument for why it is constitutional and let the courts decide." But the courts have already decided. A U.S. appeals court in July 1988 held that "broadcast material that is indecent but not obscene is protected by the First Amendment." That is about as decided as the matter can get.

We add our voice to the coalition of broadcast groups and public interest groups, including strange bedfellows Action for Children's Television and the National Association of Broadcasters, that are challenging the new policy in the courts. The Congress doesn't have a leg to stand on.

The grand tour

The U.S. continues to reap the benefits of the deregulatory climate in Europe, a fact no more evident than in the past few weeks, which have seen the signing of several film package deals—a number in the nine figures—between television suppliers in the United Kingdom and U.S. film producers, including Warner Bros., MGM/UA, Columbia/Tri-Star, Paramount, Universal, Disney and Orion. Although Britain dominates the foreign programming news of late, as France did a year ago, Spain and Germany are among Europe's other promising markets for U.S. fare.

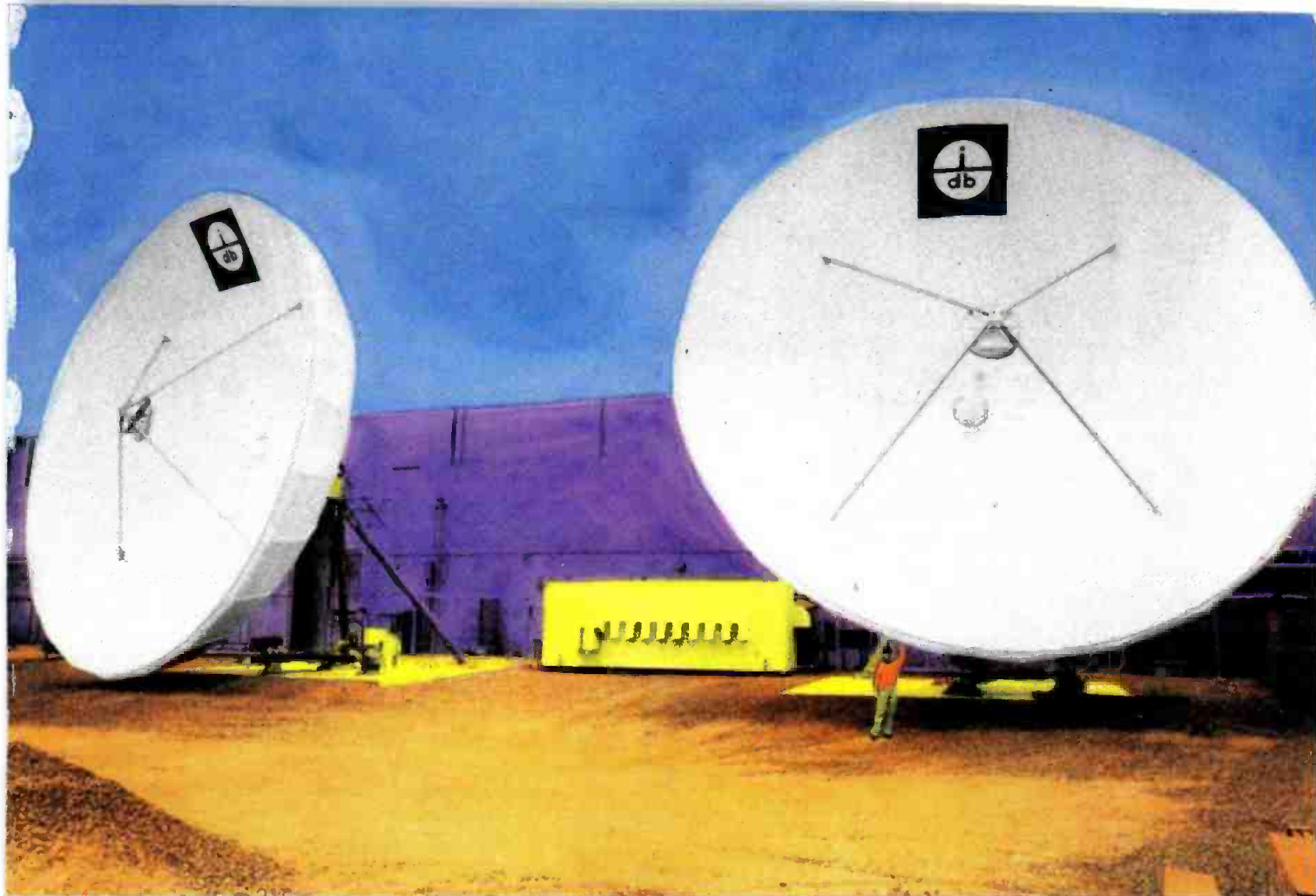
As the European television community increasingly opens up to new commercial ventures, particularly direct broadcast movie services such as Rupert Murdoch's Sky Movies, it follows that those countries, at least in the beginning, must rely on established film product, with Hollywood the principal supplier. Another likely side benefit of that initial reliance is the loosening of program quotas that limit the percentage of foreign shows—in this case read "U.S. product."

How long will the bonanza last? With European television companies increasingly aware of their dependence on U.S. programming, the natural evolution—especially in light of historical cultural protectionism—would be toward a stronger inter-European production capability. At some point, the European industry may no longer rely on American production strength, although many would argue that the U.S. will always play a part in what they predict will be a global production community. In either case, that future is not yet now. In the meantime, U.S. producers are finding the climate on the continent extremely inviting.



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