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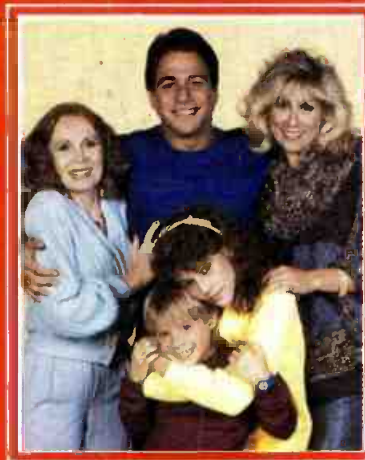
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 23

For 1989,
the smart
money is on
"Who's The Boss?"

Sold In
134 Markets



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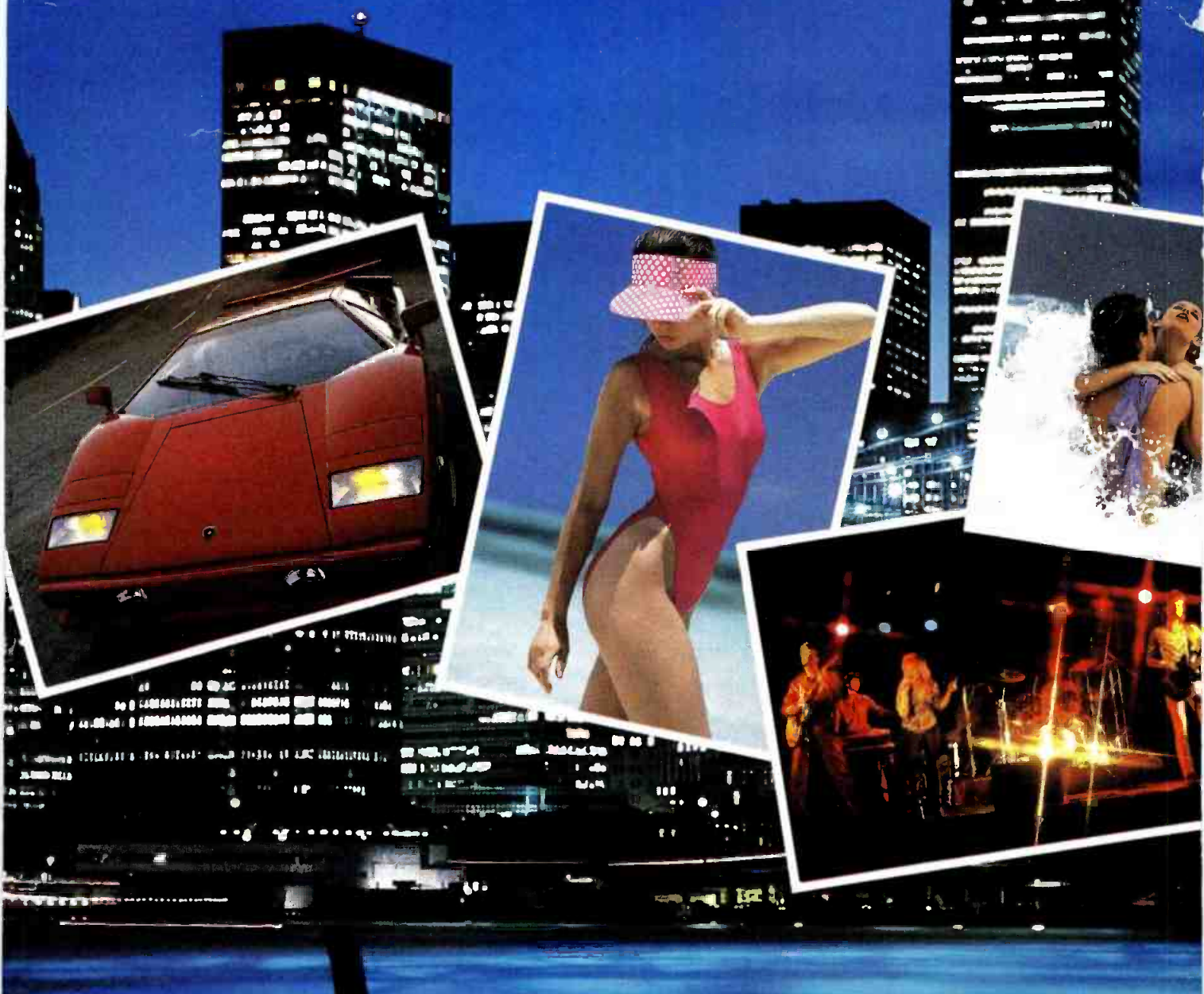
Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

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50th Year 1989

Ready...set...
NATPE
AT LARGE: Columbia's
Lieberthal

A theme park for the mind




ALTA LOMA
PRODUCTIONS

in association with


TRI-CROWN
PRODUCTIONS

After Hours



A breakneck rollercoaster ride in and around who's hot, what's what and where it's happening. That's After Hours.

A late fringe breakthrough, After Hours is the late-night, first-run variety magazine strip that grabs audiences with high-energy sizzle and the look and feel of the 90s. So have a good night.

After After Hours there's no other choice.

ADVERTISER-SUPPORTED PROGRAMMING.



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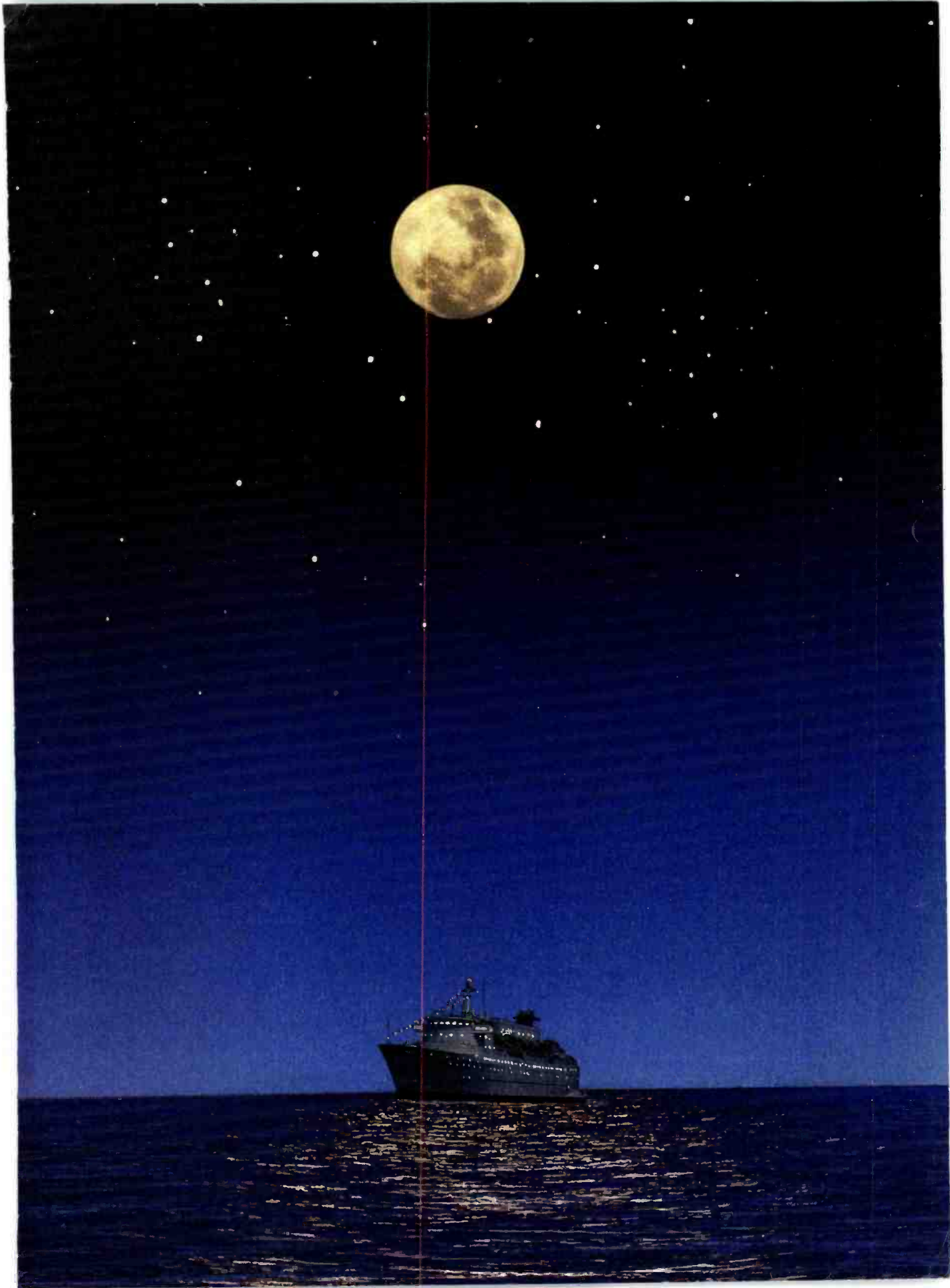
What's the easiest way to see the stars up close?
Book passage on The Love Boat. Uniquely promotable
and flexible enough for any schedule or daypart, The Love
Boat delivers ship-to-shore laughs with an everchanging
cast of lovers and lunatics. With almost limitless repeatability,
it's the luxury cruise that won't bruise your programming
budget. So come aboard The Love Boat, and make the
stars shine morning, noon and night.



**WORLDVISION
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**The World's Leading Distributor
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New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
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THERE'S NO MATCH FOR SCRATCH.

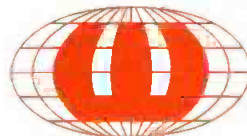


Molstar Communications in association
with Flying Unicorn Productions.

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Bill Daily and Connie Stevens star in
this hilarious first-run
situation comedy that's got
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Advertiser Supported
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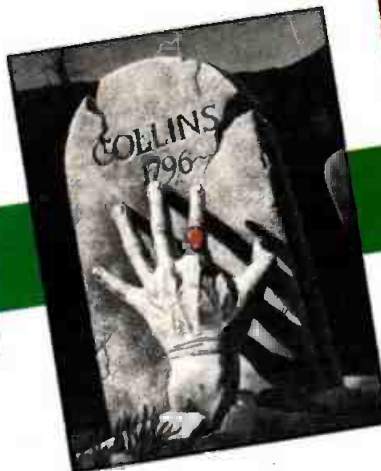
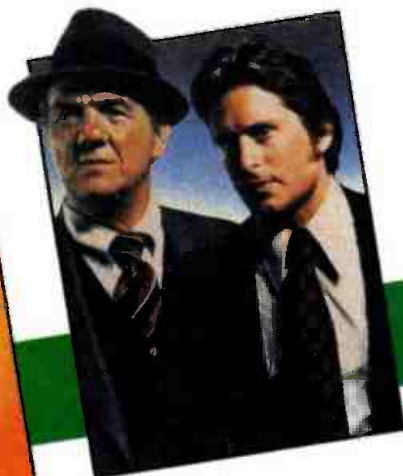


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STARTING *from* SCRATCH

Source: Nielsen Syndication Service,
Season Premiere—November 27, 1988.

THEY DO RUN RUN RUN,



Casper © Harvey Cartoons

HOURS

The Streets of San Francisco
 Combat
 The Fugitive
 Ben Casey
 The Invaders
 Man From Atlantis
 Mod Squad

HALF-HOURS

Dark Shadows
 That Girl
 Annie Oakley
 Buffalo Bill
 The Doris Day Show
 Douglas Fairbanks Presents
 The Mickey Rooney Show

N.Y.P.D.
 One Step Beyond
 People's Choice
 The Range Rider
 The Rebel
 Wendy And Me

CHILDREN

Casper The Friendly Ghost
 George of the Jungle
 Jackson Five
 Jerry Lewis
 King Kong
 Lancelot Link-Secret Chimp
 Milton The Monster
 Professor Kitzel
 Smokey The Bear

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Catch the excitement of classic television that runs and runs and runs.

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Against The Wind
Holocaust

FEATURES

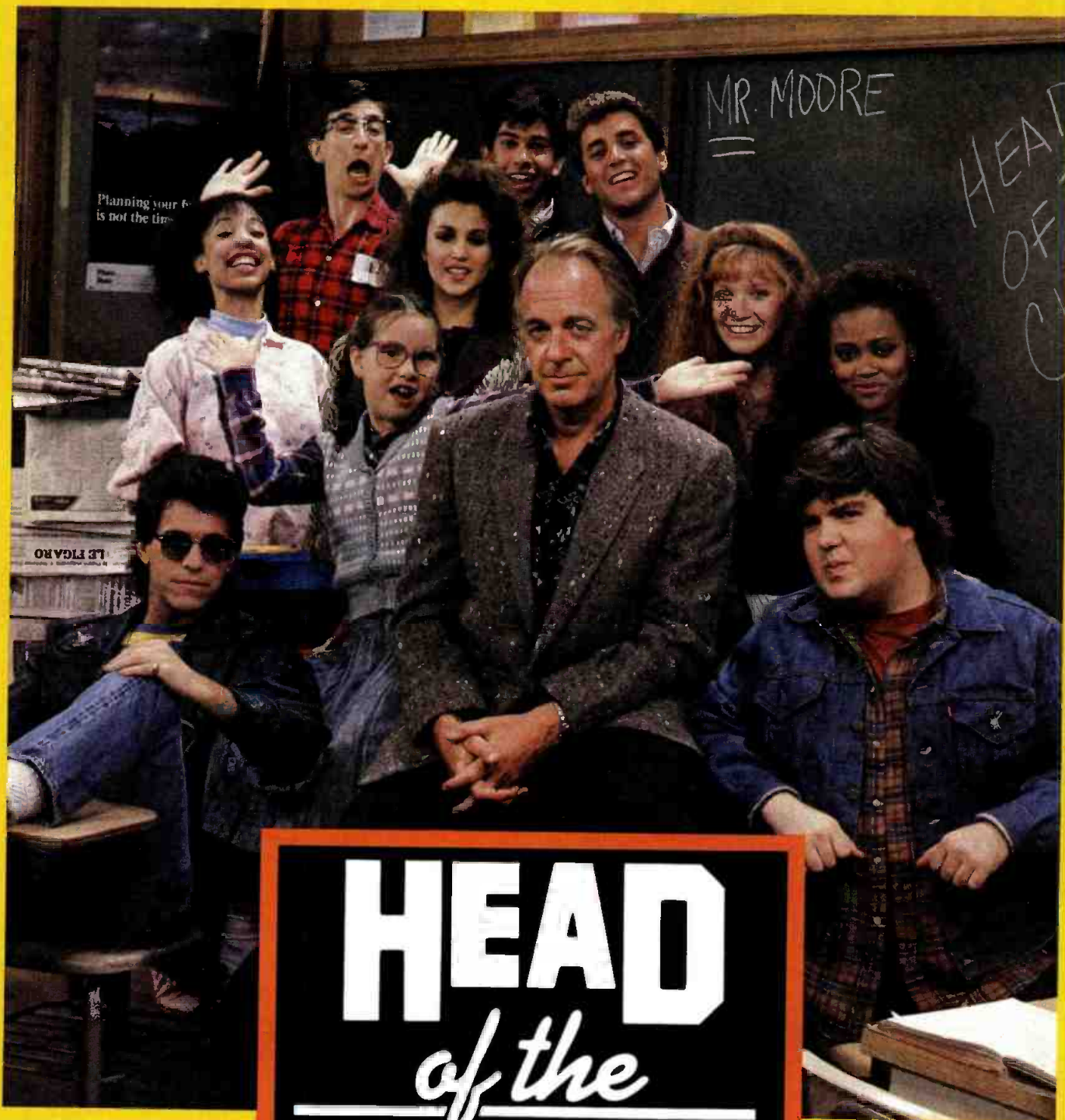
Prime I, Prime II,
Prime III, Prime IV

GAME SHOW/VARIETY SPECIALS

Take My Word For It
The Don Lane Show
Come Along
Wonders of the Wild
And Many, Many more...



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HEAD *of the* CLASS



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

Eye on America...Fifth Estate journalists keep pace with week's breaking news nationwide, from George Bush's promise of gentler



Photo courtesy of CNN

America to senseless schoolyard massacre in Stockton, Calif. **PAGE 67.**

Art of the deal...How much program buying will take place at NATPE International's gathering in Houston this week remains to be seen. But tabloid programs, children's fare and game shows are among offerings. **PAGE 82.** Convention agenda and list of exhibitors and their products begin on **PAGE 83.**

NAB 'love fest'...National Association of Broadcasters' joint board of directors meeting in Scottsdale, Ariz., is harmonious, with approval of NAB's \$15.7 million budget (details on page 143) and no major policy struggles. **PAGE 72.**

70/PARAMOUNT BUY

Paramount Pictures and New York investment bank Salomon Brothers reach agreement in principle giving former option to purchase Salomon's majority holdings in independent TV station group, TVX Broadcast Group.

74/RIVERA BUY

Five Hispanic businessmen, including Geraldo Rivera and comedian Richard (Cheech) Marin, announce formation of company to buy television stations.

126/PREPARING FOR 'WAR'

ABC hopes to offer more consistent scheduling of remaining hours of *War and Remembrance*. Network also prepares for possibility of Screen Actors Guild strike in July.

128/CABLE HIGHLIGHTS

Among highlights of cable press tour: HBO says it will introduce new basic cable channel; Showtime agrees with Fox/Lorber Associates to

syndicate specials package and TNT and USA Network focus on original movies. Additionally, Lifetime says it will premiere two new series this year and The Disney Channel is bringing back *Mickey Mouse Club*.

91/IN THE GAME

In this "At Large" interview with BROADCASTING editors,



Columbia Pictures Television's Gary Lieberthal takes stock of TV and syndication businesses, charting their pasts and looking toward future.

134/'ZOO MASTER' RESIGNS

WHTZ(FM) Newark, N.J.'s Scott Shannon—driving force behind station's climb to number one in New York market—says he won't be renewing his contract.

132/ACES SHOWING

HBO wins top honors in 10th



annual national Academy of Cable Programming ACE awards, comfortably

outdistancing its nearest competitor, which won eight.

152/BSB PROFILE

Former Saatchi & Saatchi Communications CEO Anthony Simonds-Gooding explains strategy of British Satellite Broadcasting, which includes competing head-to-head with Rupert Murdoch's Sky TV.

175/MEETING THE CHALLENGE

ESPN chief Roger Werner has helped make once struggling all-sports cable network largest and among most profitable.

DEPARTMENTS

Advertisers Index	174
Business	145
Cablecastings	150
Changing Hands	149
Closed Circuit	15
Datebook	42
Editorials	178
Fates & Fortunes	171
Fifth Estater	175
For the Record	154
In Brief	176
In Sync	151
International	152
Law & Regulation	138
The Media	143
Monday Memo	66
On Radio	134
Programing	126
Riding Gain	136
Special Report	82
Stock Index	155
Syndication Marketplace	130
Where Things Stand	18

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65 Half-Hours



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MOHICANS**

BLACK BEAUTY

**THE CORSICAN
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BREWSTER'S MILLIONS

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Street talk

Look for Televentures to unveil plans to distribute Fox Broadcasting Co.'s *21 Jump Street* in syndication at this week's NATPE, making it first FBC program to be so offered. Televentures President Patrick Kenney said it's "yet to be determined" whether 83 episodes of program will be offered for cash in 1990 or 107 episodes in 1991, or whether stations will be given option to choose between two. Televentures approach will be unusual in that company won't be actively pitching show with formal presentation in each market, but instead will simply ask stations that are seriously interested to come in with best offer. "Everybody knows the show and its role in making FBC what it is today," said Kenney. Meanwhile, Columbia Pictures Television will have cast of another popular FBC show, *Married...With Children*, at its NATPE booth, and will screen show for those interested. But CPT won't be discussing terms or doing deals for show until future, unspecified date, company official said.

Searching

Outgoing Radio Advertising Bureau President and CEO Bill Stakelin is scheduled to hand over torch at Managing Sales Conference in Dallas (Feb. 2-5), but it doesn't look as though there's going to be anyone there to accept it. RAB presidential search committee last week confidentially told five finalists for job that search would be extended in order to actively seek additional candidates for job (toward end of last week, at least three of five asked to remain in race). Looks like top RAB position may not be filled until late February. Stakelin, slated to make valedictory speech at MSC during Feb. 3 lunch, officially exits post Feb. 1.

Sound decision

If George Bush wants to be "President of all the people of the U.S.," as he has said, then his press secretary, Marlin Fitzwater, seems to want to be press secretary for all White House correspondents, including those serving radio. Fitzwater, who was also press secretary to President Reagan, last week told BROADCASTING he was considering idea for dealing with complaints of White House radio correspondents about the lack of sound bites from his daily briefings—Fitzwater has not permitted sound recording, lest it interfere with give-and-take nature of sessions.

(Videotaping, without audio, is permitted during first few minutes.) Solution, he said, could be brief, post-briefing interview with radio correspondents in group "on the story of the day." Briefings, he said, generally boil down to one story that can provide material for sound bite. He plans to discuss idea with radio correspondents, possibly this week.

On other hand, do not look for Bush to carry on Reagan tradition of weekly radio addresses. Although for record Fitzwater said no decision had been made, he later suggested that when decision is made, it would be negative. He called radio addresses distinctly "Reagan phenomenon," because of former President's background in radio and show business. Fitzwater also said Bush would have different work schedule and find other means of communicating with public, possibly through "special messages."

Come Saturday morning

NBC Productions' sitcom, *Good Morning, Miss Bliss*, recently canceled by Disney Channel, will move to NBC's Saturday lineup with new title—*Saved by the Bell*—and altered concept with focus of show shifting from junior high school teacher (played by Haley Mills, who has left the show) to five or six of her students. Production resumes in March, with no air date scheduled, although network needs fresh product in noon-1 p.m. time period, where first-season *2 Hip 4 TV* was recently canceled (reruns of two half-hour shows now fill spot). *Saved by the Bell*, after *Kissyfur* cartoon, would be second NBC Productions Saturday show on air. Network hopes its in-house unit will program perhaps two hours of five hours of Saturday morning fare in future.

Looking around

Word has it that CBS affiliate KTSP-TV Phoenix has recently been flirting with defection. Executives of parent company, Great American Communications Co. (GACC), had at least one meeting with ABC officials about affiliating station with that network. Which side initiated talks was uncertain. Executives at GACC were said to be either upset at CBS for attempting to buy VHF independent KPHO-TV—which would have ended KTSP-TV affiliation—or interested in making protective move in anticipation of CBS eventually making purchase. CBS effort to buy KPHO fell apart over price—two parties were said to be about \$25 million apart. But as of last week, KTVK-TV was keeping ABC affiliation, said ABC Senior VP George Newi.

Coming together

Responding to network affiliate organizations' desire to have greater voice in Washington, ABC, CBS and NBC will hold two-day government affairs forum in March for affiliates' government relations committees. In past, networks (chiefly ABC and CBS) have held separate meetings. Some 75 affiliates are expected to attend Washington session.

Sports talk

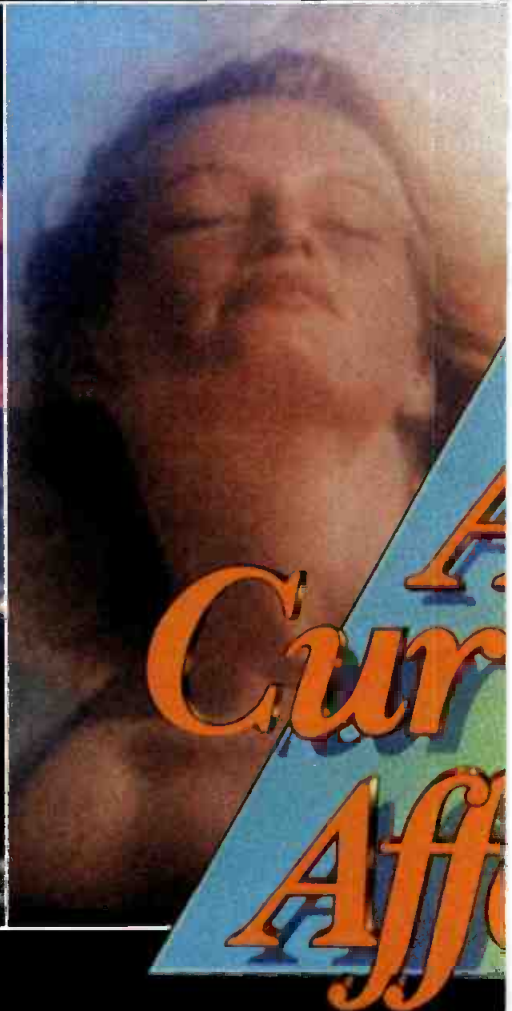
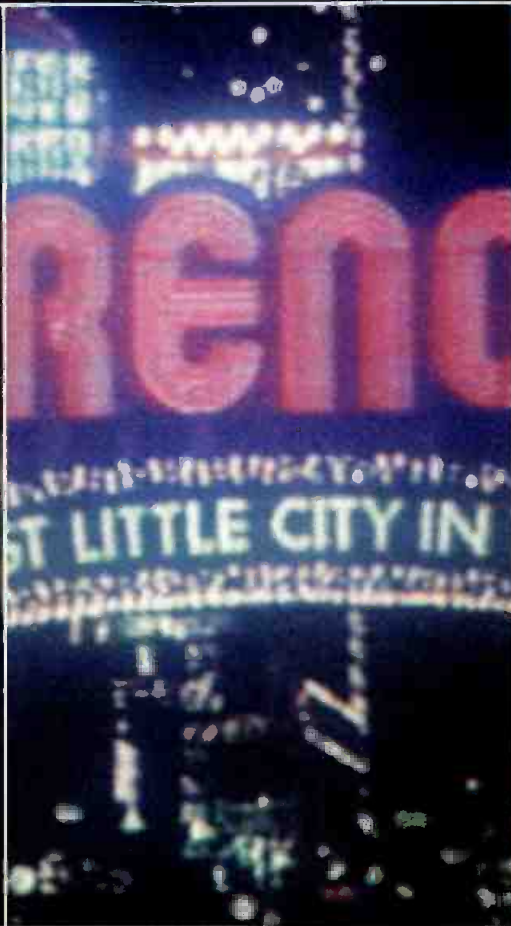
Probable sports rights shift in New York could make winner of Tribune-owned superstation WPIX-TV there. Broadcast rights to New York Knicks and Rangers, now held by WWOR-TV Secaucus, N.J., expire at end of 1989. Madison Square Garden, which owns Knicks, Rangers and regional sports cable network that has landed exclusive rights to Yankees by 1990, could form package with three teams, making broadcast rights deal more attractive to stations and advertisers. WPIX-TV, which has right of first refusal for broadcast rights to Yankees, and wants to continue carrying team, would presumably be leading candidate for package. Since MCA took over as owner of WWOR-TV it has placed greater emphasis on building audience through syndicated fare, although it remains bullish about Mets, which it has under contract until 1992.

Leaving early

As part of cost-cutting effort, FCC has been encouraging staffers with at least 25 years of government service to take early retirement. FCC had anticipated that 15% of eligible employees (some 25 in all) would take advantage of program, but, with about five weeks left before Feb. 28 filing deadline, only 11 have filed appropriate papers with FCC personnel office. Michelle Oppenheimer, who is with office, anticipates more will file, but total will fall short of 25.

FCC hopes early-out program will have minimal impact on operation of agency, but it has apparently already created void in international spectrum management. Among those opting for early retirement are Wilson LaFollette and Jonathan David, of Mass Media Bureau's policy and rules division. As assistant chief of division, LaFollette has been bureau's expert on international affairs, serving as vice chairman of U.S. delegations to four ITU conferences and representing U.S. in bilateral spectrum negotiations with Canada and Mexico. David has also served as vice chairman and worked on bilateral negotiations.

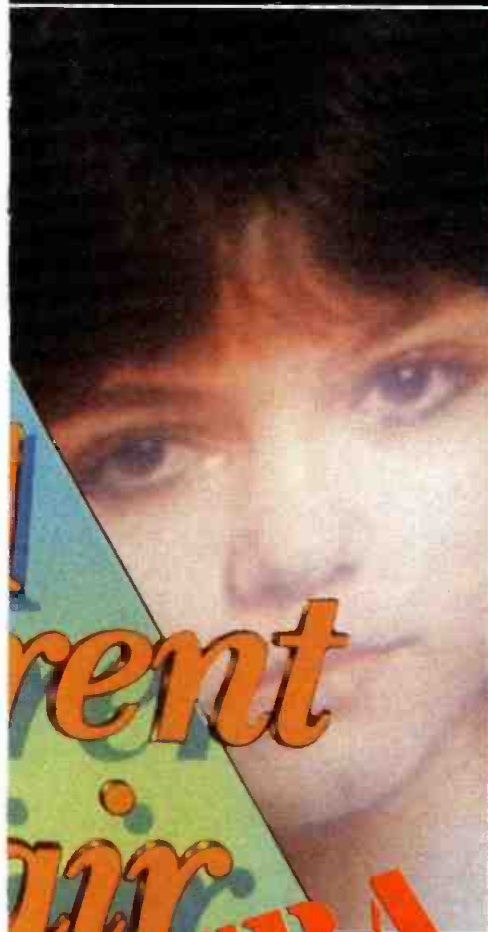
PUT SOME GUTS IN



THE POW

The best stories. Shocking new exposés. A ratings power of A Current Affair comes pack

N YOUR WEEKEND.



rent
air
EXTRA

ER HOUR.

n hour long format. Now, the unbelievable
aged to devastate your weekend competition.



Where Things Stand

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

AM-FM Allocations

■ FCC is expected to act in first quarter of 1989 to adopt new rules to improve technical quality of AM radio signals. Among new rules will be mandatory observance of National Radio Systems Committee standard. It is not yet known whether commission will mandate NRSC-1 audio standard, NRSC-2 emission standard, or both.

Also expected in early 1989 will be proposal on how to implement expanded AM band. 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 has indicated that some channels will be reserved for national licensees but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

Despite opposition of National Association of Broadcasters, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage

AM-FM Allocations	18
Antitrafficking	18
By the Numbers	34
Cable Regulation	18
Children's Television	18
Comparative Renewal	26
Compulsory License	26
Crossownership	26
Direct Broadcast Satellites	34
High-Definition Television	34
Home Satellite	35
Indecency	35
International	35
Land Mobile	35
Must Carry	35
Network Rules	38
Public Broadcasting	38
Syndex	38
TV Stereo	38
Wireless Cable	38

by permitting limited "short spacing" of FM stations. NAB believes move will lead to "AM-ization" of FM band.

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.

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 is under fire from allegations it is "unregulated monopoly." Cities approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act this 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 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 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.

Children's Television

Proponents of children's TV legislation suffered blow when President Reagan pocket vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress. Quick Hill action on revived version of legislation is anticipated during first 100 days of session. Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counter-productive" 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

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Stories of pain, with realistic yet hope-filled outcomes—that's the stuff of life, and of "This Is The Life." We keep current, and we keep viewers.

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"In Need of Repair": Harsh words between father and daughter signal the break-up of a family.

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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.

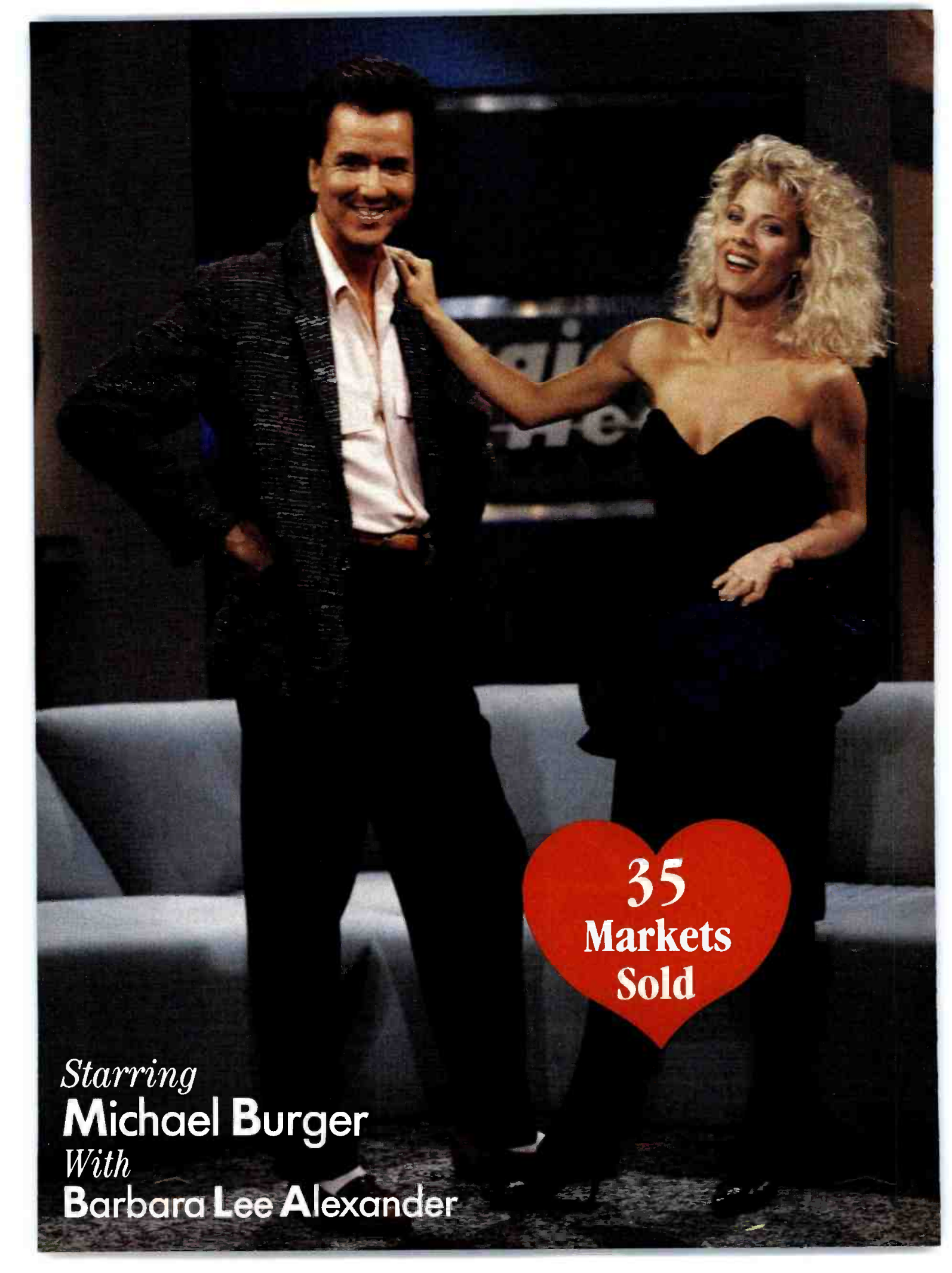
THE T W I L I G H T Z O N E

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



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FOR
FALL '89**



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Sold**

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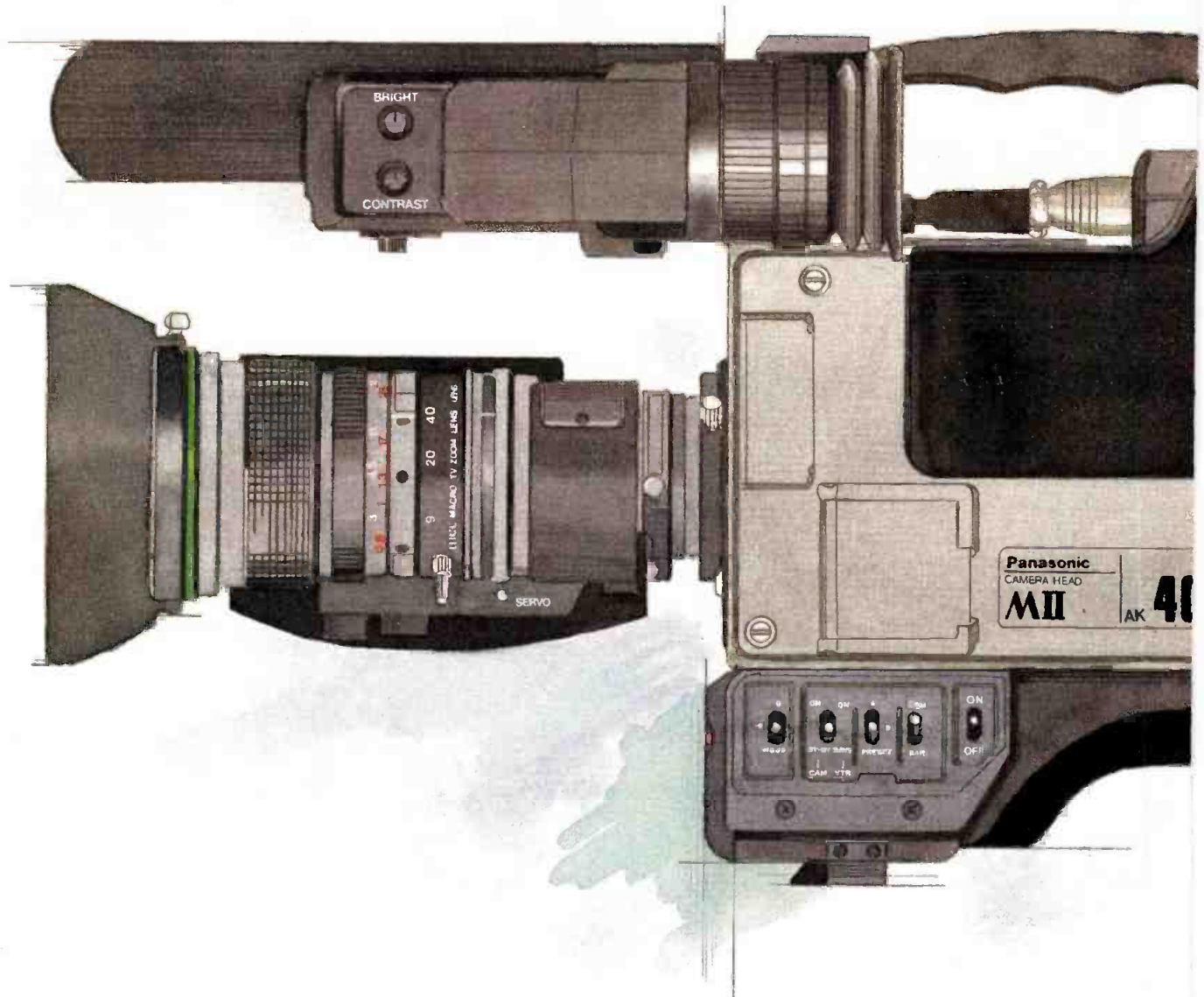
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- 10 and 20 minute cassette recording time.
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Southeast: 1854 Shackleford Court,
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(404) 925-6772.

Midwest: 425 E. Algonquin Road,
Arlington Heights, IL 60005;
(312) 981-7325/(317) 852-3715.

Southwest: 4500 Amon Carter Blvd.,
Fort Worth, TX 76155; (817) 685-1132.

Western: 6550 Katella Avenue,
Cypress, CA 90630; (714) 895-7209.

Northwest: (408) 866-7974.

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 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 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 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move 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 unknown. At very least, if it decides to pass law requiring local

signal carriage, it will probably also preserve copyright license for signals.

Two weeks ago, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June, 1988 and according to aide, plans to revive measure.

Crossownership

■ *Telco-cable*—FCC tentatively concluded by 2-1 vote last July to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision calling for repeal of ban. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Den-

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WITH REED IRVINE AND CLIFF KINCAID

CBS NEWS VEERS LEFT

CBS started off the New Year with *60 Minutes* devoting a segment to the glorious achievements of Dictator-for-Life Fidel Castro in the 30 years he has ruled Cuba with an iron hand. CBS showed its viewers Cuba through the eyes of apologists for Castro, and Mike Wallace set the tone when he said Cuba had changed, "some say for the better." Harry Reasoner, who did the narration, voiced agreement with a Castro spokesman who dismissed human rights complaints with the assertion that the really important human rights are the right to eat, work, get medical attention and education. Reasoner acknowledged that people in Cuba were afraid to criticize the regime on camera, and so virtually no criticism was reported.

A week later, *60 Minutes* did a segment on U.S. policy in Central America, with our aid to Honduras being the main focus of attention. Honduras is a democratic country, with free elections and a free press. No one showed any fear of criticizing the government on camera. Mike Wallace interviewed two Americans and two promi-

nent Hondurans who were very critical of both the government and the United States. He devoted nearly a minute to a group of about 25 people carrying three banners protesting the American presence in Honduras, shooting from seven different angles to make it look more impressive.

What was in noticeably short supply were any Hondurans or Americans with a good word to say about either the government of Honduras or the United States. Wallace kept emphasizing that we had given \$1.3 billion dollars in aid to Honduras over the last eight years. His message was that this had largely been wasted and that the people of Honduras were poorer today than they were eight years ago.

Mike Wallace demonstrated his personal agreement with the Castro line that such things as freedom of speech and press and the right to vote are not important to people in countries like Cuba and Honduras. In an interview with Elliott Abrams, assistant secretary of state for Inter-American Affairs, Wallace objected to Abrams' defining democracy in these terms. Wallace suggested that it ought to mean exactly what Castro's spokesman had listed on *60 Minutes* the previous week—work, better health care and schools.

In the segment on Cuba, *60 Minutes*

had interviewed an American Marxist and apologist for Castro named Saul Landau. They also employed him as a paid consultant. In Honduras, they relied heavily on another American radical, Joseph Eldridge, and his wife. Eldridge has long been a supporter of Castro and the Sandinistas, but Wallace introduced him as "a liberal."

The Eldridge message was that our policies in Central America are all wrong, that we hurt even those we try to help with our aid. He wants us to quit supporting the Nicaraguan freedom fighters and to be nice to the communist rulers of Nicaragua, contending that if we do that, they will be nice to us in return. CBS has shown itself willing to exploit the freedom in Honduras to make that country look bad, and to be manipulated by the absence of freedom in Cuba to make a dictatorship look good.

AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert
ACCURACY IN MEDIA
1275 K Street, N.W., Washington, D.C.
(202) 371-6710

We've got
the competition
seeing red.



Because Wheel, Jeopardy the top three shows

Stations that don't have WHEEL of FORTUNE, JEOPARDY and OPRAH in their line-ups have good reasons for being all steamed up. They've been burned again by the power of the most dominant franchises in syndication.

These are the monster hits that consistently finish one, two, three in the ratings, sweep, after sweep, after sweep.



and Oprah are in syndication...Again.

That's why their competition is seeing red. They know WHEEL, JEOPARDY and OPRAH all have the power to dominate their time periods, and build entire dayparts.

And that's why stations that do have WHEEL, JEOPARDY and OPRAH are seeing a lot more green.



And INSIDE EDITION is

Out of the gate, we've got 78 stations—the strongest station line-up and daypart clearances of any mid-season replacement show, ever.

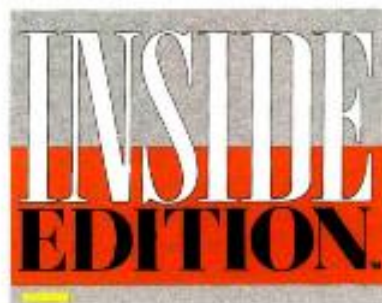
Produced by the Emmy award winning team of John Tomlin and Bob Young, hosted by internationally famous author, journalist and broadcaster, David Frost, and distributed by KING WORLD, the most successful marketer of syndicated hits in the business, INSIDE EDITION is a powerful dose of programming reality.

That's why station managers who don't have it are all burned up.



a reality, coast to coast.

New York	WNBC	Cincinnati	WLWT	Roanoke/Lynchburg	WSET
Los Angeles	KCBS	Milwaukee	WITI	Omaha	WOWT
Chicago	WMAQ	Columbus, OH	WBNS	Springfield/Decatur	WAND
Philadelphia	WCAU	Greenville/Sprtnbrg	WYFF	Lexington	WKYT
San Francisco	KRON	New Orleans	WWL	Chattanooga	WTVN
Boston	WNEV	Grand Rapids	WWMT	Jackson, MS	WJTV
Detroit	WDIV	Oklahoma City	KWTV	Youngstown	WFMJ
Washington, DC	WRC	Buffalo	WIVB	Madison	WISC
Dallas/Ft. Worth	KXAS	Salt Lake City	KTVX	Evansville	WFIE
Cleveland	WKYC	Norfolk	WVEC	Las Vegas	KTNV
Atlanta	WAGA	Birmingham	WBRC	El Paso	KVIA
Tampa	WTVT	Harrisburg/York	WHTM	Waco/Temple	KWTX
Minneapolis	WCCO	Dayton	WDTN	Ft. Myers	WINK
Miami	WCIX	Greensboro/W. Salem	WXII	Sioux Falls	KELO
Pittsburgh	KDKA	West Palm Beach	WPEC	Charleston, SC	WCIV
St. Louis	KSDK	Albany, NY	WNYT	Salinas/Monterey	KNTV
Denver	KMGH	Jacksonville	WJXT	Santa Barbara	KCOY
Phoenix	KTVK	Little Rock	KATV	Eugene	KEZI
Sacramento	KXTV	Shreveport	KSLA	Yakima	KAPP
Baltimore	WBAL	Wichita	KWCH	Duluth	WDIO
Hartford/New Haven	WFSB	Richmond	WWBT	Wichita Falls	KFDX
Indianapolis	WRTV	Knoxville	WBIR	Erie	WSEE
San Diego	KNSD	Albuquerque	KOAT	Bangor	WABI
Orlando	WFTV	Green Bay	WLUK	Abilene	KRBC
Portland, OR	KATU	Syracuse	WIXT	Rapid City	KCLO
Kansas City	KMBC	Rochester, NY	WHEC	San Angelo	KACB



If You Think AP Newsports And Sports, You've Got

With over 1,500 newspeople in 221 bureaus worldwide, the Associated Press covers virtually every major story as it happens. But we don't just cover the hard



news stories people need to hear, we also cover the stories they want to hear.

Everyday you get Today in History. From Bruce Springsteen's newest release to the latest on the royal family. It's anything and everything interesting.

The Flip-Side Side Of Life

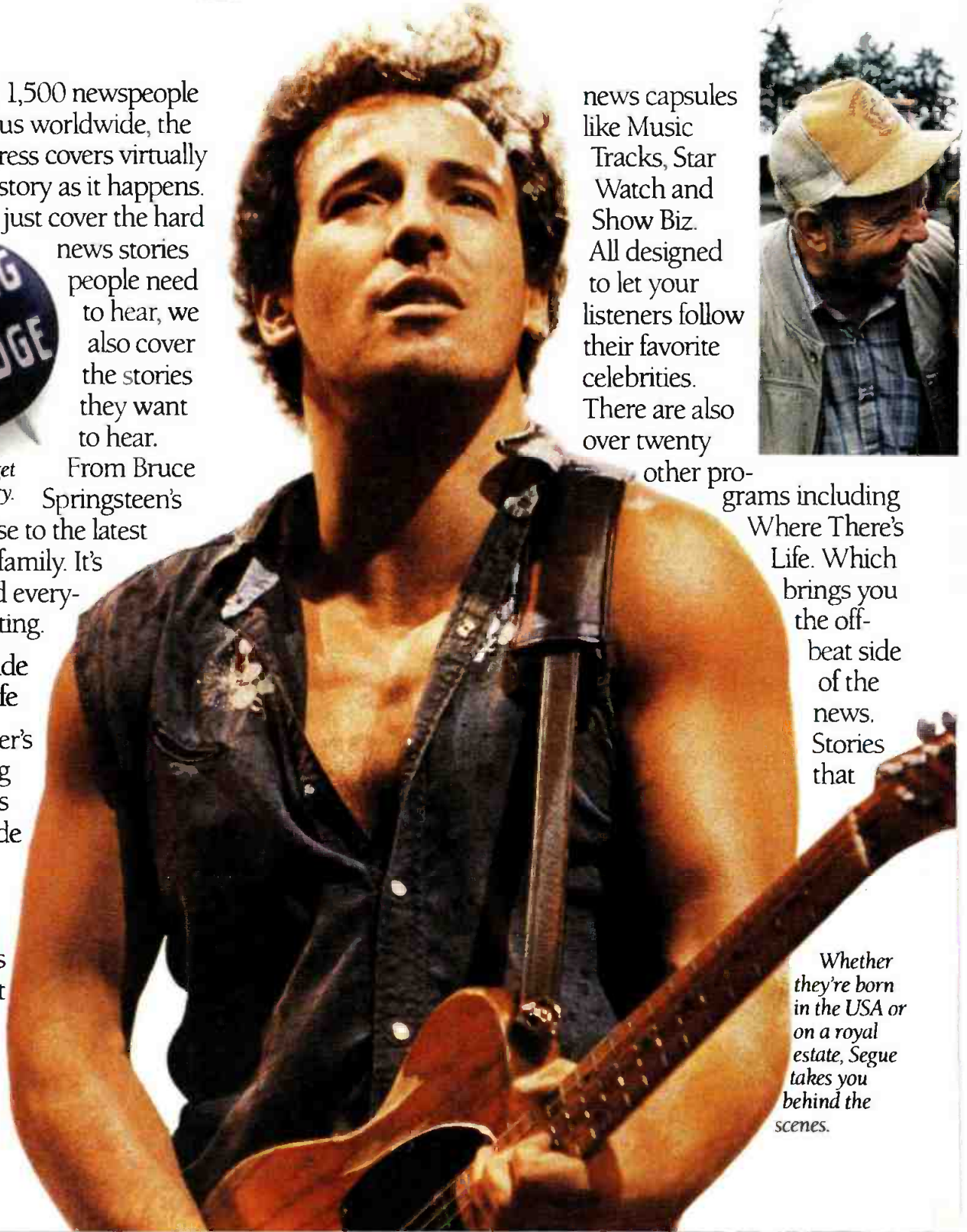
Newspower's features bring your listeners the lighter side of the news. Take Segue (SEG-WAY), Newspower's inside look at show biz. It's a daily package of

news capsules like Music Tracks, Star Watch and Show Biz. All designed to let your listeners follow their favorite celebrities. There are also over twenty



other programs including Where There's Life. Which brings you the off-beat side of the news. Stories that

Whether they're born in the USA or on a royal estate, Segue takes you behind the scenes.



wer Is Just News, Weather Another Thing Coming.



Where's There's Life features stories that make listeners squeal. make people roll their eyes, shake their heads and remember there's a flip-side of life.

Information That Counts

Newspower's agriculture and business reports give listeners the latest economic news from around the world. Features like



Opening Wall Street will keep commuters tuned in all morning long. And the Sunriser reviews major farm market trends and follows their impact from the commodities market all the way to the supermarket.

For the newest developments in health and fitness, there's Feeling Good. Plus throughout the year there are special programs that offer Christmas gift suggestions, tax tips and more. But whether it's big news or small, it's sure to be news both you and your listeners can use.

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Every week, Newspower delivers over 500 ready to sell programs like Sports Quiz, People in the News and Today in History. And every one can be sold without AP clearance. Which means that Newspower can create over 1,200 new commercial breaks and adjacencies each week. Providing the programs that are sure to bring

in more advertisers. And more advertising dollars, too.

So if you want the power to attract more listeners and more



Our Wall Street coverage stacks up with the best.

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Associated Press Broadcast Services

nis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

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

At present, barrier's to such BOC cross-ownership include 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. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

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

■ Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve the entire nation from one orbital position, last week joined Dominion Satellite and Continental Satellite in opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—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 due last week are due Jan. 31.

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 this year.

GE Americom and HBO (Crimson Satellite Associates) filed petitions in early January asking FCC to reconsider its Nov. 8, 1988, decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 watts to 60 watts. Denial of power boost, which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or 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, whose DBS plan was set to go to parent, General Motors, for approval by end of 1988 but has yet to achieve that green light. Hughes DBS's 200-watt 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 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 late last year 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.

High-Definition TV

Defense Department will provide up to \$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Requests to fund projects should be

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	2,466

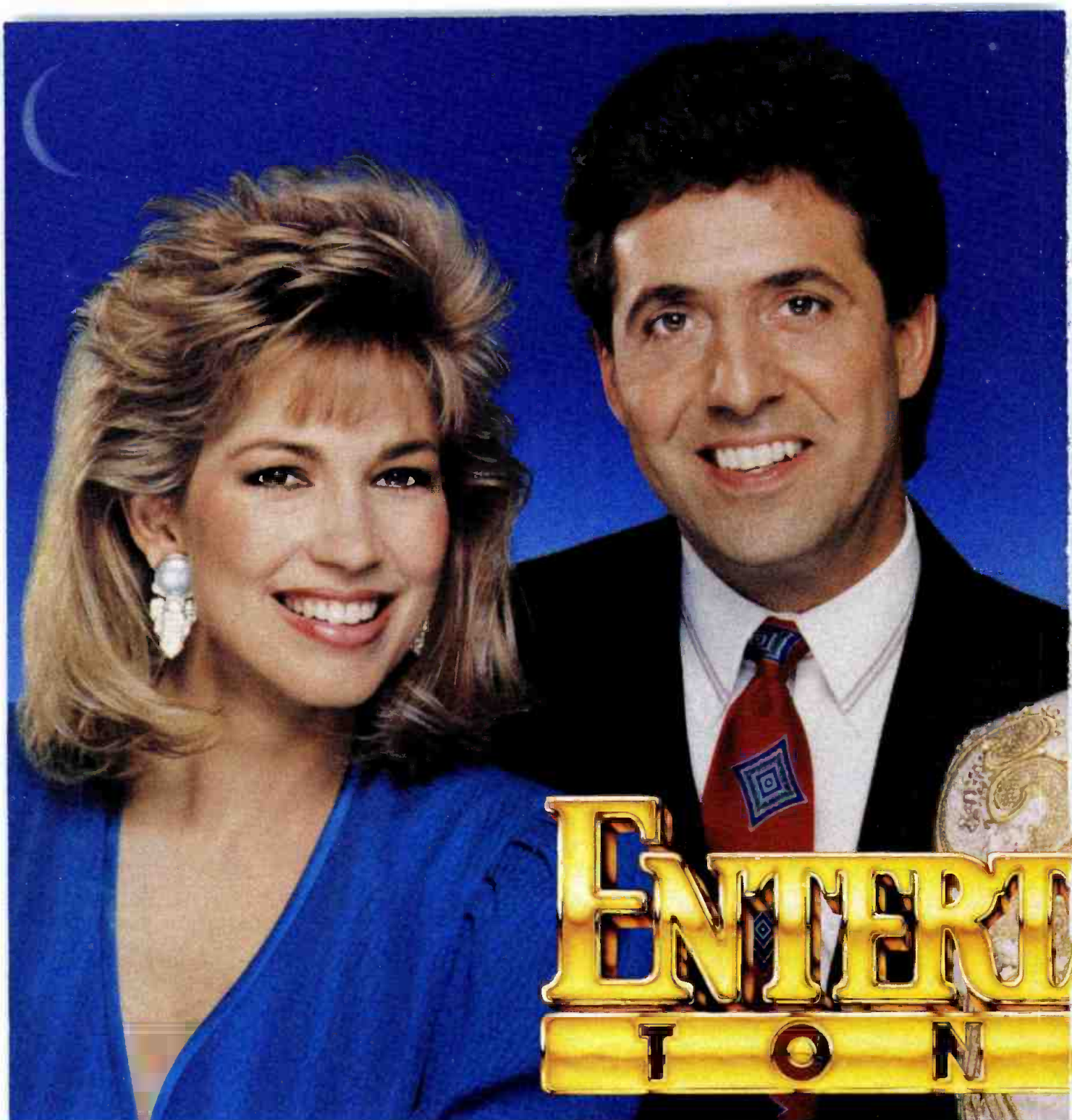
CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

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

P R E S E N T I N G



SOME BASIC
THEORIES OF SYNDICATION



SURVIVAL OF

If Charles Darwin had studied the evolution of syndication, he probably would have concentrated on a place called "prime access." A place where many species of programs live, but few survive. Undoubtedly, Darwin would have been impressed with ENTERTAINMENT TONIGHT.

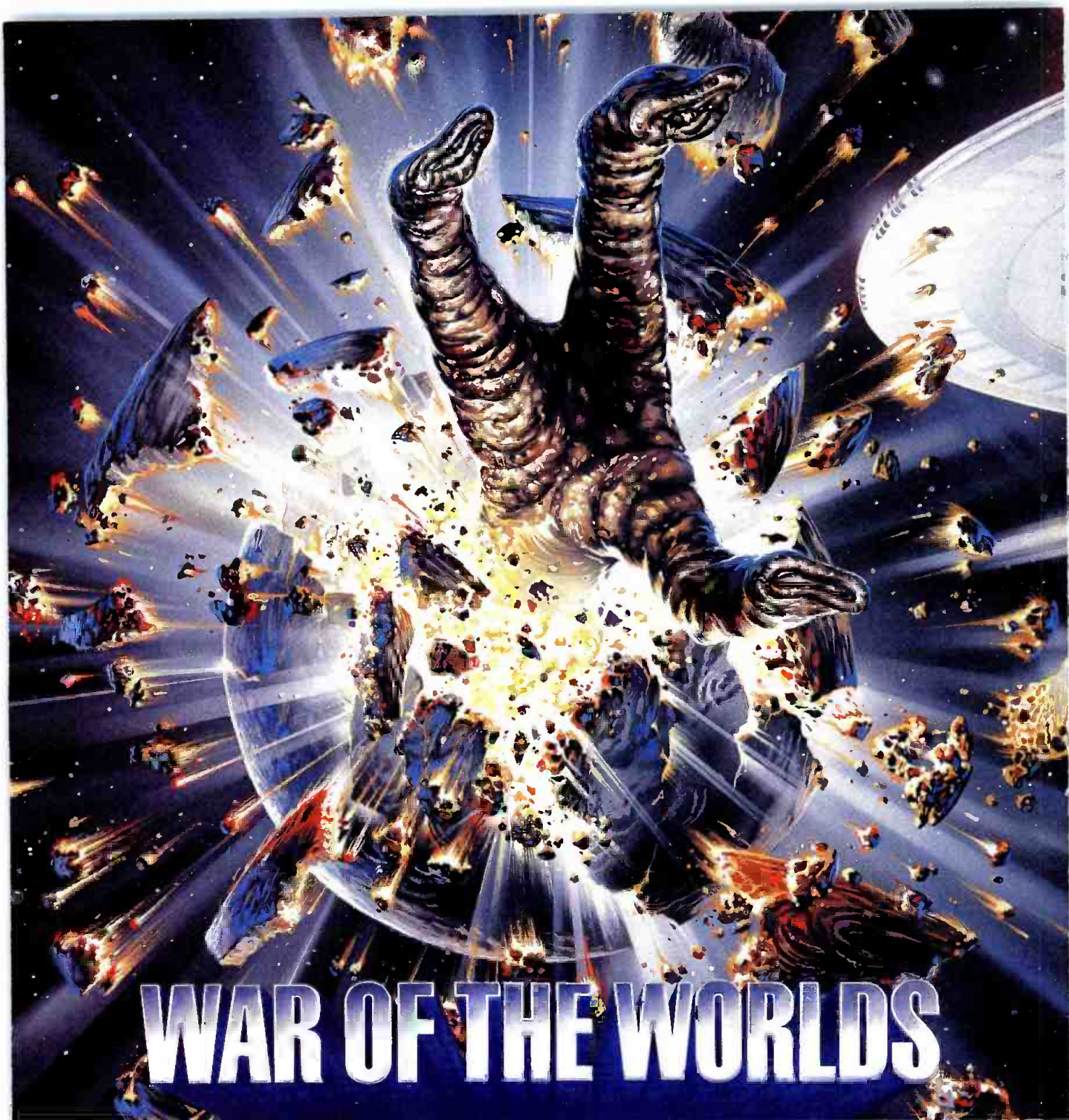


THE FITTEST

For eight years, it has made every breed of programming its prey. In the recent November sweep, it was up 13% over the previous year.* So while the competition is falling off, ENTERTAINMENT 'TONIGHT' remains the natural selection for prime access.

*Source: NIELSEN. %Change HH Share Nov. '88 vs. Nov. '87, metered markets, access clearances





WAR OF THE WORLDS

THE BIG BA

Two years ago, Paramount introduced a show so big, so powerful, it was destined for immortality from the beginning. Since its debut, STAR TREK: THE NEXT GENERATION's popularity has continued to expand—making it the #1 series in syndication among young men and the #1 weekly series with young women.*

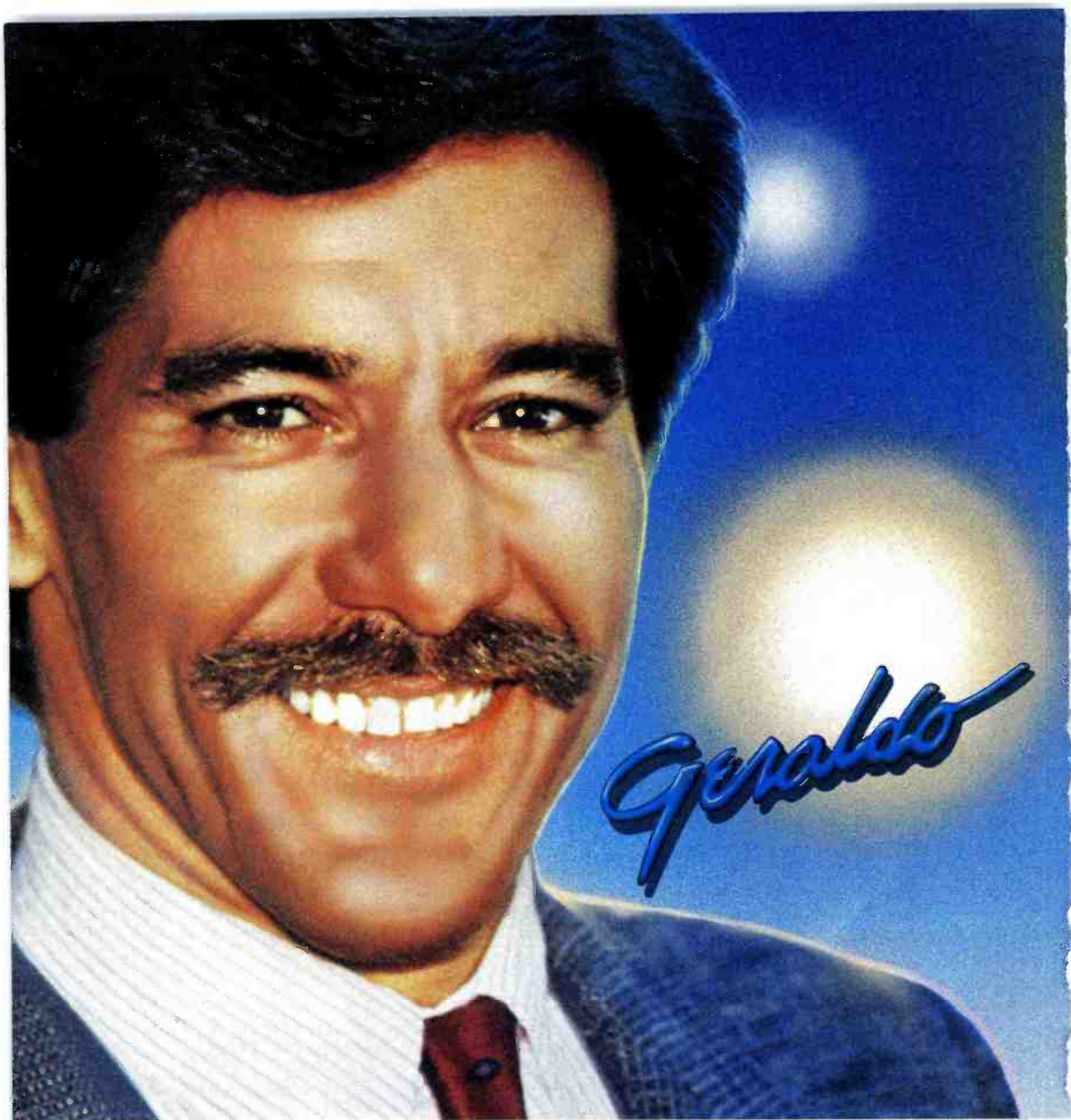


NG THEORY

And then we did it again with WAR OF THE WORLDS, ranking #2 with male demos in all of syndication. It's also the #2 weekly series with young women, right behind our own STAR TREK.* Providing proof positive for those who want to break through in prime time, the Paramount "big bang theory" works.

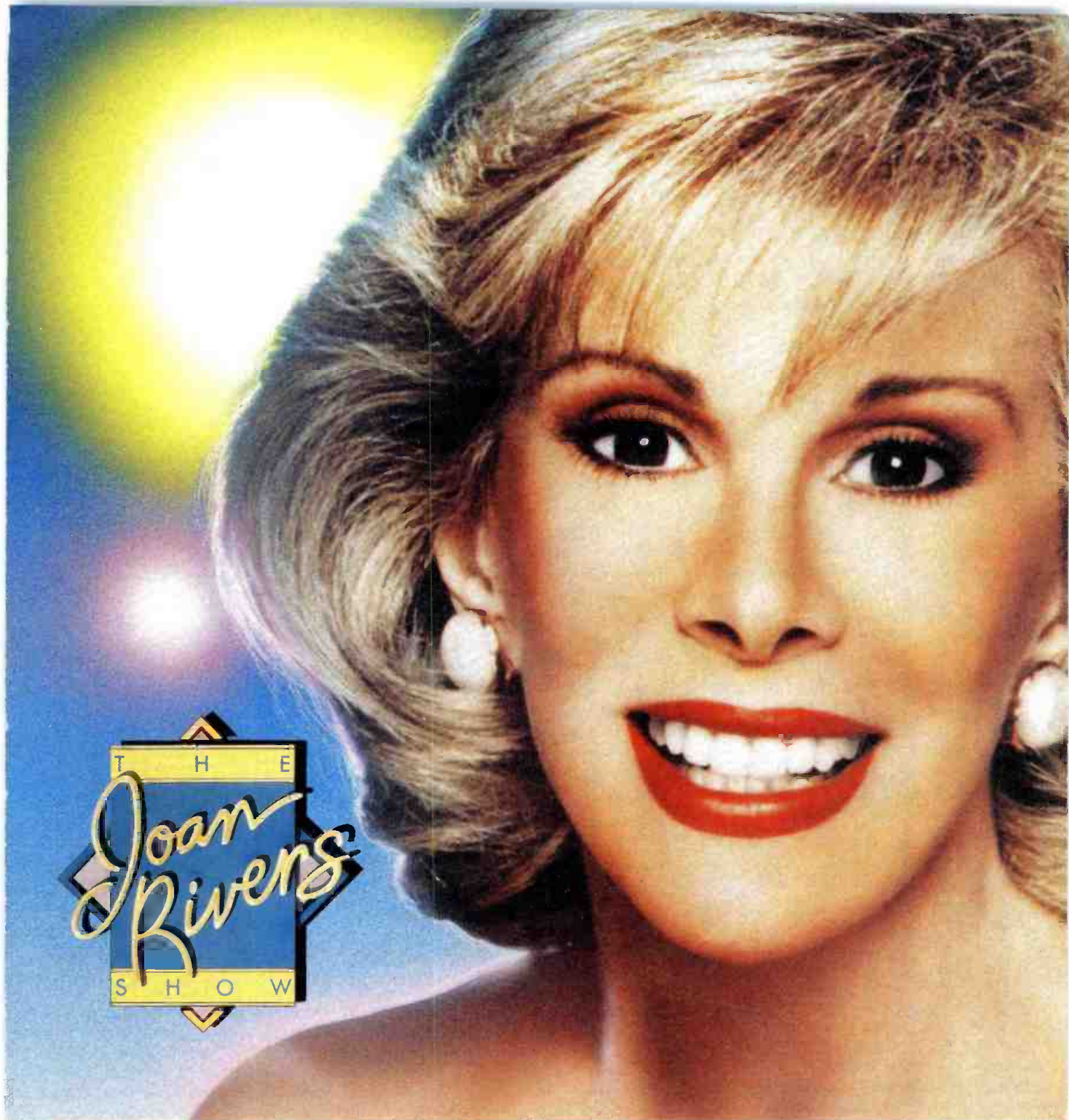
* Source, NIS, weeks of 10/31-11/27/88.





EM

In the search for the perfect daytime talk show, one element is essential to the formula. An emcee with personality. At Paramount, we've found two with plenty of it. GERALDO's blend of award-winning journalism, controversy and compassion has made his



CEE²

program the hottest syndicated talk issue show on television. And Joan Rivers' trademark sense of humor and ability to talk to women is sure to make her show a hit in daytime. Together, Geraldo and Joan have the energy you need to attract mass audiences.





THE ARSENIO HALL SHOW™

MAGNETIC FORCE

Young adults find him irresistible. And now Arsenio Hall is coming to America as one of the hottest stars in television. You can be sure that THE ARSENIO HALL SHOW will attract young viewers to late night, and keep them laughing in over 92% of the country.





THE TRICKLE DOWN THEORY

We always knew FRIDAY THE 13TH: THE SERIES would attract young demos in late night. But as the #3 weekly series among young men, and among women 18-49,* FRIDAY THE 13TH has been doing some trickling of its own—from late fringe into prime time and prime access. Now that's what we call "audience flow."

*Source: NSS, weeks of 10/31-11/27/88.



TABLOID™

REAL LIFE ROMANCE BLOOMS ON SOAP SET

They play bitter enemies five days a week. But that didn't stop love from creeping into the lives of the 10 year veteran cast member and the pretty newcomer.

"On the show, I play a vixen. A real killer. So when I'm angry with him, I take it all out on him on the show. It works wonders. We haven't had an argument yet."

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Screen Legend C

"I DO N

From a hospital bed following his on stage collapse, the legendary actor continues to deny rumours that he has been stricken with the dread disease.

"It's simply not true," his personal physician told reporters. "We're running tests right now, and we'll release the results to the press just as soon as we have them."

From a hospital bed following

SPONTANEOUS COMBUSTION

When a program dares to take on today's most controversial issues, you get television that isn't just hot. It's explosive. Packed with the stories viewers want to see, TABLOID is designed for the viewer of today and the 90's.





BROTHERS

THE THEORY OF RELATIVITY

It doesn't take the genius of Einstein to realize that family comedy works. That's why the award-winning sitcom **BROTHERS** is such a big hit with both men and women. Now available for syndication, **BROTHERS** is the kind of show that doesn't come along every day. Relatively speaking, of course.





LAW OF SUPPLY

Today's television viewers demand great comedy. And year after year, Paramount supplies it. Our Comedy Classics like FAMILY TIES, CHEERS and WEBSTER, along with old favorites like TAXI, THE ODD COUPLE, HAPPY DAYS, LAVERNE AND SHIRLEY, MORK AND MINDY



NATURAL S

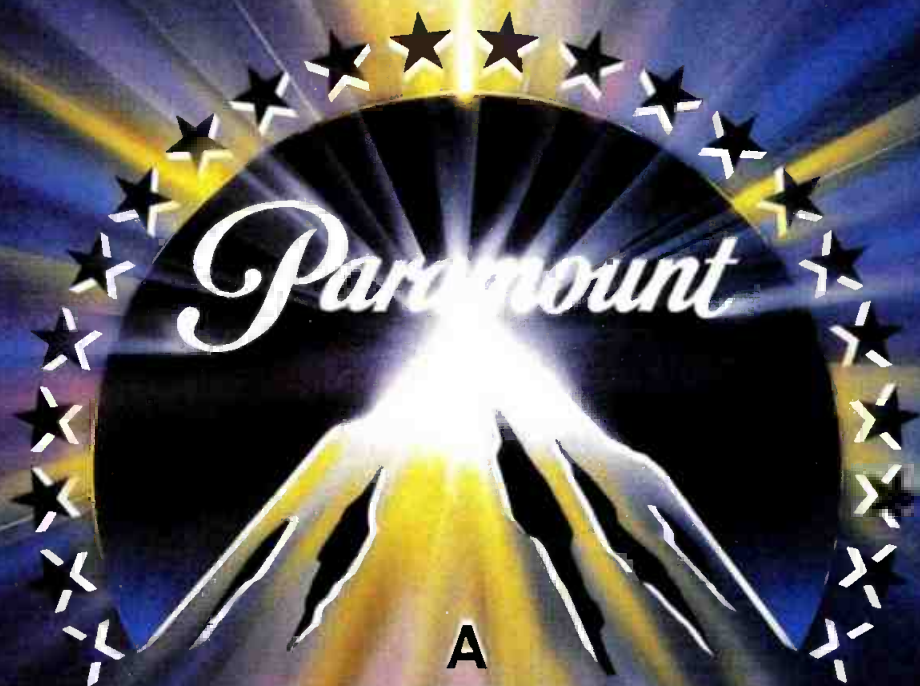
THE WINDS OF WAR was one of the most-watched mini-series in history. And now this star-studded epic is available in a special 10-hour syndicated version. So you see, it's more than a theory. Paramount is the natural choice for selective programmers.



SELECTION

If you want only the best in movie entertainment, PORTFOLIO XIII is the natural choice. With titles like Top Gun, Crocodile Dundee and The Untouchables to name a few, PORTFOLIO XIII has evolved into our best movie package ever. And it's coming soon!





A
Gulf+Western®
Company

submitted by Feb. 13.

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 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 system. 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, but bill's author, Senator Al Gore (D-Tenn.) has vowed to revive measure in 101st Congress.

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 being challenged in courts 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

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. PanAmSat 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.

Hollywood film studios have sold nearly billion dollars in movie packages to British pay satellite TV channels in recent weeks. British Satellite Broadcasting, UK direct-to-home service to launch this year, has closed more than \$600 million in multi-year film deals with Paramount, Universal, Columbia/Tri-Star, MGM/UA and Warner. Rival Sky Movies service of Rupert Murdoch, launching this winter on European Astra satellite, has tied up with Walt Disney. Warner and Murdoch-owned 20th Century Fox.

Luxembourg's Astra satellite, being positioned as Europe's new "hot bird" for cable and direct broadcasting, launched successfully Dec. 10 and is preparing to become operational with first programming next month. On 16-channel Astra so far are Rupert Murdoch's Sky Television package (Disney Channel, news, sports, movies, arts and general entertainment) and MTV.

Britain's Conservative government proposed massive overhaul of UK broadcasting system to be debated in parliament during 1989. Proposed changes include opening of new fifth terrestrial TV channel, auctioning of regional commercial TV franchises, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

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.

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 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Must Carry

National Cable Television Association President James P. Mooney iterated in Jan. 10 speech association's willingness to work with broadcasters in persuading Congress to pass "reasonable" must-carry law requiring cable systems to carry some local broadcast signals.

Mooney's message was timed to coincide with meeting of joint board of the National Association of Broadcasters last week in Phoenix. Joint board is trying to come up with language (and rationale) for must-carry law that will not only be acceptable to the cable and Congress, but also to the federal courts, which struck down as violation of First Amendment FCC must-carry rules.

NCTA cooperative attitude is not new. After federal court struck down original must-carry rules, NCTA was party to compromise with broadcasters on new set of rules, which FCC later adopted, but which court also found unconstitutional.

Impact lack of must-carry rules is having is growing. NCTA released 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%, report-

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



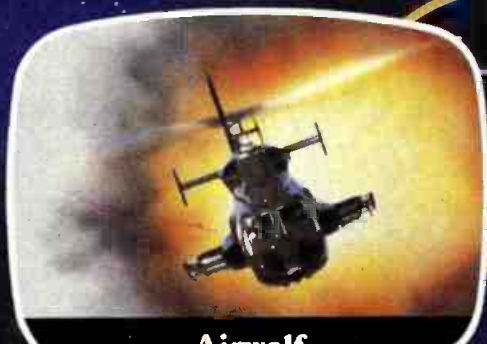
Debut Network III
Starts September '89



Amen



Knight Rider

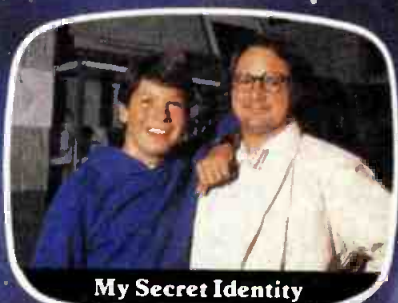


Airwolf



Kate & Allie

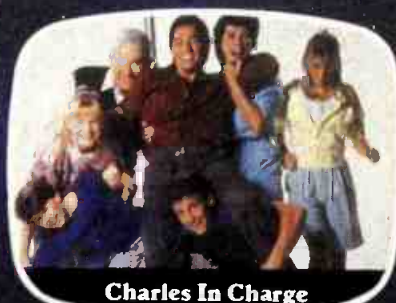
MCA TV • MCA TV



My Secret Identity



The Munsters Today



Charles In Charge



Star+Play



Pictionary



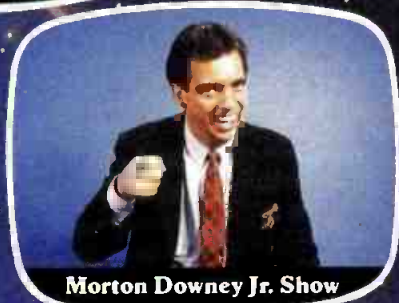
\$Reward\$



Lassie



Out Of This World



Morton Downey Jr. Show

MCA TV

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ed 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.

National Association of Broadcasters' survey found that of 259 television stations responding, some 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

■ National Association of Public Television

Stations-coordinated National Program Funding Task Force will meet in Washington this week to narrow options for streamlining how public TV acquires new and continuing-series programming. Consolidation of multiple mechanisms—CPB National Program Fund, Station Program Cooperative, PBS Program Development Fund, CPB-PBS Program Challenge Fund—is said to top agenda.

PBS, hoping to assure uniform prime time schedule via at least one station in each major market, has agreements in principle from many member stations to participate in same-night prime time carriage next fall. PBS plans to suggest specific series for same-night carriage in early 1989.

President Reagan's last budget, submitted on Jan. 9, would cap Corporation for Public Broadcasting funding—which is approved two years in advance—at \$242 million 1991 level and stop funding satellite replacement project at amount already appropriated—\$56.8 million—rather than provide total \$200 million over next three years, as authorized by Congress.

Congress in November authorized \$265 million for CPB in 1992 and \$285 million in 1993, down from original congressional proposals of \$345 million and \$404 million. Original proposal for 1991 was \$304 million. Bill creates TV program fund specifically for independent productions.

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.

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, WPIX-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.

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.).

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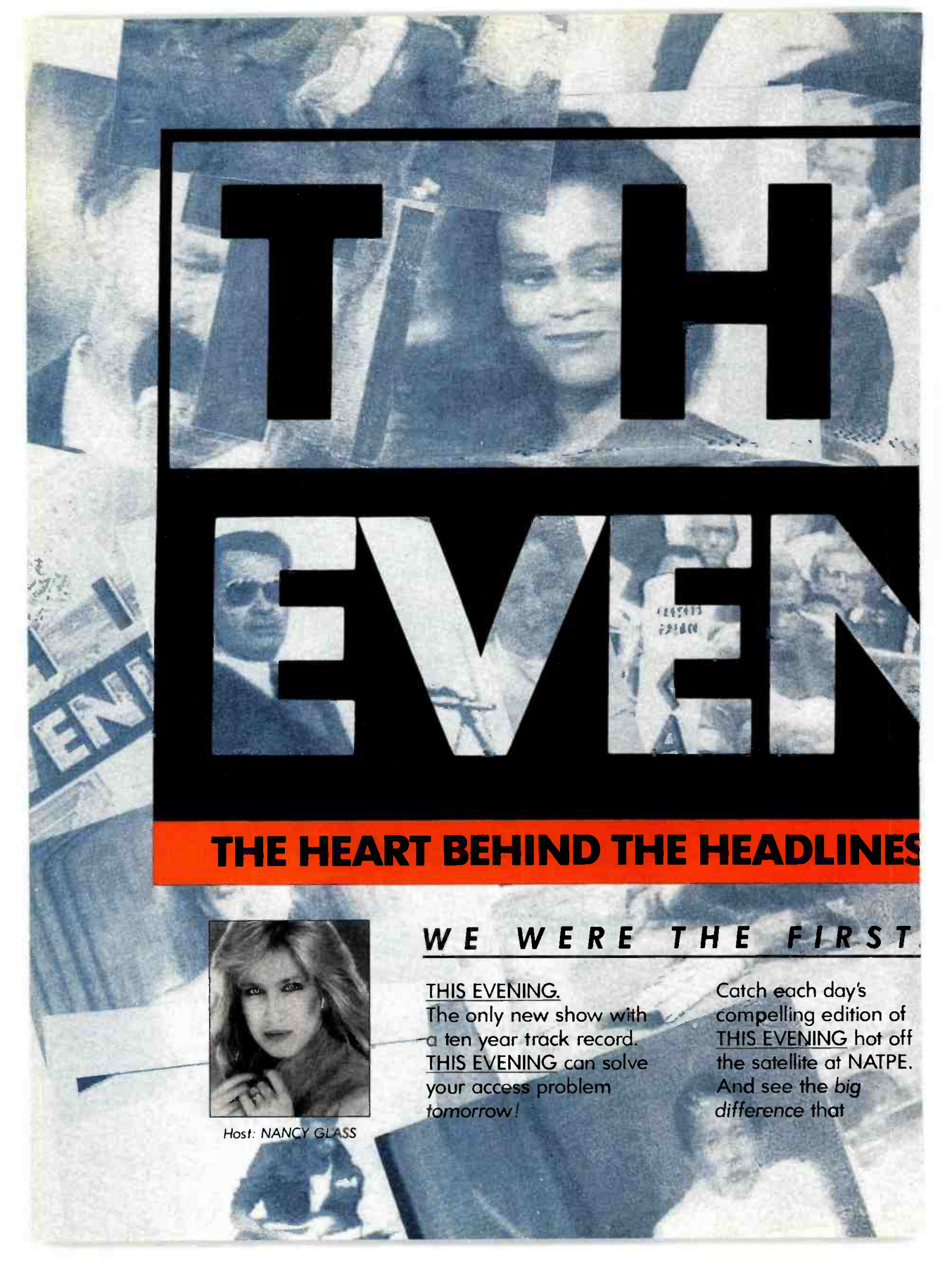
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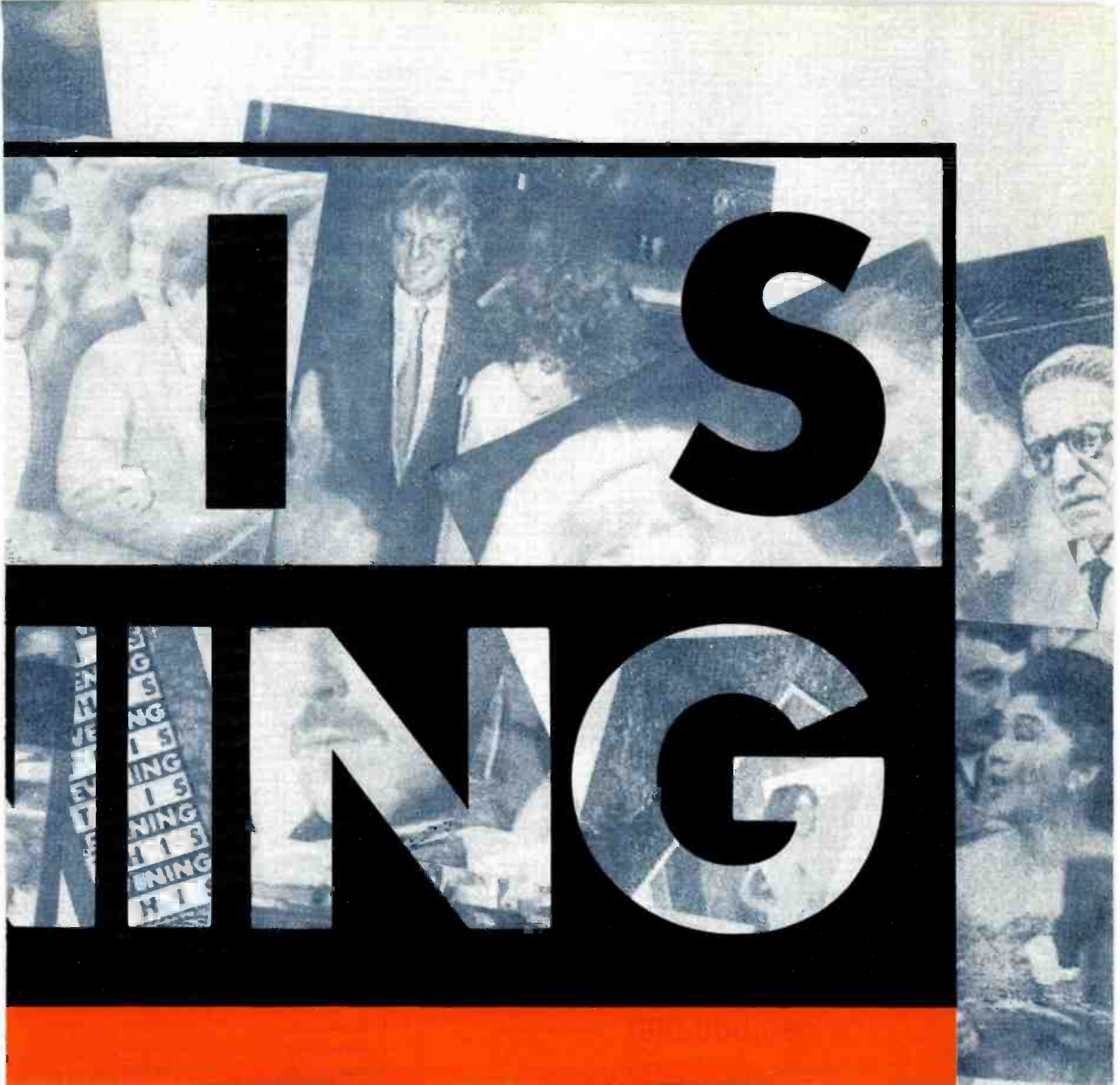
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This week

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. 24-27—"Jazz Casual," screening sponsored by *Museum of Broadcasting*. New York. Information: (212) 752-7684.

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

and *New York Law School*. Room A-401, N.Y. Law School, New York. Information: (202) 377-1835.

Jan. 25—*National Academy of Television Arts and Sciences, Washington chapter*, luncheon. Speaker: Sheila Tate, press secretary for Bush-Quayle campaign and transition press secretary, on "The Press and the President: The Honeymoon Begins." Blackie's House of Beef, Washington. Information: (202) 835-0750.

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, Columbia University, New York. Information: (212) 854-5573.

Jan. 26—*Women in Cable, Chicago area chapter*, 7th annual WIC awards banquet. Park West, Chicago.

Jan. 27—Deadline for entries in 21st annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Linda Semans, (202) 333-1880.

Jan. 27—"Tax Certificates in Telecommunications Ventures," seminar on tax certificates for minority-owned or controlled companies, sponsored by *National Telecommunications and Information Administration*, in conjunction with FCC, Verner, Liipfer, Bernhard, McPherson and Hand

and *New York Law School*. Room A-401, N.Y. Law School, New York. Information: (202) 377-1835.

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) 428-5100.

Also in January

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.

Jan. 31-Feb. 3—"Swing into Spring with Benny Goodman," screening at *Museum of Broadcasting*, New York. Information: (212) 752-7684.

February

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. 1—*Television Bureau of Advertising* workshop for TV stations, "The Marketing Approach to Retail Business Development." Downtown Marriott, Chicago. Information: (212) 486-1111.

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

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Major Meetings

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

Jan. 28-Feb. 1—*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—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

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

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

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

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

March 21-23—*Satellite Broadcasting and Communications Association/STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

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

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

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

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

April 29-May 2—*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—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

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

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

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

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

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

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

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

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

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

Sept. 13-16—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—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8—*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—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

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

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England.

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. 6-8—*Arbitron Television Advisory Council* meeting. Doral hotel, Miami.

Feb. 7—Robert MacNeil and Jim Lehrer to speak on development and production of *MacNeil-Lehrer Newshour*, seminar sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-7684.

Feb. 7-8—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Speakers include: Laurence Tisch, CBS; Thomas Murphy, Capcities/ABC; Robert Wright, NBC; Peter Jennings, ABC; Kathleen Sullivan, CBS; Preston Padden, INTV; Robert Alter, Cable Advertising Bureau; Barbara Corday, CBS Entertainment, and Hugh Downs, ABC. Plaza hotel, New York. Information: (202) 785-1525.

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

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small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

■ **Feb. 8-12**—*International Radio and Television Society* faculty/industry seminar. Theme: "Beyond Tomorrow: Electronic Media Star Wars." Keynote speaker: Kenneth Roman, Ogilvy Group. Roosevelt hotel, New York. Information: (212) 867-6650.

■ **Feb. 9**—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, president, NBC Entertainment; Brandon Stoddard, president, ABC Entertainment; and Kim LeMasters, president, CBS Entertainment. Waldorf-Astoria, New York.

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**—Roundtable forum on libel reform proposal of *Annenberg Washington Program*. Panelists include libel specialists from law and journalism schools. Annenberg office, Willard office

building, Washington. Information: (202) 393-7100.

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 Claron 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—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

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

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Steve Coe, staff writer.
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A Times Mirror Business Publication

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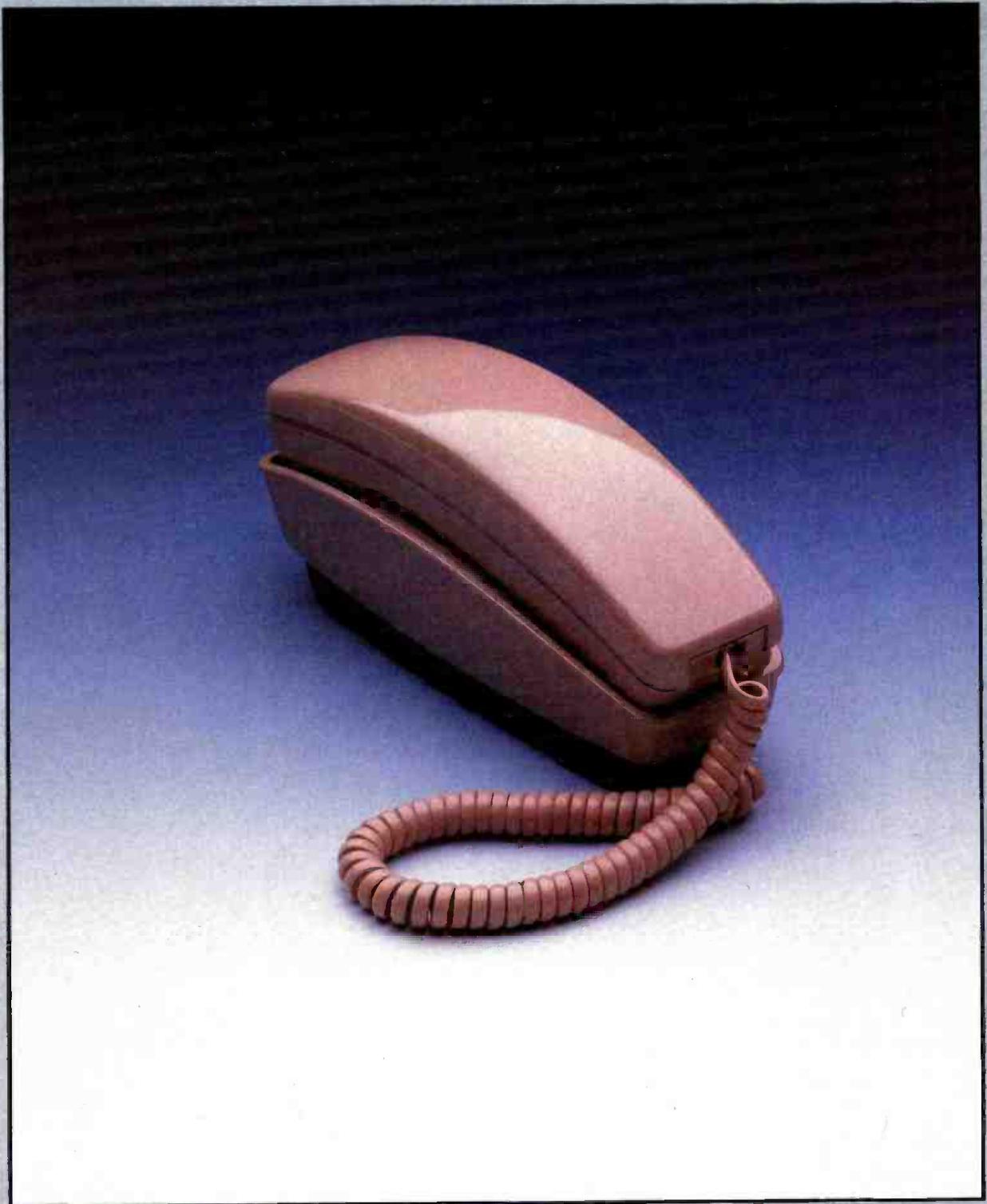
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***Say Hello to The Future
of TV Game Shows...***

HOTTER THAN A SWEEPSTAK

*Take a viewer. Any viewer. And a photo
And say hello to the fu*

The Hottest New Technology on Television.

Meet VIC, the Hotline Supercomputer. VIC (Viewer Interact Computer) is the heart of Hotline's breakthrough technology — Viewer Interact™. It's the first with the ability to handle high volume, interactive national callers: up to 1.8 Million at-home viewers can call its sophisticated computer/communications network every hour!



Fun To Watch. More Fun To Win!

Studio contestants play a fast-paced game of guessing how America thinks. Categories — from the results of the previous week's call-ins — range from fun to fundamental, from pizza to perestroika. Hosted by Jim Peck, he keeps contestants on their toes in a race for the right answers, the big prizes.

Playing along at home is irresistible, too. After all, who isn't curious to see how their opinions measure up to the rest of the country. And if they're an at-home Big Jackpot winner.



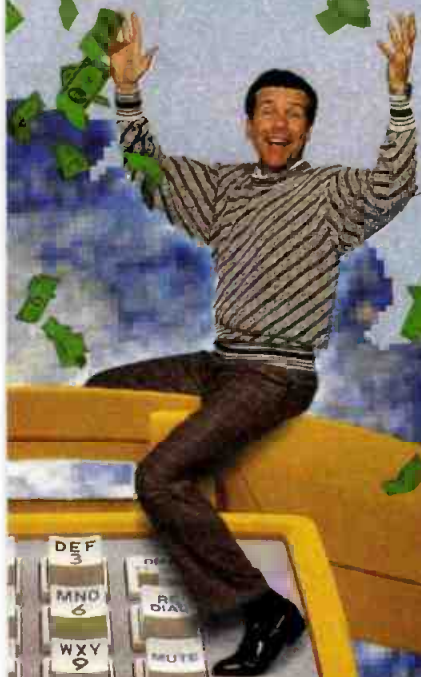
Hosted by
Jim Peck.



HOT

ES! HOTTER THAN LAS VEGAS!

Any touchtone phone. Dial Hotline.
the future of TV game shows!



Fun To Call. Fun To Win.

It's a call-in. Anybody can get lucky. Everybody has an opinion, and a chance to make their opinions count for cash. All they do is call, touchtone the answers to a few questions into VIC's memory banks, then punch in their favorite 6-digit number. Each home player is instantly a "respondent" in a national poll. And each call is an opportunity to become an Instant Winner of valuable prizes. And a chance to win an on-air Big Bucks Jackpot the following week.



America, Watch What You Say!

The largest continuing surveys in the history of television. Five half-hours a week. Every day Hotline is a hotbed of American thought and opinion. Fascinating. Unpredictable. Riveting. Nothing is as compelling as what people think.

Add to that, "hope" and the chance of winning a virtual "nest egg" of cash, and you've got the perfect adjunct to news, views or talk shows.

Hotline. The next generation of game shows. Guaranteed to captivate American audiences, create national interest and excitement. And ratings.

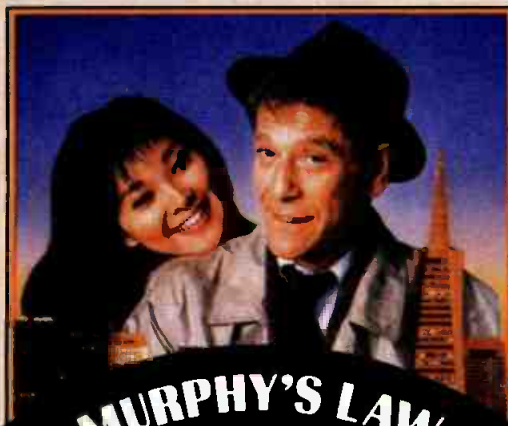
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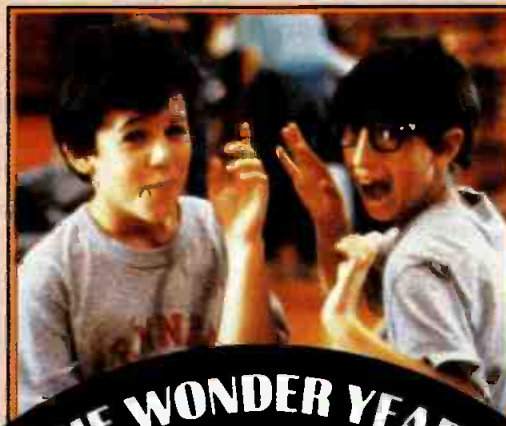
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NEW WORLD TELEVISION GROUP

AWARD WINNING TELEVISION

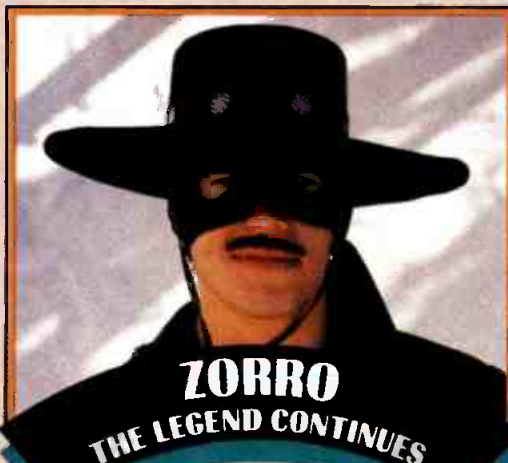


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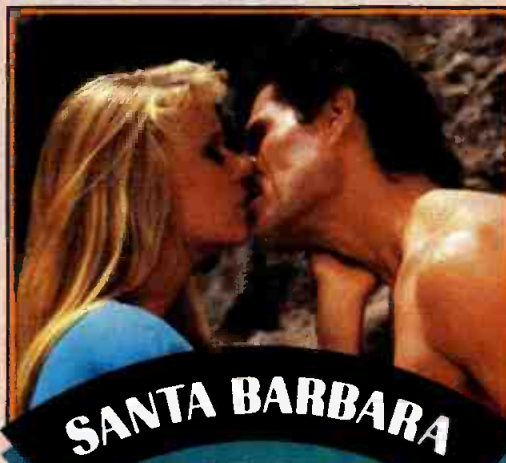


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EMMY WINNER!
BEST COMEDY SERIES

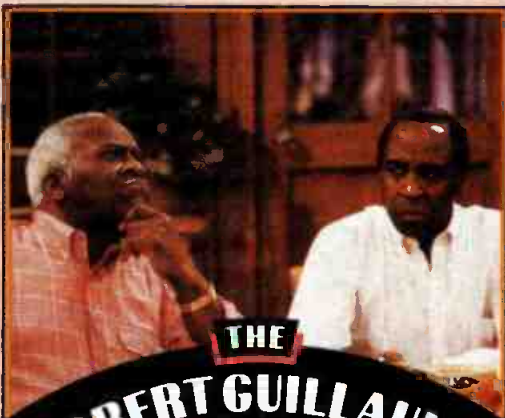


ZORRO
THE LEGEND CONTINUES

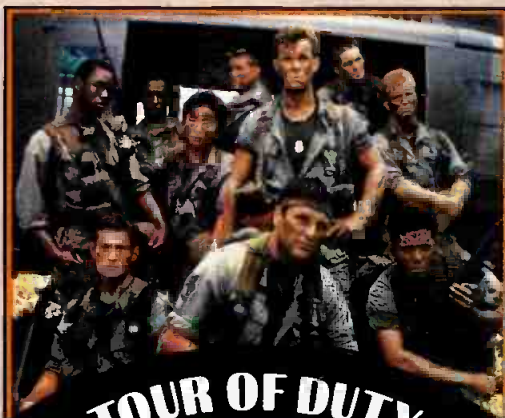


SANTA BARBARA

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BEST DAYTIME DRAMA SERIES



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ROBERT GUILLAUME
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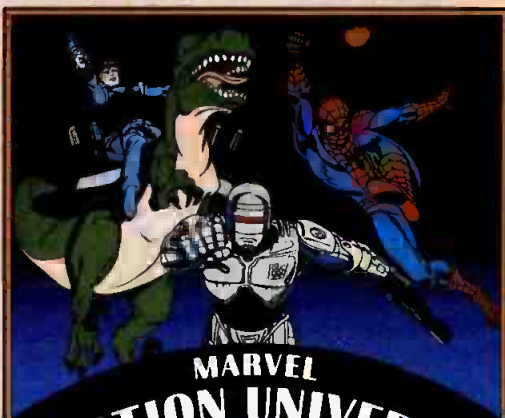


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Make way for the nitwits of the nineties. Ernest Borgnine, Tim Conway and the all-star crew are even funnier in color. 138 half-hour episodes in Colorization." Don't miss the boat on this proven network hit. By popular demand, early release Fall '89.

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From "Topper" to the original "D.O.A.," Colorization Classics Volume I is a magnificent collection of films that have withstood the test of time. 18 classic feature films from Hollywood's golden age now available for the first time in the Emmy-winning Colorization process.

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TO NEW PROGRAMMING ON THE CUTTING EDGE.

An hour long weekly series destined to debut a rock solid hit. RollerGames is a pulsating sports spectacle and variety show! An action series that combines MTV-style production and sex appeal with high-tech athletes doing battle to high energy music. Dynamite two hour premiere. Fall '89.



The New Leave It To Beaver

It's a new generation of Cleavers for a new generation of viewers. Now the kids of yesteryear are the parents with the problems! A proven family hit with great demos. 85 episodes available now, 105 for Fall '89.



Second explosive season! Mr. T is back as Turner, the tough, street-wise private eye with a soft spot for kids in trouble. With his partner Alex Amini, and the addition of teen star, Sean Roberge, "T and T" not only promises bigger action, but also bigger audiences. Join this winning team for half-hour weekly adventures.



The National LOST & FOUND

Host Pat O'Brien presents viewers with a chance to be connected with unclaimed inheritances, long lost relatives, bank accounts and other treasures. A show rich with real life human drama and suspense. 40 original half-hour episodes for Fall '89.



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AN HRI GROUP INC. COMPANY

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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. 24**—Deadline for entries in *Long Island Advertising Club's* Best on Long Island award, recognizing outstanding marketing and advertising campaigns. Information: (516) 489-5746.

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

■ **Feb. 28**—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

March

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

Errata

Item on **Sconnix Broadcasting's \$14 million sale of WHDH(AM) Boston** to New England Television Corp. ("In Brief," Jan. 16) omitted name of broker. **Gary Stevens, Gary Stevens & Co.,** handled sale.

Huntington Avenue, Boston 02115.

■ **March 1**—Deadline for entries in awards for "outstanding coverage on television of stories about food science and nutrition," sponsored by *Institute of Food Technologies*. Information: (312) 782-8424.

March 1-2—"What's Ahead for the 1990's?" public affairs seminar sponsored by *Women in Communications*. Key Bridge Marriott, Arlington, Va. Information: (703) 528-4200.

■ **March 1-3**—*National Association of Broadcasters* leadership conference. J.W. Marriott, Washington.

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

March 2—*International Radio and Television Society* annual presentation of Gold Medal Award, this year to five recipients, in honor of 50th anniversary of IRTS: For news, Walter Cronkite; radio, Paul Harvey; TV, Bob Hope; advertising, Edward Ney, and cable, Ted Turner. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 3—Deadline for entries in International Gold Medallion competition, sponsored by *Broadcast Promotion & Marketing Executives*. Information: Jay Curtis, (213) 465-3777.

\$162,000,000

Command Communications, Inc.

\$72,000,000 Senior Notes due 1996.

\$50,000,000 Senior Subordinated Notes due 1998.

\$25,000,000 Junior Subordinated Notes due 2000.

\$15,000,000 Preferred and Common Equity.

We arranged the private placement of these securities
and purchased Preferred and Common equity.

Sillerman-Magee

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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 14—*Ohio Cable Television Association* annual meeting and legislative reception. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

■ **March 15**—*International Radio and Television Society* newsmaker luncheon. Speaker: John Malone, president-chief executive officer, TCI. Waldorf-Astoria, New York. Information: (212) 867-6650.

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 21-23—*Satellite Broadcasting and Communications Association/STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

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—*New Jersey Broadcasters Association* annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

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

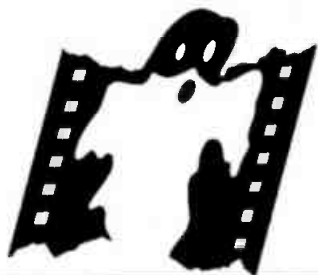
March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

March 31-April 1—*California-Nevada AP Television and Radio Association* convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

**STOP,
LOOK
AND
GLISTEN.**



FOUR MORE REASONS WHY NO



THE SEARCH FOR

Haunted Hollywood

Hollywood as you have never seen it! Haunted studio backlots and celebrity mansions. Strange gravesites. Never-before-revealed secrets of tinseltown and its celebrities. An extraordinary — and true — two-hour special, available in stereo for Halloween 1989!

Classic and campy horror films hosted by cult-colossus and three time Emmy-winner Fritz the Nite Owl. Each movie is completely turn-key, pre-produced with open, close and bumpers. Available for Fall '89!

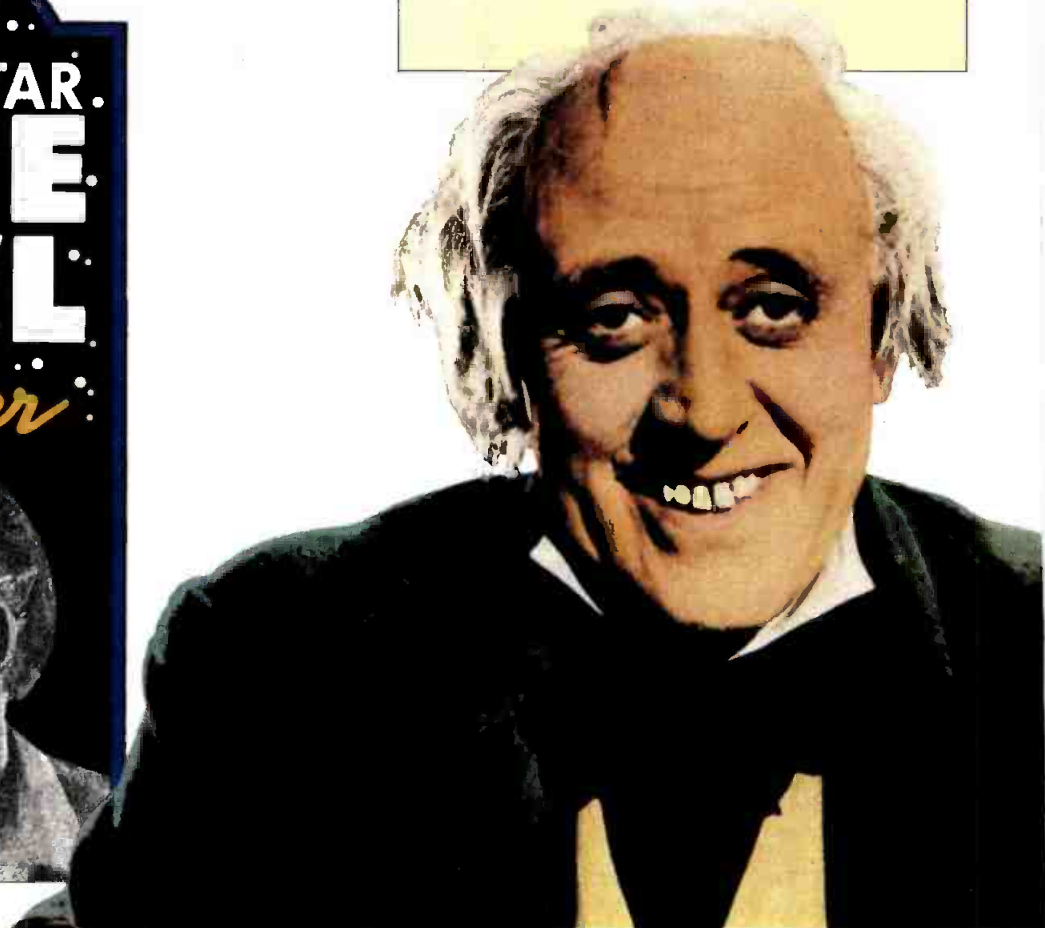
FOUR STAR
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CHARLES DICKENS' SCROOGE

Now in color!

Those ghosts of Christmas Past are now in glorious living color. The original screen classic based on Dickens' "A Christmas Carol," starring Alastair Sim as Scrooge. Family entertainment available in stereo for the 1989 Christmas season!



BODY SHINES LIKE FOUR STAR



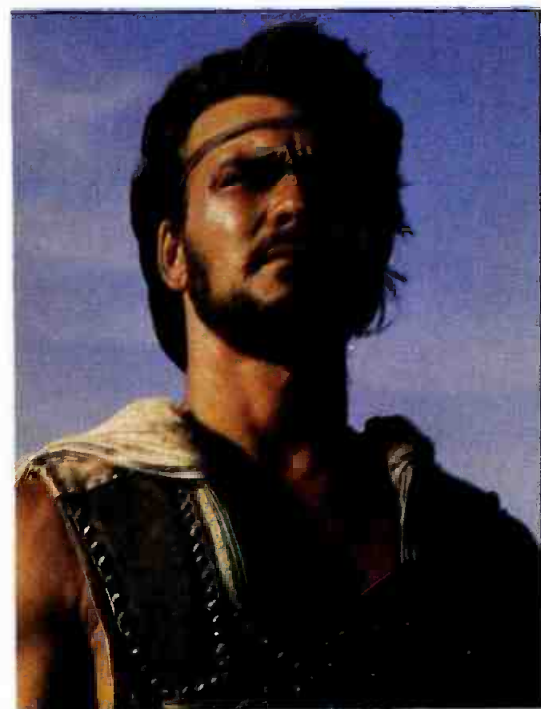
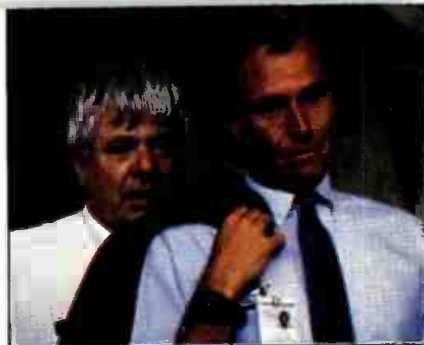
It's the ultimate fantasy! Jamie Farr hosts this weekly half-hour series that captures all the glamour, excitement and fascinating secrets of people who have struck it rich, through skill—or incredible luck. And each week, one lucky viewer will win a weekend as a millionaire! Available in stereo for Fall '89!

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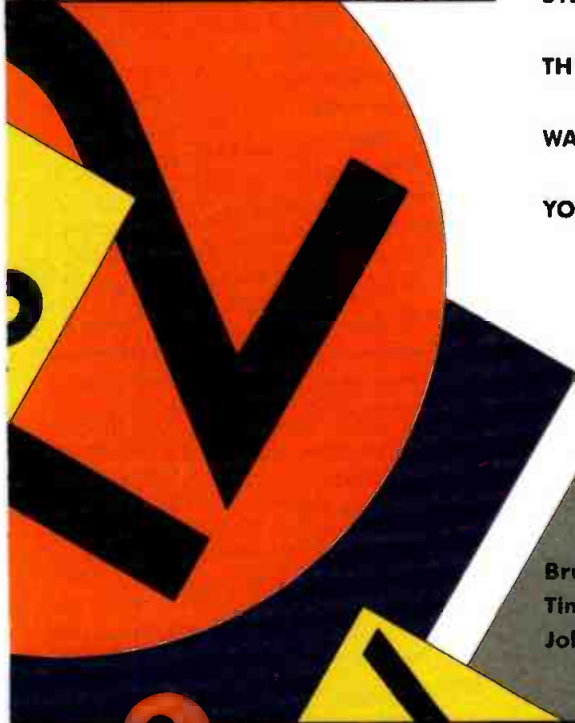
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VESTRON
TELEVISION™

A "tabloid TV" commentary by Reese Schonfeld, Current Trends Productions, New York

Why all the fuss about reality-based television programming? Tabloid TV, trash TV. Those and other derogatory terms have been used to describe the subject matter of a growing number of programs. As the developer and producer of *Crimewatch Tonight* (which goes into syndication in September 1989), a program sure to be included with the growing list of reality-based programs, I read with interest the overabundant attacks by television columnists, editorial writers and even hard news reporters in newspapers nationally.

The obvious inference from the expression "tabloid TV" is that these shows are video equivalents of supermarket "newspapers." But, the stories we covered in the *Crimewatch Tonight* pilot also ran in *Vanity Fair*, *The Los Angeles Times* and the *Oma-ha World Herald*. I think the four best crime newspapers in the U.S. are, in order, *The Wall Street Journal*, *The Los Angeles Times*, *The Miami Herald* and *The Washington Post*. The *Journal* runs two or three front page crime leaders a week. Naturally, the *Journal* specializes in white collar crime—it won the Pulitzer for its Ivan Boesky story. But, it also broke the Church of Love mail-order fraud, beating *A Current Affair* by at least a month with a truly wonderful story.

Don Hewitt, executive producer of CBS's *60 Minutes*, knows just how well crime sells. The highest rated *60 Minutes* program of last season was entirely crime-related. It opened with Mike Wallace interviewing the wife of a convicted spy just before she went to jail, followed with Morley Safer interviewing a gynecologist accused of raping dozens of his patients and ended with Ed Bradley interviewing a mother who had smothered nine of her children and called it Sudden Infant Death Syndrome. Hard-nosed promotion would have hyped it as a full hour of espionage, rape and murder.

On the Sunday before Christmas, *60 Minutes* aired yet another crime story, this time about American models who fall victim to promises of fame and fortune from European model agencies. It was a story that we broke first in our *Crimewatch Tonight* pilot.

So why all the criticism?

I think it's another turf war.

Television supplanted newspapers as the prime source of hard news 25 years ago. Newspapers were forced to publish "style sections," "home sections" and "entertainment sections," and lots of opinion and background stories.

Television made newspaper sports reporting redundant. Nobody needed to read play by play after they had seen it, so newspaper sports reporters went behind the scenes and sports pages read like gossip columns.



"Newspaper critics attack individual television programs rather than examine the entire news mix on a broadcast station."

Before the introduction of *Entertainment Tonight*, newspapers had a lock on the inside world of show business. Today, the information broadcast in one segment of *ET* and similar local broadcast entertainment coverage greatly rivals the stories and items contained in the television pages, movie reviews and gossip columns of an average daily newspaper. Television adds glitz—complete with sound bites of favorite stars—to an otherwise run-of-the-mill entertainment story found in the local paper. TV seems to offer a more intimate glimpse than the printed page.

Usurped already by news, sports and entertainment coverage, newspapers are not about to label the crime beat "free for the taking." Throughout the country, newspapers are giving more pages to crime.

To give newspapers their due, there are some real differences within the "tabloid TV" genre. When it comes to talk shows, *Morton Downey Jr.* is by format more sen-

sational than *Geraldo* and *Geraldo* is by content somewhat more sensational than *Oprah* or *Donahue*. When it comes to magazine tabloid shows, I think its fairest to draw the line at "recreations"—some shows do 'em and some don't.

Years ago, there was a New York tabloid called *The New York Graphic*. Its specialty was composite photos. If a celebrity was murdered and there were no pictures of the body available, they'd find a picture of a body in similar death, superimpose the head of the celebrity on the body picture, print the word "composite" in very small letters under the picture, and sell newspapers. *The New York Graphic* did not survive the competition with *The New York Daily News* and *The Daily Mirror*, which did not use recreations.

I think recreations are today's version of the composite photo. For instance, a recent airing of the NBC program called *Unsolved Mysteries* told the story of the Mustang massacre in Nevada. The hero of the story was Len Sims, the lawman responsible for protecting the wild horses. *Unsolved Mysteries*, as we were told, hired an actor to play Sims in the program. We have done the same story for our show, *People Magazine on TV*. We have Len Sims himself telling the story. Nothing *Unsolved Mysteries* is doing is wrong. As we understand it, the actor is clearly identified as an actor, but there is a difference between Hollywood and journalism. So long as the "tabloid TV" shows respect that difference, they're still in the news business.

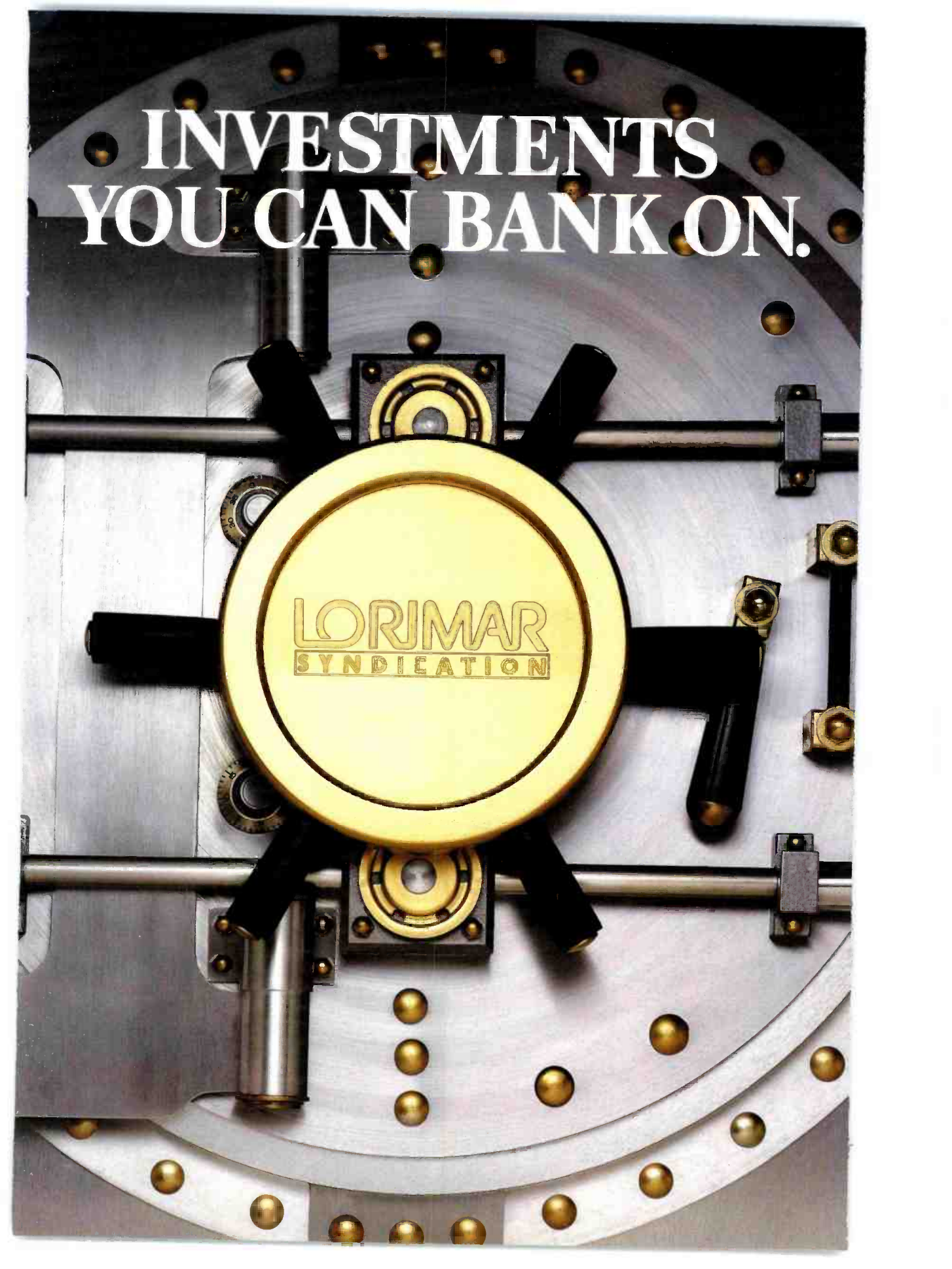
All this is a long way around stating the obvious. Television is programming more news than it used to. News of all kinds, crime news, entertainment news, sports news, style news, etc. That sort of news appears in newspapers along with national news and international news. But, believe it or not, despite what the critics say, national and international news remains a major part of television journalism.

Newspapers report a mix of national news, entertainment news, crime news, feature news and lifestyle news—it seems eminently reasonable for television stations to do the same. Newspaper critics attack individual television programs rather than examine the entire news mix on a broadcast station. A broadcast station that carries a half hour of *Entertainment Tonight* a half hour of feature news program like *A Current Affair* or *Inside Edition* or even *Crimewatch Tonight* has roughly the same mix of news as most of America's better newspapers.

Until *The New York Times* decides to drop its B and C sections or the *Washington Post* drops its Metro and Style sections, I think Peter Boyer and Tom Shales ought to leave us alone.

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22 K



TELEPICTURES
3



ULTRA 4



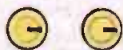
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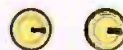
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II



TELEPICTURES
1



TELEPICTURES
2



THE GOLD STANDARD

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FAMILY

*It's a
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A Nightmare
ON ELM STREET: THE SERIES
Freddy's Nightmares

IN PROGRAMMING.

PERFECT
Strangers

3RD
Degree!

*The
Premiere
Edition*

*She's the
Sheriff*

LONG-TERM DIVIDENDS

N-I-W-S



DALLAS



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FAMILY
CLASSICS



KNOTS
LANDING



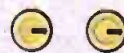
EIGHT
IS
ENOUGH



THE
GREATEST
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HERE'S
LUCY



MY
FAVORITE
MARTIAN



LY
AL
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ASSETS

THE
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SUPERIOR
COURT



THE
**COMIC
STRIP**

*Alvin
and the
Chipmunks*

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Damian Riordan

Deborah Robin

Nicole Sabathie

Eric Strong

Andrew Weir

Alicia Windroth

OFF-NETWORK

Keith Samples

Rob Barnett

Jeff Brooks

Jim Burke

Bruce Genter

Steve Knowles

Vince Messina

Chris Smith

Mary Voll

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Broadcasting Jan 23

Vol. 116 No. 4

TOP OF THE WEEK



Ku-band trucks in Washington to transmit coverage of inauguration

From pomp to unforeseen circumstance

The media were fast on their feet and in their satellite trucks last week, as Fifth Estate journalists scrambled to cover news across the nation. The stories ranged from the well-planned and extensive inauguration activities of President George Bush and Vice President Dan Quayle in Washington to the unthinkable schoolyard killings in Stockton, Calif.

America and much of the world watch as George Herbert Walker Bush becomes the 41st President of the United States

President George Bush delivered his inaugural address from what he called "democracy's front porch," and a large part of the world watched. From early morning—with television pictures of the President-elect and his wife going to church, through the swearing-in ceremonies and the inaugural address at the Capitol and then the parade down Pennsylvania Avenue—viewers in the U.S. and around the world were witness to another in the series of celebrations that have marked the transfer of power in the U.S. The coverage also provided a graphic closing of the chapter on the Reagan years, with pictures of the former President and his wife boarding the plane to return them to Los Angeles.



Bush at swearing-in

All of that and more was covered by thousands of correspondents, editors, technicians and photographers. Some 7,000 were given credentials. And they represented organizations as far away as Europe and Japan. (Japan's NHK even taped the inau-

guration with a high-definition television camera for use in demonstrations of the new technology.) Many more helped produce the coverage without ever moving away from a television set. Many of those who were the busiest during the day were the directors and producers who toiled in cramped control rooms, selecting the pictures that would be transmitted. And in the U.S., the television audience for at least some part of the day was expected to approach 45 million.

The story lacked the drama of the events surrounding the first Reagan inauguration, when coverage of the swearing-in competed for attention with the release of the hostages who had been held by Iran for more than a year. But the Bushes did, as ABC News's Brit Hume put it, "energize" the crowd during the parade by climbing out of the new \$600,000 Lincoln assigned to the White House, and walk a short distance, a la



CBS



CNN



NBC



PBS

the Carters in 1977, before climbing back in. And for those in the media looking for signals as to the new President's views that might affect them, there was the passage in his address speaking of the importance of "free markets" and "free speech" as well as "free elections, and the exercise of free will unhampered by the state" as a means of achieving "a more just and prosperous life."

The Bush inauguration—like an increasing number of major stories in recent years—was not the sole property of the major networks. One sign of the changing times was that the *fourth* network, CNN, served as coordinator of the overall pool. (NBC provided the pool on Capitol Hill, CBS at the parade and ABC, at Lafayette Park, across from the White House.) Another was that C-SPAN, which was operating both of its services, also provided a pool, and at prices so cheap—a television station group could subscribe to coverage of the three days of inaugural events for \$700—that 18 organizations subscribed, at least to supplement their own or network pool coverage. The cost of the network pool was not officially disclosed, but an executive of one group owner that refused to subscribe said it would have had to pay \$25,000.

The number of Ku-band trucks that rolled into Washington last week was one indication of how broadly based the television coverage was. The trucks—about 40 in all—served stations in all parts of the country. Then, too, there were the 200 organizations—several of them foreign—that were accredited to cover the swearing-in at the Capitol. Like the trucks, many of the organizations represented networks and groups that in turn served dozens of stations. Group W's Newsfeed, for instance, provided services for crews from 15 stations and, in addition, sent its regular feed to 95 stations. The Public Broadcasting Service, whose coverage of America in transition began on Jan. 16 and will culminate with a documentary on Sunday, was also at the inauguration. Noncommercial WETA-TV Washington's Paul Duke anchored one hour of live coverage of the swearing-in and the inaugural address. Inaugurations are not just for networks anymore.

The coverage of the inauguration did more than expose the new

President and his family to the American public. It enabled the ABC, CBS and NBC news organizations to introduce their new White House correspondents—Hume for ABC, Lesley Stahl, who is returning to the beat for CBS, and John Cochran for NBC.

Two of the network correspondents who had been among the best known on the White House beat and are now moving on to new assignments—ABC's Sam Donaldson and CBS's Bill Plante—on Friday afternoon literally headed into the sunset along with the Reagans. Plante was part of the CBS pool aboard the plane. An ABC spokesperson said Donaldson had been invited by the Reagans to make the last trip with them. He was completing his second term with them, his third in all.

Media become part of the story in Miami as news crews are pelted by rocks and bottles while covering riots

Reporters and cameramen were not immune to the violence in Miami last week. As they strove to cover the riots that erupted in the city's black Overtown section on the Martin Luther King Jr. holiday (Jan. 16), they became part of the story. Many were pelted with rocks and bottles. One cameraman was attacked by a group of youths. A CNN crew was pinned down with police by a sniper for an hour. And several station automobiles were set on fire or vandalized.

The trouble started when a Miami police officer, William Lozano, allegedly fatally shot Clement Lloyd, a black man on a motorcycle, following a chase. Relationships between blacks in the area and the police have been strained over the past several years.

According to Fox affiliate WSVN(TV)'s news director Joel Cheatwood, the station first reported the ensuing disturbances at 6:35 p.m., interrupting its evening newscast with a bulletin.

WTVJ(TV), the NBC affiliate, interrupted its scheduled programming at 7:45 p.m. with a newsbrief and then provided regular updates. WPLG(TV), the ABC affiliate, and WCIX(TV), the CBS affiliate, went with the story at 8:15 p.m. and 9 p.m., respectively.

WSVN's 10 p.m. news ran until 11:30, while the other three stations extended their 11 o'clock newscasts by 30 minutes.

Among the injured were Lourdes Ruiz-Toledo, a WCIX assignment editor who was hit by a rock thrown through the windshield of her car; John Copeland, a WTVJ photographer who was hit by a bottle; Chuck Cowan, a technician with WSVN, who was hit in the arm and the head with bottles. Carlos Corrales, a cameraman with WLTW(TV), was attacked by youths while shooting footage in Liberty City, another troubled area. Corrales said he did not want to aggravate the situation, but "you don't run either." None of the injuries was serious, and all were back at work the next day.

Among the more dramatic news reports was one turned in Monday night by WPLG's 11 p.m. anchor Terri Merryman. Merryman and her crew joined several other news crews on an overpass directly above the rioting. Violence erupted when one station's crew turned on its lights. Merryman was preparing to do her report when rioters bombarded the crew with rocks and bottles. She was forced to crouch beside the news van to send her live feed. She said, "It was very frightening....The cameraman made me duck behind the truck....They [the rioters] could see us but we could not see them...." At first rioters were attacking from only one side of the bridge; however, some rushed to the other side, and the news crews were attacked from both sides.

John Zarella, CNN Miami bureau chief, was in a similar situation that night. Zarella was on an overpass getting ready to feed his



WSVN(TV) coverage of disturbance in Miami

report when his crew came under attack. "The next thing I knew I saw a group of kids coming over the embankment and hurling rocks and bottles at us. We left and moved up a quarter of a mile to a higher overpass and did a live shot at [12:15 a.m.]" When Zarella was asked whether he could delay his shoot, he said one has to "take it when you can get it or you may not get it."

NBC crew goes undercover in Long Beach, films policeman pushing man through storefront window; network refuses to turn over videotape to city investigation

An NBC Network News crew in Los Angeles ventured into undercover, hidden-camera investigative reporting Saturday, Jan. 14, and produced a dramatic story of alleged police brutality that captured national attention last week.

NBC Nightly News, the *Today* show and NBC affiliate news programs across the country shocked viewers last Sunday, Monday and Tuesday when they aired footage showing an on-duty Long Beach, Calif., police officer, Mark Dickey, apparently pushing a man into a storefront window, face first, shattering the glass.

In addition to generating local outcries over police conduct, the hidden-camera piece raised constitutional controversy, as NBC refused Long Beach police requests to view video outtakes.

The taping of the confrontation was the result, said NBC News

spokesman John Bianchi, of a "sting operation" arranged with Hawthorne, Calif., police Sergeant Don Jackson—the man pushed through the window in the videotape—who came to NBC "six months ago" with the idea of documenting what he said was a pattern of racially motivated police brutality in the Los Angeles area (Jackson is black). Jackson and NBC News had attempted the sting two months ago, said Bianchi, "but nothing happened."

The video was taped under street light after sunset using one camera concealed inside Jackson's car and another camera concealed in an adjacent van. The only editing of the tape, said *Today* show substitute anchor Deborah Norville on the air Tuesday, was to delete "the profanity, which was bleeped out by audio tones."

However, Thomas Ross, senior vice president, NBC News, told BROADCASTING last Thursday, "We did not broadcast all of the tape, but we did broadcast a journalistically sound excerpt."

NBC Nightly News Weekend Edition aired the videotape first on Sunday, and the *Today* show aired it Monday morning. Both programs continued to follow the story into the middle of last week while NBC affiliates did the same.

By Tuesday, officer Dickey had been suspended from duty pending an internal Long Beach Police Department review, and newspapers nationwide were reporting expressions of public outrage toward police.

On Wednesday, Long Beach Mayor Ernie Kell asked the network—on the air, through Norville—to release the network's video outtakes and implied that withholding them constituted obstruction. "NBC could help us greatly if you would agree to let us view the unedited version of the tapes," he said. "It's my understanding you will not, and frankly you're hampering the investigation."

Citing "constitutional protection and California laws that protect reporters' notes and tapes" from confiscation later that day, NBC News President Michael Gartner refused requests for the videotape.

"The network won't provide anything that wasn't shown on the air," neither to Long Beach officials nor anyone else, said Bianchi. Gartner was, said Ross, adhering to NBC's own rule not to provide outtakes. The network, he said, did get requests from the Los Angeles police "to provide outtakes and allow them to interview our people. We respectfully declined on both counts. We have not been subpoenaed."

The version aired on *Today*—less than a minute in length, said Bianchi—began several seconds before Jackson's car was pulled over and ended with Dickey handcuffing and slamming Jackson down onto the hood of the police cruiser. *Today* anchor Jane Pauley interviewed Jackson live Monday morning.

According to Bianchi, NBC's decision to participate in the "sting" had also been questioned. "Public opinion appears split," he said, with some saying it was a legitimate form of journalism, as well as public service, and others saying it "skirts the edges of entrapment."

By mid-week, the entrapment charge was fueled by questions surrounding Jackson's actions during the confrontation and his history with Los Angeles area police. *The Washington Post* Wednesday quoted various police officials, including Hawthorne Police Chief Kenneth Stonebraker, who criticized Jackson's tactics in the Long Beach incident, and in similar past incidents, as provocative.

Jackson's stepping out of the car, complaining about being stopped and refusing to put his hands on his head (actions apparently confirmed by the videotape), said Stonebraker, was cause for alarm on the part of Dickey, who could be heard in the video saying, "I don't know if you've got a [expletive] knife or weapon on you."

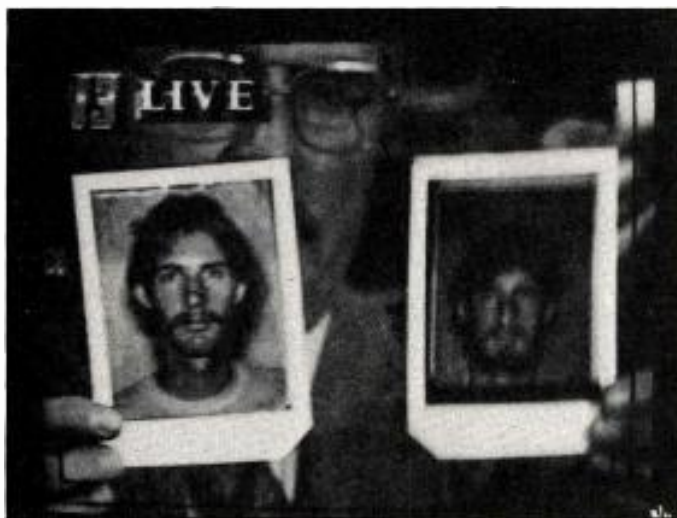
Said Ross: "This entire reporting operation was conducted with great care. All our internal guidelines were followed; all the proper authorities in New York were consulted" by the Los Angeles bureau staff. "There was no staging. We feel that it was, in every way, a proper journalistic exercise."

Sacramento-Stockton stations faced with delicate problem of covering aftermath of schoolyard massacre

The question of how to handle a bloody tragedy responsibly and with sensitivity faced the TV news departments in the Sacramento-Stockton, Calif., market last Tuesday (Jan. 17), after a man with a rifle and two semi-automatic pistols walked onto the grounds of

Cleveland Elementary School in Stockton, shot and killed five children, wounded 29 others and a teacher and then killed himself. All five fatalities were children of Southeast Asian refugees.

NBC affiliate KCRA-TV Sacramento had a video crew on the scene about 15 minutes after the incident, which took place at 11:42 a.m. KCRA-TV reporter Sara Reyes described the scene at that time as "chaos. Utter chaos. There were kids all over. There were



KQVR-TV

emergency crews and police trying to take parents away. Parents were crying and nervous."

Crews from the local ABC affiliate KQVR-TV and CBS affiliate KXTV-TV arrived minutes after KCRA-TV. However, the first live

reports from the scene were not shown on all three stations until after 1 p.m., because ENG trucks were based in Sacramento, nearly an hour's drive away. Word of the shootings reached the stations and was reported during regular noon newscasts.

Upon the news crews' arrival, parents of children in the school were already on the scene, Reyes said. Reporters tried to interview parents then, but little was known at that time, and the only responses were prayers that their children were safe. Later, further attempts were made to question them as the parents waited in front of the school cafeteria, where they were to find out whether their children had been hurt or killed. "They are real short questions and you don't push them for answers" in such a situation, Reyes said. "If he or she breaks down, you try to comfort them with a hand on the arm and then go on."

At KXTV, news director Tom Newberry was sure that parent interviews were handled with care. "We've been over that ground before and had discussions about these kinds of things," he said. During its 11 p.m. newscast, KXTV was the first to have interviews with families of the victims, according to Newberry.

"A lot of the kids' parents didn't speak English, especially the children that were killed," said Bart Feder, KQVR-TV news director. Some of the interviews required a translator, he said.

All stations provided constant live updates throughout the afternoon and expanded their regular evening and night newscasts. All stations also had live coverage of a dramatic press briefing held the next day when Stockton Police Captain Dennis Perry identified the gunman and displayed the weapons used during the attack.

All stations had kind words for the local police. "The Stockton police were very cooperative under the circumstances, which was absolute pandemonium," according to Bob Jordan, KCRA-TV news director. Police placed few restrictions on the crews at the school and provided officers for repeated live interviews in the aftermath.

Video from all the local affiliates were provided to the networks. KCRA-TV also provided pictures for CNN. □

Paramount takes step toward buy of TVX stations

Agreement in principle would see studio purchase stock of Salomon Brothers in troubled TV group

Paramount Pictures and New York investment bank Salomon Brothers have reached an agreement in principle that would give Paramount the option to purchase Salomon's majority holdings in TVX Broadcast Group, the independent TV station group owner that suffered financial setbacks following its 1987 purchase of five Taft Broadcasting stations.

Under the terms of the agreement in principle, Paramount would acquire options on all of Salomon's common stock and preferred stock in TVX. On a fully diluted basis, Salomon's holdings amount to 79% of the equity of TVX.

In other news related to TVX's finances, the company's chairman, Gene Loving, said last week that TVX has signed a letter of intent to sell its Memphis station for \$7 million plus a portion of the station's receivables. The buyer, Loving said, is MT Communications, the company that bought TVX's Nashville station, WCAY-TV, last year. TVX has embarked on a program of station sales in an effort to restructure the company as a financially healthy, five-station group.

As a first step in its agreement with Paramount, Salomon would contribute equity securities representing about 51% of TVX's outstanding voting common stock to a new holding company. Paramount would have an option to buy 49% of the new venture

later this year at a cost of \$10.4 million, and would have further options to buy out the rest of the venture and the balance of Salomon's stock not held in the joint venture. To purchase all of the holdings, said a



source familiar with the transaction, would cost Paramount between \$125 million and \$180 million, based on the future financial performance of TVX. Salomon Brothers has about a \$140 million investment in its

TVX stock, as estimated from TVX's 1988 proxy statement.

Dennis McAlpine of Oppenheimer & Co. said that according to his understanding of the terms of the agreement, Paramount's maximum \$180 million payment for Salomon's stake would represent a multiple of 3.5 times annual cash flow of TVX's five-station "core" group covering 9% of the country. "That, to me, is a good deal," McAlpine said.

Paramount's potential control of TVX would parallel other studios' ownership of television stations, McAlpine pointed out, including MCA's WWOR-TV Secaucus, N.J. (New York), and Disney's recently acquired KHJ-TV Los Angeles. One industry source said that Paramount has been exploring station acquisitions for some time.

Salomon Brothers' holdings in TVX are rooted in a \$248 million bridge loan it made to TVX in 1987 to temporarily finance TVX's purchase of five major-market independents from Taft Broadcasting Co. When Salomon and TVX were unable to secure replacement, high-yield financing, TVX found itself unable to make a \$200 million payment due in early 1988 on the loan from Salomon. Under a recapitalization plan approved late last year, much of the debt owed Salomon was exchanged for a new issue of preferred stock, convertible into voting common stock at a one-for-one ratio. Salomon currently holds all of the company's 21.6 million shares of convertible preferred stock, as well as 1.4 million of the company's 5.9 million shares of voting

common stock.

Salomon expects to contribute its 1.4 million shares of voting common stock to the venture with Paramount, along with about 3.3 million shares of preferred stock, which will be converted to common. If Paramount, as expected, purchases a 49% stake in the venture, Salomon will sell 2% to the managers of the venture, leaving Salomon with a venture share equal to Paramount's. A source close to the transaction said that it was possible that current TVX management would be the manager of the venture, which is expected to control 51% of the company's voting common stock.

The \$10.4 million purchase price mentioned for Paramount's stake in the joint venture represents a price of \$4.50 per share of the common stock. On the day the deal was announced, TVX's stock rose

\$1.625 per share to close at \$3.875.

TVX plans to hold on to WTXF-TV Philadelphia, KTXA(TV) Fort Worth, KTXH(TV) Houston, WDCA-TV Washington and WLFL-TV Raleigh-Durham, N.C. All of those stations, other than WLFL-TV, were acquired in the 1987 Taft purchase. The company is seeking buyers not only for its Memphis station, mentioned above, but also for its New Orleans, Norfolk, and 80%-owned San Antonio stations. Last year, TVX sold WCIX-TV Miami to CBS for \$59 million.

For the nine months ended Sept. 30, 1988, TVX reported an operating loss of \$14.8 million on revenues of \$138.4 million. At that time, the company said it had current and long-term program contract liabilities totalling \$109 million. It is not known how much of that money, if any, is owed to Paramount.

Paramount has a small interest in WGBS-TV Philadelphia, a station that competes with TVX's local WTXF-TV. Following the reorganization of Grant Broadcasting in bankruptcy proceedings last year, Paramount took a stake smaller than 5% in Combined Broadcasting, the company that took over Grant's stations, including WGBS-TV. A spokesman for Paramount said that because of the small size of Paramount's holdings in Combined Broadcasting, the company's holdings in both Philadelphia stations "won't create a problem."

One pre-existing tie between Paramount and the TVX stations is Lucy Salhany, president of the domestic television division of Paramount Pictures. Before she joined Paramount, Salhany worked for several years as vice president of television and cable programing for Taft Broadcasting. □

BFM survey ignites controversy over barter impact

Other results: slightly fewer network preemptions indicated; business managers expect continued increases in program costs

Results of a survey to be presented at the NATPE International convention this week indicate that many stations do little profit and cost analysis before making programming decisions and do not attempt to involve either financial or sales people in the programming process. The survey, distributed by the Broadcast Financial Management Association to business managers of 1,000 TV stations, indicates that despite intentions of not spending more for programming, station programming costs at most stations are expected to increase by high-single-digit or double-digit percentages over the next five years. The advent of barter programming worsened a station's profitability, according to almost half of those responding.

Not surprisingly, those said to be most involved in programming acquisitions were the general managers and program managers. One-quarter of business and financial managers said they had no involvement in cash programming decisions while sales managers had slightly more involvement. Sales managers were less involved in the acquisition of barter programming than financial managers.

The lack of involvement may lead to apathy; almost one-third of the business managers said they had not read their station's May rating book (the BFM survey was conducted in October).

Whether a station undertakes a profit/cost analysis before making a program decision may depend on the type of programming it's considering. For syndicated programs, such analysis is virtually always done, according to the survey, whereas for feature film packages, analysis is always done by only about half the stations. And for barter programs almost two-fifths said they did a profit/cost analysis only "sometimes" or "never."

The survey provided seemingly opposite answers to the question of programming

costs. When asked specifically about different programming forms and whether the station expected to increase its expenditures (see chart), most said they were planning to spend the same, except that roughly half of the stations said they will be spending more on local news and other local programming. However, between 30% and 45% said they would spend less on first-run hours, children's shows and mini-series.

When asked whether programming costs overall would increase next year, only 8% of the respondents said they expected station program costs to go down. Roughly one-fifth said that costs would increase between 1% and 5%; one-quarter between 6% and 10%; one-fifth between 11% and 15%, and almost one-quarter said programming costs would increase more than 16%. For a longer-term projection of programming costs there was a similar spread, with more than three-quarters saying cost increases would average 6% or more over the next five years.

Two-thirds of station business managers indicated the amount of network preemptions would not change at their station in the next year. Roughly 15% said they would preempt "somewhat more"; none said they would increase "substantially

more." Saying they would preempt "somewhat less" were 13.8%, and "substantially less," 4.8%.

The BFM survey was initially suggested by NATPE, but the final survey was sponsored by BFM alone. Some NATPE members are reportedly upset by the results to one question: "In your opinion, has the advent of barter programming affected your station's profitability?" Twice as many of those responding said that barter had "somewhat" or "substantially" worsened profitability as those who said barter improved profitability. Roughly one of three respondents indicated it had not changed profitability. Barter spots accounted for more than 50 minutes per week at almost two-thirds of the stations responding.

After discussion with some NATPE members, BFM decided to add George Back, president of All American Television, to the panel session at which the survey results will be presented. The survey drew a 15% response rate, said Bob McAuliffe, BFM's executive director. Of the roughly 145 respondents, half were part of privately owned station groups; another quarter were part of publicly held station groups, with most of the rest being stand-alone privately owned stations. □

Program spending strategies: Keeping the cash at the station*

Percentage intending to spend	More	Less	Same
Local programming	51.9	6.2	41.7
Local news	45.6	5.5	48.8
Sports	25.3	16.1	58.4
Off-network sitcoms	21.6	27.6	50.7
First-run sitcoms	18.8	22.8	58.2
Game shows	12.0	26.6	61.2
First-run hours	11.2	31.8	56.8
Kids-live action	8.7	39.6	51.5
Animation	7.0	43.3	49.6
Mini-series	6.3	44.4	49.2
Off-network hours	5.0	65.0	30.0

*From 1988 BFM survey. Number of responses varied by programming category. Average response was 120.

King World captures Cassandra

Nielsen's Cassandra syndication report for the November 1988 sweeps showed King World's troika of programs, *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*, finishing, once again, first, second and third, respectively, in household rankings.

In its first sweeps outing, the off-network *Cosby Show* vaulted to fourth place, with an average 11.5 rating/22 share, and is expected to make a run at third place, where *Oprah* averaged a 12/24. *Cosby* was ranked number one, however, in key demographics, including women 18-34 and 18-49, men 18-34, and teenagers.

P.M. Magazine finished in fifth place overall, and an Oprah Winfrey special, *No One Dies Alone*, finished in sixth place. *Donahue* placed seventh, while *Win, Lose or Draw* and *Entertainment Tonight* tied for eighth. The off-network *Cheers* placed

10th, while first-season *Family Feud* tied *Night Court*, in its first season in syndication, for 11th place.

Family Ties finished 13th, followed by *A Current Affair*, which averaged a 6.5/12. *Geraldo* and *Star Trek: The Next Generation* tied for 15th, each averaging a 6.3 rating (the *Star Trek* average is for less than the full sweeps period because the first-run weekly was delayed due to the writers' strike).

The much publicized *USA Today On TV* (known as *USA Today: The Television Show* during the sweeps) was ranked 20th overall in its first sweeps outing. Paramount's first-season weekly *War of the Worlds* ranked 30th with an average 4.6/7.

Buena Vista Television's *Duck Tales* remained the number-one children's show, followed by *Cosby*, *Punky Brewster*, *Disney* and *Fun House*. The top five shows in late fringe were *Newhart*, *Cheers*, *M*A*S*H*, *Family Ties* and *Night Court*.

No discouraging words at NAB board meeting

'Love fest' in Phoenix finds directors pleased with budget, generally in agreement over policy direction

Harmony and unanimity were the watchwords of last week's National Association of Broadcasters joint board of directors meeting in Scottsdale, Ariz. It was, as one director said, "a love fest." The only shortcomings, perhaps, were environmental (the weather, especially at night, was chillier than most preferred and there were complaints that the exclusive Scottsdale Princess hotel complex was too expensive).

A more cohesive NAB emerged after the four-day session. Only a year ago in Hawaii, NAB President Eddie Fritts and the board were at odds. The directors were unhappy with NAB's budget process and Fritts was piqued over what he felt were attempts to micromanage the association (BROADCASTING, Jan. 25, 1988). But the air has since cleared. There is a strong sense among the directors that NAB is on the right track and that its finances are in order, according to radio director Robert Fish of Federal Communications Corp., Providence, R.I.

Whereas the directors were grumbling in Hawaii about the chief executive's travel and entertainment expenses, this year some voiced concern that the NAB president might not be adequately compensated after reading reports about the salaries of rival trade association presidents, which were considerably higher (BROADCASTING, Jan. 2).

There were no major struggles over policy. NAB's \$15.7 million budget breezed through with little discussion (see page 143). The directors were pleased with the 50% boost in the government relations budget. And they were particularly complimentary of chief lobbyist Jim May. The joint board heard the results of a survey conducted among TV and radio group executives that concluded that NAB's primary mission should be representation on Capitol Hill and at the FCC.

May also revealed plans to beef up the association's television and radio political

action committee by establishing a new trustee system aimed at raising \$500,000 a year.

It was anticipated that the toughest policy decision facing the board would involve the fairness doctrine. But the board reaffirmed the association's opposition to the doctrine. The industry has not been in sync over fairness. There are those who want NAB to maintain its steadfast resistance to the doctrine while others want to use fairness as a bargaining chip to achieve the industry's legislative goals.

This time when the board took up fairness it did not become embroiled in a bitter debate. And there was no talk of trade-offs, reported radio director Richard Novik of WKIP(AM) Poughkeepsie, N.Y. Novik, who urged his colleagues not to abandon NAB's position against fairness, is confident that the association will wage a serious campaign to block a fairness doctrine bill.

"The most important message [from the fairness decision] is that this is a matter of principle," said Shamrock Broadcasting's William Clark, a member of the radio executive committee. The board told the executive committee, explained Clark, that it does not want to "sacrifice it...we want to win. This is our policy; do what you have to do to accomplish this."

There was no tension between TV and radio, despite separate legislative objectives for the 101st Congress. Radio is serious about a radio-only license renewal bill. If there were any fireworks during the meeting, sources said they occurred during the radio session when directors expressed dis-

may over what they felt was an attempt by NAB staff to sidestep the issue of a radio-only bill and put the matter on the association's "backburner." But as one director told BROADCASTING, the board quickly made it clear that radio-only legislation was to be assigned priority status. The radio board also directed NAB to urge the FCC to reconsider its decision approving the use of FM directional antennas. And the directors adopted a resolution stating NAB's determination to "do everything possible to establish localism and spectrum integrity as the foundation of the FCC's radio allocations policies."

On the TV side, it seemed that nothing could be more important than gaining a permanent set of mandatory cable carriage rules (must carry). Fritts updated the directors on the status of his must-carry negotiations with National Cable Television Association President Jim Mooney (BROADCASTING, Jan 16).

In trying to devise a must-carry bill that would pass constitutional muster, NAB is taking an approach that would call for a must-carry rule based on a congressional determination that, for the sake of competition, it is necessary to preserve a universally available television service—that is, broadcasting.

As talks between NAB and NCTA progress, cutting a deal may prove tricky. Broadcasters want language protecting them from having their channel assignments switched by cable operators, and they would like those must-carry signals to be placed on the cable systems' lowest tier of service. There are no signs that cable will meet those demands.

And now, some radio directors are showing an interest in must carry. The subject arose during a legislative forum sponsored by NAB prior to the board meeting (see story, page 139). Board member Paul Hedberg of Hedberg Broadcasting, Spirit Lake, Iowa, voiced his frustration in having no recourse when his local cable operator chose to carry Minneapolis radio signals rather than his station, KEEZ-FM Mankato, Minn.

It is an issue that Fritts later told BROAD-

How will the NAB spend \$15.7 million in 1989-90? The dollars and cents are broken out in an exclusive report on page 143.

CASTING would have to be researched further. NAB needs to know how many radio stations are carried by cable systems before it takes a stand on the matter.

While at this point there is little enthusiasm among TV directors for seeking repeal of cable's compulsory copyright license, sources suggested it might become an option if the talks with cable fail to produce an acceptable deal.



Robert Hynes, NBC, Washington, TV board member

Both TV and radio directors heard more about the telephone industry and its ambition to offer video services. A briefing paper prepared for the directors points out that telephone executives "appear to be woefully naive of the programming process, the relationship of Hollywood-based programmers and local broadcast stations and the general economics of the programming marketplace. Some of the telephone company executives [NAB has contacted] indicated that they have met with the Hollywood programming community and discussed how their mutual interests could be served."

Moreover, the document emphasizes that the phone companies are fearful of cable. "They express concern that the cable industry could get into their business more easily than the telephone companies could get into the cable television business."

High-definition television was on the TV agenda, with director Hal Protter of Gaylord Broadcasting's WVTM(TV) Milwaukee urging NAB to actively promote consumer use of improved-definition TV until HDTV comes along.

The television board also voted to officially dissolve the Television Information Office on March 31, 1989. And it agreed to have the TIO library become part of the Museum of Broadcasting in New York. TIO will contribute \$50,000 to facilitate the move. And NAB will finance the Roper Study commencing with the 1991 report.

TV's and radio's shared concerns over such issues as spectrum fees and proposals to ban beer and wine ads or limit the deductibility of advertising expenses were also given

some attention. And there were strong indications at the legislative forum that the industry was vulnerable on those fronts.

Politicking for seats on NAB's executive committee was well under way when the Scottsdale meeting adjourned. Candidates were lined up for the radio chairmanship and vice chairmanship. Bill Sanders, KICD-AM-FM Spencer, Iowa. Bob Pricer of WCLT-AM-FM Newark, Ohio, and Don Newberg with WGOW(AM)-WSKZ(FM) Chattanooga are running for chairman. David Hicks, Hicks Broadcasting, Battle Creek, Mich., and Art Suberbielle of KANE(AM) New Iberia, La.,



Jeff Smulyan, Emmis Broadcasting, Indianapolis, and Carl Hirsch, Legacy Broadcasting, Los Angeles, both radio board members

Association with NAB in 1986 expired as Clark reported that the final legal dissolution of NRBA occurred the week before the Arizona meeting.

There was a sense that the unification process was working because as Bernie Mann of Mann Media, High Point, N.C., pointed out (he held one of the NRBA seats), seven former NRBA members have since been elected to the NAB board; more



Eugene Cowen, Capcities/ABC, Washington, TV board member



L to r: Nina and Norman Wain, Metroplex Communications, Cleveland; Lynne and Dick Harris, Group W Radio, New York

are seeking the vice chairmanship. No official candidates announced for the TV seats, although Cullie Tarleton of WBTV(TV) Charlotte, N.C., and Ron Townsend of WUSA(TV) Washington have been mentioned for the chairmanship and vice chairmanship, respectively.

Other activity included the selection of this year's recipient of the NAB Distinguished Service Award—Jim Duffy, Capcities/ABC president, communications, network and broadcast groups. Duffy is being recognized for his work on Project Literacy U.S., an outreach program to fight illiteracy sponsored by ABC and PBS.

For radio, the meeting had special significance. The last of the so-called unification board seats created to accommodate the merger of the National Radio broadcasters

have been nominated, and by next June there could be as many as 10 or 11 ex-NRBA members on the board.

It was Mann's hope, he said in farewell remarks to the NAB directors, that the association had benefited from the "feistiness and practicality" of the NRBA.

Mann also presented a \$70,000 check to All-Industry Radio Music License Committee Chairman Dick Harris. The funds, which represent half of what had been in the NRBA treasury, will be used by the committee to establish a New York office.

Among other radio considerations was a decision to hold an AM improvement retreat. TV directors endorsed a bylaws change, subject to full membership vote, to give each of the three network affiliate organizations a seat on the board. □

Hold the phone—Capcities/ABC, MGM/UA pick up interactive system

System would speed processing of 800 and 900 number calls

Capital Cities/ABC Video Enterprises and MGM/UA have entered into separate agreements with an American Express company for use of technology that could give a big boost to interactive radio and television programming, it was announced last week.

The technology is designed by FDR Interactive Technologies to permit thousands of viewers to participate simultaneously via toll-free 800 numbers and 900 numbers in interactive game shows and programs featuring polls, surveys, sales and promotions.

MGM/UA said it will be using the technology for *Hotline*, a new half-hour, first-run syndicated game show that will be demonstrated this week at the NATPE programming convention in Houston.

The game calls on viewers to respond to a series of questions via a "900" telephone number, it said. Callers will be selected randomly for prizes; in-studio contestants will compete by answering questions based on home viewers' telephoned responses.

The show is being offered for fall 1989,

with availability on a cash-barter basis.

Capcities stressed that its use of the technology is strictly experimental. Its arrangement with FDR will allow all areas of the company—the television network, the radio networks, the cable networks and publications—to experiment with the system.

"It may work and it may not work," said Herb Granath, president, Capcities/ABC Video Enterprises. "It all hinges on the test, and our commitment is only for the test," he said, which, he added, will probably run through spring 1989.

Granath would not specify where the new technology would first be applied at Capcities, although he said that he "could see it working with [ESPN's] *Sunday Night Football* and...its new baseball package."

The biggest user of the new technology during the test period is expected to be advertisers, said Granath. But, he said, "we're not at this point selling the thing, because we don't know how the test is going to work out."

FDR's claims that the biggest advantage of its system over other systems is its ability to handle quickly a high volume of calls.

The company said it expects to be able to accommodate approximately 30,000 callers at once by year end. Processing calls from a computer based in Omaha, FDR claimed, it will be able to tabulate responses from thousands of calls within one minute.

FDR is an affiliate of Nebraska-based First Data Resources Inc., a wholly owned subsidiary of American Express Travel Related Services Co. FDR Resources provides payment systems, telecommunications and data processing services. □

Geraldo announces formation of company to buy TV stations

Five Hispanic businessmen, among them Geraldo Rivera and comedian Richard (Cheech) Marin, said last week that they were seeking to establish a TV station group, Maravilla Communications, by pooling their money and taking advantage of the FCC's minority tax certificate policy.

The men said at a press conference last Thursday (Jan. 19) that they hoped to gain a bidding edge on stations through the FCC's tax certificate policy, which grants tax breaks to companies that sell broadcast properties to minorities, including Hispanics. The men emphasized that they would be contributing 51% of their venture's equity, and would have an active interest in station operation. "We're not going to be a front," Rivera said.

Rivera would not specify how much money the men are investing between them, saying only, "We are all men of means." Rivera also declined to identify what investment banking company was helping them raise capital.

Rivera said that the group was interested in acquiring network-affiliated stations in the top 40 markets. He was publicizing the group, he said, to expand his shopping list beyond the approximately 40 network affiliates believed to be on the market. "We know of 40 opportunities," he said. "I'm sure there are 80." Rivera said the group had looked at the Knight-Ridder stations currently for sale, but had not yet made an offer. The group said that they were not currently interested in acquiring Spanish-language stations.

In the group, along with Rivera and Marin, are Herman Badillo, former president of the Bronx borough of New York City; Tony Bonilla Sr., an attorney based in Corpus Christi, Tex., and Marcelino Miyares, president of the studio where Rivera tapes his syndicated talk show. All three men have some familiarity with broadcast ownership. Badillo is chairman of the board and 20% stockholder of the company that holds WJIT(AM) New York, a Spanish-language station. Bonilla is a stockholder of KOR-TV Corpus Christi, Tex., a Univision affiliate. Miyares was owner of Spanish language WBB(TV) Chicago, which was on the air from 1982 to 1985. □

Schedule set for HDTV system testing

An initiative to establish a worldwide high-definition television production standard begun in the Soviet Union last year was advanced as an international group of experts in television technology reconvened in Moscow. Among the group's accomplishments during a Jan. 12-13 meeting were the development of a comparative test plan to examine proposed production systems, the establishment of a technical committee to oversee the tests and an agreement to begin the tests in March. Results of the trials will be forwarded to the International Radio Consultative Committee (CCIR) to aid in its considerations for establishment of a world standard.

The group's efforts began last Sept. 2 when 10 leading television engineers met in Moscow at a meeting called by Henrikas Yushkivaitshus, vice chairman of the USSR State Committee for Television and Radio (BROADCASTING, Sept. 12, 1988). Among the notable attendees at the first meeting were William G. Connolly, president, advanced television systems, Sony Corp. of America; Joseph Flaherty, CBS vice president and general manager, engineering and development, and Richard C. Kirby, director, CCIR.

A total of 25 attended the second meeting, including most of the attendees from last September. Among the additions were Richard Stumpf, vice president, engineering, Universal Studios (who chaired the group that documented the 1,125/60 standard for the Society of Motion Picture and Television Engineers); Kenneth Davies, director, engineering and technical planning and development, Candian Broadcasting Corp., and Ronald J. Gnidziejko, director, capital projects, NBC.

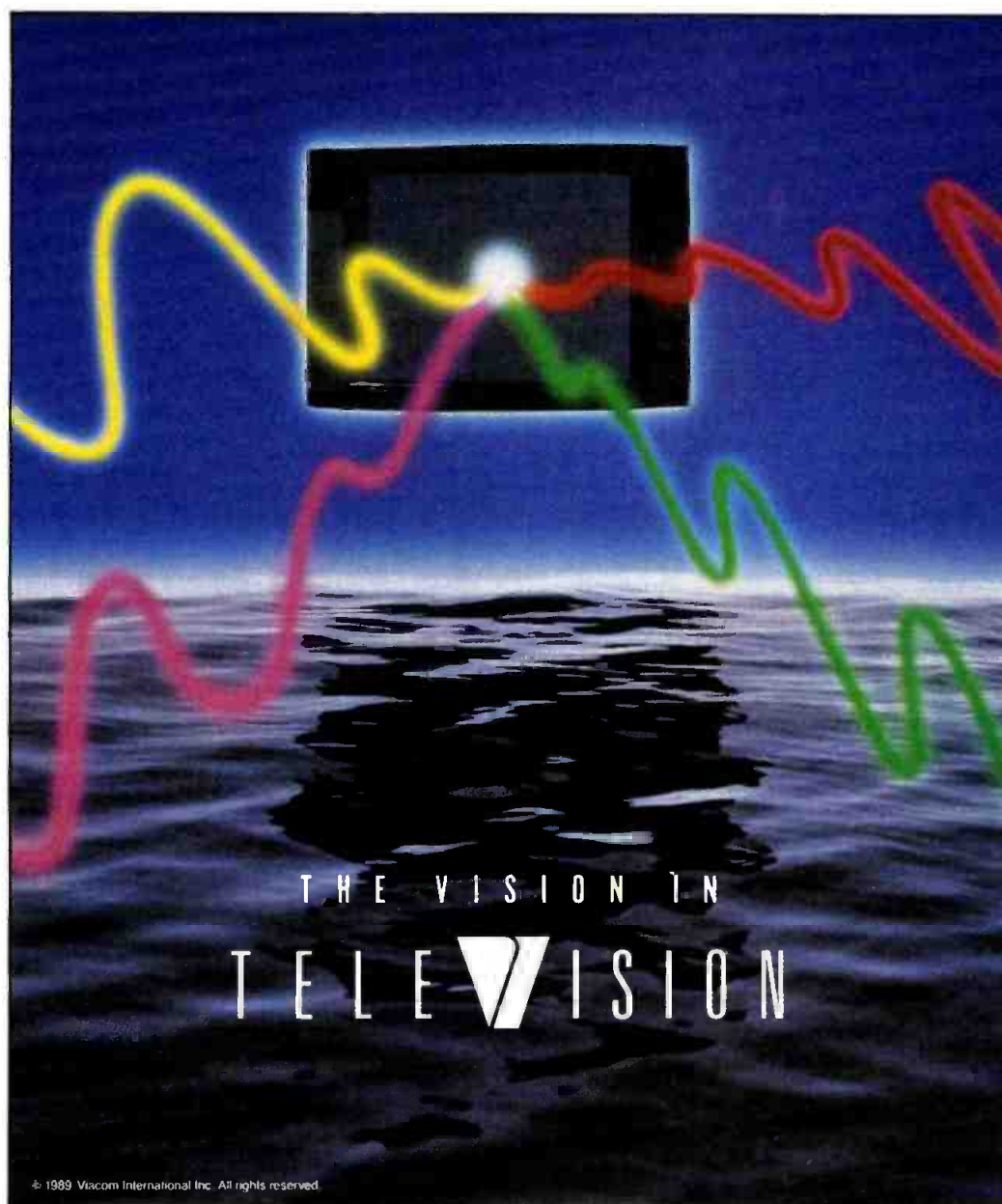
The group formed a technical committee of specialists and quickly set up a test plan. George Waters, director of the European Broadcasting Union's Technical Center, was named chairman of the technical group and Yuri Krylov, director of the OIRT (International Radio and TV Organization) technical center in Prague was named vice chairman.

Arrangements were made for Japanese 1,125/60 equipment to be sent to Moscow for testing in early March. The group also sent a message to the Eureka HDTV Directorate, which has developed hardware for a 1,250/50 production system, requesting the soonest possible delivery of equipment to test that system. Hardware has not yet been developed for a 1,375-line system which is being developed by the Soviet Union, or a 1,050-line system proposed last fall by NBC.

The test plan developed by the technical committee will subjectively judge the comparative quality of the systems' pictures, post-production capabilities, down-conversion quality into the current NTSC, PAL and SECAM recording systems and quality of transfers onto 35 mm film. Objective tests to spot possible malfunctions in the systems are also to be carried out. Images will be judged on 18-inch and 40-inch monitors and 120-inch projection screens.

NATPE 1989

Offering a world of television programming



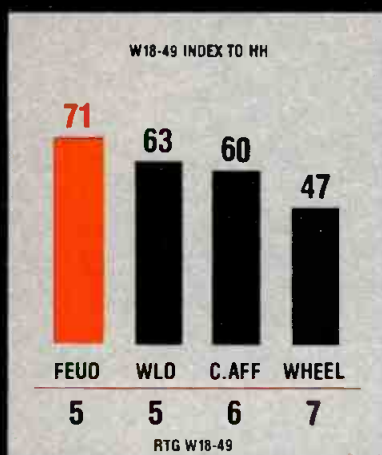
STRENGTH

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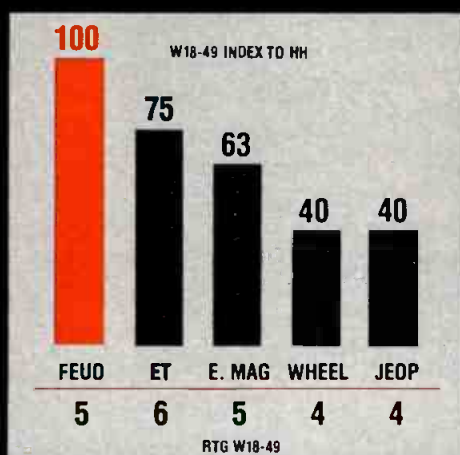
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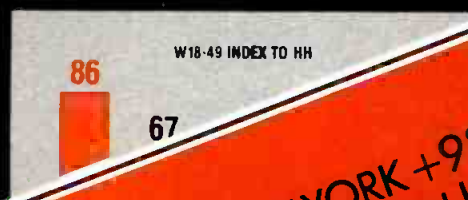
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©1988 Walter Lantz Productions, Inc.

The Woody Woodpecker Show

Newly formatted
theatrical-grade half-hours.

- Top 10 last two years.



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The Flintstones

A Hanna-Barbera classic.

- Top 10 last two years.

evergreens.



©1988 Hanna-Barbera Productions, Inc.

Scooby-Doo

Longest running animated series produced for television.

- Top 10 last two years.



©1988 Hank Ketcham Enterprises, Inc.

Dennis the Menace

Animated strip introduced just two years ago.

- Top 10 last two years.



Evergreens are always in season.

The way we were, are and will be

Almost 1990. The Fifth Estate has come such a long way, and yet has so far to go. It boggles the mind.

That's nowhere more true than in the business of television programming—NATPE's business. New media forms abound. Old standbys are challenged. The entire foundation of what we used to call "the American system of broadcasting" has undergone a sea change.

One thing remains constant: the play is still the thing. The world still beats a path to the door of the person with a better programming idea.

Actually, a few other things remain constant too:

- Creative talent is a scarce commodity; it cannot be invented, although it can be encouraged. Nor can creativity be legislated—a lesson official Washington has yet to learn.

- The audience doesn't care where its entertainment comes from—over-the-air TV, cable TV, MMDS, DBS. (Were this written a decade or so hence we might add, "or the telephone company.")

- But the audience does care. It will discover talent hidden under bushels at the same time it dismisses the most elaborate hype. Indeed, in an unreliable world, the audience's essential good judgment is the programmer's greatest constant.

- Moreover, the audience cares more and more. Its attachment to television grows almost by leaps and bounds. Ever more hours are spent before the television set. Ever more satisfaction is drawn from it.

Thus our optimism for the future. The television pie grows larger even as its pieces grow smaller.

If there is a concern on the horizon it is that the best of the old may be lost as the industry rushes toward the new. "The American system of broadcasting" wasn't meant to be a box office—or certainly, not *just* a box office. There was in the early days of radio and similarly in conventional television a glue to hold it all together. It was that glue that distinguishes broadcasters and broadcasting from the corner video store—a sense of public service, a feeling of community identity, an *editorship*, if you will, that made no two parts of the system like any other two.

BROADCASTING has never been in favor of legislating or regulating program control. We oppose, for example, the notion of codifying a public interest standard, as is now in vogue among some. Such an action flies in the face of the First Amendment and makes lackeys of those upon whom we depend for the freedom of our information and the vitality of our airways/wireways.

We nevertheless commend the spirit of "the American system of broadcasting," and its sense of stewardship, to those who will captain the electronic future. It is not a relic of the past; it is a heritage that can guide both the industry and the country as they advance to the 21st Century.



Lawrence B. Taishoff
President and Publisher

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A WINNER!

5.1	7.4	8.2	6.0	15.8	13.5	7.2
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A Mark Goodson Production
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Special Report



'Duck Tales'



'Star Trek: The Next Generation'



'Wheel of Fortune'

NATPE '89: The art of programing sales

Tabloid offerings, children's fare, game shows are among wares vying for renewal or chance for firm go at annual gathering in Houston

The Super Bowl of U.S.-based television programming conventions—sponsored by NATPE International—gets its 1989 gathering under way tomorrow (Jan. 24) in Houston. Whether the event lives up to its advance promotion remains to be seen. The reviews are mixed on just how lively, or not, the show will be, and on how much program buying will take place.

No single new show seems to have captured the fancy of the industry, although recent developments in both the children's and tabloid program forms have sparked a

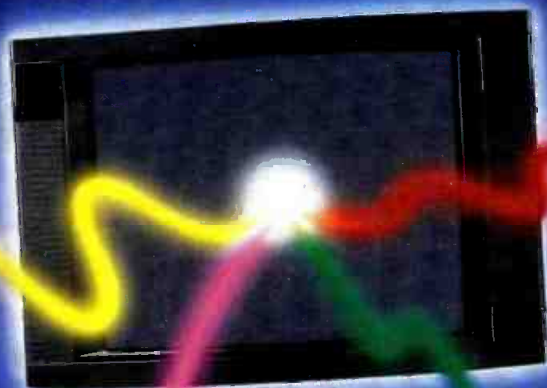
lot of publicity and debate about the future of those genres.

At the Association of Independent Television Stations convention earlier this month, both Disney's Buena Vista Television and Warner Bros.-Lorimar announced new animation projects for 1990 (BROADCASTING, Jan. 9). That was taken as a signal that those companies believe stations, particularly independents, will remain in the children's programing business for the long term—if suppliers come up with quality animation programs that draw ratings.

The concern from the station community is that they've seen children's national spot advertising revenue shrink considerably in the past two years, including a reported 30% drop last year.

Nevertheless, both Buena Vista and Warner-Lorimar are aggressively selling their new projects. Buena Vista has signed several of the Gaylord stations, including flagship station KTVT(TV) Fort Worth, Tex., to the *Disney Afternoon* package of four programs that will be complete by fall 1990. "I'm impressed with Disney," said Charles Edwards, general manager, KTVT. "You've got to bet on them."

Disney's animation block concept is driven by the success of its *Duck Tales* strip, which continues as the number one children's syndication program in its second season on the air. Edwards said he'd also make an offer for the new *Tiny Tunes* program being developed (also for fall 1990 availability) by Warner-Lorimar and Steven



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Family Affair
Frank's Place
Gomer Pyle U.S.M.C.
The Life & Times of
Grizzly Adams
Gunsmoke
Have Gun, Will Travel
Hawaii Five-O
Hogan's Heroes
The Honeymooners

I Love Lucy
Marshal Dillon
The Mary Tyler Moore Show
My Three Sons
Perry Mason
Petticoat Junction
The Phil Silvers Show
The Rookies
The Twilight Zone
The Wild Wild West



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| Features I | Features XII |
| Features II | Features XIII |
| Features III | The Exploitable |
| Features IV | Exploitable III |
| Features V | Exploitable 4 |
| Features VI | Gasp |
| Features VII | The Legend Group |
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| Features Nine | Perry Mason Features |
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| Features XI | Young and Reckless |

VIACOM DISTRIBUTED NETWORK SERIES

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The Cosby Show
Jake & The Fatman
Matlock
Roseanne



Spielberg. That program has been picked up already by KCOP-TV Los Angeles.

In tabloid television, King World tried to shake things up with its launch of *Inside Edition* on Jan. 9, but that program fell considerably short of its projected 8 rating. Last week the debate began about what the show's fortunes would do to the genre, although most stressed it is too early to draw many conclusions.

"You hate to write it off after only a week and a half," said Victoria Gregorian, program director, WSVN(TV) Miami. WSVN launched its own local tabloid show, *Inside Story*, on Jan. 3, which has been beating the King World show in the ratings "decidedly" since the latter debuted, she said. If *Inside Edition* does not grow soon, said Gregorian, "that may impact a lot of buyers and sellers. Would-be tabloid launchers, including Paramount [*Tabloid*], MCA [*\$Reward\$*] and Quintex [*Crime Diaries*] may want to wait and see what happens," she said.

There are about 10 new tabloid programs being proposed for launch in 1989, and some program analysts caution that could be too much of a good thing. The concern is that a number of the proposed programs make it to air and then start cannibalizing each other's audiences, leaving all the shows weaker in the process. "You get into an 'eating our young' syndrome," said Richard Kurlander, vice president, director of programming, Petry Television.

In one sense, observers note, the timing of this week's show is a little awkward, although every year, it seems, there are complaints about the timing. "Last year was the NATPE that almost wasn't," said Janeen Bjork, vice president, director of programming, Seltel, a reference to the difficulty syndicators had launching new shows with so many strong programs being renewed.

"This is the NATPE that shouldn't be," at least not this week, added Bjork, explaining that stations that have not made their fall program moves by now are not in a great rush to do so at the convention. "There are the haves and the have-nots in early fringe and access," she said. "If you can't steal *Oprah* or *Geraldo* [and don't have *The Cosby Show*, 2nd ranked in early fringe and third ranked in prime access during November 1988], there is not a lot of excitement about what remains. What's the hurry? If NATPE were happening two

months from now there would be more product [bought and sold] for all concerned."

The situation is a little more volatile in prime time access, although King World's *Wheel of Fortune* and *Jeopardy!* remain the first- and second-ranked shows in the time period. Still, several rep firms have put out alerts, reporting that both programs have experienced substantial erosion in key female demographics.

Petry's Kurlander agreed with the suggestion that acquisition activity at the show will likely be "on the slow side." For larger markets, "most of the buying is done," although the futures of several existing shows, including the newly launched *Inside Edition* and the newly named *USA Today On TV*, as well as *Family Feud*, "still have to be sorted out," said Kurlander.

But others suggested last week that the stumbling start of *Inside Edition* could work to the advantage of distributors at NATPE. "That show could have come out of the gate and done huge numbers and locked up the time period," said Carol Martz, program director, KCOP(TV) Los Angeles. Some of those time periods now may become available, Martz said, particularly if stations panic in reaction to the "less than stellar" start the show has registered.

Copycat programs have always been a tradition in the television business, at both the network and syndication levels. Martz and others suggest that has never been more evident than in this development season. "There is more copycatting than ever," said Martz, noting not just the tabloid clones permeating the marketplace, but also the emergence of celebrity-driven game shows, where the "game" becomes secondary to those playing it. Driven by the success over the past two years of *Win, Lose or Draw*, new celebrity game shows for next fall include *Celebrity Secrets* (Casablanca IV/AMG), *Star*Play* (MCA TV Enterprises) and *Make Your Move* (Worldvision).

Other station programmers pointed to the continued proliferation of what Gregorian termed "has-been shows," exemplified by such recent remakes as *The Munsters Today* and *The New Leave it to Beaver*, which will be joined by several more next season, including *Lassie*, *The New Archies* and a colorized version of *McHale's Navy*.

Some remakes work and some don't. Attempts to bring back *The Monkees*, *Rat*

Patrol and *Sea Hunt* have all failed in recent years. On the other hand, MCA is satisfied enough with the response to *Munsters Today* that it has renewed the show for a second year. And, the company already has cleared *Lassie* in 70% of the country for its fall premiere.

But one first-run program type, the weekly one-hour format, led by Paramount's *Star Trek: The Next Generation*, has sparked several attempts at not just copycat shows but truly counterprogramming efforts. Gregorian of WSVN sees two of them—*American Gladiators* and *Rollergames*—as perhaps the only truly innovative program concepts of the current development season.

Rollergames, which brings MTV's slick video style to the roller derby concept, has been cleared by Quintex Entertainment in 26 of the top 30 markets and 57% of the country. Samuel Goldwyn's *Gladiators* pits guest contestants against the show's team of "gladiators" in physical games. Both programs are done in a campy style, not unlike wrestling shows, which have performed well in syndication. The risk, according to Gregorian, is that "people are going to either love it or hate it. I'd rather go with a show that will play well somewhere on the schedule."

Distributors going to NATPE will focus as much on renewals as new projects. "I always go into a show optimistically until I'm proven wrong," said Shelly Schwab, president, MCA TV Enterprises. "We have five returning series and four new ones, and I expect to renew all five [including four first-run comedies and *The Morton Downey Jr. Show*] and bring the four new shows" to air. Schwab said the company's focus at NATPE will be clearing two new shows more geared toward affiliates, *Star*Play* and *\$Reward\$*.

Bob Jacquemin, president of Buena Vista Television, indicated that his sense, from conversations with others in the industry, is that "there will be less of a turnout [among television industry executives] than might normally be anticipated." Jacquemin added he expects Buena Vista to do more renewal business than selling new product. The company's new animation program for fall 1989, *Chip 'n' Dale's Rescue Rangers*, has been on the market for well over a year. Three new products, including the off-network *Golden Girls* and two new animation strips, don't debut until 1990. □

NATPE's daily program log

Tuesday, Jan. 24

7:30 a.m.-9:30 a.m.: NATPE management seminar, *Managing by Marketing*. *Speaker:* Jagdish Sheth. Room 306.

9-10 a.m.: Concurrent seminars:

ABC meeting. General Assembly A. *Moderator:* Pat Patton, KMBC-TV Kansas City, Mo. *Panelists:* David Lane, WFAA-TV Dallas; Clyde Payne WBKQ(TV) Bowling Green, Ky.

CBS meeting. General Assembly B. *Moderator:* Rick Reeves, WCPO-TV Cincinnati.

nati. Panelists: Kim LeMasters, CBS; Tony Malara, CBS; Scott Michels, CBS; David Poltrack, CBS; George Schweitzer, CBS.

NBC meeting. General Assembly C. *Moderator:* Lon Lee, KCNC-TV Denver. *Panelists:* Pier Mapes, NBC; Brandon Tartikoff, NBC.

Independent meeting—We Don't Do Windows. Room 301 *Moderator:* Preston Padden, INTV, Washington. *Panelists:* Martin Brantley, KPTV(TV) Portland; Charles Edwards, KTVU(TV) Fort Worth; David Kenin, USA Network, New York; Kevin O'Brien, KTVU(TV) San Francisco.

PBS meeting—Selling Syndicated Programming to Public TV. Room 309A. *Moderator:* Tom Doggett, Oregon Public Broadcasting, Portland. *Panelists:* Robin Breed, Public Broadcasting Service; Julius Cain, BBC/Lionheart, New Orleans; Al Rose, New Jersey Network, Trenton, N.J.; Nikkie Scher, Interre-

gional Programming Service, Boston.

Cable meeting—The Place for Hollywood's Best. Room 309B. *Moderator:* Char Beales, National Academy of Cable Programming, Washington. *Panelists:* Gerry Hogan, Turner Broadcasting System, Atlanta; Thomas Freston, MTV Networks, New York; Al Rush, MCA Television Group, Los Angeles.

Home video meeting—How TV Stations Can Join the Video Revolution. Room 308A. *Moderator:* Bob Klingensmith, Paramount, Los Angeles. *Panelists:* Ron Castell, Erol's Video, Springfield, Va.; Lou Berg and Susan Gee, Audio/Video Plus, Houston; Alan Kaplan, Applause Video, Omaha; Gary Messenger, North American Video, Durham, N.C.; Barry Rosenblatt, Blockbuster Video, San Diego.

Community broadcasting—The LPTV Programming Prospective. Room 305A. *Moderator:* John Kompas, CBA, Milwaukee. *Panelists:* Lana Coon, Fishing the West, Miller, Ore.; Mark Osmundson, K39AS, Marshalltown, Iowa; David Post, ChannelAmerica, New York; Robert Raff, K06K2, Junction City, Kan.

10-11:30 a.m.: Opening general session/brunch. Ballroom. *Introduction:* Phil Corvo, president, NATPE International.

Welcome, opening comments: Joe Weber, chairman NATPE/MMT Sales.

Keynote speaker: Michael Eisner, chairman and CEO, Walt Disney Co.

Fun in Management: Matt Winstein, Playfair.

11:30 a.m.-1:00 p.m.:

Concurrent seminars:

The Hot Regulatory issues Facing Television. General Assembly A. *Moderator:* Carl Grant, Nations Business Today/ESPN, U.S. Chamber of Commerce. *Panelists:* Brenda Fox, NCTA, Washington; Jim Graf, Contel, U.S. Telephone Association, Washington; Norman Horowitz, MGM/UA Communications, Los Angeles; Mark Mandela, ABC, New York; Preston Padden, INTV, Washington; Donald West, BROADCASTING, Washington.

Kids. General Assembly B. *Moderator:* Actress, producer Shelly Duvall. *Panelists:* Bob Behrens, Behrens Productions, Miami; Andy Heywood, DIC Enterprises Inc., Los Angeles; Phyllis Tucker-Vincent, NBC, New York.

Where to Find Your Next Hit. General Assembly C. *Moderator:* Fred Silverman, The Fred Silverman Co., Los Angeles. *Panelists:* Jim Dauphinee, King World, Los Angeles; Simone Halberstadt Harari, Tele Images, Paris; Bob Pittman, Quantum, New York; Deb Zeyen, Group W Sales, Los Angeles.

Programming, Promotion & the Marketing Process. Room 301. *Moderator:* Sally Jessy Raphael. *Panelists:* Diane Bagwell, wis-TV Columbia, S.C.; Carl Bauman, WREG-TV Memphis; Dick Lippin, The Lippin Group, Los Angeles; Joseph Logsdon, WFTS-TV Tampa; Ron Lowen, KPLC-TV Lake Charles, La.; Michael Mischler, CBS Broadcast Group, Los Angeles; Gary Nielsen, KPTM-TV Omaha.

1-6:30 p.m.: Exhibition.

4:30 p.m.: International seminar: Over There, Over Here: The American Viewer's Growing Interest in Foreign Programming. General Assembly A.

Moderator: Andrew Quinn, Granada Television, Manchester, England. *Panelists:* Ron Devillier, Devillier Donegan Enterprises, Washington; Pat Faust, WTTW-TV Chicago; Larry Fraiberg, MCA Broadcasting, New York; David Kenin, USA Network, New York; Bruce Rider, Disney Cable, Los Angeles; Jim Warner, HBO, New York.

6-7:30 p.m.: International reception. Pre-function area/Ballroom.

Wednesday, Jan. 25

7:15-8:30 a.m.: NATPE management institute: Developing Influence. *Speaker:* Caren Siehl, Room 306.

8:30-10 a.m.: General session/breakfast. Ballroom. *Host:* Lon Lee, first vice chairman, NATPE, KCNC-TV Denver. *Educational Foundation report:* Lew Klein, president, NATPE Educational Foundation/Gateway Communications.

TV with a Bite: New Directions in Talk and Magazine Shows. *Moderator:* Charlie Rose, CBS News, *Nightwatch*. *Panelists:* Morton Downey Jr.; Maury Povich; Sally Jessy Raphael; Geraldo Rivera.

9:30-11:30 a.m.: International exhibition hours.

10-11:30 a.m.: Concurrent seminars.

Washington update. General Assembly A. *Moderator:* Edward Fritts, NAB, Washington. *Panelists:* Congressman Edward Markey (D-Mass.); Jeff Bauman, NAB, Washington; Patricia Diaz Dennis, FCC; Jim May, NAB, Washington; James Quello, FCC.

The Art of HDTV—The Biggest Change Since Color. Room 305 B. *Moderator:* Peter Caranicas, *Wrap Magazine*, New York. *Panelists:* Mark Blandford, Daystar, Toronto; John Galt, Sony Corp., Toronto; David Niles, 1125 Productions, New York; Barry Rebo, Rebo Studios, New York.

What's My Job Tomorrow? General Assembly C. *Moderator:* Derk Zimmer-

man, Group W Productions, Los Angeles. *Panelists:* Bill Castleman, ACT III Broadcasting, Atlanta; Karen Copeland, WNBC-TV New York; Bobbi Gablemann, Paramount Television, New York; Brad Marks, Korn Ferry International, Los Angeles.

Local Program Impact. Room 301. *Moderator:* Bill Kurtis, WBBM-TV Chicago. *Panelists:* Gary Brandt, KJLB-TV Davenport, Iowa; Mark Engel, WSB Atlanta; Pat Patton, KMBC-TV Kansas City, Mo.; Karen Lee Rice, KOIN-TV Portland, Ore.; Joe Schwartzel, WINK-TV Fort Meyers, Fla.

11:30 a.m.-6:30 p.m.: Exhibition.

11:30 a.m.-1 p.m.: The Future of Hispanic Telecommunications Industry. Room 306. *Moderator:* Michael Jay Solomon, Lorimar Telepictures, Los Angeles. *Panelists:* Carlos Barba, Telemundo Group, New York; Osvaldo Barzelatto, MGM/UA Telecommunications, Santiago, Chile; Fernando Diez Barroso, Univisa, Los Angeles; Marcel Granier, Radio Caracas Television, Caracas, Venezuela; Valentin Pimstein, Televisa, Mexico City.

6:30-7:30 p.m.: Alumni club reception. Pre-function area/Ballroom.

Thursday, Jan. 26

7:15-8:30 a.m. NATPE management institute: Understanding Basic Finance. *Speaker:* John Lacey, Room 306.

8:30-10 a.m.: General session/breakfast. Ballroom. *Host:* Marc Doyle, second vice chairman, NATPE, Doyle & Associates. **The Writers.** *Moderator:* Dick Cavett. *Panelists:* Steven Bochco, *L.A. Law*, *Hill Street Blues*; Stephen Cannell, *Hunter*, *21 Jump Street*; Fay Kanin, *Friendly Fire*, *Heartsounds*; John Markus, *The Bill Cosby Show*; Bruce Paltrow, *Tattinger's*, *St. Elsewhere*; Esther Shapiro, *Dynasty*.

Chairman's award: Joe Weber, chairman, NATPE International, MMT Sales, New York.

10-11:30 a.m.: Concurrent seminars:

Can News and Programming Work Together? General Assembly A. *Moderator:* Nick Clooney, *On Trial*, Republic Pictures Television. *Panelists:* Jayne Adair, Sue McInerney, KDKA-TV Pittsburgh; Ed Godfrey, Russ Read, WAVE-TV Louisville, Ky.; Steve Currie, Craig Kuhlman, KOIN-TV Portland, Ore.

Syndication: Riding the Rumble Seat to the '90's. General Assembly B. *Moderator:* Ave Butensky, Fries Distribution, Los Angeles. *Discussant:* Paul Kagan, Paul Kagan & Associates, Carmel, Calif.

—Your Reps Will Show It to You. *Panelists:* James Coppersmith, WCVB-TV Boston; Roger King, King World, New York; John Von Soosten, Katz Communications, New York.

—First-run Fables. With: Rick Levy, D.L. Taffner Ltd., New York; Peter Lund, Multimedia, New York; John Ryan, Worldvision, New York.

—Focus on the Future. With: Ralph Baruch, Gannett Center for Media Studies, New York; John Conomike, Hearst Broadcasting, New York; Charles Fries, Fries Entertainment, Los Angeles; Jim Rosenfield, Blair Communications, New York.

Coproductions: Canada Brings You to the World. General Assembly C. *Moderator:* Sam Wendel, Telefilm Canada. *Panelists:* Susan Caven, Alliance Entertainment; Nicolas Clermont, Filmline International; Pat Ferns, Primedia Productions; Claude Heroux, Communications Claude Heroux Inc.; Andre Lamy, Cine Groupe, Montreal.

Music Licensing. Room 306. *Moderator:* Sid Vinnedge, America's Top 10, Los Angeles. *Panelists:* Les Arries, WWSV-TV Buffalo; Andrew Fisher, WSB-TV Atlanta; Jack Zwaska, All Industry Music, New York; ASCAP representative.

Cost Accounting: But It's Necessary. Room 301. *Moderator:* Larry Marcus, BFM, St. Louis. *Panelists:* Broadcast Financial Management Association representatives.

11:30 a.m.-6:30 p.m.: Exhibition.

Friday, Jan. 27

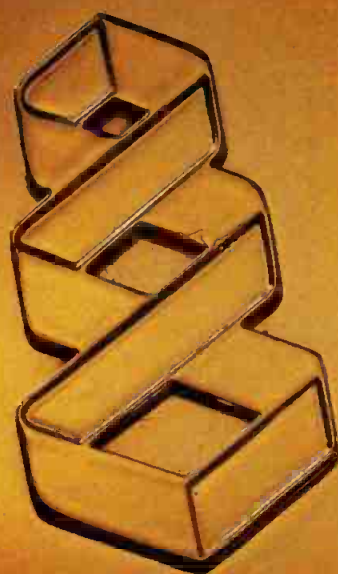
7:30-9 a.m.: NATPE management institute: Do You Listen When You Hear? *Speaker:* Norman Sigband, Room 306.

8:30 a.m.-12:30 p.m.: Exhibition.

12:30 p.m.-2:30 p.m.: Iris Awards luncheon. Ballroom. *Host:* Ray Combs. *Presenters:* Mark Linn-Baker; Meredith MacRae; Bronson Pinchot. *Starring:* David Brenner.

2:30 p.m.: Conclusion. NATPE International business meeting. Room 306.

5:30 p.m.: Conference Committee party. The Last Concert Cafe, Houston.



Enter

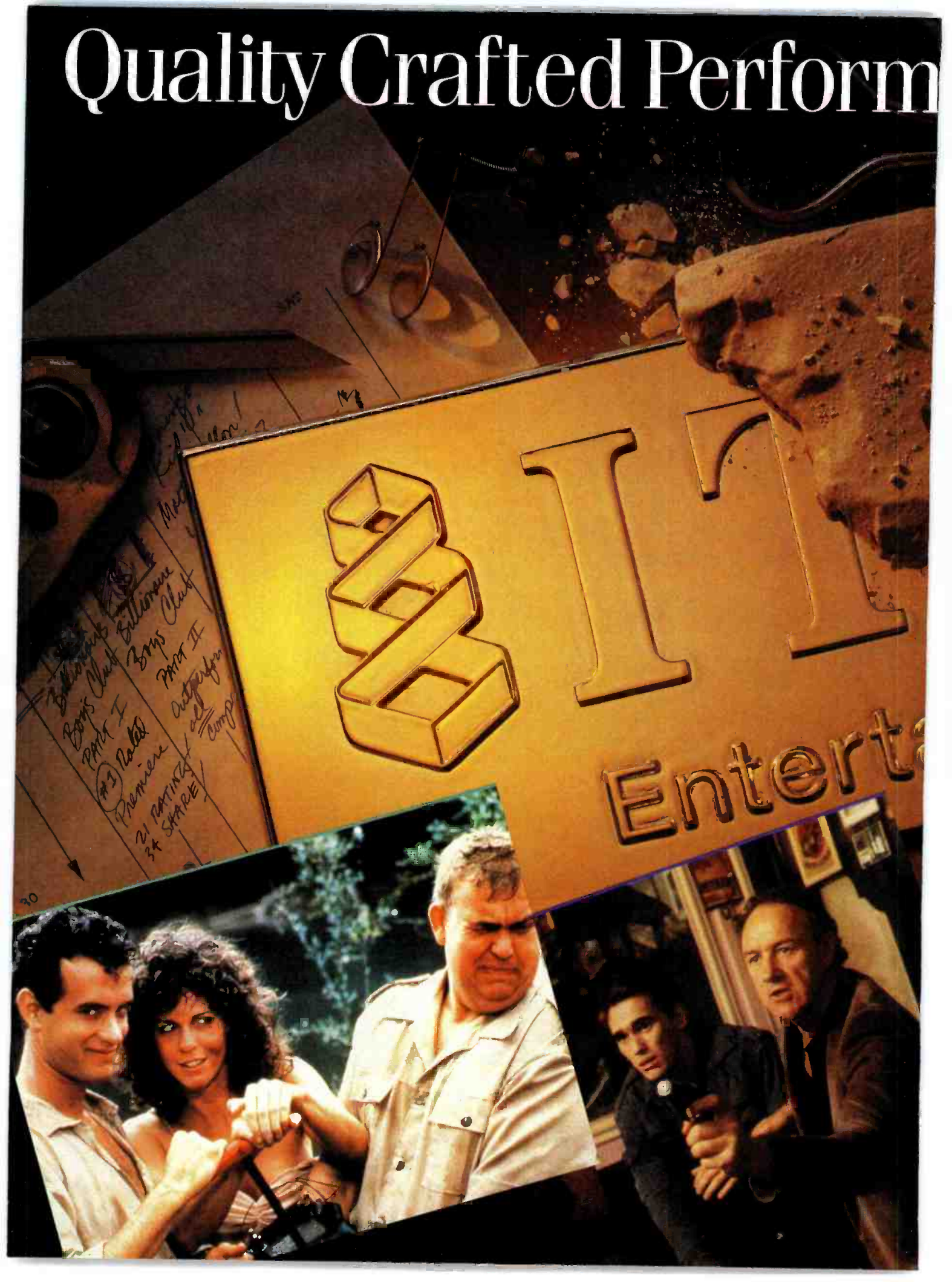
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*Part I, 21 rating, 34 share, NTI, Nov 8, 1987
Part II, 22 rating, 34 share, NTI, Nov 9, 1987

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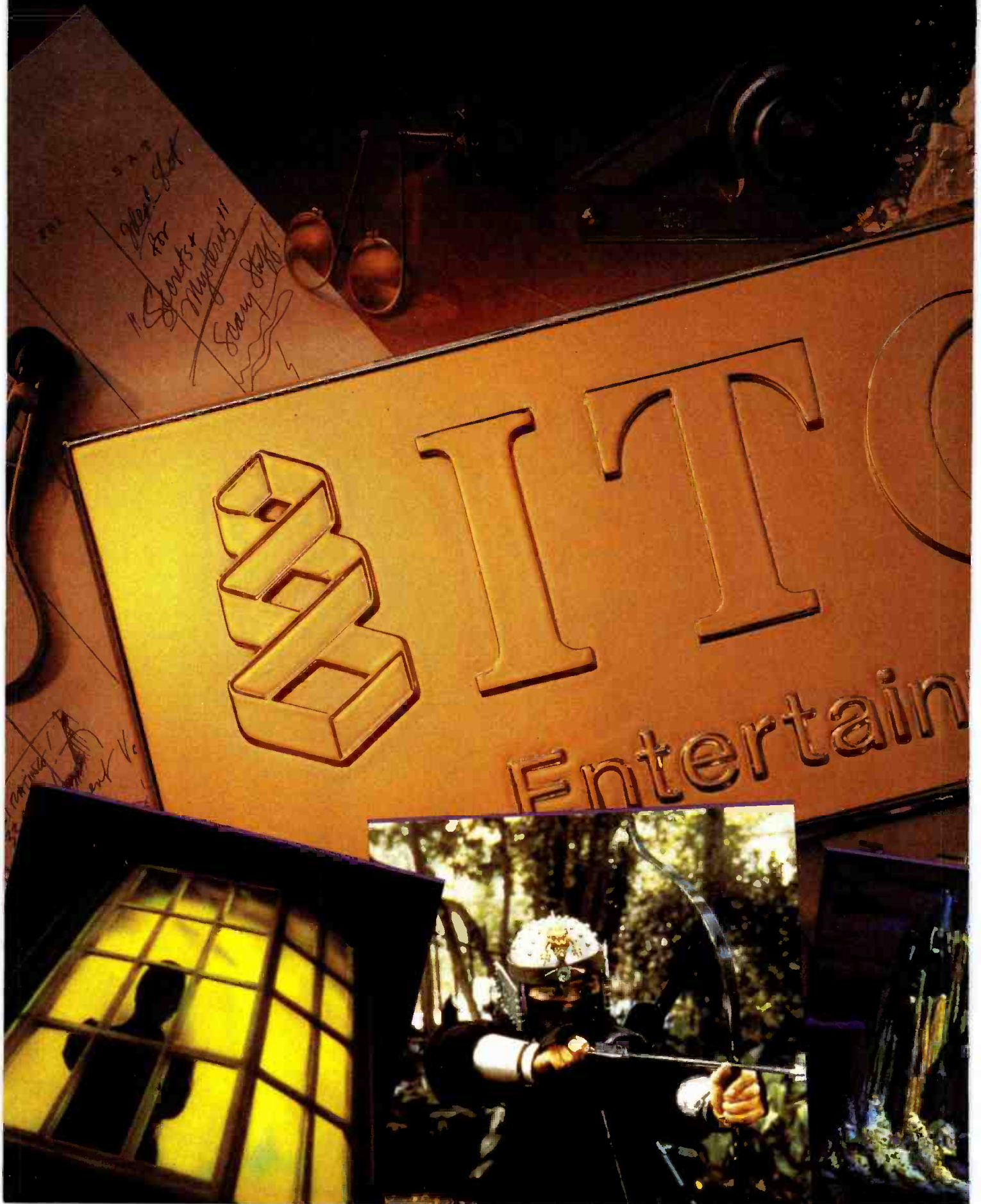
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*19 Rating, 31 Share, NTI, 11/10/86, Monday.
**21 Rating, 33 Share, NTI, 11/16/87, Monday.

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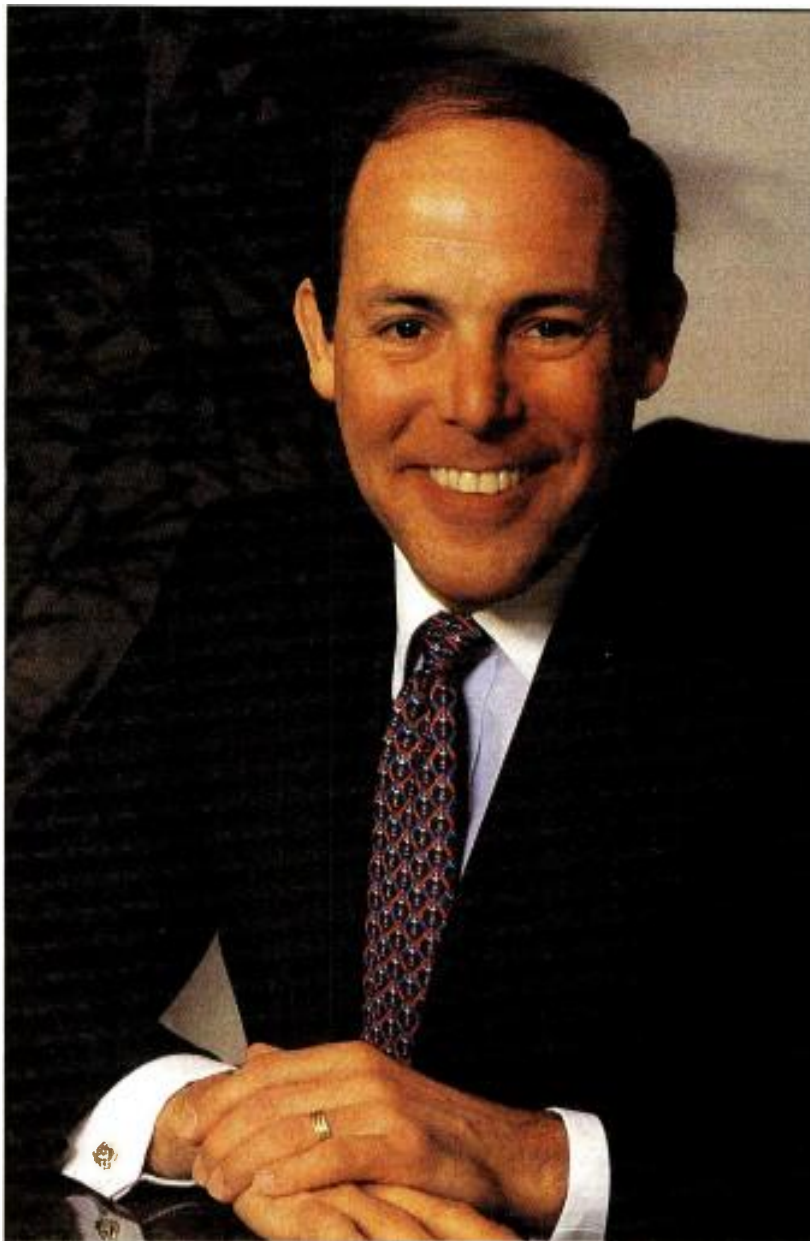
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Gary Lieberthal of CPT:



Speaking up for Hollywood

The players keep changing but the game's the same in the high-stakes poker of Hollywood and television. In this "At Large" interview with BROADCASTING editors, the head of Columbia Pictures Television tells how it is today and may become tomorrow.

How has the network TV business changed in the last five years?

The single biggest change in the network business is the de facto financial interest the networks have secured from producers in the last five years. Five years ago the networks would pay you somewhere from 105%-120% of the cost of producing an episode of television. In the intervening five years, that has dropped to about 70% of the cost of production; so the networks have in fact secured a financial interest in every episode by simply paying such a small percentage of what it costs to make a television series.

The network license fees have grown at a yearly rate of 1% a year in tape—in film, 3%. So the economic risk-taking has shifted from the network to the producer.

That's the single biggest change in network television. You can add to that that network shares have obviously decreased and that the networks' ability to keep television series on the air long enough to get to syndication has decreased substantially. In the last five or six years, the number of network series that get to syndication for five years or more is about 9% of the series that go on the air. That's probably the lowest new product introduction rate of any industry in America.

Together, those are the two most profound changes in terms of how we interact with the network. As far as the network business is concerned, they're losing money to promotion from advertising. They're dealing with peoplemeter issues. Each one of them has been taken over and faced the changes that are associated with that. There are a lot of causes as to why our business with them has changed, but the most profound change is that they simply don't pay for the product anymore.

I was under the impression that they never did, that they never paid 105% of an episode's cost.

If you add overhead to the cost of the television series, then they never did really pay for the total cost. But if you look at your out of pocket costs, if you produced smartly and efficiently, you could make a living producing television series for the network. Now you clearly cannot make a living producing television series for the network.

But you do.

We produce television series for syndication.

Through the networks?

Through the networks. A smart company now looks at producing television series principally designed for the syndication market, and has the networks finance as much of it as they can get financed. The networks build an awareness of the television series, and pay for about 70% of it. But if that is your end gain, then you're out of business.

Does that change the character of the television you produce?

Absolutely. It shifts the emphasis on what kind of programming you do. When I took over this position, about 75% of the company's resources were allocated toward the production of dramas—film entertainment. In the intervening years, we have changed that to about 70-30 in favor of comedy. So basically we have shifted the emphasis of the company from principally drama with some comedy to principally comedy with some drama.

Because the syndication market is more receptive to comedy?

There's a life after network for comedy, and it can be a very significant life. Drama is really very modest domestically. It's growing internationally, but modest domestically.

It also affects the kind of television shows you produce—the kind of comedies, the kind of dramas. This company will not be producing shows like *thirtysomething* because while they're critically acclaimed, we see no value for them in an after-market. Or take a show like *St. Elsewhere*, which was a marvelously produced show, sensational television series—but wound up in the domestic syndication market being if not useless, close to it. That's not a business we prefer to be in.

Will it be ever thus—or more than ever thus?

Actually, I think it's probably going to swing back in the other direction. I think the networks are going to have to start paying for the programming they want to air. They are becoming increasingly aware of the fact that the producers simply are not going to take

\$300,000-an-episode deficits to produce a soft hour drama at 10 o'clock and wind up with a library of 75 episodes that's worth nothing. They're going to find—and have found—fewer and fewer players who will make that kind of programming, and they're going to have to be more creative in incentivizing the producers who know how to make it. I think you'll see the kinds of deals begin to change and I think you'll find the shift begin to move back toward the networks financing more of the product.

Do you anticipate this will end up in better network product and perhaps even an end to the erosion of share?

I would love to think that was the case, although I don't think that making sound financial judgments on their part will necessarily translate into audience. But unless they do make those kinds of financial arrangements, they have no chance.

But the networks continue to plead a soft marketplace, and to plead that if they're going to be paying for it, they want a piece of the back end. Are you prepared to give it to them?

Yes.

Would you like to do away with the financial interest and syndication rules?

As a company, Columbia is a believer in a level playing field; we are basically not a company that believes in protective legislation. So I think looking at a level playing field gives the advantage to the fastest runners, and we're fleet of foot.

As I said earlier, they already have financial interest. Take a situation comedy with a \$150,000-an-episode deficit. And say that instead of having that deficit today, the network paid you the whole amount, but in the back end they wound up with \$150,000 per episode. That's about a 25% profit participation.

I think the networks are doing better today than they would do if they had financial interest. I'm not so sure they're not negotiating for something that when they had it, they wouldn't want it.

Are you a maverick in the Hollywood community on that point?

Probably. But my comments speak for themselves; they own a piece of it now by not paying for it. So it's just a question of how much are they going to own and when are they going to pay? I'd rather have them take a piece of a show that's successful and cover all the ones that aren't, than my covering the risk for all the ones that aren't successful—particularly since their batting average is so low.

How about the syndication marketplace; how has that changed in the same period?

The most dramatic change in the last five years has been the enormous proliferation of new television stations, which for a brief period of time escalated prices virtually every month.

For a long time in a lot of markets where there had been a 3%, 4%, 5% price increase from year to year in the syndication market, you suddenly found 30%, 40%, 50% price increases because another station had come onto the market. It was a feeding frenzy.

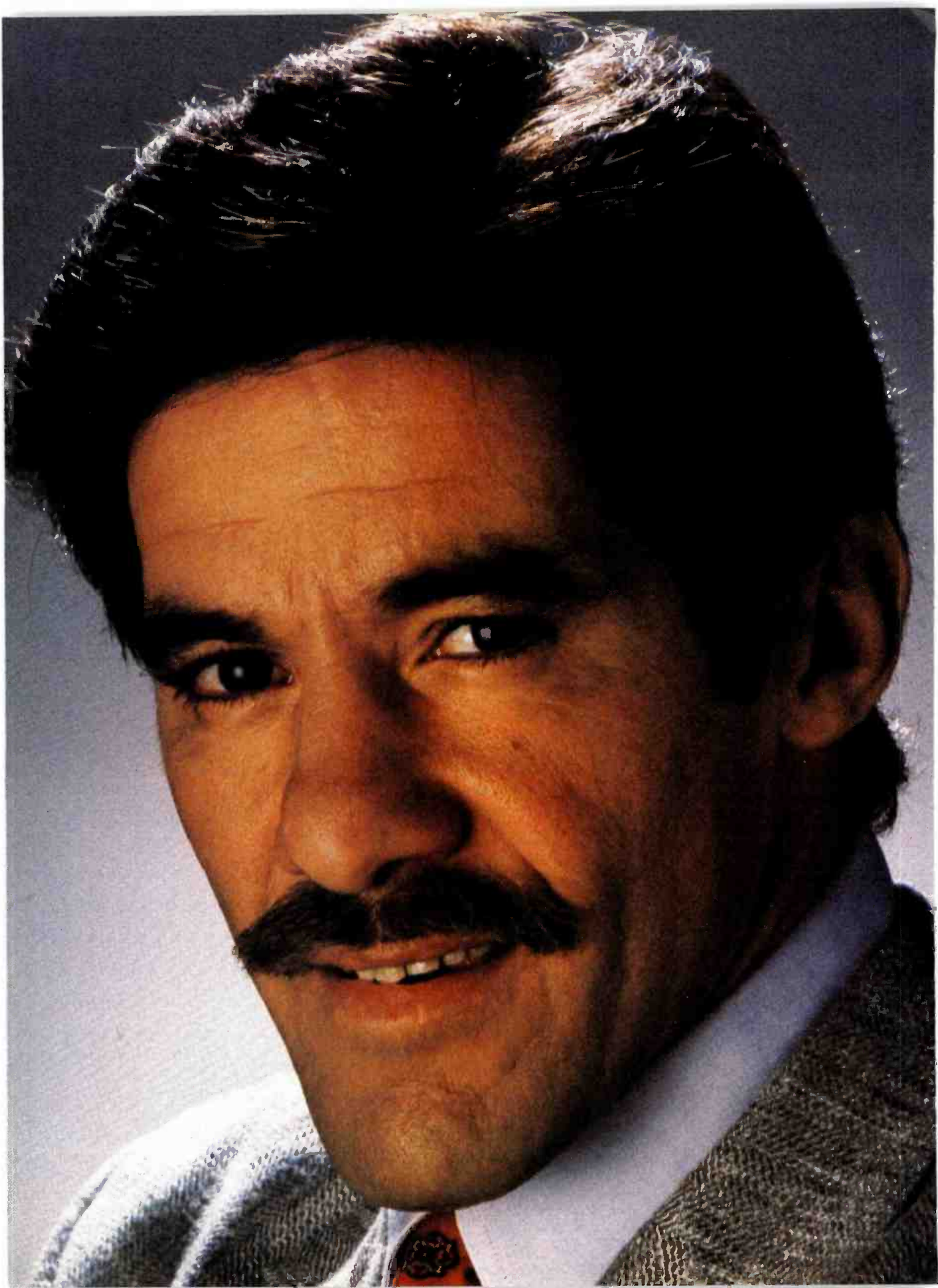
Prices went sky high—and I think prices began to reflect the value of the programming that was being purchased. In the final analysis, what the television station offers is our programming. They're in the hardware business, but nobody tunes in to watch the stick. They tune in to watch a television show. These producers had been very drastically underpaid for years for the value of their television series. In the mid-80's there was a correction in terms of the percentage of the money that came to the source, to the producer. And I think that was a very positive change. The biggest change of late is that the number of stations has begun to taper off as a lot of these stations have gotten into financial trouble. However, the amount of financial trouble that they've gotten into was relatively minor compared with the total magnitude of the television shows that had been sold. The amount of television stations that don't pay or are having trouble paying is really a very small percentage. The rate of collection in this business is really terrific.

As the number of stations has begun to taper off, you found that a lot of stations were over-bought with product acquired defensively because new stations were coming on. That caused the syndication business to kind of come to a screeching slowness for awhile. We see the end of that coming very quickly.

With what effect on prices?



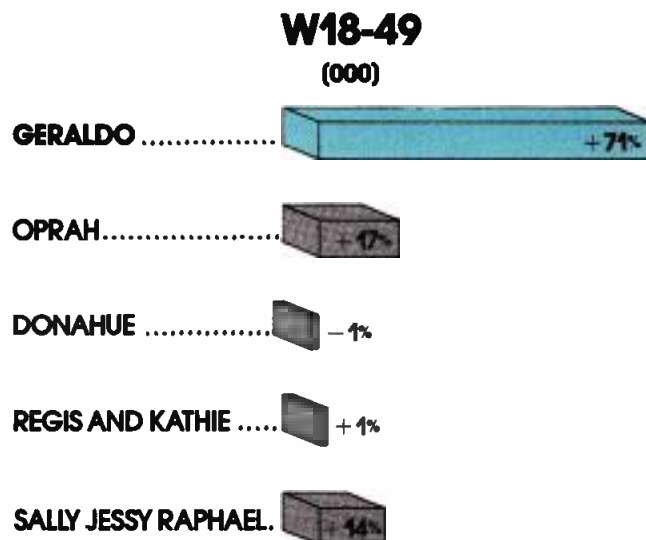
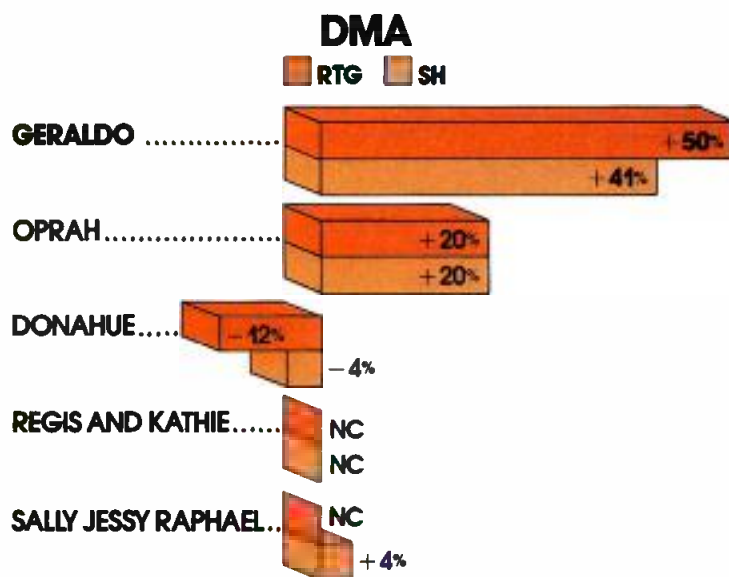
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WDIV	Detroit	WPEC	West Palm Beach
WJLA	Washington	WNYT	Albany
KDFW	Dallas	KSLA	Shreveport
WXIA	Atlanta	WLUK	Green Bay
KSTP	Minneapolis	WHEC	Rochester
KIRO	Seattle	KTBC	Austin
WCIX	Miami	WGME	Portland
KTVI	St. Louis	KVOA	Tucson
KUSA	Denver	KTNV	Las Vegas
KTVK	Phoenix	WDAY	Fargo
WVIT	Hartford	WPTA	Ft. Wayne
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WDAF	Kansas City, MO	WICU	Erie



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I think prices will do as prices always have done; prices are going to go up. Prices for good programming will go up. There are more players out there. They all need to fill the air, and that will cause an increased demand for valuable product. And that means the cost of that product will go up.

At the INTV convention there seemed to be some suggestion that prices were leveling off, if not going down.

It's a question of timing. If you ask "are prices going up today?" the answer is probably not. If you're asking how I view the syndication business, as I look at the Columbia library, do I say that library is going to be more valuable two years from now than it is today? The answer is absolutely. We wouldn't be in the business of building a library if we didn't believe that.

Whether you can get more money today than you could yesterday, or whether next week the prices will turn around—to me, that's not the issue. Those are issues to marginal companies with cash flow problems, not to the few majors in it for the long haul.

Is it worthwhile asking about a third element of television—which is to say, cable—as a marketplace for you?

Absolutely. I think there are two emerging marketplaces that have changed the game in a big fashion. One is the foreign marketplace—what's happening in foreign now is similar to what happened domestically four years ago. All of a sudden you have basically stagnant marketplaces, you have two or three new players in the game, and as a result, prices have exploded. Arnie Messer [executive vice president, Columbia Pictures Entertainment], has made outstanding precedential type deals throughout Europe for our library that have changed the economics of the game.

Cable? Cable is just beginning to warm up. We saw pay television come and go, and weren't there. We may in fact watch basic cable come and go and find out it's too late to stop it. You can see things like USA Network and essentially wake up one morning and find it the equivalent of a new independent in every market in the country.

Now what are the consequences of putting a new independent in Los Angeles or New York? There hasn't been a new independent in New York in years—ownership changed, but there were the same number of stations. You may wake up one morning and you're going to have a viable independent. And when you take two or three basic cable services and come their ratings and find them to be as big as any of the independents in the market—and the cable company begins to sell time locally—it's going to be a major factor. And I think they're going to have the money to buy programs.

My suspicion: Within the next year, you will see pieces of product that are sold to cable instead of syndication—and done so by design, not by circumstance. Not just an hour that they took to the syndication marketplace and no one would buy, so therefore they went to cable.

I think you'll see the cable industry step up and buy programming competitively against the syndication market. I think stations have to be very, very conscious of the fact that cable is going to begin to strip off programming, if they choose. If they feel the leverage is on their side in terms of prices, cable will come in and buy the product.



What specific opportunities do you see in cable for Columbia Pictures Television?

Selling the library. We have one of the largest and best-balanced libraries in existence. We have in the neighborhood of 3,000 feature films. We have a syndication series library, 75% of which are comedies. I think the basic cable service is going to be like an independent, and it's going to thrive on comedy. So as they buy more and more comedy, I think we are in a unique position to sell them television service.

And my sense is that whereas they previously bought older series—and by older I mean 10 or 15 years old—I wouldn't be surprised if they found that within the next year or two, they bought either the second cycle of a major off-network comedy, or stepped up to the plate and bought first run. So Columbia's plans are as a major supplier.

Is that part of the reason you see prices going up in the future? Do you see cable coming in and upping the ante?

Absolutely.

Do you see the continued viability of all three markets—network, syndication and cable? Can the television universe support all three without something beginning to collapse?

I think it can support all three. What will change is the degree to which each contributes to the financing of the programming. I think you may wind up now going through two cycles—or two windows—to finance a television series, and get the profits out of a third.

With a finite amount of product, or will there be more product?

Oh, I think we will produce more product as the demand increases, absolutely.

So the consumer will have more product available?

He will have more product from which to choose. I think you'll find the limit is going to be in terms of the amount of creative expertise that's out there to produce it. We looked down the road and said the name of the game is going to be, as it always has been, who controls the creative talent, and we have chosen to go out and play for those writer/producers who are going to control the action, and we think Weinberger and Hugh Wilson are but two of what will be a series of these kinds of acquisitions.

How many such deals do you think you will end up doing?

As we can identify the talent and that talent becomes available, you will find Columbia there and playing. No major comedy talent will sign new deals with anybody without Columbia being there and playing the game; we are determined to play heavily in that end of the business.

You're talked a lot about comedy and its importance in the marketplace. Will you spell out your position on the production of one-hour programs?

Well, philosophically we believe that if we can produce a series on which we can essentially break even between U.S. television network license fees and international revenue, then we say that's a project that we will probably go ahead and do. We are now looking to 10 o'clock, soft kinds of pieces, we are looking for harder action kinds of television series, ones that will be in demand when the syndication or basic cable market flourishes more than it does now, and ones where the foreign marketplace will continue to be strong. That's more action/adventure than character pieces.

What are you launching at NATPE?

I don't think NATPE is any longer a marketplace to launch television series. In the first-run business, if you haven't sold it by the time you get to NATPE, it's over. And in the off-network business, I think NATPE is the last place you'd want to sell a TV series.

The way off-network is sold now is typically through the bidding process, and these pieces of product are very expensive. The last place I think you want to try to sell the market of, for example, Cleveland is at NATPE. You'd much rather sell Cleveland when all the people in Cleveland are in Cleveland with their financial people, with their research and programming people—they're all in their offices, all of them are accessible and can be found. But in a

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convention setting, you can't necessarily find people, they don't have the resources to do the research they need to do in order to make those kinds of financial commitments. So I think NATPE is no longer a place to really launch television series. The last series that was actually launched or attempted to be launched at NATPE off-network was *ALF*, and I suspect that if they had to do it again, they'd probably not have done it.

Coming off of Fox, will *Married With Children* be marketed in similar fashion to a comedy coming off NBC or ABC or will there be special marketing terms?

You market each television series for the series and for the stations who should own it, rather than where it came from—the marketing is more in terms of where it's going than where it's been. *Married With Children* has a unique characteristic that no other off-network series has: It can be played by affiliated stations in the top 50 markets in access because it is not considered as an off-network television series under the FCC rules. It will provide affiliates the first opportunity to do off-network comedy in access since the prime time access rule. We're just beginning to think about the implications of that.

How about 227 and *Designing Women*? What can you tell us about plans for those shows?

The next one that will be sold will be 227. After that, perhaps *Designing Women* or *Married With Children*; we haven't made any decisions as to which will be next. But we are thrilled about currently having on the air our next four off-network offerings: *Who's The Boss?*, 227, *Married With Children*, *Designing Women*—and perhaps *My Two Dads*.

Can you give us an estimate of when 227 will hit the street?

Well, I will tell you that if we sit here again next year that the show will have been sold by then.

On the same general subject of comedies, how extensive will barter be in the marketing of off-network product in the future?

Well, I think *Cosby* created the opportunity, but I think syndicators would be unwise if they thought every show was a *Cosby*. So I think barter will begin to creep in as stations continue to try to transfer risk from themselves to the producer. I think it's a mistake if they do it, but I think you will see more people try. But I think it has to be a unique television show with a unique demand in order to put barter into it.

Why is it a mistake?

Philosophically, I don't think stations should give up the only thing they have to sell, which is time.

Turning to first run. You had some experience in the business with Coca-Cola Telecommunications and, eventually, LBS. Did you come away from those experiences with sort of soured expectations about the potential of first run, and if not, why not? And have you considered giving that business another try in any substantial way?

Coca-Cola Telecommunications was not part of what I was involved in; I didn't believe it to be a viable end of the business. But, I think first run is obviously an excellent business. The question is to position yourself, to bring to the marketplace that part that makes sense for your company. You will find a lot of companies go into first run because they have nothing else and have to service the pipeline. Disney is in first run because it has no off-network. I think Paramount is in first run in large measure because it has essentially lost its network business—it hasn't had a new show on network since *Family Ties*. So they have nothing to sell, so they were pushed into first run—and by the way, very successfully.

We don't have that problem. We have a very full pipeline in terms of television shows to sell. My sense is that if we find a series that ties uniquely into our expertise, that it would certainly go into first-run syndication. We have a partner who is very successful in first run, Merv Griffin. So as a company, you've got to look at us and say not only are we in first run, but we have the two most successful television shows in the entire industry: *Wheel of Fortune* and *Jeopardy!*

When does *Windfall* go to market?

We haven't decided yet. First you want to see what the reaction to the show is from the networks, because if you look at the game

show business, virtually no show that's ever gone into syndication without network exposure has survived. You have 17 game shows being offered now in the marketplace, new ones for next fall, none of which have a network deal. Therefore, none of them can be differentiated from one another.

Outside of Merv Griffin's future efforts, do you see Columbia Pictures Television being involved in first run?

Yes. But I can tell you we will not be doing tabloid television. The next talk show, the next tabloid program is not a step forward in terms of the evolution of the medium.

What do you see out there that's innovative?

I think if we saw something, we'd be out in the marketplace with it. What we're doing is going after the kinds of people who we think are the best bet, the best chance of coming up with what's next. When we see it, we'll be there with it.

We're not afraid of the marketplace, but we're also not forced into it, so I think we have the luxury of standing back and taking our shot when we believe we have something that's another *Mary Hartman*. I hate to use an example that is that old, but *Mary Hartman* was much more than just a television series. It really turned the screw a little bit in terms of where the medium was going. We'd like to do that again.

Not that another game show isn't an excellent enterprise and we won't be in it when the time is right or the program is right. But we're not sitting here saying, "Boy, if we can just find the next one-legged nun in a sit-in in Cleveland!" because we can build a show around it.

If it gets good ratings, why not?

Because I don't think just good ratings is all the game is about. I think personally that a lot of what's being done in first-run syndication now appeals to the darker side of the human spirit, and while it might be good commerce, I don't think it's commerce that we will be involved with.

Do these breakthrough programs come from companies or from individuals?

They come from individuals. That's why Columbia Pictures Television is as creative as the creative roster that we're able to attract. We have to be creative to track these people, to construct the business deal that allows them to be here, to be fairly compensated, and to make them feel it's in their interest to explore their own creativity.

Can you imagine a breakthrough program coming from or through cable?

Absolutely. In fact, I would suspect their shot was as good or better as syndication. In cable you need only convince one person to believe in you, as with a network; the nice thing about a network deal is that, philosophically, one person, one entity, can say yes.

In syndication you have to have a lot of people say yes, and while you can have 20 people say yes and give you a good time period, you've got 15 people who will say yes and give you a bad time period, and it's over.

In cable you have more control. You only have to sell the dream to one person and that one person can partner with you and make the dream fly, and that's a real advantage.

Is it worth your time to talk about the prime time access rule?

What do you want to know?

When you talk about your company being dedicated to a level playing field—PTAR is not a level playing field—a lot of people would like to keep it in place. Are you among them, or do you think there might be advantages to not having it? It was formed to create new film product for television, and never did.

As we sit here in the company, we sit here with Columbia Pictures Television, which has major off-network enterprise. That end of the company wants PTAR to go away, or at least that portion of PTAR that prohibits the playing of off-network.

Clearly we don't want to see the time given back to the networks. My feeling is that it's tough enough getting anybody to watch them 8 to 11; so 7 to 11 isn't going to solve their problem.

So we would like to see that that portion of it that prohibits off-network programing be eliminated.

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Would it really make any difference in the long run if PTAR were eliminated?

I don't think that PTAR will make a contribution one way or the other in terms of the quality of what's on at 7:30. I can say on the one hand, PTAR may be responsible for the likes of *PM Magazine* in its heyday, or *Entertainment Tonight*. When you look at tabloid television, to say, well, PTAR was able to get us all this tabloid television; I don't know if I'd say that has been a great benefit. But that is a subjective point of view on my part.

I think it has had some advantages; but it clearly didn't do what was hoped—lead to a proliferation of interesting new program types—I don't think that's happened.

Do you have a commitment from Fox for a spinoff of *Married With Children*?

We have not sought any commitments from Fox for any additional television series, although I must tell you that if we found a character that we wanted to spin in and spin out of *Married with Children*, that I think we'd find a very receptive ear at Fox—but we haven't discussed it.

You counted four networks earlier. Is that a commitment that goes beyond commerce? Do you believe there really are four networks in this business?

Well, certainly *Married with Children* has made us a believer in the viability of Fox; I mean, that show is a great experience. We have the ability to branch out creatively in a fashion that clearly you couldn't do on the other three networks.

I think the other three networks' response to the success of *Married with Children* is *Roseanne*, and I think it goes about a third of the way that *Married with Children* does, but that show is breakthrough television; I mean, the ratings go up each and every week. This show they will look back at and that, while the audience size is smaller, in terms of changing the face of television, it's a *Mary Hartman*. In a smaller fashion, it's another *All in the Family*—it's going to be the kind of programing that people will point to and say, "that was the first one of that type of television show."

And it could only be done on Fox—they have been incredibly supportive. And, people are watching; and the best news, which was the "Big Unknown" when we got involved with Fox, is, people want to buy it for syndication. That was the big question. You knew independent television stations would buy off ABC or CBS and NBC—the question was, would television stations buy off Fox? And clearly the answer is now yes.

Will you be asking for similar prices?

We think *Married with Children* is among the best shows we've ever done, we ever modeled, and the best comes dear.

Yes, \$2 million-plus an episode.

We never discuss price.

What can you tell us about the future ownership of the company?

I can tell you nothing that you can't read in the papers—49% of the company is held by Coca Cola; to the best of my knowledge there are no plans to sell the company. And I have no plans to buy it, personally!

What about the structure of CPT? Are you pretty much where you want to be in terms of the structure and the size?

Over the last three years we essentially combined three companies—Columbia Pictures Television, Embassy Communications and TriStar. That's the equivalent of three mergers in as many years.

I think now we've probably got the most effective network production selling team that I have ever been involved with. It's run by Scott Ziegler. The amount of product we have in development, the quality of the staff of writers, the amount of television shows we will have going on the air—I don't think we've ever done better.

On the syndication side, I don't think there's anyone in the business better than Barry Thurston. So, I'm delighted with the staff; in fact, I think we are better prepared today to survive and thrive than we have been any time in our past.

You indicated that you expect to see further consolidation within your business. Are you in any sort of acquisition mode right now?

I really can't comment specifically with regard to that; philosophically, we have been a company that has always been on the lookout for acquisition opportunities. But to speak to your issue of a consolidation at this end of the business:

One of the things we touched on earlier in the conversation that I think is an interesting phenomenon is that I think the number of people out there producing television shows for the network is going to decrease, and I think the importance of a library will become even more significant.

And the reason is this: When I got into the business an entrepreneur could go out and make a television show and make a living making that television show and then hopefully one day sell it in syndication.

The two prime examples of that were Norman Lear and Bud Yorkin; they formed Tandem Productions. You can't do that today.

Today, to do a television series, you have to be prepared to invest somewhere over the life of the series, \$10 million-\$20 million. And then wait four years for the money to come back in syndication. You just can't be a small entrepreneur and do that anymore—you've got to have money.

And the banks I don't think are prepared to lend you that kind of money over a long period of time to a couple of small guys. I think the only way you can have that kind of money is to have a library and be selling the library and using that library to finance production to increase the value of that library.

So I think you will find that companies that don't have libraries and are trying to get into the production business or have been in the production business will begin to drop by the wayside. They clearly won't have the money to finance their own success.

The more television series they get on the air, the more money they're going to lose. I would say that Lorimar is a prime example of a company that was the victim of their own success.

A victim of their own success? Can you elaborate a little?

If you are running a \$200,000-an-episode deficit and you have one show on the air, it costs you \$200,000 a week to be in business. If you have 10 shows on the air, it costs you \$2 million a week to be in business—you've got to find the money some place. And if you don't have a library of product that you sell in syndication to get money to finance production, where are you going to get the money?

Isn't that called moving money on every show, but making it up in volume?

That game was played for a lot of years, but it's over. So you find fewer and fewer people being able to play.

Can we turn to the future? What's it going to be like in the next five years?

I think the local television stations will financially get stronger, and therefore become a better marketplace than they have been over the last year. In the next two or three years that marketplace will strengthen. I see the network shares probably continuing to decrease perhaps to the low 60's, and I see the networks beginning to pay a higher, rather than a lower, percentage of the costs of the programs they use—perhaps in exchange for participation in the back end.

I see cable stepping up and competing first with syndication for product and then competing with the networks for product, and I see cable beating both of them in key areas.

I think there will be an ever increasing need for capital to play the game at all on the production side, and only those players with large capital pools will be able to play. The television business will get to be like the movie business. You've got to have a lot of money just to stand out on the corner.

The price of creative talent will continue to go up.

Oh, let me add one more thing—first-run syndication. First-run syndication was the last bastion of the small entrepreneurial enterprise. I think you've seen a lot of those companies go out of business; you're going to see the rest of them start to fall by the wayside, and I think that an important ingredient to look at is the consequences of King World's new television series called *Inside Edition*.

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then if you could sell it to enough television stations, it was a go. And essentially, the television stations financed the show because you got license fees every week when you made the television series.

All well and good.

King World now has come along and said, not only are we going to make this television series and give it away if we need to get the time periods, but we're going to launch it with an \$8 million media promotion campaign. By doing that, they have in essence raised the price of admission for getting in the game.

You can't come along and compete anymore with just a television show, because the station is going to say, "Well, how many millions are you going to spend to launch it?" And if you say you're going to spend \$127,000 or are going to give the stations ad slicks to use—hey, forget it.

So I think interestingly—and smartly so—the King brothers have said: "We're going to begin to do in the syndication business what's happened in the network business and we're going to get the little guys out of it by raising the price of admission—we're going to put \$8 million on the table, and \$8 million to us is nothing, we can afford it."

But the next guy who comes along with a little television show can't afford it, he's going to have to bring that show to us or forget about it. Important, significant trend—and it's going to change the game.

How much do you typically spend in promoting or launching a new off-network show?

Millions. I mean, off-network typically requires a lot less promotion than first run. Look at, for example, *Who's the Boss?* versus

Inside Edition. There isn't anyone in the country who doesn't know what *Who's the Boss?* is or hasn't seen it or who doesn't already know if they like it or not and know who's in it. The only thing they need to know is what station and what time is it on. That's what you have to sell. With *Inside Edition* you have to start from scratch: what is it, who's in it, what's it about, when is it on, where is it playing?

So by comparison, it requires four or five times the amount of money, but still you'll put a number of millions of dollars into launching *Who's the Boss?* just from our side. It's expensive.

You said that local stations will get stronger—how come?

I think several things; I think stations basically over-bought and were heavily inventoried, and as time moves on, that inventory will be used up. I think they will begin to absorb what has been the basis of most of the financial trouble that these stations have had—and that is not that they paid too much for the programming.

It is that they paid too much for the station; they bought their own stations in anticipation of a 14%-15% annual growth in revenue. That growth wasn't there.

Well, they've restructured, they've refinanced, they've sold off, they've done what they have had to do to better position themselves financially, so I think the financial base upon which they do business will be much stronger as you move into the next three or four years.

Not that I expect necessarily a 20% inflation rate in growth; but I think that much of the excesses of the mid-1980's will have worked their way through by the time you get to the 1990's, and therefore they will be stronger.

There seems to be some concern among the over-the-air universe that they're threatened with extinction by the wired universe. Do you share any of that?

I don't think congressmen can afford to have the local television stations in their markets go out of business and I don't think it's going to happen.

Referring to cable, you said that they would be competitive with the networks in "key areas." What did you mean by key areas?

I think in sports you will find them picking off, as they have; I think you will find within the next year or so that they will pluck off a major motion picture package, step in front of the networks and buy a package perhaps that would have gone to the networks or perhaps a package that would have gone to syndication.

I look and am bemused by the fact that I see the amount of money paid by the networks for sporting events in spite of the fact that they continue to lose money; I think CBS's new deal for baseball is about three times the cost per hour of entertainment programming. Amazing, amazing. And most of the programming isn't in prime time.

When you look at where NBC spent that money for the Olympics, for \$400 million they could program all of prime time for approximately 30-35 weeks of the year. I think as cable begins to pluck off some of these sporting things, that the money may begin to come back to entertainment programming because the networks lose sight of the fact that entertainment programming is the guts of their business.

One thing we didn't talk about was syndicated exclusivity. Can you outline your position on that?

The real difficulty with syndex is that it's a rule to get a rule. Therefore, you find real conflicting interests in the marketplace. On the one hand, you will find the Tribune Co., which says that because they have superstations, you can't give syndex to anybody; and if you give syndex, we won't buy that product.

On the other hand, you have a television station in another market that says: "We demand syndex, Gaylord, or we won't buy the product." So you have a decision that is not yet a decision. And it's not certain it will become a decision—and we are trying to sell into a marketplace where people have different points of view about syndex.

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Staff: Bob Behrens; Betsy Behrens; Bill Behrens. **Program:** Young Universe.

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Staff: Frank Allen Philpot; Meryl Comer; Andrea Kosek; Mercedes Sandoval. **Programs:** It's Your Business; Ask Washington.

Blair Entertainment 749
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Enterprises** 340
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Staff: John Healy; Archie Purvis; Paul Cross; Marvinia Hunter; William Vitale; Armando Nunez Jr. **Programs:** *Ladykillers; *The Eagle and the Bear; *Heroes; Moonlighting; The Annual Academy Awards Special.

Casablanca IV/AMG 1569
202 N. Canon Dr., 2nd floor,
Beverly Hills, Calif. 90210

C.B. Distribution 1111
141 El Camino, #110, Beverly Hills,
Calif. 90212

Staff: Bob Wright; JoAnne Leighton; Steve Schott; Linda Bross. **Program:** Carol Burnett & Friends.

CBS Affiliate Relations 303AB
51 W. 52d St., New York 10019

CBS Broadcast International 457
51 W. 52d St., New York 10019

Central Television Enterprises 939
35-38 Portman Square, London W1A 2
HZ, England 01-486-6688

**Central Independent Television
(U.S.A.) Inc.** 939
610 Fifth Ave., #401, New York 10020

Staff: Philip Jones; Bill Allan; Ted Childs; Lewis Rudd; Roger James; Kevin Morrison; Clare Alter; Bob Caruthers; Moore Sinnerton; Des Smith. **Programs:** Edens Lost; The Free Frenchmen; Saracen; Fields of Fire; The One Game; Cleo Sings Sondeim; Bangers and Mash; A Kind of Living.

CFAC Television 362A
222-23 Street, N.E., Calgary, T2E 7N2,
Alberta, Canada

Staff: David Bates; Boyd Ash; Don Kawchuk. **Programs:** *It Figures; *Monty's Reptile Show; *Kidstreet; *Musical Portraits; *The Movie Show; *Men in Action; *Calgary Stampede. **Services:** Promotion.

Cinar Films 1312
1160, Rue Alexandre-de-Save, Bureau
1, Montreal, Quebec, H2L 2T8, Canada

Staff: Ronald Weinberg; Micheline Charest; William Litwack.

Cine-Groupe J.P. Int'l Dist. 1312
1151 Alexandre-de-Save, Montreal,
Quebec, H2L 2T7, Canada

Staff: Andre Lamy; Michel Zgarka.

Claster Television Production 771
963 Deerco Rd., Timonium, Md. 21093

Columbia Pictures TV 1049
3300 Riverside Dr., 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. *Features:* Columbia Classics (34 titles); Columbia Gems I (214), II (22); Columbia Night at the Movies; *Columbia Showcase I (22); Embassy II (20), III (20); Entertainer of the Year (15); Prime 4 (3); TV 20 (20); TVM One (19); Volume I (28), IV (15), V (26), VI (21).

Commonwealth Associates 350
24 S. Second St., Warrenton, Va. 22186

Con Hartsock & Co. 1500
1100 Glendon Ave., #945,
Los Angeles 90024

Coral Pictures Corp. 759
6850 Coral Way, Miami 33155

Staff: Marcel Granier; Luis Guillermo Gonzalez; Marco Lovera; Jose Manuel Pagan; Manolo Vidal; Ricardo Panneflek; Hank Guzik; Dick Ostrander; Alfredo Odorisio; Juan Jorge Jaekel; Juan Julio Baena; Wolner Camargo; Phoebe Clark. **Programs:** Cristal (Crystal); La Dama de Rosa (The Lady in Pink); Atrevete (Dare); La Intrusa (The Intruder); Leonela; Mi Amada Beatriz; Primavera; Roberta; Selva Maria; Senora (The Lady); Topacio; Alma Mia; Abigail. *Mini-series:* Diamantes de la Muerte (Diamonds of Death); Mansion De Luxe (The Family); Vida de Mi Vida (Love of My Life); Quo Vadis?; Leonardo da Vinci; Mussolini and I; Cindy; Echoes of the Heart; Brigada Especial; Be Good If You Can. *Specials:* Your Show of Shows; Fina Arts Concert in Puerto Rico; New Songs by Raphael; Musicalisimo; Romulo Gallegos Theater; Tex; Hooray for the Three Wise Men; Mysteries of the Ancient World. *Documentaries:* Expedition through the Amazon and Orinoco Rivers; Expedition to the Plains of Venezuela; Expedition to the Mists in the Amazon Jungle. *Features:* Venezuelan Feature Films (25 titles); Feature Film Package I, II, III. *Children:* Federrico. *Animation:* Pimpa; Man and His World.

Corposant Communications 529
256 S. Robertson Blvd., Beverly Hills,
Calif. 90211

Staff: John Samuelson; Arthur Pingree; Frank Maturo; Sam Maturo. **Programs:** News service, program insert: Your Minute Message on Meat with Frank Maturo.

Cycle Sat 1629
119 Willoughlen Dr., Forest City,
Iowa 50436

Staff: Timothy Hedrick; Brian Wilson; Richard Leet. **Services:** Cycle Sat's Cyclocypher system; automatic commercial distribution; syndicated programming

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Devillier Donegan Enterprises 772
1608 New Hampshire Ave., Washington 20009

Dynocomm Productions 311
27285 Las Ramblas, #180,
Mission Viejo, Calif. 92691

Staff: Paul Jenner; Julie Jenner; Todd Udall. **Programs:** *The Op Pro of Snowboarding; The World Jet Ski Finals; The Op Pro Surfing Championship; The International Pro Body Board Championship; *The Islamorada Budweiser 100 Championship.

Ebony/Jet Showcase 1457
820 S. Michigan Ave., Chicago 60605

Electra Pictures 1564
3 Dallas Comm. Complex, LB 91,
Irving, Tex. 75039-3510

Staff: Joe Pope; Leellen Childers; David King; Dana Ley; Marjorie Garrick; Bill Seymour; Amy Rojas. **Programs:** *Series:* On the Beam. *Children:* *Peppermint Place. *Specials:* The All American Cowboy; *Liz Carpenter & the Good Ol' Boys. *Program inserts:* *The 60-Second Workout. *News:* *The Teen Years: War or Peace?

Ellis Enterprises 1312
1231 Yonge St., #201, Toronto,
Ontario, Canada M4T 2T8.

Staff: Cathy Ellis; R. Stephen Ellis. **Programs:** Wild Guess; Birdwatch; Baby Animals II; Wilderness Magic; Naturalist with a Camera.

Emery Worldwide 516
Old Danbury Rd., Wilton, Conn. 06897

Enoki Films USA 334A
4970 Odessa Ave., Encino, Calif. 91436

Staff: Yoshi Enoki; Mamiko Nomoto; Sachiko Kitazawa. **Programs:** *Crushers; Heidi and the Alpine Friends; Sweet Strawberry Queen; Serendipity; Galvion; Gozurha; Kate and Julie; Mock and Sweet.

ESPN/International Sales 340
355 Lexington Ave., New York 10017

Staff: Charles Moseley; Mark Reilly. **Programs:** *Euro-America's Cup Tennis; *Motorcycle Races; Track & Field; Road Race of the Month; Running & Racing; Professional Volleyball; Water Sports; NHL Hockey; MISL Soccer; Bodybuilding Championships; College Basketball; Pro Team Arm Wrestling; Great American Events; Rodeo: National Rodeo Finals, Calgary Stampede; FFKA Professional Full-Contact Karate; Truck & Tractor, Monster Trucks; Magic Years in Sports; Superbouts.

Excel Telemedia International 963
745 Fifth Ave., #1516, New York 10151-0077

Staff: Ken Israel; Joan Israel; Allen Hart; Stanley Darer; Susan Darer. **Programs:** *Features:* *Perils of Problemina; *Evil Eye; *Stigma; *Captain O'Hara; *Venus Meets the Son of Hercules; *Death Ray; On Wings of Fire; Barry Mason—The Songwriter, Lifespan—A Rock Biography; Guys 'N Dolls in Concert; New

Seekers in Concert; Kenny Ball and His Jazzmen; Rollermania; Terrorvision; Amateur Night; Chanel Solitaire; The Blockhouse; I'm Going to be Famous; Nightmare; Universal Soldier; Carry on Emmanuelle; The Legend of Frenchie King; Girl/Boy; The Amazing Mr. Blunden; Cody; A Woman for All Men; The Psychotronic Man; Bonnie's Kids; Ransom; Hostages; Knocking at Heaven's Door; Edge of Fury; The Gypsy; Sketches of a Strangler; Too Hot to Handle; Angry Joe Bass; Battle of the Eagles; Chance; Dirty Knight's Work; Duncan's World; Perilous Journey; The Ragpicker; Skeleton Key; Violent Protection; Bye, See You Monday; The Triple Echo; Follow That Rainbow; Last Feelings; The Incas Remembered; Scotland Yard; The Louvre; Forbidden City; The Kremlin; American Campus Tour; *Series:* The Leonard Rosen Show; Pathfinders. *Documentary:* The Truth about Communism.

Extra Extra 1502
50 E. 42 Street, New York 10017

FilmLife Inc./Fortress Film Depository 1212
141 Moonachie Rd., Moonachie, N.J. 07074

Staff: Marvin Bernard; John Natali; Sheila Bernard; Milton Miller; Paul Delplace; Larry Bernard; Russell Dupree; Mattie Moble; Nelly Morales; Fatima Morden; Peter Settimeili; Ben Harris. **Services:** Rejuvenation, restoration, protection and preservation of damaged motion picture film; TV film storage, shipping and distribution.

Filmworld Television 901
685 Fifth Ave., New York 10022

Staff: Beverly Partridge; Deborah Dave; Robert DiMilia; Hank Guzik; Dick Osterlander. **Programs:** Dimension I & II (25 titles); Family Entertainment I & II (30); Shock Theatre (15).

Fishing the West 711
5484 International Way, Milwaukie, Ore. 97222

Staff: Larry Schoenborn; Charles Goodloe; Lana Coon. **Program:** Fishing the West.

Four Star International 1411
2813 W. Alameda Ave., Burbank, Calif. 91505

Staff: Lance Thompson; Robert Neece; George Gale; Bob Greenstein; Tom O'Leary; Craig Thompson; Kristie Smith. **Programs:** The New Millionaires; Scrooge; Nite Owl Theatre; True Hollywood Ghost Stories; The Big Valley; Star One; Star Two; Power 20; Main Events I & II; Rainbow 2,3,4.

Fox Lorber Associates 1512
432 Park Ave., South, #705,
New York 10016

Staff: David Fox; Rob Miller; Paul Greifinger; Richard Lorber; Olivia King Carter; Rena Ronson; Trea Hoving. **Programs:** *Overboard; *Michelob Presents Sunday Night; *Comedy on a Roll; *Wonderful Wizard of Oz; *The Story of Rock 'N' Roll; The Dr. Fad Show.

Fremantle International 1439
660 Madison Ave., New York 10021

Staff: Paul Talbot; Josh Braun; David Champtaloup; Julie Zulueta-Corbo; Ellen Windemuth; Sarah Sessions. **Programs:** *USA Today on TV; *TV 101; *Raising Miranda; *The Van Dyke Show; The Campbells; Black Beauty; The Magic of David Copperfield Specials; *Baywatch.

Fries Distribution Co. 930
6922 Hollywood Blvd.,
Los Angeles 90028

Staff: Charles Fries; Ave Butensky; Peter Schmid; Larry Friedrichs; Don Golden; Tim Newman; Mike Murashko; Tom Camarda; Paula Fierman; Lou Wexner; Tony Lytle. **Programs:** *Fries Dynamite (11 titles); *Fries Family Theatre I—The Mark Twain Collection (6); Fries Frame 4 (23); *Time Out for Trivia; *Interceptor: The Special; *Tickets to Heaven; *The New Generation; *Born Famous; *The Best of Born Famous.

Gaylord Syndicom 1311
66 Music Square West, Nashville 37203

Staff: Jane Grams; Hal Buckley; Martin Clayton; Joyce Simmons. **Programs:** Hee Haw; Babe Winkelman's Good Fishing; *Prestige I; *Casey Kasem's Rock 'n Roll Goldmine.

GE American Communications 1631
4 Research Way, Princeton, N.J. 08540

Staff: Andreas Georgiou; Dorothy Ryan; Edward Campbell; Frederick Cain; John McGrath. **Services:** Video and audio services; voice, wideband data services.

Genesis Entertainment 972
5743 Corsa Ave., #216, Westlake
Village, Calif. 91362

Staff: Gary Gannaway; Philip Oldham; Don Springer; Diane Galella; Stanley Sherman; Wendy Levin; Barry Wallach; Rob Wussler; T.J. Kirby; Steve Smooke; Mitch Turner; Jerry Weaver; Mario Machado; Wayne Lepoff; Timothy Helfet; Betsy Green; Marsha Boyd; Richard Firth. **Programs:** *Highway to Heaven; The Judge; The Great Escape; The Best of the National Geographic; Classic Country; The Rifleman; Looking East /One World.

GGP/GGP Sports 511
400 Tamal Plaza, Corte Madera, Calif. 94925

Staff: David Peterson; Bob Horowitz; Henry Schneidman; Leslie Lombre; Darrell Ewalt; Anna Owens; Ted Griggs. **Programs:** Life After Gold; One on One; The Race for #1: College Bowl Preview; John Madden's Super Bowl Special; World Cup Skiing; Joel Siegel's Road to the Academy Awards; Western States 100; NFL Pre-Season Special; The Race for #1: Pre-Season Special; The \$200,000 Eckerd Tennis Open; GGP Cycling Series; Man in Space: The 20th Anniversary of the Landing on the Moon; A Time Television Special; Summer Movie Spectacular; Holiday Movie Spectacular.

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Gables, Fla. 33134

Staff: George Valera; Cesar Diaz. **Programs:** *Mini-series:* The Plot to Kill the Pope; Molly-O; Tomorrow; Mafia; Mafia II: The Octopus; Mafia III: The Revenge; Lulu's Sins; Treasure Hunters. **Features, packages:** GVG Movies One (6 titles); GVG I (4), II (6), III (15), IV (8), V (8); Kung-Fu/Ninja Theater I & II (14). **Series:** Two Against the Road. **Specials:** The International Circus Festival of Monte Carlo; Pavarotti Returns to Naples; Magic Show; Magic Night; Oleg Popov: Portrait of a Clown; The Yehudi Menuhin Festival; Rigoletto; Revue Champagne; Summer Time in Monte Carlo; Global Geographic Specials.

Globo TV Network-Brazil 460
Rua Lopes Quintas, 303, Rio de Janeiro 22460, Brazil

Staff: Jorge Adib; Marina Galliez; Gerardo Case; Robert Campbell. **Programs:** *Vale Tudo; *Fiera Radical; *Amor com Amor se Paga; Roque Santeiro; Derecho de Amar; Rueda de Fuego; Mamma Victoria; Selva de Concreto; Final Feliz; Nina Moza; Cambalache.

Granada Television International 1200
400 Madison Ave., #1511, New York 10017

Grand Entertainment 253A

The Great Entertainment Co. 1259
2170 Broadway, #2275, New York 10024

Staff: John Welch; Nancy Dixon. **Programs:** The Fashion Reports; Legends of Malibu.

Group W Productions 629
One Lakeside Plaza, 3801 Barham Blvd., 2d floor, Los Angeles 90068

Staff: Derk Zimmerman; George Resing Jr.; R. Kevin Tannehill; Tony Dwyer; Sam Cue; Meryl Marshall; Owen Simon; Gerard Farrell; David Jacquemin; Donald Spagnolia; Mary Fisher; Linda Magee; Dan Cosgrove; Peter Gimber; Steve Parker; Glen Burnside; Brock Kruzic; Patricia Brown; Jeff Hoops; Rick Shae; J. Michael Hudson; William Wuerch; Dick Dreyfuss; Catherine Malatesta; Katherine Ratajczak; Lou Scheimer; Alice Donenfeld; Gail Munn.

Programs: This Evening; Missing/Reward; Can This Marriage Be Saved?; Life's Most Embarrassing Moments; Bugzbug; Teenage Mutant Ninja Turtles; Bravestarr; Ghostbusters; He-Man and the Masters of the Universe; She-Ra: Princess of Power; Fat Albert and the Cosby Kids; He-Man and She-Ra in a Christmas Special; A Snow White Christmas; Lifequest; Couch Potatoes.

Group W TV Sales 629
90 Park Ave., New York 10016

Staff: Ed Goldman; Jeff Osborne; Deb Zeyen; Bob Gore; Gregg Cooke; Emilia Giammarella; Beth Sosin; Steve Hoffman; Chico Kurawski; Jill Tarlov. **Programs:** *Time to Care; For Kids' Sake; PM Magazine.

Groupe Multimedia du Canada 1312
5225 Berri, #300, Montreal, QC, H2J 2S4, Canada

GTG Marketing 260

150 E. 52d St., 19th floor, New York 10022

Staff: Bob Jacobs; Joel Berman; Fred Petrosino; Brian Davidson; Bette Alofsin; Rick Weidner; Marc Berman. **Programs:** *First-run series:* USA Today: The Television Show. **Magazine, talk:** The Beverly Sills Show.

Larry Harmon Pictures 849
650 N. Bronson Ave., Los Angeles 90004

Staff: Larry Harmon; Susan Harmon; Jerry Digney. **Programs:** Bozo Cartoon Library; Bozo Wrap-Arounds; Bozo's 3-Ring Schoolhouse; Bozo's Big Top; Bozo Franchise; Laurel & Hardy Cartoon Library; *Bozo Road Show.

Harmony Gold 1229
8831 Sunset Blvd., Los Angeles 90069

Staff: Frank Agrama; Jehan Agrama; David La Follette; Paul Wischmeyer; Susan Christison; Heidi Wall; Norman Siderow; Sheila Morris; Aideen Leonard; Marie Yamamoto; Karen Burby; Mimi Cavanaugh; Kathryn Vanderveen; Tom Will; Cindy Stern; Julie Amon. **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; Shaka Zulu; William the Conqueror; The Count of Monte Cristo; Sandokan; Shout: The Story of Johnny O'Keefe; Praying Mantis; Bella Otero. **Drama:** *Harmony Gold Presents. **Series:** Dancin' to the Hits; Travelin' Gourmet; *All in a Day's Work; *Wonders of the Wild; *Perception!. **Special Event:** *The Secret Identity of Jack the Ripper; *8th Annual National Basketball Players Association Awards. **Features:** Ninja 9; Serie Noire; Letters to an Unknown Lover; Touched; Bonzai Theater; Only Once in a Lifetime; Harmony Golden I. **Documentaries:** Animals of Africa; American Immortals; *The Common Enemy; *AIDS: The Global Explosion. **Specials:** Idiots; The Velveteen Rabbit; The Moonstone Gem; Alexander Baxter—Not Your Ordinary Cat.

Animated Series: Meet the Hound Cats; Meet the Barkleys; Robotech; Captain Harlock and the Queen of a Thousand Years; Mapletown Story; The Story of Hanaan; The Brave Frog; Time Fighters; Speed Racer. **Animated Features:** Lensman: The Power of the Lens; *Lensman: Secret of the Lens; Gigi and the Fountain of Youth; Robotech: The Sentinels; The World of the Talisman; Once Upon a Time; Animated Adventure Theater; Storybook Theater.

International: The Brave Frog; The Brave Frog's Greatest Adventure; Dracula; The Little Train; The Age of the Dinosaurs; Run for Life; Speed Racer: The Demon Acrobats; Speed Racer: The Challenge of the Mammoth Car; 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.

Hecht Custom Photo 423
1711 N. Orange Dr., Hollywood, Calif. 90228

Hit Video USA 1329
1000 Louisiana, #3500, Houston 77002

Staff: Connie Wodlinger; Laura Dodge; Scott Assyia; Lou Robinson. **Programs:** Hit Video USA; Countdown USA; Women in Rock; New Music Review; Hit Video USA Weekly.

Home Shopping Network 557
12000 25th Court North, P.O. Box 9090, St. Petersburg, Fla. 33716

Houston Association for Film & Television 251

HRP 1263
805 Third Ave., New York 10022

IDDH 1100
124 Rue de la Boetie, Paris, France 75008

Staff: Bruno Huchez; Caroline Guicheux; Pierre Metais; Valerie Delafoy. **Programs:** Clementine; Moi Renart; Blue Warrior; Virgul; *Denver the Last Dinosaur; *Molierissimo; *Marianne.

Independent Network/Promark 229
11150 W. Olympic Blvd., #1100, Los Angeles 90064

Independent Television Network 1522
747 Third Ave., 31st floor, New York 10017

Internal Revenue Service 1619
1111 Constitution Ave., N.W., Washington 20224

International Advertising Sale 1161
432 Park Ave, South, New York 10016

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

International TV Enterprises 939
420 Lexington Ave., New York 10017

Ironstar Communications 1312
64 Heward Ave., #106, Toronto, On. M4M 2T5, Canada

Staff: Derek McGillivray.

ITC Entertainment 549
12711 Ventura Blvd., Studio City, Calif. 91604

Staff: Jerry Leider; Wm. Christopher Gorog; Edward Gilbert; James Stern; Reid Davis; Donald Toye; Charles Keys; John Herrin; Margo Raport; James Marinar; Armando Nunez; Josh Elbaum; Vickie Gubbay; Dorolea Rosenberg.

Programs: *Features, packages:* *Entertainment Volume Nine; *Entertainment; Volume Eight; Entertainment Volumes One, Two, Three, Four, Five, Six, Seven; Cinema 12; Super Space Theater; Hammer House of Horror; The Thrillers. **Series:** *Secrets and Mysteries; Calhoun; Thunderbirds; 2086; Space Odyssey; The Prisoner; Secret Agent; The Saint/Return of the Saint; Edward the King; When Havoc Struck; Let's Rock; Let Them Live; The Protectors; My Partner the Ghost; Department S; The Persuaders; The Adventurer; The Baron; Man in a Suitcase; Fury. **Mini-series:** Tycoon: The Story of a Woman.

Specials: The Very Special Seven; The

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Botany Bay—*Paramount* • Mary and Joseph: A Story of Faith—*Lorimar*
The Dam Busters—*Castle Hill* • The Naked Jungle—*Paramount*
I'd Climb the Highest Mountain—*20th Century Fox*
Centennial Summer—*20th Century Fox*
The Greatest Show on Earth—*Paramount*
The Gift of Love—*20th Century Fox*
You're My Everything—*20th Century Fox*
My Blue Heaven—*20th Century Fox*

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International distribution: features, packages: David: The David Rothenberg Story; Killer Instinct; The Ann Jillian Story; Christmas Comes to Willow Creek; Baby Girl Scout; Sophie's Choice; On Golden Pond; All Quiet on the Western Front; Twice in a Lifetime; Unnatural Causes; Oceans of Fire; Claudia; Kent State; Summer of Fear; The Evil That Men Do; Now and Forever; Where the Boys Are; Blackout; A Talent for Murder; Amos. **Series:** Lovejoy; The Slavs; Winners; 43 Thrillers; Foundation (Tycoon); Nature Watch; The Shillingbury Tales; Sapphire and Steel; Thunderbirds: 2086; Let Them Live.

Specials: A Musical Celebration; Crimes of Passion; Symphony on Ice; Romeo and Juliet on Ice; Romeo and Juliet with Nureyev; Giselle. **Mini-series:** Poor Little Rich Girl; At Mother's Request; Robbery Under Arms; Billionaire Boys Club; Windmills of the Gods; Onassis: The Richest Man in the World.

ITEL 939
48 Leicester Square, London WC2H, 7FB, England

Staff: Tim Buxton; Frank Miller; Andrew Macbean; Katy Coyle; Julie Schmittinger; Peter Worsley; Margaret Hinde. **Programs:** *Antarctica—The Last Frontier; Save the Children; Queen of the Beasts; Subtle as a Serpent.

JM Entertainment 1030
133 E. 58th St., New York 10022

Staff: Jerry Molfese; Brian Molfese; Lydia Detorres; Christina Ortiz; Brian Wynn; Dain Fritz. **Programs:** **First-run series:** *Youthquake; Bearwitness News; Story of a People; Women in Motion. **Specials:** Story of a People; A Laugh, a Tear; Black Comedy in America; Frankie Avalon Presents; Youthquake; Spring Break Reunion Vol. III; Bearwitness News Back to School Special; Great Bear Scare; The Bear Who Slept Through Christmas. **Sports:** Indy Challenge; Jockey; Thunder at the Wheel.

Joslyn Entertainment 1249
4433 Lakeside Dr., Burbank, Calif. 91505

Staff: John Joslyn; Russ Kagan. **Programs:** Treasures of the Third Reich.

Katz Television Group 519
One Dag Hammarskjöld Plaza, New York 10017

Staff: Pete Goulazian; Dick Weinstein; Paul Arzen; Jim Beloyianis; Michael Hugger; John von Soosten; Mitchell Praver; David Smith; Ruth Lee; Bill Carroll; Marty Ozer; Pat Garvey; Tom Olson; Jack Higgins; Lucille Luongo; Rob Rosenthal; Marion Schneider.

King Features Entertainment 949
235 E. 45th St., New York 10017

King World Productions 1237
1700 Broadway, 35th floor, New York 10019

Staff: Roger King; Steve Palley; Jim Dauphinee; Paul Hughes; Jeff Epstein; Steve Hirsch; Dennis Franklin; Rosanne Legano; Michael Auerbach; Dan Gasby; Patty Cohen; Betsy Green; Marsha Diamond; Jeff Grant; Allyson Kossow; Diana King; Moira Dunlevy; Patsy Bundy; Jim Farah; Annette Johnson; Michael Shaw; Stu Stringfellow; Gary Grandolph; Lee Keirsted; Michael King; Sid Cohen; Michael Tanner; Marianne Catalano; Lee Leddy; D. Demirjian. **Programs:** *Inside Edition; Wheel of Fortune; Jeopardy!; The Oprah Winfrey Show; The Little Rascals; Guns of Will Sonnett & Branded; Topper; Mr. Food; Spotlight Ten; The Epics; Popcorn Theatre; Classic Detectives.

Koch-Silverberg Communications 1064
1650 Broadway, #510, New York 10019

Staff: Leonard Koch; Robert Silberberg; Patrick Byrne. **Service:** *Tintoretto Inc. colorization process. **Programs:** A Crystal Christmas in Sweden; Mrs. America Pageant; College Football Previews; College Basketball Previews.

Lage Enterprises 1523

LBS Communications 1011
(LBS rest areas: 201, 319, 358A, 552, 1601, 1635)
875 Third Ave., New York 10022

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; The Hunt for Stolen Treasures...Live!; Psychic Powers Exposed...Live!; The LBS Specials; Smithsonian Treasures; Test Series. **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. **Features:** LBS Classics.

London Weekend Television International 1230

S. Bank Television Centre, Upper Ground, London SE 1 9LT, England

Staff: Sydney Perry; Martha Burke-Hennessy; Suzanne Hayes. **Programs:** Wish Me Luck II; Poirot; London's Burning; Charles at Forty.

Lorimar Syndication 950
10202 W. Washington Blvd., Culver City, Calif. 90232

Staff: Richard Robertson; David Salzman; Michael Solomon; Keith Samples; Bruce Genter; Rod Cartier; Alicia Windroth; Vince Messina; Jim Burke; Jacqueline Hartley; Mary Markarian; Ed Wasserman; Jeffrey Brooks; Dalton

Danon; Don Ross; Jim Moloshok; Yelena Lazovich; Cynthia Stanley; Bruce Rosenblum; Leonard Bart; Leon Luxenberg; Jim Paratore; Mark O'Brien; Bob Sanitsky; Scott Carlin; Tom Byrnes; Rob Barnett; Jeannine Kadow; Damian Rioridan; Scott Weber; Eric Strong; Andrew Weir; Mary Voll; Karl Kuechenmeister; Marc Solomon; Julie Kantrowitz; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabathie; Chris Smith; Deborah Robin; Jim Engleman; Stuart Graber; Jeff Schlesinger; Frances 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.

Off-network series: *ALF; *Perfect Strangers; Mama's Family; It's a Living; Alvin & the Chipmunks; Knots Landing; Dallas; Eight Is Enough; The Greatest American Hero; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Flamingo Road; Ten-speed and Brown Shoe.

Features, packages: *The Premiere Edition (20 titles); Lorimar Family Classics (14); Mint Edition (25); Ultra 4 (30); Telepictures 3 (28), 2 (27), 1 (16); Masters of Fury (15); 22 Karat (24); Lorimar I (25), II (25); Sci-Fi Horror (55); Cowboys and Indians (32); Bomba the Jungle Boy (13); Deja Views (55).

International: Theatrical, feature packages; mini-series; movies of the week; series; animated shows; specials; game shows.

Lutheran Television 315
2185 Hampton Ave., St. Louis 63139

Staff: Sandi Clement; Jan Meyer; Bill Jackson; Don Schroeder; Keith Clement; Wayne Meyer. **Programs:** This Is the Life; Esta es la Vida; *The Magic Boy's Easter; Three Days; Yeshua; Christmas Is; The Stableboy's Christmas; The City That Forgot About Christmas; Easter Is.

LWT International 1230
South Bank TV Center, London, SE1 9LT, England

M.A. Kempner Inc. 901
Hillsboro Professional Bldg., #110, 2151 W. Hillsboro Blvd. Deerfield Beach, Fla. 33442

Staff: Marvin Kempner; Glenn Seger. **Services:** E-Z Tel call-in equipment; polling equipment; Escape/600, Telephone Poll. **Programs:** Excercise Bug; TV Powwww.

M&M Syndications 1130
1000 Laurel Oak Corp., #108, Voorhees, N.J. 08043

M.K. Thomas & Co. 534

Major League Baseball Productions 1463

1212 Ave. of the Americas, New York 10036

Staff: Joseph Podesta; Terry Kassel;

Geoff Belinfante; Peggy White; George Gratzis; Michael Teicher; Hilary Blinken. **Programs:** This Week In Baseball; Grandstand; Sports Newsatellite; Baseball 1989—A Look Ahead; Weekend Baseball Wrap Up.

MCA TV 472
445 Park Ave., New York 10022

Staff: Al Rush; Donald Menchel; Shelly Schwab; Jim Kraus; Bobbi Fisher; Marc Grayson; David Brenner; Mort Slakoff; Don Micallef; Richard Nailling; Paul Hoffman; Tom Maples; Kenneth Arber; Kate Kelleher; Jeff McElheney; Bill Trotter; Gary Wendt; Jeff Manoff; Dan Zifkin; Charlotte Sweet; Robert Raleigh; Steve Rosenberg; Steve Hackett; Tom Russo; Nancy Colligan; Christopher Rovtar; Gerri Pare; Kathy Fenus.

Programs: *Universal Pictures Debut Network III; *Amen; *Pictionary; *Star Play; *Lassie; *\$Reward\$; Airwolf; The Morton Downey Jr. Show; The Munsters Today; My Secret Identity; Out of This World; Charles in Charge; 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; Leave It to Beaver; The Munsters; The Jack Benny Show; Barretta; 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; Best Sellers, I, II; The Deputy; Thriller; Men from Shiloh; Wagon Train.

Features: Universal Pictures Debut Network I (33 titles), II (25); Film Fest I (22); Universal's Marvelous Ten; Universal Pictures Prestige 13; Universal Pictures Exploitable 13; Universal's Most Wanted List (23); The Columbo/McCloud/McMillan Mystery Movies (124); Banacek (16); The Hit List (36); Universal Network Movies 85; Battlestar Galactica (12); Champagne Movies 34; Ninety Minute Movies (49); Universal Grand 50 (48); Universal Star Spangled 33; Universal World Premieres; Comedy Festival I (26), II (26); Universal 40, 49, 50, 52; Paramount Pre '48 (496); Paramount 100 Select; Universal 53; Universal 123; Universal 260 Select List; Universal Color One Hundred; Universal 36 Black and White Elite; 77 Horror Greats; Western Roundup (26); Reserve (169); Diabolic Dozen; Dead End Kids Movies (7); Abbott & Costello (26).

McLaughlin, Piven, Vogel 435
30 Wall St., New York 10005

Staff: J.C. McLaughlin; Dave Witter; Bob Leverone; Jane Magida. **Program:** *30 Wall Street.

Medallion TV Enterprises 601
8831 Sunset Blvd., #100, West Hollywood, Calif. 90069

Staff: John Ettlinger; Shanna Gray; Ben Barry; Jorge Rossi; Bunker Jenkins. **Programs:** Elm Street: The Making of a Nightmare; Action I; Action II; Ray Bolger; Gambling's Invisible Thieves; The Making Of...; feature film library.

Mediacast Television Entertainment 323
2350 E. Devon, #250, Des Plaines, Ill. 60018

Staff: Tom Edinger; Pat Kelly; Sharon Polan; Marikay Hegarty; Mike Wickey; Joan Skrypek; Isme Bennie; Randy Zalken; Mitch Feldman. **Programs:** *Indy 500 Highlights; *Movies at the Triplex; Battle Monster Trucks; Great American Mystery Cars; Return of Monster Trucks; Super Chargers; War of Monster Trucks; *Bigfoot—King of the Monster Trucks; *Challenge of the Monster Trucks; *Bigfoot: In Action; *Bigfoot vs. the Monster Trucks; *Skyfire Air Races.

MG/Perin 1429
124 East 40th St., New York 10016

Staff: Marvin Grieve; Richard Perin; John Hess; Holly Grieve. **Programs:** *First-run series:* GLOW. *Features, packages:* Movie Madness 1; The Gathering Story; Churchill and the Generals. *Program inserts:* The Winning Moment. *Specials:* B.C.—The First Thanksgiving; B.C.—A Special Christmas. *Children:* Cicero, the Queen's Drum Horse.

MGM/UA Television Syndication 1035
10000 W. Washington Blvd., Culver City, Calif. 90232

Staff: Jeffrey Barbakow; Kenin Spivak; Trevor Fetter; Sid Sapsowitz; Norman Horowitz; Randolph Blotky; Anthony Lynn; Dick Cignarelli; Jeff Ivers; William Josey; Jack Smith; Joe Abrams; Mark Massari; Dee Baker; Kelly Kalcheim; Ninette Root; Paul Sumi; David Gerber; Phillip Smith; Chuck Atkins; John Rouse; Peter Preis; Andrew Bolt; Robert Horen; Victoria Quoss; Stuart Marcus; Bill Wineberg; James Willis; Patrick Gallington; Gilberte de Turenne; Annabel Bighetti; Bill Wells; Osvaldo Barzelatto.

Programs: *Series, specials, mini-series:* The New Twilight Zone; Hot Line; Straight to the Heart; Group One Medical; Fame; Bat Masterson; Highway Patrol; Outer Limits; Patty Duke Show; Rat Patrol; Sea Hunt; Wolper Specials. *Features:* MGM/UA Premiere Network III; MGM/UA 4, 3, 2, 1; UA Showcase 1-11; UA 17; UA Prime Time 1 and 2; Award Package; Box Office; Premiere; Festival; AAP Features; Chans & Wong; Monograms.

International: *cartoons:* The Pink Panther; Pink Panther Specials; Pink Panther and Sons; Banjo: The Woodpile Cat; Hello Kitty: Furry Tale Theatre. *Series, specials, mini-series:* thirtysomething; Knightwatch; Baby Boom; In the Heat of the Night; Dream Street; Kids Incorporated; George Washington; George Washington: The Forging of a Nation; Happy Anniversary 007: 25 Years of James Bond; James Cagney; That Yankee Doodle Dandy; That's Pantheonartment.

Films for television: The Man Who Fell to Earth; Dark Victory; Kids from Fame; Witness for the Prosecution; Dirty Dozen IV; In the Heat of the Night; Hot Paint; If It's Tuesday It Must Be Belgium; The King of Love; My Father, My Son; Red River; Broken Angel; Inherit the

Wind; Moving Target; Police Story: The Freeway Killings; Mercy or Murder; Lady Be Good; The Tenth Man. *Theatrical:* The United Artist motion picture library.

MGM/UA's Hotline 1559

Michael Krauss Syndication 337
707 Westchester Ave., White Plains, N.Y. 10604

Staff: Jack Firestone; Michael Krauss; Terry Hicks; Larry Held; Vivien Stern; Joan Lunden. **Programs:** *Mother's Day with Joan Lunden; *Mothers' Minutes with Joan Lunden.

MMT Sales 561
150 E. 52d St., New York 10022

Motion Picture Council of Houston 250

MTM TV Distribution Group 1360
12001 Ventura Pl., #600, P.O. Box 7406, Studio City, Calif. 91604

MTV Network 1326

Muller Media 1029
23 E. 39th St., New York 10016

Staff: Robert Muller; Dan Mulholland. **Programs:** *Features, packages:* *Lethal Weapons; *For Those I Loved; The Great Escape; Top Guns; Rainbow Family; The Godzilla All Stars; Super Action 10; Cinema Greats; Scattergood Baines; Above and Beyond. *Cartoons:* The New Three Stooges. *Special:* Action I & II. *Series:* The Making Of...

Multimedia Entertainment 719
75 Rockefeller Plaza, 22d floor, New York 10019

Staff: Peter Lund; Thomas Shannon; Bruce Johansen; Ed Monahan; Judith Bernat; Nancy Cook; Norm Hayes; Gerry Philpott; Mike Marsho. **Programs:** *Magazine, talk:* Donahue; Sally Jessy Raphael. *Game show:* Sweethearts. *Specials, packages:* An Appointment with Sherlock Holmes.

Muscular Dystrophy Assoc. 1220
810 Seventh Ave., New York 10019

Staff: Robert Ross; Gerald Weinberg; Roylance Sharp; Craig Wood; Gerald Auerbach. **Program:** The Jerry Lewis Labor Day Telethon.

NATPE Net 1324

NDR International 1211

New World Television 611
130 E. 59th St., New York 10022

Staff: Edward Gradinger; Tony Brown; Joe Middelburg; Monte Lounsbury; Tony Fasola; Frank Browne; Sandy Lang; Gloria La Mont; Dorothy Hamilton; Renee Madrigal. **Programs:** New World One (18 titles); New World Two (18); New World Three (20); *Sledge Hammer!; *Life of Riley; Marvel Action Universe; Zorro: The Legend Continues.

International: **Staff:** William Shields; James McNamara; Thea Diserio; Ray Donahue; Laurie Fein; John Triantafyllis; Osvaldo Barzelatto; Ray Donahue; Derek Malone; Noel Cronin; John Clutten; Yves Witner; Aliz Davonneau; Hans Eksteen; Franz Elmendorff. **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.

Newby/Berke Productions 1625

NHK Enterprises USA Inc. 830
1 Rockefeller Plaza, #1430, New York 10020

Nielsen Media Research 219
Nielsen Plaza, Northbrook, Ill. 60062

Staff: Roy Anderson; Deb Anderson; Betsy Braun; Artie Bulgryn; Kathryn Creech; John Dimling; Lisa Fishetti; Hal Fleig; Larry Frerk; Bill Friedman; Jerry Gabert; Tom Hargreaves; Dave Harkness; Jack Holt; Mike Hudak; Bill Jacobl; Chris Janks; Susan Kam; Sandy Krause; Kim Lloyd; Jim Lyons; Rita Mattley; Dave McCubbin; Pat McDonough; Ron Meyer; Bill Miller; Bob Paine; Stan Petersen; Ann Rosenberg; Mark Saputo; Ceril Shagrin; Kel Weber; Dave Woolfson. **Services:** TV Conquest; Megabase Lineup Report; *Dailies Plus—Syndication; Pocketpiece on Diskett pc program.

Nippon Animation Co. Ltd. 218
10-11, Ginza 7-chome, Chuo-ku, Tokyo 104, Japan

Staff: Yasuhiko Matsuoka; Hiroko Karaki; Eri Ichikawa. **Programs:** *Jakobus Nimmersatt; *The Story of Anne Frank; *Manxmouse; Pollyanna; Little Princess; The Alps Story; My Annette; Conan, the Boy In Future; Little Lord Fauntleroy.

NIWS Productions 839

Norman Hecht Research 364
66 W. Barclay, Hicksville, N.Y. 11801

Staff: Norman Hecht; Philip Jursek; Shirley Chin; Elaine Hecht. **Services:** Perception Analyzer; Ratings Points newsletter; Rx for a Bad Book; Retail Advertisers Audit; News Feature Concept Appeal; Media and Advertising Executive Panel.

NTV International Corp. 413
50 Rockefeller Plaza, New York 10020
Staff: Yasud Ema; Takao Sumii; Jennifer

Douglas; Aundre Mignott. **Programs:** Astrology; Ninja; The Romance of the Three Kingdoms; Monkey; In the Beginning; Video Kid; Living in Japan; *Live from Mount Everest.

Orbis Communications 1149
432 Park Ave., South, New York 10016

Staff: Michael Baldwin; Jim Blueweiss; Craig Cohen; Adam Copland; Terry Dolan; Tom Frank; Scott Gaulocher; David Goodman; Hilary Hendler; Frank Hussey; Lorraine Joseph; Leslie Learner; Ed Neuert; Sean O'Boyle; Ethan Podell; John Ranck; Maria Rattoballi; Neil Russell; Ashley Smith; Craig Smith; David Speigelman; Bob Turner; Paul Williams.

Programs: *Carloco I; *Thanks a Million; Public People/Private Lives; *Final Report; *Unauthorized Biographies; *Raising Good Kids in Bad Times; *Smash Hits; *The Other Side of Victory; Kidsongs; *Orbis Showcase Network; *Horrible Night at the Movies.

Orion Television Syndication 938
1888 Century Park East, 6th floor, Los Angeles 90067

Staff: J. Scott Towle; Robert Mirisch; Larry Hutchings; Stephen Mulderigg; Robert Oswaks; Kathy Haynsworth; 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-network series:* Cagney & Lacey; The Avengers; Addams Family; Green Acres; Mr. Ed; The Best of Saturday Night Live.

Features, packages: Orion I (20 titles), II (25), IV (22), III (20); Orion Starview I (11); Orion Premieres (15); Born Wild (12); Chrome & Hot Leather (12); Filmways (22); Monsters on the Prowl (9); Films for the 80's (25); Beach Blanket Biggies/Young Adult Theatre (14); The Winning Hand (25); Ghoul-a-Rama I, II; The World of the Macabre (8); Films from the '70's (22). *Mini-series:* Louisiana; Blood of Others; Secret of the Black Dragon; King.

Jlm Owens & Associates 310
1525 McGavock St., Nashville 37203

Staff: Jim Owens; David Vester; Pam Buckley; Laurie Larson Haynes. **Programs:** Weekend with Crook and Chase; Wolfman Jack Show; Roy Clark USSR Friendship Tour; Celebrities Off-stage.

Outdoor Sports Network 1611
6560 S.E. Federal Highway, Stuart, Fla. 34997

Palladium Entertainment 1350
444 Madison Ave, 26th floor, New York 10022

Staff: Gary Dartnall; Nathaniel Kwit Jr.; Bob Cohen; Brian Firestone; Harvey Reinsteint; Rick Bompante; Buddy Brooks; Ginny Wood. **Programs:** *First-run game shows:* *Jackpot!; *Eye Q.

Series: 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 (32 titles); Power Pack (22); Primetime 90's (10); Janus Features (233); Lone Ranger Features (2); Lassie TV Movies (15); Lassie Features (2); The Big 21 (21); Adventures of the Lone Ranger (13).

Paragon International 1312
260 Richmond St., West #405, Toronto, On, M5R 1K5, Canada

Staff: Isme Bennie; Jon Slan; Kirstine Layfield. **Programs:** *Blizzard Island; *Extra, Extra; *The Railway Dragon; *Bluetoes; *Mother Goose Treasury; *Alyssa Milano's Teen Steam; Racoons; Degraffi Junior High.

Paramount Domestic TV 1371
5555 Melrose Ave., Los Angeles 90038

Staff: Mel Harris; Lucille Salhany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Bob Sheehan; Vance Van Petten; Meryl Cohen; Howard Green; Jim Martz; Alan Baker; Steven Nalevansky; Jack Warlieb; Amy Bertram; Tom Connor; Maryann Wiedemann; Dick Montgomery; John Nogawski; Liz Firalio; Ed Wilson; Marc Hirsch; Ken Solomon; Bobbee Gabelmann; Gerry Noonan; Stan Justice; Don Salem; Mark Dvornik; Al Rothstein; John Morrow; Mike Kerans; Maura McDonough; Bruce Gordon; Joe Lucas; Ramon Perez; Susan Bender; Mal Orme; Kevin Keely; Peter Cary; Patrick Stambaugh; Jean Pullen; George Mooratoff.

Programs: *The Arsenio Hall Show; *The Joan Rivers Show; *Tabloid: Entertainment Tonight/Entertainment This Week; Friday the 13th: The Series; Gerald; Star Trek: The Next Generation; War of the Worlds. **Features, mini-series, packages:** Diamond Jubilee; The Winds of War; Shogun; Portfolio XII (26 titles), XI (22), X (15), IX (30), VIII (13), VI (30), III (60), II (37), I (44); Special Edition II (40), I (50); Preview III (20), II (16), I (14); Marquee III (18); II (17); White Christmas; The Untouchables.

Off-network: Brothers; Webster; Cheers; Family Ties; Taxi; Mork & Mindy; Laverne & Shirley; Happy Days; The Odd Couple; The Brady Bunch; Star Trek; Love, American Style; Star Trek Animated; the Brady Kids Animated; Mission: Impossible; The Untouchables; Angie; The Lucy Show; Mannix; Bosom Buddies. **Specials:** Leonard Nimoy Star Trek Memories.

Parrot Communications 329
355 Berkshire Ave.
La Canada, Calif. 91011

Petry Television 1215
3 E. 54th St., New York 10022

Staff: David Allen; Bill Fagan; Michael Membrado; Harry Stecker; C. William Schellenger; John Scognamiglio; George Dennis; Tom Belviso; William Wiehe; Harry Stecker; Jack Fentress; Dick Kurlander; Ron Martzoff; Gail Healy; Eric Steinberg; Rob Hebenstreit; Teddy Reynolds; Tino Pappas; George Blinn; Steve Eisenberg; Jerry Linehan; Rob Friedman; Richard Larcade; Donald O'Toole; Kevin Nugent; Bill Shaw; Patrick Twyon; John Heise; Paul Morrissey;



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Service: Rep firm.

Pollaro Media Advertising & PR 358
400 W. Main, Denison, Tex. 75020

Staff: Joe Pollaro; H.L. Voelker; Greg Mack; Rick Blackburn. **Programs:** *The New Ripley's Believe It Or Not; *Ripley's For Kids; *Hit Video Country; *Inside Music City.

Press conference area 224

Primetime Entertainment 1230
444 Madison Ave., New York 10022

The Program Exchange 1540
375 Hudson St., New York 10014

Staff: Allen Banks; Jack Irving; Chris Halliwell; Susan Radden; Beth Feldman; Tim Strosahl; Diane Casse; Holly Friend; Esther Pashkin; Barbara Donoghue. **Programs:** *Children:* Dennis the Menace; The Woody Woodpecker Show; Scooby Doo; The Flintstones; Bullwinkle; Rocky and His Friends; Underdog; Uncle Waldo's Cartoon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Valley of the Dinosaurs; King Leonardo; The Beary Family; Inch High Private Eye; Wheelie and the Chopper Bunch; Goober & the Ghost Chasers; Where's Huddles; Buford Files/Galloping Ghost; Jana of the Jungle; Bisketts. *Off-network series:* Bewitched; I Dream of Jeannie; Abbott & Costello; The Partridge Family. *Sports:* The Greats of the Game.

Program Link 512
708 Third Ave., New York 10017

Staff: Nick Peters; Mitchell Saslow. **Service:** National television program syndicator's newswire.

Program Syndication Services 429
375 Hudson St., New York 10014-3620

Staff: Suzanne Crowe; Peggy Green; Karen Morgenbesser; Barri Schnapp. **Program:** Morning Stretch.

ProServe Television 1058
10935 Estate Lane, #100, Dallas 45238

Staff: Donald Dell; Bob Briner; Dennis Spencer; Herb Swan; John Humphrey; Steve Horowitz. **Programs:** The Year in Sports—1988 & 1989; Sports Decade—the 80's. *International:* The Boston Marathon; The Tour de France; 40 Professional Tennis Tournaments; 1989 Intercontinental Cup Baseball; 1989 World Beach Volleyball Championships; World Amateur Boxing Championships; 1989 World Cycling Championships; Gore-Tex National Capital Open Cycling; World Cup Volleyball Championships; Diamond Awards Festival; James Galway's Christmas Carol; James Galway and the Chieftains; Rubinstein Remembered; Barry Douglas Special.

Qintex Entertainment 661
345 N. Maple Dr., Beverly Hills,

Calif. 90210

Ralph C. Ellis Enterprises Ltd. 1312
1231 Yonge St., #201, Toronto, On.
M4T 2T8, Canada

Raycom 1421
P.O. Box 33367, Charlotte, N.C.
28233-3367

Staff: Rick Ray; Dee Ray; Ken Haines; Ray Warren; Meade Camp; Peter Lenz; Peter Rolfe; Jerry Pelletier; Mike Dunlop; Julie Johnson; Ellen Bedell; Jim Duncan; Greg McCastle; Pat LaPlatney.

Raymond Horn Syndications 255A
38 W. 32d St., #1610, New York 10001

Staff: Raymond Horn; Gloria Horn; Michael Hannibal; Chuck Wicker; Lou Miles; Bernie Schulman. **Programs:** It's Showtime at the Apollo; D.C. Follies; America's Black Forum; *Hot! Hot! Hot!; *T.V. Ted.

Reel Movies International 359
8235 Douglas Ave., #770, Dallas 75225

Staff: Tom Moore; Lorri Logan. **Programs:** Space Patrol; Tom Corbett; Space Cadet; Tales of Tomorrow; Killer B's; Hollywood Interview; *Robin Hood; *Captain Gallant of the Foreign Legion.

Republic of Texas 236

Republic Pictures Corp. 1139
12636 Beatrice St., Los Angeles 90066

Staff: Chuck Larsen; Joe Levinsohn; Marlynda Salas; Diana Foster; Lisa Woodcock; Linda Lieberman. **Programs:** *Republic Premiere One; *Color Image Specials; Hollywood Stars, The John Wayne Collection, Hollywood One & Two; Get Smart; Bonanza; High Chaparral. *International:* Beauty & the Beast.

RTVE/Radio Television of Spain 441
501 Madison Ave., #604, New York, 10022

Staff: Soledad Alvarez Coto; Teresa Shelley; Javier dePaul; Teresa Seguria. **Programs:** Dangerous Loves (Amores Dificiles); Lorca, La Muerte de un Poeta; Mi General; La Colmena; Goya; Julio Iglesias special; Los Picassos de Jacqueline; Luis Bunuel.

Samuel Goldwyn Television 919
10203 Santa Monica Blvd., Los Angeles 90067

Staff: Dick Askin; Jim O'Neill; Mike Byrd; Ray Solley; Steve Barbour; Casey Lanken; Gary Perchick; Leonie de Picciotto; Richard Bornstein; Ron Breitstein; Christie Hawks.

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).

Satellite Television Syndication 463

Scott Entertainment 855
P.O. Box 554, Westbury, N.Y. 11590

Staff: Scott Sobel; Ronni Sobel. **Programs:** Teenage Theatre; Rhino Films; Haunted Hollywood; The Movie Classics; Roy Rogers/Gene Autry Theatre;

Shock Theatre; Nostalgia Network One; Golden Years of Television; Casebook of Sherlock Holmes; TV Facts; Dealers in Death.

Select Media Communications 1449
885 Third Ave., #1220, New York 10022

Staff: Mitch Gutkowski; Claire Scully; Andrew Eder; Carol Blank; Peter Hamilton; Robert Taffner; Linda Yaccarino; Catherine Morrow; Marlene Rochman; Mari Kimura; Heidi Torpey; Barbara Mearini; Marc Juris; Michael Haigney. **Programs:** *InSport; Relatively Speaking; *Fifth Annual Mrs. of the World Pageant; *23rd Victor Awards; *Drug Free Kid's: A Parent's Guide. *Program inserts:* Today in Music History; Whodunnit?; Intermission; Quick Schtick; Fashion in a Flash; Health Break; Ask Professor Nutrition; Where in America?; 1-Across; *Breathtaking Moments.

Seltel 837
575 Fifth Ave., New York 10017

Staff: Raymond Johns; Janneen Bjork; Lonnie Burstein; Frank Cicha; David Schwartz; James Murtagh; Paula Dopsch. **Service:** Station representation.

SFM Entertainment 833
1180 Ave. of the Americas,
10th floor, New York 10036

Staff: Stanley Moger; Jordan Ringel; Joe Gerard; John Doscher; Amy Sauerrieg; Cyndy Wynne; Jim O'Daly. **Programs:** The Care Bears; The March of Time; Crusade in the Pacific; Crusade in Europe; The Indomitable Teddy Roosevelt; The Digital Discovery Series; The Infinite Voyage; Zoobilee Zoo.

Silverbach-Lazarus Group 911
9911 W. Pico Blvd., PH-M,
Los Angeles 90035

Staff: Alan Silverbach; Herb Lazarus; James Francis; Nicole Wonica; Toby Rogers; George Blaig. **Programs:** *First-run series:* Faerie Tale Theatre; The Littlest Hobo. *Off-network series:* Cimarron Strip. *Mini-series:* For the Term of His Natural Life. *Specials:* Ivan the Terrible; The Last Days of Marilyn Monroe; Terror!; Best Christmas Pageant Ever. *Documentaries:* Hillary's Adventurers; Phenomenal World; Explore. *Feature, package:* Visual One.

International: Features: A Christmas Carol; Children in the Crossfire; Mrs. De-lafield Wants to Marry; The Fifth Muskeeter; Full Circle Again; A Little Night Music; Nobody's Child; Right of Way; Santa Fe Trail; Six Against the Rock; Special Friendship; Stone Pillow; The Ted Kennedy Jr. Story; The Last Days of Patton. *Series:* Faerie Tale Theatre; Explore; The Littlest Hobo; Phenomenal World; Shelley Duvall's Tall Tales & Legends; Hillary's Adventurers; Wild Kingdom; Spirit of Adventure.

Specials: Ivan the Terrible—The Demjanjuk Dossier; The Comedy Store 15th Class Reunion; John Denver's Christmas in Aspen; Season's Greetings: An Evening with John Williams and the Boston Pops Orchestra; Korean War; Top Flight; Chain Reaction; Case in Point in Jerusalem—el Khaledieh Street; Terror;

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Spanish Television Services 336
2044 Cotner Ave., Los Angeles 91342
Staff: Omar Romy; Hector Llorens.
Programs: *La Cuñada; *Como La Hie-
dra; *Sin Marido; *Vendedoras de La-
Fayette; *Ella Contra Mi; *Noche de Es-
trellas 89; *Las Gatas y Ratones de
Jorge Porcel 89; *Libertad Condicion-
ada.

Spectrum 719
75 Rockefeller Plaza, 22d floor, New
York 10019

Staff: Joseph Cifarelli; Robert Riordan;
Valerie DeSanti; Richard Bailey.

S.P.E.X. Group/Media 416
8831 Sunset Blvd., Penthouse West,
Los Angeles 90069

Staff: Dan Greene; W.F. Pouondra; Don-
na Varmee. **Programs:** *The Home Res-
toration & Remodeling Show; *The Luxu-
ry show; *Fixers Real Estate Etc.; *Home
Restoring & Remodeling Minutes.

**Sportsman's Showcase with
Ken Tucker** 453
Highway 313, P.O. Box 872,
Brewton, Ala. 36427

Staff: Ken Tucker; Doug Yamnitz; David
Morris. **Program:** *Outdoor Hunting Pro-
grams.

SPR News Source 1529
5165 Shady Island Rd., Mound,
Minn. 55364

Staff: Jack Hansen; John Lehman; Mi-
chael Muth; Jack Lau; Al Strada. **Pro-
grams:** *We Know What Matters; Ameri-
ca Hurts: The Drug Epidemic; Someone
You Know; Two Million Women: Domes-
tic Violence; Children of Children;
D.W.I.—Deadliest Weapon in America;
Looks: How They Affect Your Life; A Par-
ent's Greatest Fear; Touch; All Alone To-
gether; I'm Not Stupid—Learning Dis-
abilities; Toward Immortality; Everything
to Live For; The ABC's of AIDS; *Child
Care; *Who Is School For?; *Neglect and
Abuse; *Part Time Work, Part Time
School; *Subject: Sex; *Life and Death;
*Leroy; *Doug Hannon's Moon Clock;
*GVC Salesmakers.

Studio Hamburg Alelier BMBH 1211
Jenfelder Allee 80, D-2000,
Hamburg 70, West Germany

Staff: Wolfgang Riehl. **Programs:**
Thieves in the Night; The Bomb; Sum-
mer in Lesmona; Wonders of the Earth;
TV Soccer School; Lorient Special; Beat
Club; TV Shorts for Children.

Sunbow Productions 771
130 Fifth Ave., New York 10011

Staff: Tom Griffin; Art Heller; Heide
Kahne; Lisa Klasner; Mary Tricoli; Loret-
ta Fleming; Ellen Postman; Cynthia Mar-
kus; Carole Weitzman; Bridie Blessing-

ton; Loretta Volpe; Dave Wollos; C.J.
Kettler. **Programs:** G.I. Joe; Transform-
ers; My Little Pony; Jem.

Survival Anglia Ltd. 939
113 Park Lane, Brook House, London,
W1YY 4DX, England

D.L. Taffner 812
31 W. 56th St., New York 10019

Staff: Don Taffner; John Fitzgerald; Rick
Levy; Don Taffner Jr.; Joe Ceslik; Mike
Fahn; Merritt Sticker; Barry Katz. **Pro-
grams:** *Mystery Wheel of Adventure;
*Talkabout; *5-4-3-2 Run; Check It Out;
Three's Company; Three's a Crowd; The
Ropers; Too Close for Comfort; *Family
Animated Classics; Danger Mouse;
World at War; Hollywood; Crime Inc.;
Thames Comedy Originals; Benny Hill
Show; Benny Hill Specials I, II; The Cra-
zy World of Benny Hill; After Benny;
Robin's Nest; Man About the House;
George & Mildred; Keep It in the Family.

Telefilm Canada 1312
144 S. Beverly Dr., Los Angeles 90212

Staff: Louise Beaudoin; Sam Wendel;
Michelle Werstuck Chesley; Yvonne Wolf;
Elizabeth Hamilton; Edmund White; Lou-
ise St. Louis. **Services:** Production fi-
nancing, investment, distributions, mar-
keting support Canadian government
film and TV agency.

Telemedia 651
2025 Royal Lane, Dallas 75229

Staff: Harry Nyce; George Denniston;
Robert Rios. **Programs:** Classic Fea-
tures; Hollywood Revue (two hour and
three hour versions); *Reflections; Video
Juke Box; Comedy Greats; Nostalgic
Moments.

Telemundo—Channel 2 301
G.P.O. Box 6222, San Juan, PR. 00936

Telepool 1211
Sonnenstrasse 21, 8000 Munchen 2,
West Germany

Telerep 539
875 Third Ave., New York 10022

Staff: Al Masini; Steve Herson; Larry
Goldberg; Rich Sheingold; Andy Fein-
stein; Lisa Brown; Jay Isabella; John
McMorrow; Mac Lorimer; Mary Jane Kel-
ley; Jim Monahan; Dave Hills; Lanie
Richberger; Jim Robinson. **Service:**
Rep firm.

Teletrib 1349
875 Third Ave., New York 10022

Staff: Philbin Flanagan; Mary Jane Has-
tings; 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 Dona-
hue; Ken Kold; Kevin McGurk.

Programs: Series: *Cop Talk: Behind
the Shield; *Dionne & Friends; *The In-
vestigators; *Joan Rivers; *Subway Net-
work; *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 Ro-

mance.

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; *The Magic of Music; At the Movies
Oscar Special; Dayton International Air-
show; Gunfighters; Hollywood Christmas
Parade; Kenny & Dolly: A Christmas to
Remember; Living the Dream: Let Free-
dom Ring; Mother/Daughter Pageant—
International & USA; Mouse on the May-
flower; The Rich and Famous 1989
World's Best; Santa Claus Is Coming to
Town; Scrooge; Supermodel of the
World 1989; Soul Train Music Awards;
Best of Gleason; Bowzer's Rock 'n Roll
Party.

Animated: Ghostbusters; G.I. Joe;
Jem; C.O.P.S.; Denver the Last Dino-
saur; Vytor, the Starfire Champion.

Mini-series: 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 Re-
becca; Strong Medicine; Hold the
Dream.

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

TeleVentures 1271
1925 Century Park East,
S-2140, Los Angeles 90067

Staff: Pat Kenney; Bill Kunkel; Ray Lew-
is; Mike Lopez; Noranne Frisby; Maury
Lanken; Ed Youngmark; Kathy Zeisel;
Jack Brandon; Jerry Leifer; Doug Fried-
man; Drew Hallmann. **Programs:** 21
Jump Street; Hunter; Sha Na Na; Pega-
sus I; TV-I; Classicolor I.

Television Latina 548
550 Biltmore Way, 9th floor,
Coral Gables, Fla. 33134

Television Program Enterprises 1349
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 To-
night/This Week; Lifestyles of the Rich
and Famous; Runaway with the Rich
and Famous; Star Search; Triple Threat. **Off-
network series:** Fame, Fortune and Ro-
mance. **Specials:** Dayton International
Airshow; *Lou Rawls Presents: A De-
cade of Black Gold Hits; The Rich and
Famous 1989 World's Best; *The Magic
of Music; Supermodel of the World 1989;
*Star Search International.

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

Television Week 335
Meed House 21, John St., London,
WC1N 2BP, England

Texas Video & Post 334
8964 Kirby Dr., Houston 77054

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Staff: Grant Guthrie; Alan Van Dix; Tom Lynnes; Rick Cortright. **Service:** Animation and post production.

Thames TV International Ltd. 812
149 Tottenham Court Rd., London,
England W1P9LL

Staff: Mike Phillips; Roger Miron; Tricia Friswell; Charles Butler. **Programs:** Benny Hill; The Thames Comedy Originals; Robin's Nest; Man About the House; George & Mildred; Keep It In the Family; After Benny; Crime Inc; Hollywood; The World at War; Destination America; Danger Mouse; Count Duckula; Benny Hill Specials I, II; Crazy World of Benny Hill.

TNT Special FX 1620

Toei Animation Co. Ltd. 957
20695 S. Western Ave., #112,
Torrance, Calif. 90501

Tomwil Entertainment 901

TPC Communications Inc./
Channel One Ltd. 861
Production Plaza, Sewickley, Pa. 15143

Staff: John Phillips; Marge Sherwood; Bill Eckenrode; Dan Wilhelm. **Services:** Television program distribution; videotape duplication; commercial integration; billboard customization service; satellite space segment; film to tape transfers for 16/35 mm; tape, film booking service; audio voiceover recording and production.

Tradewell Industries 558
845 3rd Ave., New York 10022

Tribune Entertainment Co. 1365
435 N. Michigan Ave., Chicago 60611

Staff: Sheldon Cooper; Donald Hacker; David Sifford; Joseph Antelo; Carol Forace; Peter Marino; Mel Smith; George Paris; Tanya Neimark; Allan Grafman; Dale Laackman; Bill Lyall. **Programs:** *First-run series:* At the Movies; Monsters; Tales from the Darkside; Dionne and Friends; Charles in Charge; U.S. Farm Report. *Magazine, talk:* Geraldo; The Joan Rivers Show; Cop Talk; The Investigators.

Movies, events, specials: Geraldo Rivera Specials; A Child Called Jesus; Achille Lauro; Black History Notes; Bowzer's Rock 'n Roll Party; Mother/Daughter Beauty Pageant; TV Net; At the Movies Oscar Special; Hollywood Christmas Parade. *Sports:* Chicago Cubs TV Network. *Variety, music, comedy:* Soul Train; Living with the Dream; Let Freedom Ring; Third Annual Soul Train Music Awards; 4th Annual Stellar Awards. *Animation:* G.I. Joe. *Mini-series:* Black History Notes.

Turner Program Services 649
One CNN Center, Box 105366,
Atlanta, 30348-5366

Staff: Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; Ken Christensen; Robert Rierson; Beth Gould; Terez Kiely; Cliff Matis; Carol Bomberger; Karen Louque; Tom Todd; Diane Lasek; Dennis Juravic; Tom Dwyer; David Skillman; Bob Morris;

Sidney Pike; Howard Karshan; MaryAnn Pasante; Celeste Panepinto; Lisa Maxwell; Francisco Serrador; Bill Wells; Greg Eli; Jean Viana; Lillian Noriega; Rich Hylen; Farrell Reynolds; Rich Goldfarb; Margret Mollo.

Programs: *Features:* Color Classic Network Two (12 titles); Color Classic Network Three (24); Premiere One (8), Two (19), Three (10), Four (15); Turner Entertainment One (25); Premium One (22); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion One (25); Lion Two (30); Theatre 15 (15); Extra-Extras (25); 10 More Extra-Extras; 13 Tailor Mades; MGM Pre-48 Library (744); RKO Film Library (669); Warner Bros. Library (735).

First run: The Last Word; The Beach Boys; NWA Wrestling; CNN News Service; CNN Television; CNN Newsource; CNN Newsbeam; Secret World; 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.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Dakari.

Children: Tom & Jerry and Friends; Popeye; Our Gang; Warner Bros. Cartoon Library; MGM Cartoon Library.

TV Horizons 1011
875 Third Ave., New York 10022

Staff: Henry Siegel; Mike Weiden; Ira Bernstein. **Programs:** Family Feud; A Current Affair; Hollywood Squares; Small Wonder; Crazy Like a Fox; Hardcastle & McCormick; Peter Gunn/Mr. Lucky/The Invisible Man; Gidget; Police Academy; The Animated Series; The Real Ghostbusters; Heathcliff; Popeye; Care Bears and Friend at the Movies; Story of Rock 'n' Roll; The Monkees; Smithsonian Treasures; Fox Premiere Movies; Spectrum II; The Hunt for Stolen Treasures...Live!; Psychic Powers Exposed...Live!; LBS Major Minis; The LBS Specials.

TV World 237
27 Wilford St., London, England

TVMC Audio-Visuel 1312
451 St. Sulpice, Studio K, Montreal,
QC, H2Y 2V9, Canada

Staff: Anne-Marie Coidebez.

TVRC Syndication 244
245 Fifth Ave., New York 10016

Staff: George Nuccio; Nat Schorr; Barry Hoffman; Allan Infeld; Leslie Aaron; Anthony Durante. **Programs:** *Hoop Du Jour; Inside Pro Basketball; *Future Stars; *Money Clip; *Yogi at the Movies; *Changemakers; *Countdown to 2000.

Services: Five unwired networks: The Primetime Movie Network; The Late Fringe Network; The Early Fringe Network; The Late News Network; The Early News Network; *The Weekend Network; The Daytime Network; The Sports Network.

Twentieth Century Fox TV 1172
P.O. Box 900, Beverly Hills,

Calif. 90213

Staff: Barry Diller; Leonard Goldberg; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Joseph Greene; Dan Greenblatt; Tony Bauer; John Campagnolo; Matthew Jacobson; Michael Newson; Vic Zimmerman; Patti Jennings; Ben Begun; Robert Fleming; Ken Richards; Timothy Mudd; David Ozer; Barbara Van Burkirk; Paul Franklin; Ron Geagan; Jeff Stern; Chris Pozanac; Jennifer Fate; George Gubert; Stephen Friedman; Patricia Fitzgerald; Fred Bierman; J. Mathy Simon; Kevin Burns; Carolyn Spencer.

Programs: A Current Affair; A Current Affair Extra; Mr. Belvedere; Small Wonder; Fox Hollywood Theatre; Fox Mini-Series I; Century 13, 14; Fox Premiere II; Fox Premiere III; M*A*S*H; Miller's Court; Expedition: Danger; Dynasty; Vegas; The Ann Sothern Show; Movin' On; The Untamed World; The Paper Chase; Kelly's Avengers; Sara Dane; Roots of Rock 'N' Roll; Animals Express; Wild Times; Roughnecks; Empire Inc.; Spearfield's Daughter; All the River Run; Shirley Temple Theatre; Arnie; Blue Light; Breakaway; That's Hollywood; Circus; Best of Jackie Gleason; Top Rank Fights of the Seventies; Adventures in Paradise; Audubon Wildlife Theatre; Batman; Bracken's World; Broken Arrow; Bus Stop; Cheap Show; Julia; Loner; Century 5, 6, 7; Olympiad; A Little Princess; Fortunes of Nigel; The Pathfinder; Seven Little Wolcotts; Cartoons; Doctor Doolittle; Fantastic Voyage; The Hardy Boys; Journey to the Center of the Earth; Circus; Daniel Boone; Doby Gillis; Encyclopedia Britannica Educational Corporation Presents; Incredible World of Adventure; The Felony Squad; Five Fingers; Follow the Sun; The Ghost and Mrs. Muir; Fox One; Golden Century; Green Hornet; Hong Kong; Jack the Ripper; Journey to the Unknown; Judd for the Defense; Lancer; Land of the Giants; Lost in Space; Mark I; Nanny and the Professor; Masquerade Party; The Monroes; My Friend Flicka; Orson Welles Great Mysteries; Peyton Place; Room 222; Salty; Shari Show; The Starlost; The Time Tunnel; 12 O'Clock High; Voyage to the Bottom of the Sea; Numero Uno; Paper Chase; Monte Carlo Show; T.H.E. Hospital; Best of Midnight Special; Farber!; Strange True Stories; Trapper John; This Business of Living; Anatomy of a Crime; Undersea World of Jacques Cousteau; Jane Goodall & the World of Animal Behavior; Great American Music Celebration; Truth About Houdini; The Superbowl—The Final Sunday; Borrowers; Edith Piaf...I Regret Nothing; Fred Astaire Hollywood; Fred Astaire Salutes the Fox Musicals; Salute to Lady Liberty; Divorce; Kids in the Middle; Star Wars Holiday Special; The Nativity; The Making of Star Wars; President's Command Performance; Sex, Teenage Style; 20th Century-Fox Presents; The War to End All Wars; They Write the Songs; World Game of Tennis; Paul Newman: The Man and His Movies; Movietone News; Smithsonian Discovery Theater; Inside Russia; Future Shock; Time of Man; On

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and Off Camera; This Day in Sports; Planet of the Apes; Cartoons; Hollywood, the Gift of Laughter; Voyages of Dr. Doolittle; Assassins Among Us; Cancer Confrontation; Groovie Goolies & Friends; Crusader Rabbit; Boy in the Bush; My Cousin Rachel.

U.S. Army Reserve 439
Attn: DAAR-PA
Washington 20310

Staff: Capt. Mark Zimmer. **Services:** Public service announcements; video news release spots.

U.S. Nippon Communications 1621
The Plaza, 2 W. 59th St.,
New York 10019

Staff: Eiso Kawamoto; Shinji Tamiya; Ginji Sawa; Mimi Matsumoto.

Programs: Business Nippon; Japan Digest; Let's Learn Japanese.

Ulster Television 939

United Industries 238

Uniworld Entertainment 330
1250 Broadway, 36th floor,
New York 10001

Unreel Productions 1614

Up with People 362

3103 N. Campbell Ave.,
Tucson, Ariz. 85719

Vestron Television 1129
2029 Century Park East, #200,
Los Angeles 90067

Staff: Julian Levin Sr.; David Armstrong; Strauss Zelnick; Bruce Casino; John Witte; Tim Lavender; Karen Setten; Gary Barber; Edwin Friendly; Austin Furst.

Programs: *Features, packages:* *Hot Tickets (12 titles); First Images (12); Double Images (10); Empire of Terror (19). *Special:* *Dirty Dancing: Live in Concert. *Docu-dramas:* *Eyes of War.

Via Le Monde Productions 1312
326 St. Paul-West, Montreal,
QC H2Y 2A3, Canada

Viacom 811
1211 Ave. of the Americas,
New York 10036

Staff: Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; George Faber; Betsy Vorce; Arthur Kananack; Michael Gerber; Joseph Zaleski; Paul Kalvin; Dennis Gillespie; Toby Martin; Peter Newman; Howard Berk; Elissa Lebeck; Lisa Merians; Andrew Spitzer; Eric Veale; Scott Kolber; Kenyon Kramer; Nanci Orgel; Gerald Pinks; Brooks Carroll; Dennis Emerson; Frank Flanagan; David Campbell; Joseph DiSalvo; Sean Deneny; Douglas Knight; Sid Beighly; Gayle Dickie; John Gee; Joseph Kiselica; Bob Mahlman; Thomas Tannenbaum; Raul Lefovich; Adam Singer; Bruce Boro; Noreen Brittenham.

Programs: *Special:* Special Delivery. *First run:* *Betcha; *Trial By Jury; *Super Mario Brothers' "Super" Show; *Remote Control; *1989 MTV Video Music Awards; Double Dare; Finder's Keepers; Superboy; This Morning's Business. *Series:* The Cosby Show; All in the Family;

The Andy Griffith Show; Bizarre; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; December Bride; Dempsey & Makepeace; 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; Rawhide; The Rookies; Split Second; Twentieth Century; The Twilight Zone; Whirllybirds; The Wild, Wild West.

Animated: Mighty Mouse and Friends; 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).

Vid-Film Services 412
1631 Gardena Ave., Glendale,
Calif. 91204

Video Media Marketing Ltd. 1528
530 W. 23d St.,
New York 10011

Staff: Brian O'Daly; Paul Berkowitz; Larry Casey; Bonnie Williams. **Programs:** *Cinemagic (10 titles); *Knock-out (10); *Network Showcase (11).

Video Tape Co. 700
10545 Burbank Blvd., N. Hollywood,
Calif. 91601-2280

Staff: Gary Worth; Jon Duncan; Larry Birstock; Sharon Beverly; Ted Sobel; Frank Cavaioi; Keith Austin. **Services:** VTC Satellite Network; Hotline; Spotnet; film-to-tape transfer; standards conversion; traffic and fulfillment; videotape duplication.

Video Yesteryear 356
Box C, Sandy Hook, Conn. 06470

Staff: Jon Sonneborn; Michael Rophone. **Programs:** *Films:* Adventure (52 titles); Avant Garde (3); Black (14); Bloopers (5); Cartoons (19); Classic (76); Comedy (146); Crime, Mystery, Suspense (88); Documentaries (76); Drama (172); Especially for Children (70); Foreign Classic (139); Horror, Sci-Fi (46); Musical (56); Serials (42); Silent Comedies (75); Silent Drama (102); Silent Cartoons (8); Silent Westerns (13); Turkeys (28); Vintage TV (177); Westerns (81).

Visual Productions '80 Ltd. 1312
101 Niagara St., #2, Toronto, Ontario,
M5V 1C3, Canada

Staff: Beverly Shenken.

Wall Street Journal TV 1558
200 Liberty St., 14th floor,
New York 10281

WDR International 1211

Weiss Global Enterprises 900
2055 Saviers Rd., #12,
Ornard, Calif. 93033-3693

Staff: Adrian Weiss; Ethel Weiss; Steven Weiss; Laurie Weiss. **Programs:** *Features:* For Adults Only; Galaxy 15; Gold-

en ShowmanShip 9; Impact 120; Parade 4; Vintage Flicks; Westerns. *Documentaries:* The Brave Rifles; Our Time In Hell; Those Crazy Americans. *First-run series:* The Black Coin; The Clutching Hand; Custer's Last Stand; Kids Say the Darndest Things; The Stan Kann Show. *Off-network series:* The Adventures of Jim Bowie; The Bill Dana Show; Canine Comments; Craig Kennedy, Criminologist; Good Morning World; I Married Joan; Make Room for Daddy; My Little Margie; Rocky Jones, Space Ranger; Thrill of Your Life; Waterfront. *Comedy shorts:* The Chuckle Heads. *Cartoons:* Alice by Walt Disney; Crazy Kid Kartunes; Nursery Rhymes.

Western International Syndication 1500

WesternWorld TV 300
10523-45 Burbank Blvd.,
N. Hollywood, Calif. 91601

Staff: Gary Worth; Julio Gonzalez-Reyes; Roger Feltman; Ruben Veioso. **Programs:** Skouras Pictures Package (20 titles); Action Package (22). *Series:* Adventures and Explorations; Hollywood Insider; Orphans of the Wild; Nova; Risking It All. *Children:* Children of the Stones; Fifteen; Pals; Sebastian and the Sparrow. *Music:* Kenny and Dolly in Concert; Pavarotti at Madison Square Garden; The Rock Show. *Animation:* Grimm's Fairy Tales; The Space Sagittarius; The Story of 15 Boys; Tom Sawyer. *Other:* Crocodiles; Dead Wrong; Living Tomorrow; Ways of the Wild.

World Communications 630
3415 S. Sepulveda Blvd.,
#500, Los Angeles 90034

World Events Productions Ltd. 1511
4935 Lindell Blvd., St. Louis 63108

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

World Wrestling Federation 1535
1055 Summer St., Stamford,
Conn. 06905

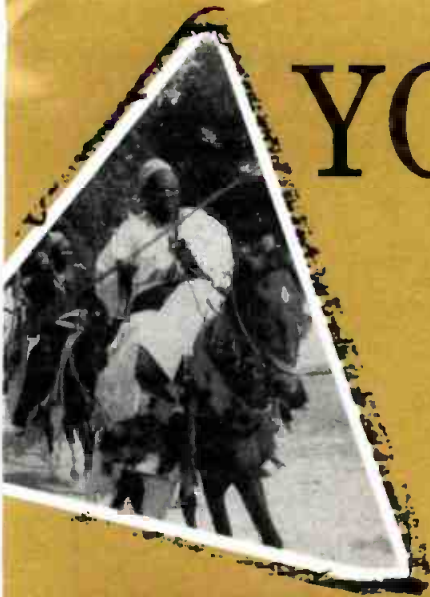
Staff: Joseph Perkins; Basil Devito; Michael Orman; Richard Maloney; William Datre; Rossane Eke; Joanne Flynn.

Programs: WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight.

Worldvision Enterprises 571
660 Madison Ave., New York 10021

Staff: John Ryan; Bert Cohen; Burt Rosenburgh; Randy Hanson; Gary Montanus; Tom Devlin; Bill Baffi; Jerry Kaufer; Rita Scarfone; Dan Willis; Adam Lloyd; Karen Davidson; Gerry Bixen-span; Andy Samet; Noreen McGrath; Alan Winnikoff; Philip Martzoff; Doreen Muldoon; Anna Mark; Gary Butterfield; Brian O'Sullivan; Jim Kauss; Jim Smith; Jim Thomson; Reggie Jester; Karl Middleburg; Paul Danylik; Marty Weisman; Ed O'Brien; Harrington Silva; Sara Indart; Bruce Swanson; Jules Haimovitz;

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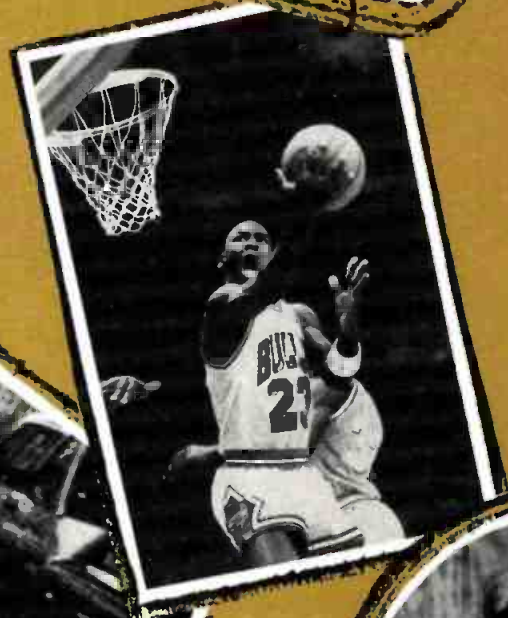
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NATPE Booth 1229

Ronald Lighthouse; John Brady.

Programs: *First-run game show:* Make Your Move. *First-run late night variety:* After Hours. *Comedy:* Starting from Scratch. *Children:* Smurfs' Adventures; Hanna-Barbera's Superstars 10; The Yogi Bear Show; Snorks; Fantastlic World of Hanna-Barbera; The Jetsons; Rambo; Centurions; Chuck Norris Karate Kommandos; Banana Splits; Atom Ant; Secret Squirrel; Adventures of Gulliver; Adventures of Huck Finn; Yogi's First Christmas; 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 Pittstop; 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.

Live-action: Sword of Honour; Throb; Starring the Actors; Shark's Paradise; Return to Eden. *Special:* Yogi's First Christmas. *Series:* The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; Return to Eden; Breaking Point; Don Lane Show; 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 & Fen-

ster; High Road; It Pays to be Ignorant; Mickey Rooney; Next Step Beyond; On the Mat; Range Rider; Starring the Actors; Take My Word For It; Wendy and Me; Wonders of the Wild.

Features: Prime I-VIII; Saturday at the Movies. *Specials:* Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo I; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangles 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 Television. *Mini-series:* Against the Wind; Holocaust; Return to Eden.

International: Ironweed; The Running Man; Light of Day; Monster Squad; Internal Affairs; Stones for Ibarra; Stranger on My Land; Starting from Scratch; Streets of San Francisco; A.F.I. Life Achievement Award/Jack Lemmon; Home Fires; Hanna-Barbera's Superstars 10; General Hospital; One Life to Live; All My Children; Hands of a Stranger; Highway to Heaven; Dallas; Angel in Green; Kids Like These; Little Troll Prince; A Mouse, a Mystery and Me; Unholy Matrimony; The Last Frontier; The Stepford Children; The Day They Came to Arrest the Book; Stone Fox; Shark's Paradise; When the Bough Breaks; Night of Courage; Stranger in My Bed; The High Price of

Passion; Sable; Throb; You Again?; The Love Boat; On Wings of Eagles; Doubletake; Key to Rebecca; Sam's Son; A Deadly Business; My Two Loves; Welcome Home Bobby; Smurfs; The Jetsons; Wildfire; Berenstain Bears; The Flintstones 25th Anniversary; The 13 Ghosts of Scooby Doo; Mr. T; The Flintstone Kids; Alvin & the Chipmunks; Yogi's Treasure Hunt; Sky Commanders; Snorks; Roboforce; Remember Me; Little House on the Prairie; Three Special Presentations; An Act of Love: The Patricia Neal Story.

Holiday specials. Feature films: Paragon Features; Prestige Features; Selznick Classics; ABC Pictures. *Children's programming. Series:* Return to Eden; Lucie Arnaz Show; Starring the Actors; Little House on the Prairie; Eight Is Enough; Kaz; Project UFO; The Andros Targets; Spencer's Pilots; Man from Atlantis; Married: The First Year; Pruitts of Southampton; The Doris Day Show; Hunter; Mod Squad; The Invaders; The Fugitive; The Next Step Beyond; Thunder; Garrison's Gorillas; Cowboy in Africa; Ben Casey; That Girl.

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Programming

ABC hopes for 'War' record on next round

Stoddard says series deal with Bochco is moving ahead

ABC will probably schedule the remaining 12 or 12 1/2 hours of *War and Remembrance* "closer to one burst than [the first part] was in November," said Brandon Stoddard, president, ABC Entertainment, at the Los Angeles press tour last week.

The November scheduling of the first 18 hours of the mega-series was "a problem, although not an extraordinarily serious one," he said. "I don't think people knew enough about where it was. It was sort of inconsistent. We were on Sunday night, then here comes the NFL [on Monday night], then we're on Tuesday and Wednesday night, then we take three days off and then come back on a Sunday night. It was hard to know just where it was, and I think we can be a little bit better at that. One possibility, he said, is to schedule the remaining hours "across the board for a full week."



Stoddard

Stoddard said he was "a little disappointed with the ratings" for the first part. "I was hoping for a better rating than we got." The 18 hours, scheduled over a 10-day pe-

riod, averaged an 18.6 rating and a 29 share. Stoddard said *War and Remembrance* failed to bring in the same age group that *The Winds of War* failed to attract—the younger demos.

"We were certainly aware of the vulnerability of *War and Remembrance* to a young audience," he said. With that in mind, "we made the biggest push that we had ever made, in terms of colleges and high schools, and our study guide was the biggest mailing on study guides that this network has ever done," he said.

Stoddard is also preparing for the possibility of a Screen Actors Guild strike in July. Saying the effects of the writers' strike will be felt for another year, Stoddard said he has had discussions with the studios to either produce additional episodes of series and tack them on the order this year, or "come back early from hiatus and start production earlier than they might normally do in order to get three or four episodes under the belt prior to mid-July." The de-



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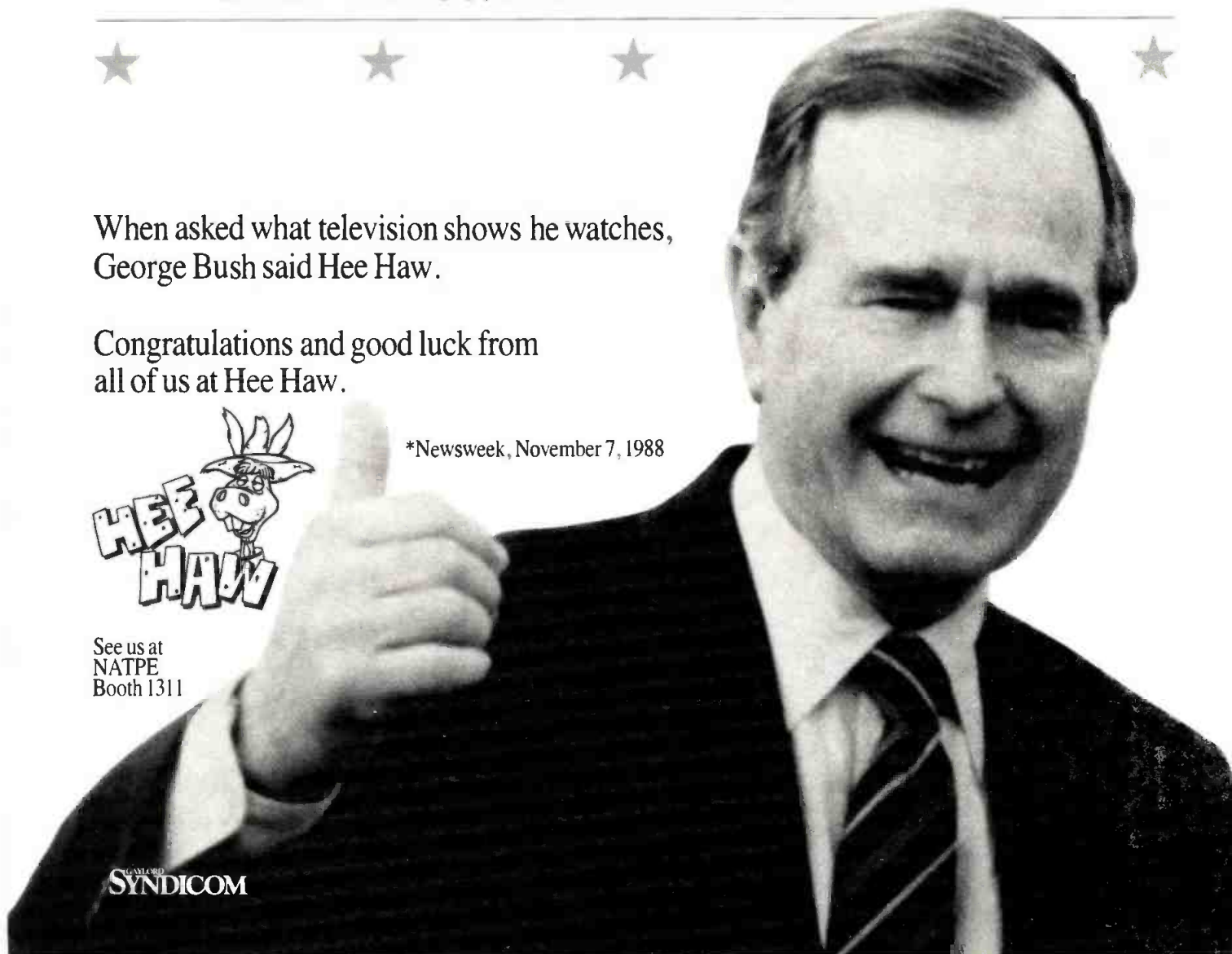
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velopment process at the network is still feeling the effects of the strike he said, in that "we have, in essence, no mid-season development."

One project that is moving ahead for ABC is the first series to be produced from the 10-series deal with Steven Bochco. Stoddard would not give details concerning the show, saying only that it would premiere in the fall. In addition, Stoddard said the network has picked up an hour-long drama from Aaron Spelling, describing it as an action/adventure piece, "post-9 p.m." Stoddard also confirmed there had been "some discussions" that CBS's *Murder, She Wrote* would become the fourth spoke in the *Monday Night Mystery* wheel. Stoddard quickly added, however, that CBS "would be very anxious to keep *Murder, She Wrote* in any shape or form, including slides, if they could." It is perceived that Universal, which produces *Murder, She Wrote* and the three movies in the mystery wheel, would benefit from having the highly rated CBS series join the wheel, possibly insuring the survival of the entire movie rotation. The other three parts of the wheel are movies starring Burt Reynolds, Peter Falk (reprising his *Columbo* role), and Louie Gossett Jr.

Network's sports president says Olympics, baseball not good business choices for ABC

The Olympics are no longer an economically viable network television product and the Major League Baseball package on ABC was a financial loser, one which the network tried to negotiate out of during the recent bidding for the baseball package, said Dennis Swanson, president, ABC Sports, speaking to an audience of television critics at the Los Angeles press tour on the state of ABC Sports.

"I don't mean this as a sour grapes remark," said Swanson, "but I just don't think it's [the Olympics] a very good business for American networks to be involved in now." In explaining, Swanson said that to "justify the high rights fees, you keep adding hours to the telecast so that you can run more commercials." Regarding ABC's coverage of the winter games in Calgary, Canada, he said: "We had too many commercials in our Calgary programs—we knew that going in."

Swanson said ABC bid \$500 million for both the 1992 summer games in Barcelona, Spain, and the winter games in Albertville, France, but the International Olympic Committee decided to hold open auctions on each event separately and eventually received some \$640 million for both events from CBS and NBC, which won the Albertville and Barcelona games, respectively.

Of the baseball negotiations, Swanson said the three networks could place bids on three different packages. ABC, he said, was in favor of a package that is similar to the present system of alternating the World Series and League Championship Series between two networks and the two networks splitting regular season coverage. CBS bid on the eventual package of exclusivity for one network and NBC bid on a package of

Lessons from Campaign '88. Speaking to reporters during the television critics press tour in Los Angeles, Paul Friedman, executive producer, *ABC World News Tonight with Peter Jennings*, raised a proposal for curbing coverage of staged political events during presidential campaigns, or at least giving them a little more substance. "The networks next time around ought to say, 'We're not going to show any of your staged events on a day during which you are unavailable to answer questions from correspondents.'" Not that ABC News will embrace such a policy, but to Friedman's mind, "that's kind of an interesting idea, and I think there will be a lot of rethinking before the next time around." At the same session, *World News Tonight* anchor Peter Jennings said he did not believe the George Bush presidential campaign "used" the media as "successfully and as diligently, and with such sense of panoply as the Reagan Administration did." Jennings suggested Reagan may have used the medium a little too successfully, as far as to the kind of coverage that may be in store for the Bush Administration. "I think we're all a touch bruised by our treatment at the hands of the Reagan scene," Jennings said, adding: "I'm sure that Mr. Bush will automatically suffer for it."

regular season games, the All-Star game and the World Series. ABC was not in favor of the CBS proposal because the network was reluctant to pre-empt their prime time lineup to air the entire post-season schedule.

Despite the fact that ABC was outbid for the Olympics in 1992 and has lost the baseball contract following the 1989 season, Swanson said the losses are no indication the network is getting out of the major sports business. "If you take a look at the schedule of events that we have at ABC Sports, I would suggest that we still have a

nice variety of major events," he said, naming *Monday Night Football*, ABC's college football lineup and *Wide World of Sports*, which, he noted was in its 29th season and is the number-one rated program in its time slot for the nine months of the year that it runs. In addition, he cited ABC's college basketball package and also said, "we think we have the best golf package in network television built around the three majors, the best auto race package built around the the Indy 500 and the best horse race package built around the Triple Crown." □

Cable services show off new wares

Upcoming series and specials highlighted at press tour

Home Box Office is looking to launch a basic cable channel during the next year, said Michael Fuchs, HBO chairman and chief executive officer, last week at the cable press tour in Los Angeles. "We like the basic cable business. We were involved in USA Network which was a sort of clumsy partnership that we got out of," he said. "HBO is working very hard in trying to do a new basic cable channel, which we hope we can introduce in 1989." Although he would not elaborate on the programming of the channel, Fuchs said that in order to survive today as a basic channel the programming has to be compelling. "We're not coming out with another channel again unless we really think it's got legs," he said, referring to the failed Festival channel that HBO launched in May 1987 and which eventually succumbed to low subscriber numbers.

In addition to the possibility of a basic channel, Time Inc., HBO's parent company may acquire a studio soon. An HBO studio would allow the channel to expand its original productions and increase its producing for outside entities. "We want to expand," he said, "we have a very talented group of people here and we only do a finite amount of programming on HBO and we think that these skills can be transferable or applicable to other parts of the television business, and certainly the theatrical motion picture business."

As for the competition, Fuchs said that HBO and Cinemax have nearly twice the movies of Showtime/The Movie Channel.

"In 1990 HBO will have twice as many exclusive movies and 50% more total movies than Showtime," he said. Pay per view, Fuchs said, "is under \$100 million at retail, so we have not really felt pay per view in the marketplace. Obviously, I cannot predict the future, but we have pretty much consistently said that we are not as worried about pay per view as...*Forbes* magazine would like us to believe."

In addition to the lineup of original movies that HBO plans for 1989, the network also unveiled plans for a new Jim Henson-produced series. The series, to launch next fall, is the second for HBO by Henson, the first being *Fraggle Rock*.

On the slate of original movies for HBO is *Dead Man Out* starring Danny Glover and Ruben Blades. The movie deals with a psychiatrist (Glover) who counsels a death row inmate (Blades) who will be executed when the doctor pronounces him sane. Other projects in 1989 include *Tailspin: The Tragedy of Korean Airlines Flight 007*, starring Chris Sarandon, Michael Murphy and Michael Moriarty; *Time Flies When You're Alive*, an autobiographical adaptation of Paul Linke's theatre piece, and *A Month of Sundays* starring Hume Cronyn and Vincent Gardenia.

Other new series this year on the service are *One Night Stand*, a half-hour comedy that will introduce new comedians in stand-up routines; *Kids in the Hall*, by Lorne Michaels, and a mystery titled *Tales From the Crypt*.

□

Amid the new show offerings at the press

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Program Notes

GGP and Tri-Crown Productions announced an agreement last week to collaborate on two one-hour movie review specials, to air in June and December and to be hosted by *Good Morning, America* film critic Joel Siegel. Tri-Crown, in a venture with Playboy's Alta Loma Productions, is producing *After Hours*, the proposed late night strip for fall 1989 to be distributed by Worldvision. GGP also said it signed Siegel to do a fourth *Joel Siegel's Road to the Academy Awards* special this year, a one-hour barter show, with a March 24-29 exhibition window.



Hall and Garvey

Fawn Hall, the secretary to Oliver North who became an instant celebrity during the arms-for-hostages hearings on Capitol Hill in 1987, has been signed to co-host a series of reality specials from Fries Entertainment entitled *Tickets to a Dream*. The specials tell the stories of people who have won lotteries. Co-hosting the show with Hall is former L.A. Dodger Steve Garvey.

Two syndication shows are getting facelifts. All American's *The Latin Connection* will get a new format starting next month, including more musical guest appearances, extended lifestyle segments,

greater focus on outstanding Hispanic Americans and home video previews. Buena Vista's *Win, Lose or Draw*, a celebrity game show, is responding to a viewer survey indicating they want more games per show and more opportunity to play at home. Changes are being made to address those findings, said Jamie Bennett, senior vice president, Buena Vista Productions. *Win* is the third-ranked game show in syndication, now in its second season.

Richard Gold and Chuck Gerber, former executives at Casablanca IV (recently merged with Action Media Group), announced last week the formation of a new program distribution company, G2 Entertainment, serving syndication, network, pay and cable television. Their first project is a reality strip for syndication called *Secret Lives*, dealing with "people in conflict." The program has been picked up by the Fox station group for a six-week test. It's produced by Barry & Enright Productions.

ALF has been licensed by Warner Bros. Domestic Television to WOR-TV Secaucus, N.J. (New York), for syndicated availability as early as fall 1990. So far, Warner has distributed the program to 93 markets, with more recent sign-ons including WOZL(TV) Miami; KTXL(TV) Sacramento, Calif.; WUZY(TV) Charlotte, N.C. and WRAL(TV) Raleigh, N.C. Season-to-date, the program is the highest rated Monday night network series.

Group W Productions has three mid-season first-run half-hour strip programs debuting Jan. 23 across the nation. They are: *Couch Potatoes*, a TV trivia game show produced by Saban Productions, with Marc Summers (now cleared by 50 stations over 40% of country); *Can This Marriage Be Saved?*, produced at KPX(TV) San Francisco with host Brenda Wade (which has been picked up by Fox stations in Los Angeles, Chicago, Washington, Houston and Dallas), and *This Evening*, with host Karen Glass, also being produced out of Group W's KPX. In addition, Group W is distributing two animated strips for next fall, *Teenage Mutant Ninja Turtles* and *Bugsburg*, and is offering a weekly reality show, *Missing/Reward*.

tour, Showtime announced an agreement with Fox/Lorber Associates to syndicate a package of 10 Showtime specials. The package, titled *Overboard*, will be brought to the NATPE convention this week, and represents the first entrance into syndication by the channel. *Overboard* consists of 10 one-hour comedy or music specials, and stations will select eight of the 10 and air two each quarter beginning in the fourth quarter of 1989. Sold on a barter basis, the barter sales will be handled by MTV Networks.

Showtime also announced a new series for this year. *The Boys*, a special that aired last year, has been given an eight-episode commitment from the channel and will begin production in May. The series stars Norm Crosby, Norman Fell, Jackie Gayle, Michael Lerner and Lionel Stander.

Showtime will also have a number of comedy specials on in 1989, with features by Jonathan Winters, Andrea Martin, Jimmy Walker and a special two-part *It's Garry Shandling's Show*.

Showtime will also air music specials ranging from Gloria Estefan & the Miami Sound Machine to a Smokey Robinson retrospective.

One series that won't be seen on Showtime is *Brothers*. After five years and 115 episodes, the series will end production in April. According to Fred Schneier, executive vice president, programing, at Show-

time, one of the major reasons that the show has been discontinued is its fall debut into syndication. Schneier said that there was concern about the show running on Showtime at the same time that it was making its broadcast run.

Exceeding original expectations, Scott Sassa announced an increase in the amount of original movies on Turner Network Television in the next three years. TNT plans a total of 15 original movies for this year, 30 for 1990 and 52 for 1991. *Night-breaker*, starring Martin Sheen and his son Emilio Estevez, airs in March and deals with a successful neurologist who must deal with his involvement in nuclear testing some 20 years ago.

Other TNT movies scheduled for this year include an adaptation of Gore Vidal's *Billy the Kid* starring Val Kilmer; an eight-hour mini-series starring Sam Waterston titled *The Nightmare Years*; a movie starring and produced by Faye Dunaway; a four-hour mini-series on the life of Michelangelo; a movie starring Richard Dreyfus portraying Ulysses S. Grant. In addition to the movies, TNT will air *The Butter Battle Book*, a half-hour animated show on the Dr. Seuss book, and two one-hour specials, one about Gary Cooper and hosted by Clint Eastwood, the second commemorating the 50th year of Hanna-Barbera's partnership.

Sassa also said that despite the fact that

ratings projections are running ahead of expectations, the first-year channel will run in the red for the next three years.

According to Kay Koplovitz, president and chief executive officer of the USA Network, the channel's "focus right now is in the original production area," and to that end, will produce 24 original movies this year and 24 in 1990. "If that pace works, we'll probably continue at that level or more in the future," she said.

Among the original movies set to air in 1989: *The Forgotten*, starring Keith Carradine, Steve Railsback and Stacy Keach, scheduled for April 26; *Not a Penny More*, *Not a Penny Less* set to begin production in the spring; *The Haunting of Sarah Harding*, starring Morgan Fairchild; *Memory Lane*, a murder mystery starring Robert Urich.

On the series side, USA has given commitments to *The Hitchhiker*, *Diamonds* and *The Ray Bradbury Theater*. *The Hitchhiker*, an off-HBO series, has been given a 26-episode commitment and begins production on Feb. 20 in Paris. *The Ray Bradbury Theater* has a 12-episode agreement, and *Diamonds* has been commissioned for nine new episodes.

Lifetime Television will premiere two new series this year as well as a number of

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Esquire: About Men, for Women premieres on May 6, and producers of the show, King Features Entertainment, have a 13-episode commitment. The show is described as "a humorous, enlightening, fly on the wall look at the 49% of the population with whom women share the planet."

Lifetime plans to carry the British documentary *Diana: The Making of a Princess* on Feb. 1, to coincide with her visit to the U.S. The hour-long special will be narrated by Lifetime's Linda Dano.

Next up for Lifetime's Signature series is *Hush Little Baby: The Challenge of Child Care*, hosted by *thirtysomething* star Mel Harris. The show premieres on Jan. 23. Then there is *Postpartum: The Birth of the Blues*, which examines the sometimes tragic results of postpartum depression and psychosis. The documentary airs on March 29.

□

On the slate for the Disney Channel in 1989 are original movies, specials and the new *Mickey Mouse Club* series.

The new series will premiere on Monday, April 24, and will be seen Monday-Friday, 5:30-6 p.m. The show will be centered on 12 children, ages 11-14, and two hosts, Fred Newman and Mowava Pryor.

The Disney Channel will premiere a six-hour mini-series of Charles Dickens's "Great Expectations" in the summer. The mini-series stars Anthony Hopkins, Jean Simmons and John Rhys-Davies.

The channel will also premiere *Macaulay's Daughter*, a drama starring Bryan Brown and Rebecca Smart. The story takes place and was filmed in Australia.

In addition to the movies, the Disney Channel will also premiere two specials. Singer Judy Collins is the next performer in Disney's *Going Home* series. Appearing with Collins in the hour-long special set to air on March 19 is Kris Kristofferson. Disney will also premiere *Calgary '88: 16 Days of Glory*, the official film of the 1988 winter Olympic games. Part one airs March 22, part two airs in May.

HBO aces ACE's

HBO walked off with top honors in the 10th annual National Academy of Cable Programming ACE awards held last week, winning 35 awards, easily outdistancing its nearest competitor, Arts & Entertainment, which won eight.

HBO's hit parade was led by *Vietnam War Story*, *Tidy Endings* and *Mandela*, three dramas that together won 13 of HBO's 35 awards.

In all, 14 cable networks won awards. Following A&E, CNN won five; Bravo, Discovery, ESPN and Showtime won four; Disney won three; Cinemax, Nickelodeon and USA won two, and Lifetime, Prime Ticket and WTBS(TV) Atlanta each won one.

HBO's *Dear America: Letters Home from Vietnam* was honored with the Golden ACE award, and Cablevision Chairman Charles Dolan received the industry's Governors Award for a lifetime of programming achievements.



HBO Chairman Michael Fuchs (l) receives Golden Ace, industry's highest programming award, from presenter Billy Crystal

The awards ceremonies were carried simultaneously by 10 cable networks—BET, CBN Family Channel, Discovery, FNN, Lifetime, Movietime, Nick at Nite, WTBS(TV) Atlanta, TNT and USA Network. With numbers in for all but Movietime, the telecast scored a 4.8 rating, reaching 2.5 million households, NACP said. Last year on HBO it was estimated that 1.2 million saw the awards program. Each network except for FNN will rerun the awards three times, and the cumulative rating is expected to go higher. WTBS(TV) reran the program early Monday morning and scored an almost identical rating to the live telecast, NACP said.

Bristol Myers, which originally signed to be one-quarter sponsor of the telecast, bought another quarter of the overall 15 minutes of national advertising time available; the other seven-and-a-half minutes were sold to other national advertisers. There was also five minutes for local advertising and five minutes of promotional time in the telecast. Thirty-second spots sold for \$45,000, with advertisers guaranteed seven million homes, including homes from additional airings of the program.

In addition to the festivities in Los Angeles, cable companies and organizations in six cities—Washington, Atlanta, Boston, New York, Denver and Phoenix—held receptions where the awards ceremonies were seen live.

A complete list of winners follows:

Wesley Snipes, *Vietnam War Story: An Old Ghost Walks the Earth*, HBO □ Actor in a dramatic series.

Pamela Reed, *Tanner '88*, HBO □ Actress in a dramatic series.

Rick King, *Vietnam War Story: Dusk to Dawn*, HBO □ Directing a dramatic series.

Cindy Lou Johnson and Patrick S. Duncan, *Vietnam War Story: R&R*, HBO □ Writing a dramatic series.

Vietnam War Story, HBO □ Dramatic series.
Roy Firestone, *Sports Look*, ESPN □ Sports host.

Speedworld '88, ESPN □ Sports events coverage series.

Shelley Duvall's *Tall Tales & Legends: My Darlin' Clementine*, Showtime □ Children's entertainment special or series—nine and older.

Dear America: Letters Home from Vietnam, HBO □ Documentary special.

Harvey Fierstein, *HBO Showcase: Tidy Endings*, HBO □ Writing a dramatic special.

HBO Showcase: Tidy Endings, HBO □ Dramatic or theatrical special.

The All New Dr. Ruth Show, Lifetime □ Talk show special or series.

Bravo Profile: The South Bank Show, Bravo □ Magazine show special or series.

HBO World Stage: Billy Joel from Leningrad, USSR, HBO □ Music special.

Lucy Webb, *Not Necessarily the News*, HBO □ Actress in a comedy series.

Billy Crystal, *HBO Comedy Hour Live: An All-Star Toast to the Improv*, HBO □ Actor in a comedy series.

Brian Levant, *The New Leave it to Beaver*, WTBS(TV) Atlanta □ Directing a comedy series.

Blackadder the Third, A&E and BBC □ Comedy series.

Bernard Shaw, CNN □ News anchor.
Garrison Keillor, *A Prairie Home Companion*, Disney Channel □ Entertainment host.

Larry King, *Larry King Live*, CNN □ Program interviewer.

Danny Glover, *Mandela*, HBO □ Actor in a movie or mini-series.

Alfre Woodard, *Mandela*, HBO □ Actress in a movie or mini-series.

Michael Palin, *East of Ipswich*, A&E □ Writing a movie or mini-series.

Philip Saville, *Mandela*, HBO □ Directing a movie or mini-series.

The Race for the Double Helix, A&E □ Movie or mini-series.

Robin Williams, *Comic Relief 87*, HBO □ Performance in a comedy special.

Jackie Mason, *On Location: Jackie Mason on Broadway*, HBO □ Writing a comedy special.

Dwight Hemion, *On Location: Jackie Mason on Broadway*, HBO □ Directing a comedy special.

On Location: Dennis Miller: Mr. Miller Goes to Washington, HBO □ Comedy special.

Rated K: For Kids by Kids, Nickelodeon □ Children's educational or informational special or series.

The New Adventures of Winnie the Pooh, Disney Channel □ Children's educational or informational special or series—eight and younger.

Sports Look, ESPN □ Sports information series.
Boxing's Greatest Knockouts, HBO □ Sports information special.

World Championship Boxing: Mike Tyson vs. Larry Holmes, HBO □ Sports events coverage

special.

Chick Hearn, **Los Angeles Lakers Basketball**, Prime Ticket □ Sports play-by-play announcer.

Marc Payton, **NFL: Cleveland at San Francisco**, ESPN □ Directing live sports events coverage special or series.

Rip Torn, **Laguna Heat**, HBO □ Supporting actor in a movie or mini-series.

Juliet Stevenson, **The Race for the Double Helix**, A&E □ Supporting actress in a movie or mini-series.

Stockard Channing, **HBO Showcase: Tidy Endings**, HBO □ Actress in a dramatic or theatrical special.

Daniel Massey, **HBO Showcase: Intimate Contact**, HBO □ Actor in a dramatic or theatrical special.

Richard Hartley, **HBO Showcase: The Impossible Spy**, HBO □ Original score.

Joey Carbone, Michelle Nicastro, Tom Gammill, Max Pross, **It's Garry Shandling's Show**, Showtime □ Original song.

Billy Joel, **HBO World Stage: Billy Joel from Leningrad, USSR**, HBO □ Performance in a music special.

Matt Forest, **Wired**, USA □ Art direction: Program graphics.

Mauro Pagano, **Aida**, Bravo □ Art direction for a comedy or music special.

Alan Price, **The Ray Bradbury Theater: Punishment Without Crime**, USA □ Art direction for a comedy or dramatic series.

Ken Sharp, **Codename: Kyril**, Showtime □ Art direction for a dramatic or theatrical special, movie or mini-series.

Jurgen Rose, **Onegin**, Bravo □ Costume design for a comedy or music special.

Annie Hardinge, **Blackadder the Third**, A&E □ Costume design for a comedy or dramatic series.

Ruth Myers, **Baja Oklahoma**, HBO □ Costume design for a dramatic or theatrical special, movie or mini-series.

Sheryl Leigh-Ptak, **HBO Comedy Hour Live: Harry Shearer: The Magic of Live**, HBO □ Make-up.

Wildlife Chronicles, Discovery Channel □ Educational or instructional series.

AIDS: Everything You and Your Family Needs to Know...But Were Afraid to Ask, HBO □ Educational or instructional special.

Living Dangerously: Paucartambo: Adventure Down the Inca River, A&E □ Recreation and leisure special or series.

Ballerina, A&E □ Cultural or performing arts special or series.

Cinemax Sessions, Cinemax □ Music series. **The Ninth Annual ACE Awards**, HBO □ Variety special or series.

Ken Russell, **Bravo Profile: The South Bank Show: Ken Russell's ABC of British Music**, Bravo □ Writing a music special or series.

Antony Jay, Jonathan Lynn, **Yes, Prime Minister**, A&E □ Writing a comedy series.

Gavin Millar, **HBO Showcase: Tidy Endings**, HBO □ Directing a dramatic or theatrical special.

Tony Mitchell, **Cinemax Sessions: Roy Orbison & Friends: A Black and White Night**, Cinemax □ Directing a music series.

Keith MacMillan, **The Second Annual Prince's Trust All Star Rock Concert**, HBO □ Directing a music special.

Bill Klages, Bob Dickinson, Kirk Witherspoon, Olin Younger, **Videopolis Superstar Special**, Disney Channel □ Direction of photography and/or lighting direction for a comedy or music special.

Jack Wallner, **Vietnam War Story: R&R**, HBO □ Direction of photography and/or lighting direction for a comedy or dramatic series.

Mikael Salomon, **The Man Who Broke 1,000 Chains**, HBO □ Direction of photography and/or lighting direction for a dramatic or theatrical special, movie or mini-series.

Mike Hoover, Tim Huntley, **Afghanistan—The Secret War**, Discovery □ Editing for a documentary special or series.

Glenn A. Morgan, Ted Levy, **Motown on Showtime: Michael Jackson...The Legend Continues**, Showtime □ Editing for a comedy special or series-music special.

Ralph Sheldon, **Mandela**, HBO □ Editing for a dramatic special or seriethatrical special, movie or mini-series.

Double Dare, Nickelodeon □ Game show special or series.

In Search of a Drug-Free America, CNN □ Short-form programming special or series.

America Undercover, HBO □ Documentary series.

Peter Ustinov, **Peter Ustinov in China**, Discovery □ Informational or documentary host.

Inside Politics '88, CNN □ News special or series.

CNN's Coverage of the Washington and Moscow Summits, CNN □ Extended news or public affairs coverage.

In the Wee Wee Hours, Discovery Channel □ Public affairs special or series.

Week 17 goes to NBC, delivering 37.7 million households

NBC took the ratings week (ended Jan. 15) with a 16.1 rating and 25.9 share. ABC finished second with a 13.0/21.0. CBS fell to third place with a 12.6/20.3 for the week.

Last year, NBC took the 17th week of the 1987-88 season with an 18.0/28.5, while CBS came in second with a 13.7/21.7 and ABC third with a 12.5/19.8. Those ratings numbers represented a combined 44.2 rating, or 39.2 million households.

In the evening news race for week 17, CBS won with a 12.1/21 over ABC's 11.4/19 and NBC's 10.9/19. For the same week last year, the news numbers were: CBS, 12.5/21; ABC, 12.0/20, and NBC, 11.9/20.

In prime time, Monday went to NBC, which averaged a 15.6/24.0. ABC and CBS tied, scoring a 14.2 rating each. Part two of NBC's *Twist of Fate* averaged a 15.2/24 and ranked 33rd for the week, beating ABC's competing Monday movie, *Prince of Bel Air*, which averaged a 14.6/23 to rank 37th.

Tuesday went to ABC's 18.2/28.1, edging out NBC's 17.9/27.7 and leaving behind CBS's 11.1/16.6. CBS's Tuesday movie, the theatrical "Starman," averaged an 11.8/18 to rank 50th for the week.

Wednesday went to NBC, which pulled a 15.1/24.3. ABC averaged a 14.2/23.3, and CBS a 9.4/15.5.

Thursday went to NBC's 24.1/37.1. CBS managed a 12.3/19.3 and ABC an 8.0/12.4.

Friday night was an ABC win—15.7/26.6—with the nearest competitor being CBS, which pulled a 12.7/21.7 for the night. NBC averaged a 10.7/18.3.

Saturday was another NBC win, 18.9/33.8. The closest ABC could come was an 8.5/15.1 evening average, while CBS posted a 6.8/11.8. Sunday was CBS's night when the network posted a 19.3/30.4. ABC came in with a 12.7/19.8. NBC closed out the night with an 11.9/18.3.

Nielsen	Net	Nielsen	Net	Nielsen	Net
1. 29.8/45	N Cosby Show	28. 16.0/27	A Perfect Strangers	55. 10.8/16	A Dynasty
2. 26.1/39	N Different World	29. 15.6/25	C Knots Landing	56. 10.8/18	N Miami Vice Special
3. 25.4/38	N Cheers	30. 15.6/26	N Midnight Caller	57. 10.5/17	A Hooperman
4. 23.4/34	A Roseanne	31. 15.6/28	N 227	58. 10.4/15	N Day by Day
5. 22.5/34	A Who's the Boss?	32. 15.4/22	N Hogan Family	59. 10.3/16	C Paradise
6. 22.2/38	N Golden Girls	33. 15.2/24	N NBC Monday Movie	60. 10.3/15	F Married...With Children
7. 21.9/33	C Murder, She Wrote	34. 15.0/25	A Mr. Belvedere	61. 9.8/17	A ABC Saturday Movie
8. 21.3/35	C 60 Minutes	35. 15.0/25	A thirtysomething	62. 9.6/14	C Tour of Duty
9. 21.2/34	N L.A. Law	36. 14.9/25	C Dallas	63. 9.3/16	N World of Disney, special
10. 20.9/32	N Dear John	37. 14.6/23	A ABC Monday Movie	64. 9.1/14	F America's Most Wanted
11. 20.6/36	N Empty Nest	38. 14.4/21	C Kate and Allie	65. 8.9/14	N Magical World of Disney
12. 20.1/30	N In the Heat of the Night	39. 13.7/23	A Just the Ten of Us	66. 8.8/13	A Mission: Impossible
13. 19.6/30	N Unsolved Mysteries	40. 13.6/22	N My Two Dads	67. 8.4/14	A Incredible Sunday
14. 19.2/30	A Growing Pains	41. 13.5/20	A MacGyver	68. 7.9/15	N Tattinger's
15. 19.1/36	N Hunter	42. 13.4/20	N Family Ties	69. 7.2/12	C CBS Saturday Movie, special
16. 18.1/27	N Matlock	43. 13.3/21	N NBC Sunday Movie	70. 7.1/13	C West 57th
17. 17.6/26	N ALF	44. 12.8/19	C Newhart	71. 7.1/12	F 21 Jump Street
18. 17.4/26	C Designing Women	45. 12.5/22	A China Beach	72. 7.0/11	A Heartbeat
19. 17.4/25	C Murphy Brown	46. 12.2/21	C Falcon Crest	73. 6.3/10	A Knightwatch
20. 17.3/28	C CBS Sunday Movie	47. 12.2/24	C Wiseguy	74. 6.2/10	C TV 101
21. 17.2/29	A Full House	48. 12.0/19	A Presidential Farewell Address	75. 6.0/11	A Murphy's Law
22. 17.0/29	N Amen	49. 12.0/21	N Miami Vice	76. 5.2/8	F Garry Shandling Show
23. 16.9/26	A Wonder Years	50. 11.8/18	C CBS Tuesday Movie	77. 5.0/9	C Dirty Dancing
24. 16.7/26	A ABC Sunday Movie	51. 11.6/19	C Almost Grown	78. 4.7/8	F Reporters
25. 16.5/25	A Moonlighting	52. 11.3/18	C Equalizer	79. 4.1/6	F Tracey Ullman Show
26. 16.2/28	A 20/20	53. 11.0/19	C Beauty and the Beast	80. 3.6/6	F D. Hartman-Early Warning
27. 16.1/25	N Night Court	54. 11.0/17	C 48 Hours		

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Shannon leaving New York's top station

WHTZ(FM) Newark, N.J.'s 'premiere zoo master' says he will not renew his contract with Malrite; planned move to West Coast fuels speculation he will sign with Westwood One

Scott Shannon, a driving force behind WHTZ(FM) Newark, N.J.'s rise to the number one spot in the New York market, told the station's morning listeners last Wednesday (Jan. 18) that he would not be renewing his contract with station owner Malrite Communications Group. The announcement that he would be leaving the station to move to the West Coast increased industry speculation that he would be taking on a position with Westwood One.

Despite the speculation, Westwood One has repeatedly declined to comment on the possibility of a deal. Shannon was not available for comment at the time of his announcement last week, but last month he said that he had held inconclusive talks with the company. He also said at that time that industry speculation, including reports that he would be joining Westwood One to head station KIQQ(FM) Los Angeles and consult



Shannon

the company's syndication and network arms, were premature.

Westwood One and Shannon are no strangers to one another. The company already maintains a working relationship with Shannon as distributor of *Scott Shannon's Rockin' America*, a top-30 countdown shown heard nationally (in New York, the weekly show is carried by WHTZ).

Shannon, vice president of programing and operations for WHTZ and a lead announcer on the station's popular *Z-Morning Zoo* program, signed on when Malrite bought the property in 1983. Prior to taking the position with WHTZ, he served as operations manager in the development of popular contemporary hit WRBQ-FM Tampa, Fla.

Shannon arrived at WHTZ with bold claims to take the station "from worst to first," ushering listeners through a brash morning drive time *Zoo* program. The station rose rapidly in the competitive market and in subsequent years managed to maintain its stronghold at or near the top of the list. Stations around the country have frequently cited Shannon's popular program as a trendsetter.

WHTZ General Manager Gary Fisher said the *Zoo* format will continue without Shannon, noting that the supporting cast remains "contractually and psychically bound" to the show. He would not offer any immediate plans for adding cast members to the program, but has not ruled out the possibility.

Fisher said the station is currently in discussions with Shannon to try to accommodate a departure date earlier than the June 30 expiration date on his contract. "It is our goal," said Fisher, "to make it amicable for him."

Shannon did an "outstanding job" during his five-year tenure at WHTZ, according to competitor Stuart Layne, general manager of contemporary hit WQHT(FM) New York. "Scott is the premiere 'zoo master' in America; he is able to know when something's going right and when something's not."

Layne said Shannon's departure should open a "new opportunity" for competition among New York morning shows, noting that the popular host "was, in large part, the identity of that radio station." He was quick to add, however, that the formidable competitor is not expected to "roll over" as a result of the personnel change.

"Although Scott's leaving is good news for us," said Layne, "we by no means feel our work is done."

New York-based consultant Rick Sklar added that Shannon's departure should not affect the sound of the station dramatically, particularly since the *Zoo* program has grown increasingly music-oriented. While he described Shannon as a talented broadcaster, he said there appear to be enough other talented people working on the sound

Reaching Hispanic market. In yet another new effort by one of the ratings companies to address the Hispanic radio market, Arbitron Radio said it will begin producing Hispanic Local Market Reports for four of five planned markets next month. The new Arbitron reports, which will reflect Hispanic listening to all stations using data reprocessed from its standard radio market reports, will be published for El Paso, Houston, McAllen-Brownsville, San Antonio and, beginning next summer, Dallas. The first four reports will contain Hispanic listening data for the summer 1988 and fall 1988 surveys; the Dallas report will contain estimates from fall 1988, winter 1989 and spring 1989 surveys. Arbitron has already issued a prototype of the report based on summer and fall 1988 surveys in the San Antonio market; a report based on winter, spring and summer 1988 results was also distributed to Dallas clients. The new Hispanic reports will feature the same demographics and daypart estimates as the standard report but its cover colors will be reversed. The company said the data will also be available via software on Radio FasTraQ (for stations) and SpoTraQ (for agencies). Arbitron added that the company would expand its Hispanic Local Market Reports to other markets based on subscriber demand.

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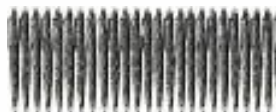
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of the station to support the loss of one of its key figures.

"They have the resources and Malrite has the management skills to evaluate potential talent and find another voice to put into that time slot," said Sklar, "so that they will be able to move on without skipping a beat." □

SBS's new New York FM ready to debut

Spanish Broadcasting System's WSKQ(FM) New York is scheduled to go on the air next month, according to SBS President Raul Alarcon Jr., dismissing rumors that the company has had difficulties completing its financing on the ambitious, multi-million dollar deal surrounding the start-up.

"We have had our financing lined up since Oct. 7," said Alarcon, who announced last August that the company



Alarcon

would obtain its first FM frequency in the city by swapping the AM frequency it had just purchased for \$23 million from Emmis Broadcasting. As part of the deal, SBS would also pay upward of \$60 million in cash to the Forward Association, owner of WEVD(FM), the targeted FM frequency.

The SBS plan calls for an FM counterpart to the company's oldest property, WSKQ(AM) New York, which it acquired in 1983. But with last summer's addition of another AM property (temporarily dubbed WUKQ by SBS) and a deal that has taken longer than expected to complete, the com-

pany is now in the awkward position of possessing two AM stations in the market. In the interim, according to Alarcon, the FCC has granted a waiver allowing the company to sell advertising on the AM stations in combination for the six months following Oct. 7, 1988.

Alarcon said delays in the deal have been attributable to time-consuming filing and paperwork requirements, along with a "slight technical problem" with the WUKQ signal (which he last week described as "90% corrected"). Last September, another wrench appeared to be thrown into the deal with reports of a company—Salem Communications Corp.—claiming right of first refusal (BROADCASTING, Sept. 12, 1988).

"We haven't heard anything else from Salem in a while now," said Alarcon.



Word on 'Word'

Bustany Biggs & Co., a new radio producer and marketer, has announced the creation of its first project, *The Word*. Each daily package in the new series will feature a half-dozen 60-second features (each with a 10-second teaser followed by a local spot and a 50-second feature). Each program, which can be played twice daily and on weekends, will include one of six personalities: Judy Auerbach, sociologist; Michael Eremia, marriage and family counselor; Avery Friedman, people's rights lawyer; Elyse Goldstein, psychotherapist; Tony Hendra, pop culture critic; and Jeremy Rifkin, economist.

"The aim is to push people's emotional buttons," said Don Bustany, who co-founded the company last month after resigning as longtime producer of ABC's *American Top 40*. The new series will target listeners age 25-plus. The series will be available to a variety of formats. *The Word*, scheduled to premiere this April, is available on a cash basis. The company's next project, he said, will be a similar series geared toward listeners ages 12-24. Bustany's partner at the Los

Completion of the deal would give SBS AM-FM combinations in three of the country's major Hispanic markets: the company also owns KSKQ-AM-FM Los Angeles and WCMQ-AM-FM Miami.

While SBS continues to cater to an older Hispanic audience with its music and news format on WSKQ, the company is preparing for the planned station transfer by programming WUKQ with the type of upbeat, Hispanic music that will hopefully attract young Hispanic audiences on the FM band. Some industry observers have theorized that an Hispanic station on the FM band could pose a threat to the city's urban contemporary stations, should the deal be completed.

SBS appears to have little doubt that the deal will be completed. New York Mayor Ed Koch, the company said, has already been lined up to flip the switch. □

Angeles-based company is Johnny Biggs, who resigned earlier this month as senior management executive of ABC Watermark after 12 years with the company.

New York honor

The New York Market Radio Broadcasters Association honored veteran radio broadcaster Jack Thayer at its annual sales seminar by establishing a scholarship in his name. Thayer, who



Thayer

suffered a stroke about two years ago, has a distinguished career that dates back to 1942 and includes president of NBC Radio; vice president/general manager of WNEW(AM) New York and, most recently, president and executive director of the Radio Network Association.

United Stations Radio President Nick Verbitsky, who introduced Thayer as "one of the most aggressive survivors of a serious stroke," launched the fund with a \$5,000 contribution.

On his own

Ivan Braiker, who resigned as president of Olympia Broadcasting earlier this month due to what he described as

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"differences of opinion between myself and some investment banker types," plans to return to the radio business within two months. He would not yet reveal any details on the new project, but emphasized that there would not be any partners. Investors, he said, are already in place for the new enterprise. "I don't mean to cast aspersions on all investment bankers," he said, referring to the "stalemated position" that he said he had reached at Olympia with its chairman, James Ireland, a former investment banker. However, he added, "it is my intent to never have to give up control of a situation again."

Comedy in the morning

Los Angeles-based Premiere Radio Networks plans to launch a weekly comedy feature for morning drive beginning on Feb. 1. The new series, known as the Premiere Comedy Network, will feature a package of 15-20 comedy bits delivered each week by a team of comedians.

Radio scoop

United Stations Programming Network will present the *American Music Awards Nominations Special* with host Dick Clark during the weekend of Jan. 27. The three-hour special, including music and interviews with several of the nominees, will precede the 16th annual telecast of the American Music Awards on Jan. 30.

AWRT welcome

National Public Radio congressional correspondent Cokie Roberts will serve as MC for a reception, "Celebrating the One Hundred and First Congress," hosted by the Washington chapter of American Women in Radio and Television, and to be held from 5:30 to 7:30 p.m., Jan. 25, at the Cannon House Office Building in the nation's capital. The reception marks the 12th time the biannual event recognizing the newly elected, first-term members of the House of Representatives and Senate has been held since 1967.

Expected to join Roberts, who is also special correspondent for ABC-TV News, are Sally Forman, vice president, NBC-TV; Richard Carlson, director, Voice of America; Senate Majority Leader George Mitchell (D-Me.); House Majority Leader Jim Wright (D-Tex.); Senator Wendell Ford (D-Ky.), and House members Howard Nielson (R-Utah), Matthew Rinaldo (R-N.J.), Frank Pallone (D-N.J.) and Nita Lowey (D-N.Y.).

Beatles get back

WXRT(FM) Chicago morning personality Terri Hemmert is scheduled to broadcast live from the city's Museum of Broadcast Communications on Feb. 9 to kick off a new exhibition, "It Was Twenty-Five Years Ago Today: The Beatles on Television." The exhibit, which runs Feb. 9-12, will be a retrospective of television appearances by the popular music group.



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Mayors backing telco entry

Conference votes to work to remove ban against phone companies owning cable systems in their primary service areas

More trouble for the cable industry on Capitol Hill is on the way.

The transportation and communications committee of the U.S. Conference of Mayors, meeting in Washington last week, decided to prepare a resolution calling for repeal of the statutory ban against telephone companies offering video services in their telephone service areas.

Washington Mayor Marion Barry, chairman of the committee, said the resolution would be drawn up through a series of telephone calls among committee members in the upcoming months so that it would be ready to present to the entire conference when it convenes to adopt its legislative policies in June in Charleston, S.C.

Tucson, Ariz., Mayor Tom Volgy, chairman of the communications subcommittee and chief proponent of permitting telcos to compete with cable, said, when the conference met in Salt Lake City last summer, most mayors were "enthusiastic" about eliminating the telco-cable crossownership ban to provide competition to cable. But because some mayors had concerns about permitting telcos into television, he said, a vote on whether to eliminate the ban on telco entry was deferred. The ban is part of the Cable Communications Act of 1984.

Since then, Volgy said, the United States Telephone Association has acted to alleviate the lingering concerns. To win the support of the National League of Cities in its battle to eliminate the ban, the USTA agreed in writing to pay franchise fees, provide access channels and, in general, submit to the same sort of local regulations as cable operators. The NLC voted to back telephone entry at its annual Congress of Cities last December (BROADCASTING,

Dec. 12, 1988). The NLC board will decide in March whether cable issues should be on its active legislative agenda for the year.

"My sense is that with those guarantees a lot of the concerns we have raised probably would be alleviated to a significant extent," said Volgy, who doubles as chairman of the NLC's transportation and transportation committee. "It's important for the Conference of Mayors to go on record along with the NLC in asking Congress to allow that type of competition."

During a break in the meeting, Volgy told BROADCASTING that cable issues would be on NLC's legislative agenda next year. If the league chooses not to initiate the legislation itself, he said, it will support efforts led by members of Congress or public interest groups.

Volgy conceded that cable issues are not as pressing as such issues as housing and transportation and that Congress is less apt to tackle issues that deal with the future than with the present. But, on the other hand, changing the ground rules of cable television requires no federal expenditure. "In some ways it is easier for Congress to handle," he said.

Volgy said the municipalities want either reregulation of rates or competition. "I'll take either one. But to have neither is the worst possible world for our citizens."

(Phoenix Mayor Terry Goddard, the newly installed president of the NLC, in a brief interview with BROADCASTING three weeks ago, suggested that cable issues would not be on the NLC agenda. He said the league had "fairly limited resources" and had to be selective in what it chose to pursue in Washington.)

The municipalities started seriously considering a push for cable legislation last year after negotiations with the cable over "immunity legislation" broke down.

Such legislation would immunize municipalities from having to pay damages for

violation of the First Amendment rights of cable operators or would-be operators. Over the past several years, cable operators challenged various municipal regulations in federal court on First Amendment grounds.

Volgy said the municipalities' problems with cable now go far beyond the fear of lawsuits from cable operators wielding the First Amendment. What's more, he said, the tide seems to have turned in those cases, with the cities winning more and more of the First Amendment suits.

The decision to prepare the telco entry resolution was preceded by a presentation by John Haring, chief of the FCC's Office of Plans and Policy, in which he outlined the FCC's tentative recommendation to Congress to do away with the ban.

Even though most telcos will not have built broadband fiber optic networks necessary to transmit video until "well into the 21st century," Haring said, it still a good idea to consider giving telcos permission to compete in video. "That's because potential competition, while it may not be as effective as actual competition, certainly brings some competitive pressure to bear. In other words, it is at least better to have the cable industry looking over its shoulder and worrying about the prospect of this friendly gorilla there in the offing and ready to step in should the opportunity arise."

Some telephone executives have not been helping their industry's cause at the FCC, Haring said. No sooner had the FCC indicated its interest in allowing telcos to come into the television business as a competitive check on cable, he said, than some executives began saying that they really did not want to compete with cable, but rather to buy cable. "The telcos sent signals: 'Let's get in bed with the cable industry,' giving pause to those members of the commission who are somewhat tentative in their support" of telco entry, Haring said.

(Two weeks ago, FCC Commissioner James Quello issued a statement saying he was reconsidering his "tentative" vote favoring recommending repeal of the telco-cable ban. If he were to affirm the vote, he said, it would have to be conditioned on several things, including a prohibition against telco buying a cable system in its telephone service area.)

Haring said he agreed with National Cable Television Association President James P. Mooney that cable is a "good buy" (BROADCASTING, Jan. 16). But from a competitive standpoint, he said, it not a question of whether something is a "good buy," it is a question of whether the price is out of line with the cost. "And when we are talking about subscriber value in the \$2,500 to \$3,000 [per subscriber] range, and the cost of wiring is on the order of \$500, it seems

License renewal hearing. In response to a federal appeals court, the FCC has ordered a license-renewal hearing for KWC-WF-FM Beaumont, Tex., on charges of race discrimination and failure to meet FCC affirmative action obligations. The action was taken Jan. 12, but was not announced until last week. The National Black Media Coalition and a local branch of the National Association for the Advancement of Colored People had asked the FCC to deny licenses of Pyle Communications Inc. for the stations. The FCC granted a short-term renewal with reporting requirements in March 1987, but after the NBMC and NAACP appealed, the U.S. Court of Appeals in Washington ordered the FCC to take a second look in hearing. "The record evidence... raises troubling questions that remain unresolved about whether the licensee practices intentional employment discrimination," wrote Judge Abner J. Mikva. "The commission acted unreasonably when it pronounced itself satisfied on these points based entirely on the licensee's sketchy and sometimes contradictory explanations." David Honig, attorney for NBMC and NAACP, characterized the FCC action as "a procedural step the FCC had to take to comply with the court" and said it has no "substantive significance of its own." He said he would check the text of the order (which is usually released a few weeks after an action) to make sure "it is faithful to what the court told the FCC to do." Robert Healy, an attorney for the stations, had no comment.

to me the issue arises and should at least be joined," he said.

Haring said the cable industry also argues that telcos, if allowed to offer video services, would be unfair competitors—that they would subsidize their competitive video services with revenues from their protected, monopoly telephone businesses.

Haring said that the FCC recognizes that potential for cross-subsidization, but believes "safeguards" can be imposed that would prevent or take away the incentive for the practice. One safeguard would be the substitution of "price caps" for today's rate-of-return regulation, he said.

Under rate-of-return regulation, he said, telephone companies have no real incentive to minimize costs since they are guaranteed

a fixed rate of return over and above costs. By contrast, he said, price caps, by limiting prices telcos can charge for various services, would reward reduction in costs and improved efficiencies. And, under a price cap regime, he said, telcos would have far less incentive to shift costs from a competitive service to a regulated service.

Price caps are not a "foolproof" safeguard and should not be the sole protection against cross-subsidization, he said, but combined with others could allow telcos to compete with cable on equal footing and speed the delivery of advanced telecommunications services to the public.

Although politically controversial, Haring said, price caps may come up for a vote at the FCC's Jan. 30 meeting. □

Metzenbaum vows to tighten reins on cable

Senator promises to introduce rate regulation bill; congressmen at NAB forum voice support for must carry, advise association to prepare for major debate on beer-wine

Senator Howard Metzenbaum (D-Ohio) will make a major push this year to reregulate the cable industry. He is promising to introduce and "try to pass" legislation that would strengthen municipal authority to regulate cable rates. Metzenbaum is also troubled by cable's increasing dominance in the marketplace and says he will look at the issue of vertical integration under the aegis of the Senate Antitrust Subcommittee, which he chairs.

The senator announced his intentions last week during a legislative forum hosted by the National Association of Broadcasters in Scottsdale, Ariz. (see "Top of the Week"). Metzenbaum has been a frequent cable critic and last year convened a hearing concerning charges that cable programmers are not making their programming available to competing technologies such as wireless cable. And he had the General Accounting Office conduct a survey on cable rate increases in Ohio.

Metzenbaum was one of nine congressmen participating in the forum, held prior to NAB's joint board of directors meeting. Like Metzenbaum, Senator Don Nickles (R-Okla.), chairman of the Republican Congressional Campaign Committee, and freshmen Senators Dan Coats (R-Ind.) and Conrad Burns (R-Mont.), a former farm broadcaster, spoke separately to the NAB group.

Appearing on a panel were Representatives Hank Brown (R-Colo.), Rod Chandler (R-Wash.) and Byron Dorgan (D-N.D.), all members of the House Ways and Means Committee. House Telecommunications Subcommittee members Carlos Moorhead (R-Calif.) and Bill Richardson (D-N.M.) joined Thomas Luken (D-Ohio) on the dais. Luken chairs the Commerce Subcommittee with jurisdiction over advertising issues. NAB directors and group broadcast executives attended the two-day session.

The news from the forum was mixed.

Besides Metzenbaum's aggressive cable agenda (something television directors found heartening), there was resounding support among the lawmakers for must-carry legislation (requiring cable operators to carry all local broadcast signals). In addition, many of the lawmakers said they thought taxing broadcasters' use of the spectrum or limiting the deductibility of advertising expenses was "wrongheaded."

Nevertheless, they warned broadcasters that trouble is brewing on those fronts. Moreover, the congressmen advised the industry to prepare for a major debate on beer and wine advertising. Coats anticipates a "great discussion" on the question of banning beer and wine commercials. "There will be hearings and studies," said Coats, although he thinks advocates of an advertising ban will not succeed in this Congress but will be laying the groundwork for action in the future.

Perhaps the seriousness of the issue was highlighted best by Chandler's comments. Chandler, a former newscaster, characterized the present state of beer and wine advertising as "disgusting." He feels the ads are blatantly aimed at young people and that the industry should "do something" about it.

Luken believes Congress will focus more attention on advertising issues, including a

proposal to ban all tobacco advertising. Although it would not have a direct impact on broadcasters, Luken said he knows the industry would be unhappy over the precedent it would set. And judging from remarks made during the forum, there is a strong likelihood that Congress may legislate a permanent discount for the lowest unit rate broadcasters charge for political advertising time.

Nickles indicated lawmakers are still divided over the issue of campaign finance reform. However, he said there is an awareness among members as to the "big difference between fixed time and preemptible time."

Metzenbaum, who was reelected last November, complained about the rising cost of political air time. He is clearly frustrated with the campaign process and stated that he would not run again. The senator said he paid \$1,000 for a 30-second spot on *The Waltons* in 1976 versus \$5,500 for a 30-second spot on *The Cosby Show* last year. His campaign spent \$600,000 a week on air time "coming down the stretch."

"We have no choice, we need TV spots," said Metzenbaum, adding that "it is not fun chasing back and forth around the country to raise those dollars."

Congress is in the "mood to legislate" on this, warned the senator. "My colleagues feel they are paying too much for TV time." Nor does the lawmaker believe it would be unconstitutional to regulate in this area, especially when broadcasters' use of the spectrum is free and they profit from that use. "The Congress giveth, the Congress can taketh away," he said.

As for cable, Metzenbaum's list of concerns was lengthy. He is worried about the migration of sports programming (baseball and football) from free over-the-air TV to cable. He considers the Madison Square Garden deal with the Yankees a serious implication of what lies ahead. Beginning in 1991, MSG has an option to carry all the Yankee games. Until then, half of the games are on WPIX(TV) New York. If the trend continues, the senator said, "maybe Congress will have to take a harder look at baseball's antitrust exemption."

Cable subscription rates have "shot higher" than network satellites, said Metzenbaum, who hopes to attack that problem through legislation. He feels the FCC's de-



One NAB legislative panel included (l-r): Representatives Hank Brown (R-Colo.); Rod Chandler (R-Wash.), and Byron Dorgan (D-N.D.).

cision on what constitutes "effective competition" was "absurd" and said his legislation would revise the definition to make it tougher for cable systems to escape regulation.

The Cable Communications Policy Act of 1984 stripped most municipalities of their power to regulate cable rates. Under the act, municipalities cannot regulate rates of systems that are subject to "effective competition," which the FCC defined as the availability of three over-the-air signals.

A Metzenbaum aide in Washington said the staff is looking at several alternative definitions for "effective competition," including one suggested by the city of New York. Under the New York standard, a cable system would be presumed not to face "effective competition" (and thus would be subject to regulation) if any of the three conditions were met: 1) if four over-the-air signals (three network and one noncommer-

cial) were not available; 2) if the cable system has more than 24 channels, or 3) the system's basic cable penetration is 60% or greater.

Metzenbaum, while fielding questions from the group, also expressed an interest in eliminating cable's compulsory license. The lawmaker applauded the NAB for co-operating in the passage of a children's television bill last year. He wanted to see broadcasters step up their efforts to help fight illiteracy.

On tax issues, the Ways and Means Committee members might have differed over whether the federal deficit can be reduced by spending cuts alone, but they were unanimously opposed to the idea of limiting the deductibility of advertising expenses as a means of raising additional revenue. "The real danger here," said Brown, is that Congress would be getting into the

"business of taxing ideas."

As for spectrum fees, Dorgan thought the approach would not elicit much backing and would be difficult to move through Congress. Neither Brown nor Chandler were supportive of a spectrum fee.

Moorhead and Richardson offered their view of what the Hill may do on telecommunications issues. Moorhead thinks there will be little action this year except on the fairness doctrine and children's television issues. Richardson said there is a "perception" on the subcommittee that there needs to be more accountability from the cable industry. As a result, he expects "broad-scale hearings" but does not envision a legislative response. The congressman does expect that the Hill will hear from the telephone industry concerning its desire to become a provider of television and information services. □

Hooks calls for return to 'bad old days'

Former commissioner tells FCBA that industry and public were better off before deregulation

For Benjamin L. Hooks, the executive director of the National Association for the Advancement of Colored People, the Federal Communications Bar Association last Wednesday (Jan. 18) provided the setting for a homecoming and a forum for a speech on the FCC, some 11 years later. Hooks, who was an FCC commissioner for five years before leaving the agency in July 1977 to assume his present post, thinks things, for broadcasters and the public, were better in "the bad old days," before deregulation.

Hooks had been invited to address the first FCBA luncheon of 1989 as a means, FCBA President William Potts said, of calling attention to the 25th anniversary of the enactment of the Civil Rights Act of 1964. And Hooks, who was the first black to serve on the commission, recalled that enactment had been an occasion for rejoicing on the part of blacks—like himself—who had been denied access to public accommodation and who preferred to go without hot meals rather than accept the humiliation of being turned away from the front door of restaurants.

He also showed evidence of the humor that had marked his appearances during his service on the commission. At one point, when soliciting memberships in his organization, he said the charge for lawyers was \$50—\$10 for everyone else—he said, to the apparent delight of his audience that "FCBA stands for 'Fat Cat Bar Association.'" And with a number of former commissioners who had served with him in the audience, he recalled an en banc meeting with an early version of the National Black Media Coalition whose leader wore a dashiki and clearly unsettled the commissioners. Hooks said then-Chairman Dean Burch looked around for support and found Hooks looking at his shoes "to see if they fit" and then-Commissioner and later Chairman Richard E. Wiley "trying to find the stars through the ceiling of the meeting room."

But he was not joking about what he sees

as the consequences of deregulation. He recalled that "everybody jumped up and down" in seeking deregulation. Now that it has been achieved, he said, broadcasters and their attorneys should march on Capitol Hill and say to Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee: "We made a mistake. We want the fairness doctrine. We believe it will help us run our business better. We made a mistake. We want regulation in the public interest to serve in the public interest." But he did not expect his advice to be taken. "You're not going to do that," he said.

Hooks attributes many of broadcasting's problems to deregulation. He said that, "with the advent of deregulation," network television's share of the prime time audience has shrunk from more than 90% to 70%. He noted reports of "a glut of VHF television stations up for sale." The prices for UHF stations, he said, "are dismal." As for AM radio, "the grandfather of the industry," Hooks said people are "walking away from it." He noted that NBC, an

industry "pioneer," has left the service.

And now, he said, "the FCC no longer imposes public interest burdens on stations and allows trafficking." Indeed, he suggested that the agency be called the "Federal Trading Commission." "When I left the FCC in the bad old days, with public interest regulations," he said, "broadcasting was booming. The status of stations was secure, and there was optimism for the future." He recalled that cable entrepreneur Ted Turner had told a group of security analysts in New York last month that an increasing percentage of broadcast television audiences will be viewers who are "dirt poor, [living] in slum areas" and cannot afford cable. "I said the same thing many years ago," Hooks said.

He finds serious fault, too, with the content, with the "trash and junk" he said he sees on television. There are those who say anyone who finds the material offensive can simply turn off the set, he said. But he added that "many parents are not there to control the television." He is, he said, a "great believer in the the First Amendment and the rights of free speech. But sometimes I wonder if maybe we haven't gone just a bit far. The sexual revolution has swept America." And he is disturbed, he said, by "the kinds of things we allow our children to see and hear."

Hooks finds fault, too, with the deregulation of the telephone industry.

He said telephone bills "have gone sky high." And while he would not have preserved AT&T's monopoly indefinitely, he would follow the creed, "If it ain't broke, don't fix it." And we tried to fix everything." He even cautioned the telephone companies to stick to what they had done to become successful in the first place—"service first." And he warned the telephone companies, "If you get into the cable television business, they will get into yours."

Hooks said some deregulation is justified. He also said that he is "not ashamed" of the deregulatory actions in which he participated (although he did not detail them). "But," he said, "there is such a thing as going too far." □



Hooks

Hughes files 'vigorous' opposition to DBS proposal

Two other applicants also
call half-CONUS restriction
unnecessary and costly

Hughes Communications met last Wednesday's deadline for comments at the FCC, filing a 21-page opposition to a commission proposal to alter direct broadcast satellite (DBS) orbital assignment rules (BROADCASTING, Dec. 5, 1988). Adoption of the FCC proposal to require that all DBS applicants operate each satellite at only half-conus (covering only half the continental United States) from two, not one, orbital positions is unnecessary and "will have a disastrous effect on Hughes Communications Galaxy's and others' marketing and business plans," said Hughes.

Authorized to provide direct-to-home television service from two satellites at 101 degrees west longitude, Hughes last April requested modification of its proposal to use what would be the most powerful commercial satellites yet—two 200-watt HS-601 birds, each providing 16 channels at 54 dbw to the entire U.S., Alaska and Hawaii from the 101 degrees slot.

The 101 degrees slot is one of four Eastern DBS slots, mirroring four western slots in the separate, as yet unoccupied, DBS arc. If adopted, the paired-slot orbital assignment scheme would require that the two Hughes satellites be assigned to separate slots, one East and one West. And the half-conus restrictions would mean each of the birds could serve only half the U.S.

Offering 32 channels from a single location is "essential to the attractiveness and marketability of the system," said Hughes, adding that the potential need for wider HDTV frequencies is better accommodated by the maximum number of transponders at the single slot.

In addition to arguing that it would be faced with "substantial alteration of technical, business and financing plans" and delay in its plans to launch a direct-to-home television system in 1992, Hughes also argued that the rules change is unnecessary, because commission concerns over potential interference are unfounded. Attached to the comments was a 23-page summary of a study by NASA's Lewis Research Center that Hughes says "shows that the cumulative interference impact of implementation of full-conus operations from several of the U.S. Eastern orbital locations is negligible."

Responding to the FCC's argument that underuse of the four western DBS orbital slots constitutes inefficient use of spectrum, Hughes argued that, to the contrary, cutting in half the area each slot may serve "would prevent the most efficient use of the DBS orbital spectrum resource."

Regardless of who launches and operates

Watching nonprofits' profits. One year from now, religious broadcasters, trade associations, public broadcasters and other tax-exempt organizations—depending on their size—may find themselves facing a new, more rigorous tax reporting job, thanks to the introduction of a new Internal Revenue Service Form 990.

Prepared too late to introduce this year, but promised by the end of FY 1989, the form will require more detailed "income-producing activities" disclosure and "would represent a significant reporting burden increase" for larger tax-exempt entities, IRS legislative liaison, Bryan Stone, said in status report to the House Ways and Means Oversight subcommittee. A new 990EZ will also be created for smaller organizations.

the state-of-the-art high-power DBS birds, they will theoretically be able to reach relatively affordable, easily installed one-meter receiving dishes—the key, most industry experts believe, to expanding the current two-million-subscriber C-band home dish market to as many as 20 million subscribers not passed by cable.

Because of its established relations with cable programmers and the potential financial backing of its parent corporation, General Motors, Hughes is widely considered the most viable DBS applicant, with the power to pull together programmers, home satellite equipment (including encryption system) manufacturers and cable operators to create a new Ku-band direct-to-home television business, probably to be retailed by the cable industry.

GM was to have considered final approval of the plan by the end of 1988, but Hughes spokesman Thomas Bracken said the process has not moved as quickly as expected.

Indeed, Hughes's comments hinted at its own skepticism concerning its competitors' chances of actually launching DBS services. The paired orbital location plan, it said, "forces existing DBS permittees to compromise their DBS plans for the speculative possibility that all of the present applicants ultimately will seriously pursue a DBS program." The commission, it said, "should not sacrifice truly efficient DBS operations, such as full-conus service, simply for the sake of accommodating a larger number of DBS applicants."

Two other DBS applicants, Dominion Satellite and Continental Satellite, had, before the deadline, filed oppositions also describing the proposal as unnecessary and costly. Once it has studied the comments and replies to those comments (due Jan. 31) and made a decision on the orbital assignment guidelines, the commission's distribution services branch of the Mass Media Bureau could begin to finalize authorizations. □

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FCC investigating Wold earth station

Case appears to center on whether station was built and/or operated without authorization

The FCC is investigating circumstances surrounding Wold Communications' construction of an international satellite earth station in southern California, Common Carrier Enforcement Chief Gregory Vogt confirmed last week.

Although Vogt and John Coles of the commission's international facilities division declined comment on the issues involved, indications are that the investigation centers on whether the earth station was built and/or operated without FCC authorization.

Wold's founder and chairman emeritus, R.N. Wold, told BROADCASTING last July that Wold had begun construction of the 15.5-meter earth station to provide full-time service to JISO, a consortium of Japanese broadcasters (BROADCASTING, July 25, 1988). Whether a construction permit had been granted before construction began remained unclear last week.

But, according to Vogt, the investigation was begun last August—approximately a month before temporary test authority was granted Sept. 28, 1988. Vogt said he did not "want to speculate on what the penalties will be in this case."

Said Wold's Washington attorney Donald Ward: "We've answered [Common Carrier] questions" during the commission's "informal investigation [of the earth station] last fall." Asked whether the investigation centered on authority to construct or authority to operate, Ward said, "I guess that is a matter of debate. What is operating and what is construction? Those can become metaphysical questions."

"No final authority has been granted yet," said Coles.

The outcome of the investigation could affect Wold's near- and long-term business plans, including the JISO agreement and possible merger with, or acquisition of, another satellite services company. Wold parent, New York investment banking firm Welsch, Carson, Anderson & Stowe, directed new Wold President David Connell to "look at the joint venture picture" when he joined the company last July, Connell said two weeks ago. And earlier this month, R.N. Wold told BROADCASTING that consolidation among satellite services companies is inevitable during the next few

years.

(Satellite uplinking company IDB Communications acquired satellite capacity reseller Hughes Television Network during the final days of 1988 [BROADCASTING, Jan. 2].)

The international earth station in question is apparently key to Wold's own consolidation plans. Describing Wold as "in the merger and acquisition mode," Connell said Bonneville Satellite Communications, a major provider of sports programming satellite transmission services, and others have expressed "keen interest" in Wold's access to the Pacific Rim via the international gateway. Companies with which Wold has held joint venture discussions, he said, include Bonneville, which operates a domestic earth station "about one-quarter mile" away from Wold's international dish. □

NAB opposes changes to territorial exclusivity

MPAA, some broadcasters side with NAB, others argue that repeal would be deregulation serving marketplace

The National Association of Broadcasters urged the FCC last week not to repeal or relax its broadcast territorial exclusivity rules that limit the area for which television stations can contract for programming exclusivity against other stations.

And although some individual broadcasters sided with the trade association, others argued that the agency should relax the rules to allow for wider areas of exclusivity. The Motion Picture Association of America, which represents programmers, also lined up with the NAB.

At an open meeting last fall, the FCC proposed repeal or modification of the broadcast territorial rules as well as the cable territorial exclusivity rules (Broadcasting, Oct. 17, 1988).

The two broadcast rules limit the exclusivity one station can acquire and enforce against other stations. The nonnetwork territorial rule restricts exclusivity of syndicated programming to 35 miles. The network territorial rule restricts exclusivity of network programming to a single broadcast market.

The two cable rules limit the exclusivity stations can acquire and enforce against cable systems that are able to import duplicative programming on distant broadcast sig-

nals. The network nonduplication rule restricts exclusivity of network programming to 35 miles in the top 100 markets and 55 miles in the "100-plus" markets. The syndicated exclusivity or syndex rule restricts it to 35 miles.

Although FCC Commissioner James Quello voted to put the FCC proposals out for comment at the October meeting, he made clear that he did not favor relaxing the restrictions on broadcast territorial exclusivity. Without them, he said, stations in large markets would acquire wider exclusivity for programming and preempt stations in "overshadowed" smaller markets from licensing it. "I'm afraid if you have total territorial rights, a very large company could lock out everybody in the state."

The NAB, in its comments on the proposal, echoed Quello's concerns. It said it opposes any modification of the "the non-network territorial rule because of the potentially disastrous effect such action could have on stations (and their audiences) in smaller markets overshadowed by larger markets and because of the uncertainties that would result for all parties in the non-network programming marketplace."

The NAB said the network territorial rule should be left alone for much the same reason. "To the extent that the existing NTE rule has facilitated virtual universal availability of network programming to the viewing public and has provided conditions favorable to the development of local outlets where they might not otherwise exist, the question again must be asked: If the existing rule is working well, why try to fix it?"

The trade association was more flexible when it came to exclusivity against cable systems. It said television stations in markets outside the top 100 should enjoy the same 55-mile exclusivity against cable systems for syndicated exclusivity as they now do for network programming. "Providing hundred-plus market stations with this extra zone of protection for syndicated programming would also have the salutary effect of leveling the playing field for smaller market independent stations vis-a-vis the network affiliates in their markets in that it would provide all stations in smaller markets with the opportunity to acquire basically the same geographic level of exclusivity."

(NAB also argued against another FCC proposal to reduce the protection of network programming outside the top 100 markets from 55 miles to 35 miles simply for the sake of uniformity.)

Although the NAB's position was supported by several broadcasters, it was opposed by several others. BHC Inc., owner of stations KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., and United Television, owner of KBHK-TV San Francisco and four other medium-market stations, in joint comments argued that the protection afforded by the broadcast rules should be extended to the entire television market. "Such action would unshackle broadcasters from the last remaining barriers which prevent them from effectively competing in the video marketplace," they said.

"The existing nonnetwork territorial exclusivity rules have created an artificial zone of exclusivity, which is wholly unre-

Trying again. Representative John Bryant (D-Tex.) reintroduced signal carriage legislation Jan. 3 at convening of 101st Congress. Measure is identical to one offered in last Congress and would condition cable operator's compulsory copyright license on whether operator carries local broadcast signals. If cable system chose not to adhere to set of must-carry rules adopted by FCC in 1967 but later thrown out by court, it would lose its compulsory license. Measure also protects broadcasters from being shifted to undesirable channel assignments. Similar legislation was offered in Senate by Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) during 100th Congress, and aide to senator has indicated lawmaker is willing to revive it.

lated to the vagaries [sic] of a particular market," the group broadcasters said. "In many instances, the 35-mile limit fails to give sufficient program exclusivity to broadcasters competing against other stations located within their viewing market."

Cosmos Broadcasting Corp., owner of eight medium-market stations, also argued against the 35-mile limit on nonnetwork exclusivity. The current limit "bears no relationship to the manner in which programs are actually purchased or advertising is sold.... The artificial restraint on the free workings of the program marketplace... should be modified to more closely reflect the realities of that marketplace by permitting stations to obtain exclusivity throughout their ADI's." ADI, or Area of Dominant Influence, is how the Arbitron

rating service describes markets.

The MPAA called the FCC proposals "deregulation for its own sake." According to the association, the proposals "do not advance the commission's long-standing and statutorily-rooted goals of diversity, competition and localism in broadcast communications."

CBS refrained from commenting on the broadcast rules, but argued for the expansion of the exclusivity against cable systems. It said the cable rules should be eliminated "at least to the extent of permitting cable syndicated exclusivity and network nonduplication protection to be negotiated for a station's entire geographic market. Should the commission conclude that some limit is required, we would suggest that it be stated in terms of a station's...[ADI] or

some other established and objective definition of the geographic market in which the station competes for audiences and advertisers."

Cable interests did not want to see lifting of any of the restrictions that broadcasters could assert against cable systems. "The commission has been unable to garner a shred of public interest support for repeal or modification of the current territorial exclusivity rule," said a group of cable operators represented by the law firm of Cole, Raywid & Braverman. "In a manner strikingly similar to its recent adoption of syndicated exclusivity rules, the commission here pushes forward with its free market agenda despite a total failure to establish evidence or public interest justification in support of its proposal." □

The Media

NAB board approves \$15.7 million budget

It projects '89-'90 revenue of \$15.9 million and net income of \$181,000; government relations expenditures upped by 50%

The National Association of Broadcasters' proposed \$15.7 million budget for its April 1989-March 1990 fiscal year sailed through last week's joint board of directors meeting, generating only a modicum of discussion (also see "Top of the Week"). NAB anticipates revenue of \$15.9 million, up 4.9% from the \$15,174,000 projected for FY '88-'89. The original 1988-89 budget approved by NAB estimated revenue of only \$14.4 million.

Association expenses will rise 5.8% from the amount projected for FY '88-'89. Net income for the association has varied from \$295,103 two years ago to an operating deficit of \$424,505 last year (FY '87-'88) to a projected \$302,416 surplus in 1988-89. Net income under the proposed FY 1989-90 budget is \$181,055. Among the approved proposed budget expenses for FY 1989-90 is some \$6.6 million in staff salaries.

There was a general feeling among the directors that the association's finances are in order and that the complaints lodged last year (the board wanted more input into the budget process) had been addressed. Plus, the new financial advisory committee is believed to be making a difference. It has more authority than its predecessor, the old budget review committee.

The advisory committee has made several recommendations to improve the budget process, including changing NAB's fiscal year to the calendar year and using more outside certified public accountants. They have also suggested NAB review its investment policy. Consequently, the association is going to commission one of the "Big 8" accounting firms to look at those issues. Moreover, the directors were pleased that

NAB sent the budget out in advance of the Scottsdale meeting, giving them more time for evaluation.

A rundown on the proposed FY '89-'90 budget as well as some of the projected figures for NAB's current budget are below:

■ In the area of expenses, the \$2.2 million budget for government relations (up 50.88% from the projected \$1.5 million) includes \$400,000 for "contingency" or outside lobbying support. The association will also spend more on its grassroots or legislative liaison activities with \$153,000 (up 49% from the projected \$103,000). NAB's legislative forum held prior to each winter board meeting is penciled in at \$102,050, and government relations salaries will jump from \$791,000 to \$963,000, roughly a 22% increase. The department is undergoing a reorganization; four new positions are being created, and the two-person staff of NAB's Television and Radio Political Action Committee will report to government relations chief Jim May, bringing the staff up from 16 to 22. And there are three vacancies to fill in the department.

■ Among other expenses: legal, \$1,060,950 (up 8.2% from the FY '88-'89 projected figure); public affairs and communications, \$1,169,035 (up 7.6%); station services, \$1,268,755 (up 12.4%); science and technology, \$657,100 (down 0.17%); minority services, \$135,400 (up 3.1%); research and planning, \$709,650 (up 3.7%), with research projects alone estimated at \$230,000; radio department, \$1,087,500 (up 3.5%), and television, \$674,400, of which \$106,000 is budgeted for NAB's *Telegen* (down 2.5%).

Proposed expenses listed under general administrative for FY '89-'90 are \$6.3 million and include \$400,000 for the June 1989 and January 1990 board meetings (down 0.74%); building operations,

\$855,000; committee meetings, \$150,000; employee benefits, \$480,000; \$150,000 for professional services (for accounting, political consultants and benefit consultants); NAB's private sector initiative activities, \$234,190; Freedom of Expression Foundation, \$10,000; industry relation contributions \$85,400, and \$60,000 for the Broadcast Education Association. Also listed is \$255,000 for travel and entertainment (up 2% from the \$250,000 projected for FY '88-'89). Among the recipients of the travel and entertainment money: NAB President Eddie Fritts; Rory Benson, senior vice president, assistant to the president, national campaign coordinator; Michael Harwood, executive vice president and chief financial officer; Henry Roeder, senior vice president, convention and meetings, and John Abel, executive vice president, operations.

NAB anticipates spending \$500,000 in unbudgeted projects as opposed to the \$740,000 originally projected.

As for proposed revenue in FY '89-'90: radio dues, \$3.7 million (\$74,000 more than projected for FY '88-'89); \$3.7 million (up \$145,000) in television dues; \$1 million in dues from associate members (up 7.8%); \$5 million from the annual convention (up 6.6%); \$1.7 million, NAB services (up 21%); \$400,385 from the radio convention (up 0.1%), and \$375,000 in interest income.

According to the NAB budget, the association's annual convention April 29-May 2 in Las Vegas should bring in gross revenue of \$8.1 million against some \$3 million in expenses. Among the proposed expenses for government relations in Las Vegas: FCC-congressional breakfast, \$6,000; \$69,000 for congressmen and staff; \$8,000 for guests and speakers; honorariums, \$30,000; limo service, \$8,500; legislative liaison dinner, \$55,000, and \$14,000 for a TARPAC board meeting and reception. NAB's legal department estimates it will

spend \$10,450 at the convention for FCC staff travel. The research and planning department's budget for the 1989 convention lists \$100,000 for convention research including: \$50,000 for "Hooray for TV"; \$40,000 for a radio project, and \$10,000 for an attendee survey. Under convention and meetings expenses for the Las Vegas convention: golf and tennis, \$12,500; spouse activities, \$18,000, and spouse dinner, \$12,000. The opening session is slated

to run \$65,000; engineering lunch, \$24,000; television lunch, \$47,000; radio lunch, \$65,550, and \$8,500 for the all-industry lunch.

The appearance of President Reagan at last year's NAB convention cost \$28,955. Total income from the NAB's 1989 radio convention in New Orleans is expected to reach \$1.5 million against roughly \$1 million in expenses. VIP lounge and VIP expenses for the radio show were \$7,000. □

Affiliate-network relations in holding pattern

Questions of compensation changes not causing rifts at ABC, CBS, NBC

The reports from network affiliate meetings during the last two weeks suggest that the controversial side of those relationships is mostly in abeyance. Winter affiliate board meetings for both CBS and NBC were relatively positive, according to those affiliates attending, while discussions between ABC and an ad hoc affiliate group on compensation has yet to become confrontational.

■ CBS did not propose any across-the-board reductions in compensation but may, one board member said, use compensation to encourage better clearance of the network schedule. A joint press release issued after the meeting said: "The issue will be dealt with in individual markets where CBS's analysis of the competitive circumstances identified opportunities for appropriate adjustment."

The CBS meeting—which lasted for several days in Tucson at a resort owned by Loews (which owns 25% of CBS)—consisted mostly of presentations by various CBS/Broadcast Group executives. One of the general managers attending said: "There is still concern about prime time performance, but in advertising and promotion there has just been a marvelous turnaround under George Schweitzer and Michael Mischler."

■ According to one of those in Puerto Rico two weeks ago for the NBC meeting, it was "a lot more bland" than had been initially expected. Compensation issues had recently been settled prior to the meeting (BROADCASTING, Jan. 2) for the current year, but already there was discussion about possible changes after 1989.

Also at the NBC meeting were network officials, including Entertainment Division President Brandon Tartikoff, NBC Sports President Arthur Watson and NBC News President Michael Gartner. Betty Hudson, vice president, corporate and media relations, gave a presentation on a network affiliate campaign against drug abuse.

■ After a meeting in New York two weeks ago, ABC executives and affiliate representatives were still discussing compensation structure changes that are to be effective this year. The affiliates, who are continuing to resist a reduction in cash compensation are expected to continue discussing the matter with the network, which for its part desires improved clearances.

Those attending the ABC meeting included Capital Cities/ABC Chairman Tom Murphy and President Daniel Burke and ABC Television Network President John Sias, who declined to discuss the meeting. Affiliate Board of Governors Chairman David Lane called the meeting "amicable.... There were no specific plans offered, accepted or rejected." However, Lane, general manager of WFAA-TV Dallas, added that ABC affiliates were not likely to support the same kind of solution adopted by NBC—switching inventory between affiliates and the network: "At this point inventory exchanges are really not on the table.... It is my belief that when you get into the business of swapping inventory that you are talking about a short-term fix on a long-term problem." Nor, he added, were affiliates especially interested in making contributions to network programming funds. "Right now we are becoming more specific in our philosophical discussions, which divide between reducing the expense line or trying to enhance revenue... and to this point, have not resolved that." □

Bakkers are back on Media Central TV stations

All eight independent stations owned by Chattanooga, Tenn.-based Media Central Inc. will, today, Jan. 23, begin carrying *The Jim and Tammy Show*, hosted by Jim Bakker, founder and former host and president of PTL television ministries. One of Media Central's stations, WOAC(TV) Canton, Ohio, began airing the daily one-hour show Jan. 13, according to J. Clifford Curley, Media Central vice president.

The Bakkers are buying time on the stations, said Curley, who said Media Central is "looking at the 30-day level" for payments.

Jim Bakker and his wife Tammy Faye, who along with daughter Tammy Sue are co-hosting the program, made "tailored promos" for Media Central early last week, said Curley. In Canton, he said, the on-air promotional brought telephone calls "from as far away as Columbus," Ohio, with callers asking how and when to see the program on WOAC(TV).

"The audience," said Curley, "will vote with their hands—tuning their TV dials and

Examining televangelists' books.

Three of five IRS examinations of religious broadcasters involving criminal investigations have been referred to the Justice Department, according to a Dec. 5, 1988, IRS report to the House Ways and Means Oversight Subcommittee. And, said the same report, of six IRS examinations involving "prominent television evangelists," two have involved criminal investigations.

IRS and Justice both declined comment on which examinations had been referred to U.S. attorneys. The public version of the report on the status of 29 current examinations blanked out taxpayers' names. Although most case descriptions specified "unreported income" as the issues involved in the investigations, several descriptions specified "political activity," and one described an agent's review of TV broadcasts and other activities "conducted primarily for political purposes."

Although the report described the 29 as a "significant number" of examinations, National Religious Broadcasters association director, Ben Armstrong, said NRB's membership has given "no sense of undue pressure" from the IRS.

reaching into their pocketbooks. He speculated that "by Valentine's Day" the results of that vote will be known, according to whether the Bakkers have garnered enough viewer contributions to buy more air time.

Media Central's previous affiliation with Bakker "is one reason we brought it back," said Curley. "It was a successful ministry," he said, adding that, it "appears to be the nature of the [religious broadcasting] beast" that payments to stations are "a little slow," but PTL paid regularly. (The Media Central stations are WOAC(TV); KBSI(TV) Cape Girardeau, Mo.; KHAI-TV Honolulu, Hawaii; KZKC(TV) Kansas City, Mo.; WDBD(TV) Jackson, Miss.; WKCH-TV Knoxville, Tenn. and WZDX(TV) Huntsville, Ala., and WXTX(TV) Columbus, Ga.)

The show has been fed by satellite since earlier this month weekdays at 11 a.m. ET (the feed changes to noon, Jan. 23) via Hughes Communications Galaxy II, transponder 1, said Curley. He added that it is also being distributed to a dozen markets via broadcast and/or cable television by Program Video Network.

Bakker may have to schedule his taping sessions around court sessions next week. He pleaded innocent in Charlotte, N.C., district court last Tuesday to 15 counts of wire fraud, eight counts of mail fraud and one count of conspiracy. The case was scheduled for trial beginning Jan. 30, although Bakker has 15 days to file pretrial motions, including motions to continue.

The trial of Bakker's top aide, Richard Dortch, who was named in the same indictment handed down late last year (BROADCASTING, Dec. 12, 1988), was continued to the court's April calendar, according to the U.S. attorney's office in Charlotte. Dortch also pleaded innocent to the same charges when he waived his right to arraignment earlier last week. □

Internal growth drives MSO performance

Both basic and pay penetration rose at major operators last year

Top cable MSO's reported high single-digit, and in some cases double-digit, increases in basic and pay penetration in 1988, with much of that increase coming from internal growth within systems.

■ Warner Cable announced that it added 105,000 basic subscribers in 1988, a 7% increase, to total 1,529,000 by year's end. Pay growth surged further, up 11% with 135,000 new units, to end the year at 1,340,000.

Warner Cable President James Gray said "customer service and marketing were the major factors driving our 1988 subscriber activity [with] nearly half of our growth occurring within existing systems."

Warner said nearly 40% of its growth came from its Brooklyn-Queens system, which added 41,000 subscribers in 1988, to end the year at 104,000. The system added 75,000 pay units, over half the company's total, for a yearend figure of 205,000.

Warner's two largest systems remain Houston (196,458 basic subscribers) and Cincinnati (163,552 subscribers). Warner's figures do not include its 9% stake in First Americable Corp. Warner now passes 2,880,000, giving it a penetration of 53%.

■ Viacom added 90,000 basic subscribers in 1988, said executive vice president Ed Bennett, "all through internal growth." (The company sold two large systems to Cablevision and subtracting those sales, it ended the year with about 950,000 subscribers.) Bennett said the growth stems from "a combination of maintaining high levels of customer service, good marketing campaigns...programming that is stronger than it's ever been and holding on to our customers. It's paying attention to all those things that drive our business."

Pay also had an "excellent year," said Bennett, as Viacom added 70,000 units by pushing that category heavily. Bennett said discounted offers that help promote sampling and attractive marketing campaigns have fueled that growth. "Pay services are helping to drive the business through their own marketing campaigns," he said.

■ Paragon added 50,000 basic subscribers in 1988, to end the year at 703,000, an 8% increase. Dean Gilbert, vice president marketing and programming, said all but 6,500 of those subscribers came through internal growth.

Gilbert likens cable's growth to a snowball effect, where more money translates into better programming which in turn drives penetration, and customer satisfaction further. It is a trend that shows no sign of slowing down, he said.

Paragon added 33,000 pay units in 1988,

to end the year at approximately 500,000. Gilbert said although pay "is not a growth product," it "still has a lot of value in the marketplace" as part of the home entertainment mix. Paragon has had most success with half-priced offerings over several months, he said. It has found that 88-cent offerings, for instance, drive churn to unacceptable levels, sometimes 100% over the course of a year, he said.

■ Jones Intercable reported it added 152,140 basic subscribers in 1988, a 12% increase, and ended the year with 1,165,433 subscribers. Pay units rose 15%, from 757,317 to 845,879, a 12% increase.

Jones President Greg Liptak cited two reasons for the growth. One is a national customer service audit the company has put in place, where an outside audit firm examines "all aspects of customer service," said Liptak. Jones takes the information and develops plans to improve the service, said Liptak. "It has been very cost effective." Liptak also attributed the increase to "better and better programming," as Jones added

TNT and VISN and rolled out Discovery and American Movie Classics systemwide. Liptak also senses that cable is starting to reach the light television viewer "who is beginning to perceive the value on cable."

■ Cablevision Systems ended the year with 1.1 million basic subscribers and 2.3 million pay units. Those numbers include the acquisition of Adams-Russell Corp. but not of Viacom systems on Long Island and Cleveland. Those will add approximately 200,000 to Cablevision's subscriber count.

■ Times Mirror ended the year with basic subscribers just under one million. It added 78,676 subscribers during the year, increasing its overall basic number 8.6% to 997,156. Pay units rose 11.3%, from 631,225 to 702,316. All but 10% of that growth came through internal growth, Times Mirror said, the rest through acquisitions.

■ Comcast added over 100,000 subscribers through internal growth in 1988, which combined with its acquisitions gave it a yearend total of 2.4 million. □

MGM/UA comes up with refinancing plan

Kerkorian invests additional \$180 million; plans to keep MGM and television operations while selling United Artists

Details of a long-standing plan to substitute equity for debt emerged last week at MGM/UA. The television and film production company said it had retired \$265 million of bank debt, largely with \$180 million provided by majority owner Kirk Kerkorian. The more stable financial footing did nothing to change the company's desire to split up, only this time it is proposing to sell the United Artists portion. Just six months



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ago it had planned to sell a portion of its MGM subsidiary instead.

Kerkorian's cash injection bought him 10 million shares of preferred stock, at \$18 per share, which pays no interest until Jan. 17, 1990, at which time it could also be converted into one share of MGM/UA common. The day after last Tuesday's announcement, MGM/UA shares traded in the same \$13-\$14 range that prevailed the previous two weeks. Other shareholders, who hold roughly 20% of the outstanding common stock, would receive rights to purchase—at any time within one year—their pro rata share of the same preferred stock purchased by Kerkorian.

The remainder of existing bank debt, \$85

million, was retired through the sale of certain receivables and television licensing rights for films according to the company's chairman and chief executive officer, Jeffrey Barbakow. The company said the refinancing reduced its current interest expense by almost \$30 million. MGM/UA said it had established a new line of credit with its existing lender, Bank of America.

Along with the refinancing, MGM/UA said it was contemplating the possible sale of its United Artists division: "A transaction would likely take the form of a sale of MGM/UA and repurchase by present shareholders of an interest in a new company which would be created by retaining certain MGM assets."

The remaining MGM assets would include all of the company's current television production operations, while distribution would be handled by the purchaser of United Artists. Barbakow said that while he has had recent talks with interested parties, there were no specific proposals.

Unlike the film operations of MGM/UA, the television division has not publicly displayed effects from the on-again, off-again split-up of the company. This week it is offering two new shows at NATPE: *Hot Line* and *Straight to the Heart*. The division also has two shows currently on network television, *thirtysomething* and *In the Heat of the Night*, with a third scheduled as a mid-season replacement. □

Taking stock of home shopping

Following a year in which the fall of Home Shopping Network's stock turned many investors sour on the shop-by-television industry, the company's stock price continued to fall in 1988. Meanwhile, the stocks of the other two largest shop-by-television operators, CVN Companies and QVC Network, posted gains.

The billion-dollar business was not colored by HSN's fate or operating results alone. CVN closed out the year with its stock trading less on its earnings and more on takeover prospects, following the November announcement of a bid for the company (see accompanying story, page 147).

Like CVN, the other two large home shopping operators are publicly held. HSN's stock, which started out in 1988 near \$5.375, peaked at \$7.75 in March and closed the year down, at \$4.50. Meanwhile, QVC, which started out the year at \$4.75, peaked at \$11.375 and closed the year at \$8.375 bid.

"The tremendous decline of HSN in 1987 carried the other two with it," said Mark Riely of Robert Fleming, but CVN and QVC "have started to emerge from the shadow of HSN," he said. Following a 1987 high of \$47.00, HSN's stock price fell more than \$40 over the year.

Events of this past year corroborated analysts' suspicions that shopping by television is a business with space for only a handful of operators.

In December 1987, Entertainment Marketing left the home shopping business after sustaining losses for the year of \$4.3 million associated with its television operations. The Travel Channel announced plans in April to get out of the home shopping business. Cable Value Network took over operations of The Fashion Channel after it went into Chapter 11 in July, and CVN also acquired 70% ownership of the bankrupt America's Shopping Channel.

"Many people that were very optimistic on this industry had their optimism tempered over the past year," said Tim Rice, a partner in New Orleans-based Johnson, Rice & Co. Projections that would have been made for the industry two or three years ago would probably be greater than what was achieved, he said.

"I think this can be a viable business for two or three major players," said Ken Goldman of Hanifen, Imhoff, located in Denver. "Beyond that, it's shaky."

Investor opinion of the industry and of the publicly-traded majors is bordered on one side by appreciation for the high revenue growth and on the other by skepticism that the industry can survive as an ongoing concern. QVC had revenues of \$2.2 million in the fourth quarter of fiscal 1987 and \$112.3 million for fiscal 1988, and Rice said he expected the company to have \$190 million in revenue in fiscal 1989, ending Jan. 31. "There are not that many companies in the history of American enterprise that have shown that kind of growth," he said. Riely pointed out that the company's performance this fiscal year

matched up to predictions made to analysts in early 1988.

On the other hand, "There is considerable and probably justifiable investor skepticism" regarding whether this growth and profitability of the home shopping majors can be sustained, Goldman said. Observers don't know whether consumers will retain their appetite for home shopping, he said. "What will it take to keep people buying?" he asked. Lowering prices is one way to keep revenue growing, but such a strategy would have a cost of lower margins, he pointed out.

Growth appears to be more a function of households reached than of increasing consumption appetite per home, Goldman said. "My sense is that viewing interest has peaked on these channels, and the resulting consumption per home is peaked, and not growing," he said.

Nevertheless, TCI's offer for CVN is a recognition that "CVN is one of the majors that can make this concept work," Goldman said.

HSN's continued decline is attributable to several reasons. Because many investors got hurt in the fall of HSN's stock, there is a "distaste" for the company, said Peter Grandich, author of the *Grandich Newsletter*. "Certainly on Wall Street, the great majority think home shopping, per se, is a fad," Grandich said. Grandich made a suggestion about HSN—similar to one that Rice made about QVC—that if the company had the same operating results but did not have the "home shopping" label, its stock would be trading at a higher price. Adding to the general industry outlook is HSN's particular circumstances. Though setting up its own station group to bypass cable carriage problems was "conceptually" a good idea, the view on Wall Street, Rice said, was that the company had overpaid. Wall Street observers are also doubtful that the company should be in the business of offering financial services, analysts said. The company's "colorful, outspoken principals" and their early predictions of success attracted a lot of short-sellers to the stock, Rice said.

Pointing also to the HSN's suit filed in 1987 against GTE and GTE's recent counterclaim, Grandich said HSN has hit bottom in terms of negative reports and operational problems. He said he expected the company, led by its "superior management" to do well in the future. As one sign that the company is in a turnaround stage, Grandich pointed out that the short position in HSN, or number of shares in the company borrowed by investors expecting its stock price to drop, has lowered over the past few months. At five million shares in mid-September, the short position in HSN had dropped to 3.5 million in mid-December.

HSN had earnings of \$18 million for the fiscal year ended Aug. 31, 1988, down 39% from the year before. Net sales were up 25% to \$730 million. For the quarter ended Nov. 30, the company reported net income of \$10.9 million—including a \$4.7 million gain on the repurchase of convertible debt—up 252% from earnings in the corresponding period a year earlier.

TCI takes back offer to buy CVN

Stock price of home shopping company rises above offer, causing company to withdraw; TCI says it is still interested

Tele-Communications Inc. withdrew its two-month-old offer for shop-by-television operator CVN Companies last Monday, but the MSO did not close the door to expansions of its holdings of the Minneapolis-based retailer.

TCI said it had withdrawn its \$18-per-share offer because "the current market price [of CVN]...exceeded the value of the offer in light of the time required to complete any transaction." CVN's stock had closed Friday at \$18.50, after a week when its stock had traded near the price of TCI's cash-and-debt bid for the company. When TCI announced its offer in November, CVN's stock was trading for about \$15.

"Our withdrawing the offer doesn't reflect any diminution of enthusiasm about the company," said TCI Senior Vice President Peter Barton. "It's simply a market-related decision."

CVN's stock price had risen to the level of TCI's offer, analysts said, out of investor

belief that TCI would raise its offer or that another company would top TCI's bid of \$14 in cash and \$4 in debt securities per share. However, once TCI withdrew its offer, analysts familiar with the company said they knew of no likely substitute buyers. TCI's offer implied a value of about \$315 million to CVN.

Following TCI's retraction of the offer, the stock price for the operator of Cable Value Network fell \$2.875 from its Friday level, closing Monday at \$15.625.

Barton refused to discuss whether a drop in CVN's stock price would cause TCI to re-submit its bid. He said conversations between TCI and CVN had not passed preliminary stages, with the companies not even discussing the nature of the subordinated debt securities mentioned as part of TCI's bid.

Analysts said they did not believe CVN's stock price would drop to its pre-November levels of about \$12 per share. The company's stock price began rising at the time of TCI's Nov. 2 announcement that it had raised its holdings to 17.2% of CVN's outstanding common shares, and that it contemplated seeking control of CVN. CVN's

BottomLine

Picture this. Looking to serve news directors and producers who are searching for ideas is new monthly audio cassette service which tracks journalism and fiction in television, radio and print. Producer's Audio Review surveys other newscasts, book reviews, foreign magazines and other sources looking for material "suitable for visualization." Richard Harbert, spokesman for newly-founded company, based in Brentwood, Calif., and New York, said sources include special access to reports from Investigative Reporters and Editors. Producer's Audio Review does not represent any of authors said Harbert, "we are just identifying material that might make for a good movie, show or newscast.... If an idea were pursued by a studio, it is possible we wouldn't hear about it until it appeared on screen." First cassette-newsletter is to be distributed at end of this month to subscribers.

□

Merger in store. Heritage Media Corp. last week said it signed definitive merger agreement, subject to conditions, to acquire Actmedia, in-store advertising company. Proposed acquisition, valued at roughly \$175 million, would begin with cash tender offer for 6.4 million Actmedia shares at \$14 per share, cash. In addition, 2.4 million shares are being sold on same terms to Heritage by four of Actmedia's five directors. Following completion of tender offer and upon approval of merger by majority vote of shareholders, Heritage is to acquire remaining shares for \$15.50 per share, paid either in cash or in Heritage shares. Dallas-based group owner said completion of merger is also contingent upon Heritage obtaining "the financing contemplated by its commitment letters." As part of agreement, Heritage obtained option to buy 3.3 million shares at \$14 upon "certain specified conditions." Heritage already has equity interest in another in-store advertising company, POP Radio Corp. For nine months ending Sept. 4, 1988, Actmedia had revenue of \$71.6 million and net loss of \$2.3 million.

□

ID addition. Mark Goodson Promotions has acquired ID TV, firm that brokers 10-second promotional spots. ID TV will be consolidated into New York-based Mark Goodson Advertising Sales, and Roy Tilles, founder of ID TV, will become president of combined operation.

□

Third-quarter numbers. Columbia Pictures Entertainment said it had revenue of \$366.6 million for the fiscal third quarter ended Nov. 30, 1988. Company recorded operating profit of \$46.8 million, with net income applicable to common stock shareholders of \$8 million, or \$0.06 per share. This quarter's results are not comparable with previous statements, because company was formed in December 1987.

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Done deal. Warner Communications announced Jan. 11 that its merger with Lorimar Telepictures had been declared effective. Last hurdle to merger had been removed one day earlier when Lorimar closed its sale of WQHA-TV Pittsburgh to Renaissance Communications, company organized by Michael Finkelstein and Warburg Pincus Capital. On Jan. 10, last day of trading of Lorimar shares, stock closed at \$13.375. Upon merger's closing, Lorimar's stock was exchanged for Warner common stock at ratio of .3675 of one Warner share per share of Lorimar. Warner, which closed at \$37.125 per share on Jan. 10, closed week at \$37.25. Transaction was valued at more than \$1.2 billion. Warner assumed Lorimar's debt, amounting to more than \$600 million, and holders of Lorimar received Warner stock valued in market at \$625 million.

Another done deal. WestMarc Communications has completed its purchase of Taft Cable Partners and entered into related \$750 million revolving bank credit facility with First National Bank of Chicago as agent, according to WestMarc announcement. WestMarc paid approximately \$444 million for 210,000-subscriber Taft, joint venture of TCI and Robert M. Bass Group. WestMarc paid \$184 million of purchase price in cash to affiliate of Bass Group. Another \$184 million was paid in form of WestMarc convertible cumulative preferred stock issued to subsidiary of TCI. (TCI, which already holds 54% of WestMarc's voting securities, would hold 62% if preferred stock were converted to class A common stock.) Balance of Taft purchase price took form of assumption of company's \$75 million debt, \$71 million of which was repaid with proceeds of WestMarc's new credit facility. Company said that \$545 million of credit facility was used to repay WestMarc's existing bank debt and to pay cash portion of Taft purchase price. Unused amount of facility, WestMarc said, would go toward future capital requirements and acquisitions and for working capital.

King up. King World Productions reported net income of \$28.4 million for fiscal first quarter ended Nov. 30, 1988. Figure was 25% increase over income in same period year before. Earnings per share increased 44% over same time period, to \$1.12, partially because of company's repurchase of 3.9 million shares in fiscal 1988 and 1989. Revenues were up 40% from previous first quarter, to \$136.5 million. King World said its performance reflected acceptance of its syndicated programming, as well as production of more episodes in fiscal first quarter 1989 than in quarter one year earlier.

ABS COMMUNICATIONS, INC. (Kenneth A. Brown and Jon Sinton, Principals)

has acquired

WPVA/WKHK-FM
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from

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stock price started 1988 at \$8.00, and had a peak early in the year of \$16.125, closing out 1988 at \$16.375. Since TCI's offer, the stock had been trading above \$15.

"There's still a belief that the issue is not entirely resolved," said Mark Riely of Robert Fleming. Additionally, TCI's interest had raised the visibility of CVN, he said. The stock's close above \$15 on Monday demonstrated a "residual" interest in the stock, said Marcia Raley of Dain Bosworth.

Cable Value Network has a subscriber base of 22.2 million following its December agreements with Cox Cable related to the takeover of America's Shopping Channel, which was in bankruptcy proceedings. As a result of CVN's 70% interest in the reorganized ASC, Cable Value Network received 925,000 subscribers. Additionally, Cox agreed to supply Cable Value Network programming on an exclusive basis to 700,000 homes in its systems.

The Minneapolis-based CVN reported earnings of \$11.4 million for the fiscal year ended Aug. 31, 1988, from sales of \$587.7 million. For the quarter ended Nov. 30, CVN reported net sales of \$171 million, up 18% from the corresponding quarter a year earlier. Net income for the quarter was down 26% from a year earlier. The quarterly results "were negatively affected, in part, by slower sales growth in [CVN's] mail order business and with higher overall costs, including higher postage and paper expense," said CVN Chairman and CEO Theodore Deikel in a company statement.

Raley said she expected the company to have revenues of \$720 million, up 24%, in the fiscal year ending August 1989, and pre-tax income of \$28 million, up 41%.

Cable Value Network started up in 1986 as a joint venture of CVN, called C.O.M.B. Co. at the time, and TCI. The joint venture was dissolved in August 1987. TCI President John Malone serves on CVN's board of directors.

In addition to its holdings in CVN, TCI has a minority interest in QVC Network, another shop-by-television service.

INTV drops co-op ad plan

The Association of Independent Television Stations is shelving its recently approved proposal for an advertising sales co-op. The co-op was initially created at INTV's convention earlier this month as a means of capturing a greater share of network ad dollars (BROADCASTING, Jan. 9). INTV President Preston Padden said in a letter to his membership that the INTV's executive committee voted to "suspend" the project.

Padden explained the decision in a letter to his members: "In the past week it has become clear...that the idea of a single INTV-sponsored co-op does not enjoy the unanimous, or nearly unanimous, support necessary for this kind of association effort. In addition, we have been advised that at least two of our members are likely to initiate or expand non-wired network operations of their own. Thus, any INTV-sponsored co-op would (1) be of questionable viability

in light of the lack of unanimous support and (2) be potentially competitive with commercial activities of our own members." (He is referring to Fox and Tribune.)

Despite that decision, Padden said INTV will not abandon its efforts to help independent stations garner a greater share of network ad revenues. On Feb. 7, INTV is making a major presentation at the televi-

sion workshop of the Association of National Advertisers in New York. "We will make our case for adjustments, at the planning level, to yield a larger percentage of spot dollars for independents. And, we will emphasize that vehicles aggregating independent audiences should now be considered candidates for 'network' dollars," Padden's letter said. □

win Davis, T.J. Strickland, Bob Morrow, Robert K. Sheffield and Clyde Anthony Chester, all directors. It has no other broadcast interests. WLSF is noncommercial on 90.9 mhz with 100 kw.

WFEZ(FM) Williston, Fla. □ Sold by Gulf to Bay Broadcasting Inc. to Bogi Broadcasting Co. for \$400,000. **Seller** is headed by Reagan Smith, president, and has no other broadcast interests. **Buyer** is headed by Maurice A. Negrin, president, and also owns wxxx Alpharetta, Ga. WFEZ operates on 92.1 mhz with 3 kw and antenna 525 feet above average terrain. **Broker: Hadden & Associates.**

For other proposed and approved sales see "For the Record" page 155.

Changing Hands

KFAC-FM Los Angeles □ Sold by Classic Communications to Evergreen Media Corp. for \$55 million. **Seller** is headed by Louise Heifetz, chief executive officer, and also owns KFAC(AM) Los Angeles. It purchased both stations in 1986 for \$33.5 million ("In Brief" May 5, 1986). It is selling KFAC(AM) to Lotus Communications (see below). **Buyer** is Dallas-based group of three AM's and three FM's headed by Scott Ginsburg. It is also purchasing RKO's wxy(FM) Fort Lauderdale, Fla. ("In Brief" Oct. 3, 1988). KFAC-FM is on 92.3 mhz with a classical format, 43 kw and antenna 2,910 feet above average terrain.

KFAC(AM) Los Angeles □ Sold by Classic Communications to Lotus Communications for \$8.7 million. **Seller** is headed by Louise Heifetz, CEO, and also owns KFAC-FM Los Angeles. It purchased both stations in 1986 for \$33.5 million ("In Brief" May 5, 1986). It is selling KFAC-FM to Evergreen Media (see above). **Buyer** is Hollywood-based group of eight AM's and six FM's headed by Howard Kalmenson. KFAC is fulltimer on 1330 khz with 5 kw.

KXOK(AM) St. Louis and KLTH(FM) Florissant, both Missouri □ Sold by Chester Broadcasting to Saul Frischling for undisclosed amount. Sources estimate value of deal approximately \$6.5 million. **Seller** is principally owned by Emmet A. Capstick, and has no other broadcast interests. It purchased KXOK in 1985 for \$2 million ("For the Record" April 4, 1985), and KLTH in 1986 for \$3.5 million ("For the Record" Oct. 20, 1986). **Buyer** also owns WLTX-FM Pittsburgh. KXOK is fulltimer on 630 khz with 5 kw, and KLTH operates on 97.1 mhz with 100 kw and antenna 560 feet above average terrain. **Broker: H.B. LaRue Media Brokers.**

KECY(TV) El Centro, Calif. □ Sold by John Smart to Kathrine R. Everett and Robinson O. Everett for \$1.565 million. **Seller** has no other broadcast interests. **Buyer** is owned by Kathrine R. Everett, Durham, N.C.-based attorney, and her son, Robinson O. Everett, Chief Judge, U.S. Court of Military Appeals, Washington. Principals own interest in WJKA(TV) Wilmington and WWRD-TV Wilson, both N.C. KECY(TV) is CBS affiliate on ch. 9 with 316 kw visual, 34 kw aural, and antenna 1,601 feet above average terrain.

WDSR(AM)-WQPD(FM) Lake City, Fla. □ Sold by Holder Media Inc. to ARSO Radio Corp. for \$1.3 million. **Seller** is owned by Hugh E. Holder and has no other broadcast interests. **Buyer** is owned by Jesus M. Soto, president. It also owns WPRN(FM) San Juan, P.R. WDSR is fulltimer on 1340 khz with 1 kw, and WQPD is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Hadden & As-**

sociates.

KWYD-FM Security, Colo. □ Sold by KWYD-FM Radio Partners to Optima Communications Inc. for \$1.06 million. **Seller** is principally owned by Edward Patrick and Richard Martin. It also owns KWYD(AM) Colorado Springs. **Buyer** is principally owned by Joseph B. McCoy III, and James R. Bond Jr. Bond owns WKJX(FM) Elizabeth City, N.C. McCoy and Bond have interest in KQLA(FM) Ogden, Kan. KWYD-FM is on 105.5 mhz with 3 kw and antenna 2,230 feet above average terrain.

WLSF(FM) Naples, Fla. □ Sold by Miami Christian College Inc. to Southwest Florida Educational Corp. for \$400,000. **Seller** is headed by Lyndon C. Conlon, chairman of board. It also owns WMCU(FM) Miami. Robert Singleton, board member, is vice president and chief financial officer for Knight Ridder Broadcasting. **Buyer** is owned by Byron Campbell. Dar-

Whittle proposes ad-supported twist to 'educational' TV

Knoxville-Tenn.-based media company contemplates in-school TV program with commercials

Having been warned not to become "couch potatoes," students may soon be required to watch television, including the commercials, in classrooms across the country. That is the plan of Whittle Communications, which may propose a five-day-a-week "news and information program" to be delivered via satellite to thousands of middle and high schools. In exchange for

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the newscast, and accompanying monitors, videocassette recorders and a satellite dish—all of which the school could use for other purposes—Whittle would be allowed to sell two minutes' worth of commercial time in the 12-minute-long daily news show, called Channel One. Whittle would also pay for any required servicing of the equipment.

H. James Ritts III, an executive vice president of the Knoxville, Tenn.-based media company, said Channel One is a result of requests by Knoxville teachers for better material to make students "culturally literate." Ev Dennis, executive director of the Gannett Center for Media Studies, noted that teenagers currently are not big television watchers, and A.C. Nielsen numbers for November currently show the three networks' evening news teen audience at 1.3 million (that age group, 12-17, currently totals 19.9 million).

Donald Wear, senior vice president of CBS International (CBI), which also serves the educational market, said that CBI's sales to schools had so far been done only on a "fee basis...but that is not to say that we have made a conscious decision to avoid advertising. I am not troubled by the commercials aspect in that we have to find novel ways to fund services sometimes." Wear added that he did not think CBI would compete directly with Whittle's project: "...to the contrary, we might become a program supplier using the resources we have. That is a conversation that I haven't had with Whittle yet would like to."

Whittle communications

Ritts said it would be decided in June whether to proceed with the project. That decision will be based on analysis of a five-week test beginning March 6 in six high schools, including schools in Knoxville, Detroit and Kansas City, Kan.

A national roll-out would start in 1990, with company executives reportedly projecting a market of roughly 6.5 million students (currently there are 19.9 million teenagers [age 12-17]). The initial investment is projected at roughly \$100-to-\$150 million, with annual revenue estimated perhaps at \$75 million to \$100 million.

Ritts said he did not know whether there was a contractual agreement over who would control the content of the "news." Channel One is to be produced by Susan Winston "in consultation with" William

Rukeyser, Whittle editor-in-chief. Winston was with CBS News for three months, before which her background was in producing talk/entertainment/news shows such as *Good Morning, America*, of which she was executive producer, and before that the syndicated show *America*. Ritts said the daily show might have six to eight full-time reporters. The show, to be based in Los Angeles, is reportedly going to use 18-to-24 year olds as "news anchors."

For the past two or three weeks, the company has been talking to advertisers, some of whom have already indicated interest in sponsorships composing 60% of the available time. Certain categories of advertisers were ruled out, such as beer, cigarette and condom advertising, and those reported to have expressed an interest included McDonalds and the Armed Forces.

Whittle already produces "wall magazines," containing advertisements, that are located in thousands of schools. Ritts said Channel One will ask the schools to commit to contracts probably in the neighborhood of three years. Time Inc. recently purchased 50% of the company, but will reportedly have no direct involvement in Channel One. □

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Sale problem

Cencom officials were disputing many contentions made by the New York state cable commission after it ordered the staff to issue a show cause order why the sale of First Carolina's Plattsburgh, N.Y., system to Cencom should be approved. The staff believes the deal's high price will be passed on to consumers, and points to a Cencom projection of a 14% increase in revenue each year.

The system of 16,000 subscribers is part of an overall Cencom buy of First Carolina. The commission is concerned that Cencom's paying 50% more than what First Carolina paid only year earlier (from \$1,600 to \$2,400 per subscriber) will cause the rates to rise. The commission cites a staff projection that the deal is 90% leveraged and that Cencom forecasts a profit margin of 66% by 1993 and average revenue per subscriber jumping from \$21.63 in 1988 to \$36.83 in 1993. In addition, the commission said Cencom proposed staff and maintenance cutbacks.

But Cencom President and Chief Financial Officer Howard Wood took issue with those comments and others reported in the press, saying Cencom does not plan to cut staff or maintenance. He said the overall deal is 80% leveraged, in line with other deals in the industry. And, he said the average revenue projection includes all sources of revenue, including local advertising and pay per view, the latter not yet a part of the system's lineup. The margins discussed,

he said, were not much different from other systems and do not take into account depreciation and interest payments.

Cencom follows First Carolina, James, Gateway and Wometco as the fifth buyer in four years of the systems. But Wood said the characterization of Cencom as a speculator was wrong, having been in business since 1982 and constantly building the company.

Still, the commission is concerned about trafficking of systems and has asked its counsel to explore drafting an antitrafficking rule that would mandate ownership for a minimum number of years, such as three or five.

Talking Texas

Texas Cable Show officials say registration and the number of exhibitors for its Feb. 22-24 annual convention is on track to match past years, with 2,200 attendees and 165 exhibitors expected for the show in San Antonio.

Headlining a roundtable discussion of top industry leaders are Gene Schneider, chairman, United Artists Entertainment; J.C. Sparkman, executive vice president, Tele-Communications Inc.; David Van Valkenburg, president, Paragon Cable; Tony Cox, chairman, Showtime Networks Inc., and John Egan, president, Anixter Communications.

The Community Antenna Television Association open forum will examine sports on cable. CATA President Steve Effros

will lead a discussion with Roger Williams, senior vice president, affiliate sales and marketing, ESPN; Roy Bliss, executive vice president, United Video; Ed Frazier, president, Home Sports Entertainment; Tom Chestnut, senior vice president, SportsChannel America, and Phil Hochberg, an attorney with Baroff, Koerner, Olender & Hochberg.

Other panel sessions will examine the new technologies, cable's future competition (HDTV, fiber optics, overbuilds, MMDs), advertising, EEO and regulatory and legislative issues. There will also be a complete technical session slate.

MSG push

Madison Square Garden Network announced a multimedia advertising and marketing effort to highlight its program lineup, which now includes the New York Yankees, the service said last week.

"We've developed this advertising campaign to call attention to our year-round schedule," said MSG Executive

Vice President Bob Gutkowski, which also includes the New York Knicks and Rangers. The campaign extends to television the "Look To Us For Greatness" campaign that began last October. Spots began running on local television last week and will be extended to local radio. Newspaper tune-in advertising, consumer and trade magazine and outdoor ads will also be used.

AIDS collaboration

Bravo and noncommercial WLW(TV) Garden City, N.Y., will join in a collaborative fundraising telethon for AIDS research that will culminate in a 12-hour simulcast on Sunday, April 23, from 5 p.m. to 5 a.m.

The telethon will be carried on both the station and the cable network. (April 23 is Bravo's day to be showcased among all cable networks during National Cable Month.) The telethon will include an 800-number for donations for AIDS research.

The cable-broadcaster cooperation goes further than the telethon simulcast.

Bravo will make AIDS donations in the name of each public television viewer calls in a pledge to the station. And the 25 cable systems making up the New York Metro Co-op will provide discounted cable installation (\$9.95) and a free month of Bravo to pledging Public Broadcasting Service members.

The telethon itself will include a retrospective of the work of artists who have died of AIDS.

Tie-in

The Disney Channel is joining with Mott's food company in a joint promotion in which consumers will receive a free Disney Channel-Mickey Mouse Club lunch box and a \$10 rebate when they subscribe and submit proofs of purchase from Mott's products. The campaign will be launched through the mail, with households receiving a 20 cent coupon by the end of the month. The offer is good through March 10.

In Sync

AM agenda

It is believed that the first quarter of 1989 will see FCC adoption of technical rules designed to increase the quality of existing AM signals and provide sound comparable to FM quality on new AM radio receivers. Among other improvements, those radios will have the National Radio Systems Committee (NRSC) deemphasis and other improvements and will handle the newly expanded band to 1705 khz. Mike Rau, NAB vice president, science and technology, appearing at the Electronics Industries Association's Consumer Electronics Show (BROADCASTING, Jan. 16), said that the main problem the broadcasting and manufacturing industries will have after the new AM rules are in place is informing the listeners that better AM is available.

"We cannot communicate to the public and to retailers the concepts of NRSC standards or deemphasis or less distortion or less interference," he said. As a solution, Rau called on EIA to form a joint committee with NAB to design a certification mark for new AM radios capable of receiving AM stereo, NRSC deemphasis and expanded band frequencies. It would be "a way for retailers, manufacturers and broadcasters to jointly promote the new sound of AM service," he said.

Uplink opportunity

The Society of Broadcast Engineers and the National Association of Broadcasters announced that they will cosponsor a

four-day satellite uplink seminar in March "to train uplink operators of television stations and in related industries," said Mike Rau, NAB vice president, science and technology. The goal of the project is to teach those new to broadcasting "about controlling the uplink transmitter, dealing with satellite transponder capacities and, above all, preventing interference with other users of geostationary satellites," Rau said. The seminar will be held annually in Washington.

The announcement was made while officers of SBE were in Washington to discuss society business and work out their latest positions on broadcast technical regulation. SBE Past President Richard

Rudman, engineering manager, KFWB(AM) Los Angeles, said that other issues of top concern to the group are AM technical improvement and the allocation of TV support spectrum.

After the expected FCC approval of the NRSC standard and other technical AM measures, AM improvement will still be an issue, Rudman said. SBE will be fighting the "marketplace" philosophy of station allocation policy which, he said, is now held at the FCC. Some, he said, would still like to allocate more stations on the AM band. Rudman also called for measures to guard against RF interference from high-intensity lights and other man-made, nonbroadcast sources should be explored. "The marketplace philosophy is not

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designed for worst-case scenarios," he said.

On the television allocation side, SBE is concerned that the amount of support spectrum available for ENG applications is becoming scarce and harder to coordinate as more broadcasters use mobile satellite vans. That worry will increase even more when high-definition television signals, which will likely require more than the current 6 mhz of spectrum, are transmitted. SBE said that it will petition the FCC to allow sharing of the band between 2310 mhz and 2390 ghz, which is now allocated to aeronautical data transmission services which are used at U.S. Air Force bases. SBE is optimistic that if an agreement with the authorities who coordinate aeronautical spectrum can be reached, the FCC will approve the plan.

Satellite selling

Harris Video Systems, Mountain View, Calif., has found a new way to pitch its graphics workstation. At 2:30 p.m. ET on Feb. 15 it will transmit a five-minute demonstration of its HarrisVws unit over Westar 4's 10D transponder. Audio will be at 6.2/6.8 mhz. Broadcasters and cablecasters are invited to tune in to view or tape the demonstration. The Vws is a 32-bit, digital work station aimed at broadcasters as well as production and post-production studios. A second

transmission of the demonstration will be beamed at 2:30 p.m., Feb. 28.

Merger

The British-owned Paltex Editing & Productions Systems has acquired the video editing division of EECO Inc., Santa Clara, Calif., manufacturer and marketer of Convergence and EECO video editing systems. The two companies will be consolidated under the new name of Convergence Corp., and will be headquartered in Brentford, England. All of the company's products will be manufactured at Paltex's Tustin, Calif., plant. All EECO employees in the U.S. and in Europe are being retained.

Video dispute

Ampex Corp., Redwood City, Calif., has filed suit in U.S. District Court, Northern District of California, for patent infringement against Abekas Video Systems, also of Redwood City. Abekas is charged with using Ampex technology in five different products: A52 and A52-D special effects systems; A62 digital disk recorder; A42 video slide projector, and A52 and A53-D digital effects combiners.

Named in the suit, along with the company, are Abekas founders Junaid Sheikh, Bantval Yeshwant Kamath and Phillip Patrick Bennett, who were Ampex employees before Abekas' establishment

in 1982. Ampex did not specify the amount of damages it is seeking.

Abekas denied the allegations. Kamath, the company's president, called the suit "a deliberate attack on our reputation...in response to Abekas' success in the marketplace." Ampex claims that for two years licensing negotiations have been held regarding the five systems and that the suit follows the breakdown of talks. According to Abekas, Ampex has made a number of licensing offers, which Abekas claims do not have any bearing on its products.

HDTV limited partnership

In cooperation with the American Electronics Association, 16 member companies have agreed to form a for-profit limited partnership to develop HDTV electronics and to license the results of their research. The companies met in Las Vegas during the Winter Consumer Electronics show two weeks ago. The group said it plans to fund and manage a consortia devoted to HDTV research in anticipated cooperation with the federal government. The companies include: Harris, Motorola, Tektronix, Zenith Electronics, Digital Equipment Corp., Varian Associates, Hewlett-Packard, Cohu Inc., Prometrix, AVX, ITT, PCO, IBM, Apple Computer, Raychem, Micro Electronics Computer Technology and Texas Instruments.

International

BSB's DBS blueprint includes \$500 million for U.S. shows

British Satellite Broadcasting, the UK's three-channel direct-to-home TV service, is still the better part of a year from operation, but the billion-dollar project has already cut a substantial profile in both the U.S. and Europe.

In Hollywood, BSB has established itself as the big spender, making more than \$500 million in multiyear film deals with five of the top seven studios. And in its home market of Britain, BSB's aggressive buying has set the stage for a head-to-head celestial battle against Rupert Murdoch, whose Sky Television next month launches a six-channel package of competing program offerings.

Guiding BSB's expensive gamble is former Saatchi & Saatchi Communications Chief Executive Officer Anthony Simonds-Gooding. In this talk with BROADCASTING, Simonds-Gooding explains who is backing BSB, why subscription and advertising revenue will add up to a profit in a few short years and how BSB will beat Murdoch at his own game.

Given the tremendous investment going into developing BSB, how will it ever become profitable?

Let's start off with a few numbers. Initially, we raised 222.5 million pounds [\$405 million] to get us on air, pay for two satellites, pay for the head office and pay for the infrastructure. We were then to go for round two of fund raising as soon as the satellite was up and we could demonstrate that the hardware is working, so the technical risk is obviated.

Now, our shareholders have just stepped up with a further 131 million pounds [\$236 million] of funding, making the pre-launch funding 353.4 million pounds [\$636 million]. This latest increase really is a bringing forward of funds from round two to now in order to do two things. First, to insure that we got a first-rate catalog of movies right now and for the next five years. And with our deals with MGM, Paramount-Universal, Columbia and Warner Bros., we do believe we now have a very powerful catalog of movies. The second

thing is to insure that we have a very loud voice between now and when we go on air in September. We're intending to spend 30 million pounds [\$54 million] across all media.

The next envisaged level of serious fund raising will be post the satellite going up in the autumn. We've just been given permission by the London Stock Exchange to go for a public flotation should we so wish. I'm not saying at this stage that it's an option we'll necessarily take up, but it's adding to the options that are open to us.

We consider that it needs a considerable amount of investment to make this work and I'll tell you why. It's our contention that there is a very big opportunity in this country. The advertisers are hungry for an alternative. There's just one source of buying of television advertising. There must be a huge potential there if someone can grab it. People talk over time of a new media force taking 30% of the market. Our aspiration is not to be a peripheral satellite broadcaster but to be a third force.

Why would investors choose to invest in us? The first reason is that the prima facie case for the market opportunity is enormous. What comes out quite clearly in our research is that out of about 20 million homes there are about six-and-a-half million that are very, very prone to buy. Two million of the six million are early adopters; they buy at any price. We will be going to something like in excess of three million over two years, five million over three years. We begin to break even and make real profits somewhere between years two and three.

Why would an investor choose BSB over the competition, such as Rupert Murdoch's Sky Television?

One thing that's different with us compared to other satellite competitors is that we will get our money from a wide spread of shareholders. Nobody's got to bet the business. We might be 600 million pounds-700 million pounds out before the money starts coming in again. Now, no one company can do that. And so to make it possible you have to have a defrayed equity base, in my opinion. The other thing is that we're dedicated to this venture and we have no other businesses, we have no hidden agenda, no other business to look after. We're very single-minded.

Also, we have a real technology hamperlock on Murdoch. He has PAL and we have MAC, encrypted. D-MAC encrypted has got parental control, it's got pay per view, it's got subscription, it's got individual addressability, it leads, most importantly, into wide aspect [wide-screen TV], and shortly after launch, we'll be transmitting in wide aspect and eventually high definition. And we've defied gravity in the sense that we've brought this equipment to the market at the same price as his [Murdoch's].

Murdoch's [movie channel] is now definitely going to be encrypted. He talks about a PALcrypt smart card system, [but] we have no idea how or when he's going to do that. It will take us 18 months from when we began to work on [our technical delivery and customer management system] to actually start delivering the markets. And Mur-



Simonds-Gooding holding a 'squarial' home DBS receive antenna

doch and Sky have really only started very recently talking about an encryption system. I think it's going to take him over a year from now to develop.

In addition to that, striving to get something worthwhile out of Hollywood, Murdoch gave Disney half his subscription channel. In a venture like this, subscription income in the early years, before you've built up an audience, is much more important than advertising. In our figures, the first three years some 65% will come from subscription. He's given half of that income away.

What about the fourth and fifth channels on the BSB satellite, which were to remain vacant for three years after launch?

We suggested to the government and the IBA [Independent Broadcasting Authority, the government arm that regulates BSB] that the fourth and fifth DBS channels should be released early, and this has been

agreed to. The IBA will be putting out an advertisement within days, and BSB will be pitching to be given the fourth and fifth. How we're going to do it and what we're going to do is still a matter for consideration. It could well be that we will look for partners who will also bring funds to the party to get an early startup to those two channels. From the viewer point of view, what we're aiming for is a seamless five-channel service.

Our programs are going to be three channels...one subscription followed soon by a fourth and fifth channel through the same small aerial. [Of BSB's three current channels] one channel is news and sports, eight hours of news, 10 hours of sports, with tabloid-structured gossip. The next has two advertiser-supported strands, a magazine for women and children and, in the evening, music and youth-oriented general entertainment. The third channel is movies, classics free in the afternoon, then pay movies in the evenings until approximately 2 a.m. We'll also have occasional pay-per-view events which can preempt either of the two free channels.

Would the fourth and fifth channel begin on the same time frame as the first three?

It's difficult to say. It just depends on what they are and how complicated they are, but I think that probably the most likely situation is that we start in September 1989 with three, and [the fourth and fifth] join it in early 1990. I think that by the end of this February, the contenders for those two channels will be known. I imagine that the final decision will be made in about April.

What response do you expect from terrestrial networks, including the commercial television sector?

I don't pretend it's going to be easy. BBC and ITV [Britain's independent commercial TV sector] have been around for a long time and they do what they do very well. What we've got to do is not go it head-to-

BSB at a glance

The system: \$300 million, five-channel Hughes HS-376 satellite launched on McDonnell Douglas Delta Rocket. Programing receivable on 25 cm aerial and receiver priced at less than \$500, with set-top boxes manufactured initially by Thompson, Salora and Tatung. Signal using the European D-MAC standard and scrambled with General Instrument's Eurocypher.

The schedule: Launched Aug. 10, 1988. Operational fall 1989, with 15-year broadcast franchises.

The programing: Three national channels: Now is a free news and sports channel; Zig-Zag is a free women's and family channel, and The Movie Channel is split between a daytime free classic movie service and a nighttime pay movie service priced at about \$18 a month. Two remaining channels to be opened to bids from BSB and others for launch in 1990.

The audience: BSB will target the UK market, estimated at more than 20 million homes, and is projecting five million subscribers after three years.

The backers: Contributing to the current \$636 million in backing are Australian media baron Alan Bond (\$228 million), Granada Group (\$90 million), Pearson (\$86 million), France's Chargeurs (\$76 million), Reed International (\$63 million), British retailer Next (\$32 million), London Merchant Securities (\$23 million), UK broadcaster Anglia Television Group (\$21 million), Invest International Holdings (\$12 million) and Trinity International Holdings (\$4.5 million).

head with them. What we've got to do is find a way of additional programming which they cannot copy even if they wanted to.

Our main general advantage, what we call our structural advantage, is that we have 72 hours of programming a day, three channels, which means we can choose certain sectors and subjects and really do them in depth. It's the American cable approach. They can't do that.

Let me give you an example. The terrestrial channels—BBC and ITV—get some very good movies; occasionally they might get a dozen or 20 a year. On our movie channel, we'll have 500 movies a year and first-run movies for television that will be one, two, three, four years ahead of ITV and BBC.

Is there going to be enough advertising growth to support additional advertiser-supported channels in Britain?

The share will have to be taken from ITV. It's inconceivable to me they won't lose share. When the dust has settled, BBC and ITV will go from 100% as it is, to around 70%.

The experience in the States is that the combination of advertising and subscriber revenue appears essential to profitability. But most of the U.S. channels didn't hit break even at anywhere near the numbers you're talking about.

First of all there is a vast difference between the States and the UK. How fragmented is the States' market? You have all

these channels and they don't get much of a market share. We've got four buttons, that's all. That's a very important difference.

While cable in this country has not taken off basically for cost reasons, in the homes that have got cable, and one must be careful about too literal an extrapolation, at peak times against BBC and ITV they held a 30% share, and with some very, very ordinary programming. I think it's a measure of frustration and lack of choice. Our programs will be light years ahead of those because we're funded.

Presumably subscriber revenue is going to be a primary source until you reach the critical audience to interest advertisers.

If we could make money with a free service right from day one, we'd do it. You can't. The States has proved that, and you can model it inside out, backward and forward, and you just never make it, because along the way your money runs out. You never have the programming money to start with to bring them in.

The most important part of our business plan is that on subscription we get real money coming in day one, that allows you to build your advertising business at the proper rate. As we get deep into the franchise, and our franchise lasts until 2004, it gets to be a 50-50 split; then I think advertising begins to outstrip subscription.

Regarding BSB's technology, how concerned are you about the state of the MAC receiver market?

Intermetall, which is doing the MAC chip, is very much on track. Bad things could happen to us, but at the moment, we are on schedule for D-MAC. We've seen working prototypes in the hands of the manufacturers. We've got set-top boxes receiving D-MAC in the clear in this office.

We originally went out to 60 manufacturers worldwide and reduced it to three in order to land on day one with a year three price. We're not making money on it, and they're not making much of a margin, but they have a high volume guarantee. What's in it for them is they get into the integrated TV sets and the wide-aspect set, and they're going to be leading in a very strong position. So that's their bit of bread.

Interestingly enough, Sky is meant to be launched in February, and there is literally nothing, but zero, in the shops. There's huge publicity, he's building up a fantastic hype, but there's nothing in the shops.

Last week, we also demonstrated a working prototype of the squarial [a 25 cm square antenna for receiving the service]. McDonnell Douglas and Hughes continuously report to us as being on track, so at this time I have no reason to believe that our launch date is endangered.

Over at General Instrument in San Diego, where they're doing Eurocypher [BSB's encryption system], they have a five-year learning curve. We looked at all the systems. We wanted one that was the toughest on piracy and we wanted the firm that had the greatest learning curve.

So I really do feel that the technology, both in terms of being on time, working and at the right price, is, as far as I can tell you today, all on track. □



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N (CCB) Capital Cities/ABC....	355	357 3/4	- 2 3/4	-00.76	21	5,743
N (CBS) CBS.....	173 3/4	172 3/4	- 1	00.57	9	4,105
A (CCU) Clear Channel.....	12 3/4	13	- 1/4	-01.92	23	49
A (HTG) Heritage Media.....	4 7/8	4 7/8		00.00	-6	54
O (JCOR) Jacor Commun.....	6 3/4	6 3/4		00.00	-15	66
O (LINB) LIN.....	75 3/8	71 1/2	3 7/8	05.41	48	3,894
O (MALR) Malrite.....	10 3/4	10 1/2	1/4	02.38	-23	146
O (MALRA) Malrite 'A'.....	10 5/8	10 3/8	1/4	02.40	-15	145
O (OBCCC) Olympia Broad.....	3	3		00.00		7
O (OSBN) Osborn Commun.....	7 1/4	7 1/4		00.00	-6	36
O (OCOAC) Outlet Commun.....	24 1/2	24	1/2	02.08	-9	160
A (PR) Price Commun.....	7 1/4	6 5/8	5/8	09.43	-6	70
O (SAGB) Sage Broadcasting	3 1/4	3 1/2	- 1/4	-07.14	-4	12
O (SCRPP) Scripps Howard.....	70	71	- 1	-01.40	56	722
O (SNNC) SunGroup Inc.....	2 1/8	2 1/4	- 1/8	-05.55	-3	5
O (TLMD) Telemundo.....	7	7 3/4	- 3/4	-09.67	-1	53
O (TVXGC) TVX Broadcast.....	4	1 5/8	2 3/8			23
O (UTVI) United Television.....	28	27 1/2	1/2	01.81	45	306

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo.....	24 5/8	23 5/8	1	04.23	10	259
O (ASTV) Amer. Comm. & TV	132	132		00.00		2
N (AFL) American Family.....	14	13 7/8	1/8	00.90	12	1,133
O (ACOMA) Assoc. Commun.....	40 1/4	38 1/2	1 3/4	04.54		383
O (BMAC) BMA Corp.....	33	33 1/4	- 1/4	-00.75	89	345
N (CCN) Chris-Craft.....	22 5/8	22 1/8	1/2	02.25	50	492
N (DNB) Dun & Bradstreet.....	53 5/8	54 3/4	- 1 1/8	-02.05	20	8,151
O (DUCO) Durham Corp.....	33 1/4	33 1/4		00.00	28	280
N (GCI) Gannett Co.....	35 3/8	35 5/8	- 1/4	-00.70	17	5,727
N (GY) GenCorp.....	17 3/8	17 1/2	- 1/8	-00.71	1	551
O (GMXC) GMX Commun.....	1/16	1/16		00.00	1	551
O (GACC) Great Amer. Comm.....	9 3/8	9 3/8		00.00	9	246
N (JPJ) Jefferson-Pilot.....	32 5/8	31 3/8	1 1/4	03.98	14	1,287
N (KRI) Knight-Ridder.....	45 3/8	45 3/8		00.00	17	2,580
N (LEE) Lee Enterprises.....	26	26		00.00	18	645
N (LC) Liberty.....	37 1/4	37 3/8	- 1/8	-00.33	14	345
N (MHP) McGraw-Hill.....	68	67 1/4	3/4	01.11	20	3,279
A (MEGA) Media General.....	34 3/8	35	- 5/8	-01.78	22	969
N (MDP) Meredith Corp.....	30 1/8	30 3/4	- 5/8	-02.03	12	578
N (MCG) Mich. Energy.....	30	29 5/8	3/8	01.26	19	81
O (MMEDC) Multimedia.....	76	75 1/8	7/8	01.16	73	836
A (NYTA) New York Times.....	26 7/8	27 1/2	- 5/8	-02.27	13	2,203
N (NWS) News Corp. Ltd.....	18	17 5/8	3/8	02.12	9	4,796
O (PARC) Park Commun.....	26 3/4	27	- 1/4	-00.92	21	369
O (PLTZ) Pulitzer Publishing.....	25 3/4	25 3/8	3/8	01.47	17	269
N (REL) Reliance Group Hold..	4 5/8	4 1/2	1/8	02.77	5	346
O (RTSY) Reuters Ltd.....	30 3/8	30	3/8	01.25	20	25,220
T (SKHA) Selkirk.....	49 1/2	49 1/2		00.00	42	401
O (STAUF) Stauffer Commun.....	130	130		00.00	43	130
N (TMC) Times Mirror.....	32 7/8	33 3/8	- 1/2	-01.49	15	4,253
O (TMC) TM Communications.....	5/16	1/4	1/16	25.00	1	2
N (TRB) Tribune.....	36 7/8	37 1/4	- 3/8	-01.00	20	2,813
A (TBSA) Turner Bcstg. 'A'.....	19 7/8	19 3/4	1/8	00.63	-3	432
A (TBSB) Turner Bcstg. 'B'.....	19 1/8	18 3/4	3/8	02.00	-3	416
A (WPOB) Washington Post....	209 1/4	207 7/8	1 3/8	00.66	14	2,687

PROGRAMING						
O (SP) Aaron Spelling Prod....	7	6 7/8	1/8	01.81	5	128
O (ALLT) All American TV.....	2 3/4	2 3/4		00.00		3
O (BRRS) Barris Indus.....	7 1/4	7 3/4	- 1/2	-06.45	-3	56
N (KO) Coca-Cola.....	44 1/2	44 1/2		00.00	18	16,705
A (CLR) Color Systems.....	2	2		00.00	-1	10
N (KPE) Columbia Pic. Ent.....	13 1/8	13	1/8	00.96	187	1,440
O (CAVN) CVN Cos.....	15 7/8	17 1/2	- 1 5/8	-09.28	13	275
A (DEG) De Laurentiis Ent.....	5/8	5/8		00.00		7
O (dclp) dick clark prod.....	3 7/8	4	- 1/8	-03.12	9	32
N (DIS) Disney.....	68 1/8	68 5/8	- 1/2	-00.72	20	9,031
N (DJJ) Dow Jones & Co.....	31 1/2	30 1/4	1 1/4	04.13	15	3,033
O (FNNI) Financial News.....	7 1/4	7 3/8	- 1/8	-01.69	32	87
A (FE) Fries Entertain.....	2 5/8	2 5/8		00.00	11	13
N (GW) Gulf + Western.....	40 1/2	43	- 2 1/2	-05.81	7	2,434
O (QNTX) Hai Roach.....	3 5/8	3 5/8		00.00	-8	25
A (HHM) Heritage Entertain.....	1 5/8	1 5/8		00.00	1	7
A (HSN) Home Shopping Net.....	4 5/8	4 7/8	- 1/4	-05.12	21	403
N (KWP) King World.....	25 3/4	27	- 1 1/4	-04.62	16	742
O (LAUR) Laurel Entertain.....	2 3/4	2 7/8	- 1/8	-04.34	6	7
N (MCA) MCA.....	47 1/8	47 3/4	- 5/8	-01.30	25	3,426
N (MGM) MGM UA Commun.....	14 3/8	14	3/8	02.67	-8	720
A (NHI) Nelson Holdings.....	7/16	1/2	- 1/16	-12.50	-4	11

	Closing Wed Jan 18 *	Closing Wed Jan 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
A (NWE) New World Enter.....	2 3/4	2 1/2	1/4	10.00	7	29
O (NNET) Nostalgia Network.....	11/16	11/16		00.00		3
N (OPC) Orion Pictures.....	14 3/4	14 1/2	1/4	01.72	13	254
O (MOVE) Peregrine Entertain.	1 1/16	1 3/16	- 1/8	-10.52	-35	2
N (PLA) Playboy Ent.....	12 1/2	12 3/4	- 1/4	-01.96	13	117
O (QVCN) QVC Network.....	9 1/8	9 3/8	- 1/4	-02.66	-19	92
O (RVCC) Reeves Commun.....	5 7/8	5 1/2	3/8	06.81	29	74
O (RPICA) Republic Pic. 'A'....	7 3/4	7 1/4	1/2	06.89	86	32
O (RPICB) Republic Pic. 'B'....	7 3/4	6 3/4	1	14.81	55	5
O (SMNI) Sat. Music Net.....	5 1/16	5 1/4	- 1/16	-01.19	48	47
N (WCI) Warner.....	38 1/2	37 1/2	1	02.66	20	4,856
O (WONE) Westwood One.....	8 1/2	8 1/4	1/4	03.03	11	122

SERVICE						
O (AMEA) A.M.E. Inc.....	13	13 1/8	- 1/8	-00.95	13	64
O (AGRP) Andrews Group.....	3 5/8	3 3/4	- 1/8	-03.33	-1	23
O (BSIM) Burnup & Sims.....	17 1/2	17 3/4	- 1/4	-01.40	38	279
N (CQ) Comsat.....	26 1/2	26 3/8	1/8	00.47	-10	485
N (FCB) Foote Cone & B.....	23 5/8	23 1/2	1/8	00.53	11	196
O (GREY) Grey Advertising.....	119	119		00.00	16	144
O (IDBX) IDB Communications	9 1/4	9 1/8	1/8	01.36	37	37
N (IPG) Interpublic Group.....	36 7/8	37	- 1/8	-00.33	16	827
O (OGLV) Ogilvy Group.....	31	32 1/2	- 1 1/2	-04.61	15	441
O (OMCM) Omnicom Group.....	20 1/4	19 7/8	3/8	01.88	14	497
N (SAA) Saatchi & Saatchi.....	18 5/8	18 3/4	- 1/8	-00.66	8	2,713
O (TLMT) Telemation.....	1 3/8	1 3/8		00.00	5	6
A (UNV) Unitel Video.....	12 1/2	12 7/8	- 3/8	-02.91	18	27

CABLE						
A (ATN) Acton Corp.....	12 3/4	11 1/8	1 5/8	14.60	2	15
O (ATCMA) Amer. TV & Comm.	31 5/8	31	5/8	02.01	70	3,440
O (CTEX) C Tec Corp.....	47 1/2	45 1/2	2	04.39	21	261
A (CVC) Cablevision Sys. 'A'..	31 1/4	30	1 1/4	04.16	-10	657
O (CNCAA) Centel Cable.....	41 3/4	39	2 3/4	07.05	134	1,043
N (CNT) Centel Corp.....	57 3/8	53 3/4	3 5/8	06.74	15	2,495
O (CMCSA) Comcast.....	17 1/4	16 7/8	3/8	02.22	-78	771
A (FAL) Falcon Cable Systems	21 1/4	20 1/8	1 1/8	05.59	-66	135
O (JOIN) Jones Intercable.....	13 3/8	13 1/8	1/4	01.90	41	170
T (MHPQ) Maclean Hunter 'X'..	13 3/4	14 1/8	- 3/8	-02.65	38	1,013
T (RCIA) Rogers Commun. 'A'..	84	77	7	09.09	-129	1,039
T (RCIB) Rogers Commun. 'B'..	71 1/2	66	5 1/2	08.33	-110	884
O (TCAT) TCA Cable TV.....	32 1/4	32	1/4	00.78	63	389
O (TCOMA) Tele-Commun.....	26 3/8	26 3/8		00.00	52	3,991
N (TL) Time Inc.....	107 3/8	105 1/8	2 1/4	02.14	25	6,275
O (UACI) United Art. Commun.	28 1/2	28	1/2	01.78	237	1,170
N (UCT) United Cable TV.....	34 3/4	34 3/8	3/8	01.09	-182	1,295
N (VIA) Viacom.....	31 3/4	31 1/2	1/4	00.79	-4	1,694
N (WU) Western Union.....	1 3/8	1 1/4	1/8	10.00		43
O (WSMCA) WestMarc.....	18 1/4	17 1/4	1	05.79	23	262

ELECTRONICS MANUFACTURING						
N (MMM) 3M.....	60 7/8	61 1/8	- 1/4	-00.40	15	13,848
N (ARV) Arvin Industries.....	20 5/8	19 5/8	1	05.09	8	392
O (CCBL) C-Cor Electronics...	20 1/2	21 1/2	- 1	-04.65	34	41
N (CHY) Chyron.....	3 7/8	4	- 1/8	-03.12	13	39
A (CXC) CMX Corp.....	3/4	13/16	- 1/16	-07.69	8	6
A (COH) Cohan.....	13	11 1/2	1 1/2	13.04	12	23
N (EK) Eastman Kodak.....	45	44 7/8	1/8	00.27	12	15,250
N (GRL) Gen. Instrument.....	27 3/8	26 1/4	1 1/8	04.28	-19	915
N (GE) General Electric.....	45 1/4	44 3/8	7/8	01.97	19	41,419
O (GETE) Geotell Inc.....	11/16	5/8	1/16	10.00	-2	2
N (HRS) Harris Corp.....	27 7/8	28 1/4	- 3/8	-01.32	12	1,141
O (ITEL) Itel Corp.....	18 3/8	19 1/4	- 7/8	-04.54	42	487
N (MAI) M.A. Com. Inc.....	8 5/8	8 7/8	- 1/4	-02.81	-5	233
N (IV) Mark IV Indus.....	11 1/4	11 1/2	- 1/4	-02.17	6	121
O (MCDY) Microdyne.....	3 3/8	3 3/8		00.00	-2	14
O (MCOM) Midwest Commun.....	5	4 3/4	1/4	05.26	12	14
N (MOT) Motorola.....	41 1/4	42	- 3/4	-01.78	17	5,333
N (OAK) Oak Industries.....	13/16	7/8	- 1/16	-07.14	8	61
A (PPI) Pico Products.....	2 3/8	2 3/8		00.00	-47	8
N (SFA) Sci-Atlanta.....	13 5/8	12 7/8	3/4	05.82	11	319
N (SNE) Sony Corp.....	58	59 7/8	- 1 7/8	-03.13	95	13,411
N (TEK) Tektronix.....	21 3/8	21 1/2	- 1/8	-00.58	712	592
O (TLCR) Telecraft.....	4	4		00.00	18	6
N (VAR) Varian Assoc.....	28 1/8	28 1/8		00.00	-148	614
N (WX) Westinghouse.....	52 3/4	53 1/2	- 3/4	-01.40	10	7,572
N (ZE) Zenith.....	20 3/8	19 1/2	7/8	04.48	-26	528
Standard & Poor's 400.....	327.98	326.29	1.69			00.52

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. Note: * Jan. 18 quotes are as of mid-day, except for Canadian stocks, which are close, Jan. 17.

For the Record

As compiled by BROADCASTING from Jan. 12 through Jan. 18 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ **WDKT(AM)** Madison, AL (BTC881230EA; 730 khz; 1 kw-D)—Seeks assignment of license from Excelsior Broadcasting Corp. to Vascular Diagnostic Lab, S.C. WDKT was originally purchased by Excelsior in 1985. According to transmittal letter and documents filed with instant application, several transfers have taken place since that time and Commission consent was unknown to Dr. Kelsick until he retained counsel in November 1988. Ownership of cor-

poration is still in dispute and is at issue in US Bankruptcy Court for Northern District of Alabama, where reorganization plan has been submitted which previous shareholders of Excelsior are contesting. Filed Dec. 30, 1988.

■ **WINV(AM)** Inverness, FL (BAL881229EC; 1560 khz; 5 kw-D)—Seeks assignment of license from Kibbey Broadcasting Services Inc. to WINV Inc. for \$75,000. Seller is owned by Richard Kibbey and Corrine Calvasina, and has no other broadcast interests. Buyer is owned by Robert G. Webb, Karen M. Webb, Richard Kibbey, Corrine Calvasina, Robert G. Webb and Karen M. Webb own KLRK-FM Vandalia, MO. Filed Dec. 29, 1988.

■ **KQIS(FM)** Clarinda, IA (BALH890103; 106.3 mhz; 3 kw; 300 ft.)—Seeks assignment of license from G.O. Radio Ltd. to KMA Broadcasting L.P. for \$190,000. Seller is headed by Glenn Olson, and has no other broadcast interests. Buyer is owned by Edward W. May Jr., Edward W. May, Eleanor J. May, Annette M. Marra, Karen L. Sislo, Edward W. May Jr., owns 25% interest in WKTY(AM)-WSPL(FM) LaCrosse, WI. He is VP, director and 15% stockholder of May Broadcasting Co. of Arkansas Inc., which owns 5% limited partnership interest in KLRT(TV) Little Rock, AR. Filed Jan. 3.

■ **WSVL(AM)** Shelbyville, IN (BAL881229ED; 1520 khz; 1 kw-D, 250W-N, DA-2)—Seeks assignment of license from Blue River Broadcasting Inc. to ARS Broadcasting Corp. for \$450,000. Seller is owned by Arthur S. Kimball and Thomas Hession. It has no other broadcast interests. Buyer is owned by Alan R. Schriber and Ronald E. Green. It also owns WRBI-FM Batesville, IN. Filed Dec. 29, 1988.

■ **WBPA(AM)-WECL-FM** Elkhorn City, KY (AM: BAL881228EB; 1460 khz; 5 kw-D; FM: BALH881228; 103.1 mhz; 3 kw; 1,530 ft.)—Seeks assignment of license from Mountain Interstate Broadcasting Co. to White Water Broadcasting Inc. for \$225,000. Seller is owned by Allan

Epling and Phillip Epling. It has no other broadcast interests. Buyer is owned by Lonnie Osborne and Kenneth Osborne, and has no other broadcast interests. Filed Dec. 28, 1988.

■ **KNIR(AM)-KDEA(FM)** New Iberia, LA (AM: BAL890103EC; 1360 khz; 1 kw-D; FM: BALH890103HH; 99.1 mhz; 100 kw; 984 ft.)—Seeks assignment of license from Donald Bonin and Guy Martin Jr. to Signal Companies of Louisiana Inc. for \$1.65 million. Seller has no other broadcast interests. Buyer is owned by Michael A. Griffith and Manual Broussard. It has no other broadcast interests. Filed Jan. 3.

■ **KCLF(AM)** New Roads, LA (BAL881215; 1500 khz; 1 kw-D)—Seeks assignment of license from D&L Broadcasting Ltd. to New World Broadcasting Co. for \$230,000. Seller is owned by Jack E. Davenport, Katherine K. Davenport and John B. Camp. It has no other broadcast interests. Buyer is owned by Roosevelt Gremillion, Ernest L. Johnson and Rupert Richardson. It has no other broadcast interests. Filed Dec. 15, 1988.

■ **WMDO(AM)** Wheaton, MD (BAL881230EB; 1540 khz; 5 kw-D)—Seeks assignment of license from Maryland Lotus Corp. to Los Cerezos Television Co. for \$750,000 ("Changing Hands," Jan. 2). Seller is Los Angeles-based group of nine AM's and six FM's headed by Howard Kalmenson. Buyer is owned by Rosemarie Lieberman, Frank Marrero, Emilio Nicolas Jr., Daniel L. Villanueva, Los Cerezos Television Co., also owns W14AA Washington, DC, and W66BV Detroit, MI. It holds CP for W48AW Washington, DC. Filed Dec. 30, 1988.

■ **WNJR(AM)** Newark, NJ (BTC881228EH; 1430 khz; 5 kw-U, DA-N)—Seeks assignment of license from Daniel E. Robinson and Harold R. Sims to Spanish American Radio Communications Inc. for \$4.1 million. Seller has no other broadcast interests. Buyer is owned by Rafael Diaz, Hugh G. McComas, and Danny Stiles. McComas owns WOSO San Juan, PR. Filed Dec. 28, 1988.

■ **WXMC(AM)** Parsippany, NJ (BTC890103EA; 1310 khz; 1 kw-D, DA)—Seeks assignment of license from Lakeland Broadcasting Corp. to Roman T. Bohatuk for \$250,000. Seller is owned by Robert V. Coppinger, Jack Dadaian, Louise M. Tanning and Tom Fourounjian, who have no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 3.

■ **WSCM(AM)-WACS(FM)** Cobleskill, NY (AM: BAL890106HJ; 1190 khz; 1 kw-D; FM: BALH890106HK; 103.5 mhz; 50 kw; HAAT)—Seeks assignment of license from Schoharie Communications Corp. to Bruce M. Lyons for \$950,000. Seller is owned by John Clancy and David Mance, who also own WQKA(AM) Penn Yan, WCDO-AM-FM Sydney, both NY. Buyer owns WXXX-FM Newport, NH. Lyons shares of WXXX-FM licensee are held jointly with Susan E. Lyons. They also own interest in NEW FM Danville, VT. Filed Jan. 6.

■ **WTKO(AM)-WQNY(FM)** Ithaca, NY (AM: BAL890106HF; 1470 khz; 5 kw-D, 500W-N, DA-2; FM: BALH890106HG; 103.7 mhz; 5 kw; 876 ft.)—Seeks assignment of license from Cooney Communications Corp. to Gilmore Communications for \$3.4 million ("Changing Hands," Jan. 16). Seller is owned by Matthew T. Cooney Jr., who also owns WCHN(AM)-WKXZ(FM) Norwich, NY. Buyer is principally owned by James S. Gilmore II. Gilmore is director of Gilmore Broadcasting Corp. (GBC) GBC owns KODE-TV Joplin, MO; WEHT-TV Evansville, IN; WLVE(FM) Miami Beach, FL; KHVN(AM)-KDLZ(FM) Fort Worth, TX. Filed Jan. 6.

■ **WOMP-AM-FM** Bellaire, OH (AM: BAL881230GN; 1290 khz; 1 kw-D; FM: BALH881230GO; 100.5 mhz; 13.5 kw; 520 ft.)—Seeks assignment of license from WOMP Inc. to WOMP AM-FM Associates L.P. for approximately \$5 million ("Changing Hands," Jan. 16). Seller is owned by Heritage broadcast Group, principally owned by Mario F. Iacobelli, who also owns WXXX(AM) Albany, NY, KEZB-AM-FM El Paso. It purchased WDAM-TV Hattiesburg, MS, and WCFT-TV Tuscaloosa, AL ("Changing Hands," Sept. 26, 1988). Buyer is newly formed company principally owned by Theodore H. Baum, cable TV executive, and Dick Rakovan, former RKO radio executive. Filed Dec. 30, 1988.

■ **KJFK(FM)** Perry, OK (BTCH881227HT; 105.1 mhz; 3 kw; 100 ft.)—Seeks transfer of control from The Andover Corp Inc. to The Andover Company. Transaction is taking place pursuant to an oral agreement between Morgan broth-

Arizona: C-2 FM, big signal in growth mkt. — \$975,000, terms
DAVID LaFRANCE 818/893-3199

Rocky Mt. Group: 3 combos, all university towns — \$4,800,000
GREG MERRILL 801/753-8090

Coastal Florida FM turnaround \$1,200,000 cash
ERNIE PEARCE 404/698-9100

SW AM/FM combo, 100kw FM 125,000+ mkt. — \$1,900,000
BILL WHITLEY 214/788-2525

SE Class C FM, top rated \$4,000,000 cash
ED SHAFFER 404/698-9100

SE AM/FM combo, excellent cash flow — \$3,400,000, terms avail.
ED SHAFFER 404/698-9100

Midwest combo, med. mkt. with state univ. — \$3,600,000 cash
BILL LYTL 816/932-5314

Michigan college town, Class A FM — \$1,500,000, negotiable
MITT YOUNTS 202/822-1700

Chicago area suburban AM daytime — \$650,000 cash
BILL LYTL 816/932-5314

California B-I FM, attractive terms — \$2,500,000
JIM MERGEN 818/893-3199

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ers, in which Robert Morgan will excuse approximately \$65,000 of indebtedness of Louis Morgan in consideration for acquisition by transferee of 80% interest in KJFK. Buyer is owned by W. Robert Morgan, 80%, and Louis S. Morgan, 20%. It has no other broadcast interests. Filed Dec. 27, 1988.

■ **WALY-FM** Bellwood, PA (BALH881230GP; 103.9 mhz; 310W; 984 ft.)—Seeks assignment of license from Mid-Atlantic Radio Inc. to S&P Broadcasting Ltd. Partnership I for \$1 million (Includes 200,000 noncompete agreement). Seller is principally owned by Gregory Guise, Herbert Gordon, Garrison Cavell, Gary Blau, Ronald Rubin and William McKay. Guise owns 20% interest in WADJ Somerset, PA. Buyer is owned by John A. Piccirillo. It has no other broadcast interests. Filed Dec. 30, 1988.

■ **WTIN(TV)** Ponce, PR (BALCT881230; ch. 14; 101.8 kw-V, 10 kw-A; ant 781/53g)—Seeks assignment of license from Hector Nicolau to International Broadcasting Corp. for \$400,000. Seller has no other broadcast interests. Buyer is owned by Pedro Roman Collazo and Angel O. Roman, who have no other broadcast interests. Filed Dec. 30, 1988.

■ **KUNO(AM)** Corpus Christi, TX (BAL881227EC; 1400 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from KUNO Radio Inc. to KDOS Inc. for \$1.2 million ("Changing Hands," Jan. 9). Seller is owned by Tichenor Media Systems. Harlingen TX-based group of five AM's and three FM's principally owned by the Tichenor family. Buyer is owned by Luis Munoz, Alfonso Herrera, and Amador Garcia. It has no other broadcast interests. Filed Dec. 27, 1988.

■ **KOZA(AM)** Odessa, TX (BAL890106EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Capital Communications Inc. to Mesa Entertainment Inc. for \$85,000. Seller is owned by William G. Haynes and Mark L. Morris Jr., and has no other broadcast interests. Buyer is owned by Augustine G. Mesa, Deanna Velasquez, Rebecca Velasquez, Ruben Velasquez Jr., and Benjamin Velasquez, and Ruben Velasquez, director. Latter owns interest in KJIT Odessa, TX. Filed Jan. 6.

■ **KTBB(AM)** Tyler, TX (BAL881229EE; 600 khz; 5 kw-D, 2.5 kw-N, DA-2)—Seeks assignment of license from Broadcasters Unlimited Inc. to Stansell Communications Inc. for \$605,000. Seller is headed by Donald Chaney. Buyer is owned by James I. Stansell, William Harrison, and Wabash Properties Corp. It has interest in KYTL-AM-FM Tyler, TX, and KLAQ(FM) Durant, OK. Filed Dec. 29, 1988.

■ **WXRI(FM)** Norfolk, VA (BALH881230HE; 105.3 mhz; 50 kw; HAAT: ANT 500 ft.)—Seeks assignment of license from CBN Continental to ML Media Partners L.P. for \$5 million ("Changing Hands," Jan. 9). Seller is subsidiary of Christian Broadcasting Network, Virginia Beach, Va.-based cable network headed by Thomas Roberge. It also owns WYAH(TV) Norfolk, VA and KXTX(TV) Dallas. Buyer is public limited partnership formed by Elton H. Rule, I. Martin Pompadour and Merrill Lynch & Co. It also owns WQAL(FM) Cleveland, OH; WIRE(AM)-WXTZ(FM) Indianapolis; WEJZ(FM) Jacksonville, FL; KBEZ(FM) Tulsa, OK and WEBE(FM) Westport, CT. Filed Dec. 30, 1988.

Actions

■ **KMAX(FM)** Arcadia and KEST(AM) San Francisco, both California (FM: BTCH881108EB; 107.1 mhz; 3 kw; HAAT: 240 ft.; FM: BTC881108EA; 1450 khz; 1 kw-U)—Granted app. of assignment of license from KMAX Inc. and KEST Inc. (respectively) to Douglas Broadcasting Inc. for \$23 million. Seller is owned by Universal Broadcasting Corp., Mineola, NY-based group of six AM's and three FM's. Buyer is owned by John Douglas, who has no other broadcast interests. Action Dec. 27, 1988.

■ **KLOA(AM)-KFIO-FM** Ridgecrest, CA (AM: BAL881117EE; 1240 khz; 250 w-U; FM: BALH881117EF; 104.9 mhz; 750 w; HAAT: 1 ft.)—Seeks assignment of license from KLOA Radio to Roy William Mayhugh for \$552,500. Seller is owned by John J. and Eleanor Quigley, and has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 4.

■ **KSFE(AM)** Needles, CA (BAL880509EE; 1340 khz; 1 kw-D, 250 w-N)—Granted app. of assignment of license from William J. Simon, bankruptcy trustee to Coburn Communications Corp. Seller has no other broadcast interests. Buyer is owned by Maurice W. Coburn. Action Dec. 29, 1988.

■ **KKIS(AM)** Pittsburg, KKIS-FM Walnut Creek, both California (AM: BAL880804EC; 990 khz; 5 kw-U; FM: BALH880804ED; 92.1 mhz; 3 kw; HAAT: 89 ft.)—Granted app. of assignment of license from Chabin Communications Corporation to Diamond Broadcasting of Calif. Inc. for \$4,477,000. Seller is owned by James Chabin, who has no other broadcast interests. Buyer is owned by Ronald H. Strother and Thomas P. Gammon. It also owns KTRR(AM) Loveland, CO and KZXY-AM-FM Apple

Valley, CA. Action Dec. 30, 1988.

■ **KEBR(AM)** Rocklin, CA (BAL880907EC; 1260 khz)—Seeks assignment of license from J&K Broadcasters to Family Stations Inc. for \$100,000. Seller is owned by R.A. Jones and P.A. Jones. It has no other broadcast interests. Buyer is owned by Harold Camping. It also owns KEAR(FM) San Francisco, KECR(FM) El Cajon, KPRA(FM) Ukiah, KFTL(TV) Stockton, KEFR(FM) Le Grand, KFRN(AM) Long Beach, all California; KY-FR(AM) Shenandoah, IA; WCTF(AM) Vernon, CT; WFME(FM) Newark, WKDN(FM) Camden, both New Jersey; WFRF(AM) Columbus, GA; WFSI(FM) Annapolis, MD; WJCH(FM) Joliet, IL WFCH(FM) Charleston, SC; WCUE(AM) Cuyahoga Falls, OH; WFRJ(FM) Johnstown, PA; KARR(AM) Kirkland, KJVH(FM) Longview, WA; WWFR(FM) Okeechobee, WJFR(FM) Jacksonville, both Florida, and WOTL(FM) Toledo, OH. Action Dec. 30, 1988.

■ **KDKO(AM)** Littleton, CO (BAL1117EG; A510 khz; 10 kw-D 1.3 kw-N DA-1)—Seeks assignment of license from Adams Radio of Denver Inc. to Peoples Wireless Inc. for \$900,000. Seller is Clearwater, FL-based group of five AM's, six FM's and 10 TV's, headed by Stephen Adams. Buyer is principally owned by James Walker. Walker is 3% shareholder, vice president and director of Tucson Wireless Inc., licensee of KKPW(AM) Tucson, AZ. He holds identical interest in and identical positions with Southwestern Wireless Inc., licensee of KFXX(FM) Green Valley, AZ. Action Jan. 4.

■ **WOVU(FM)** Ocean View, DE (BALH881026HO; 101.7 mhz; 3 kw; 328 ft.)—Granted app. of assignment of license from Clark Broadcasting Co. to Q-Tone Broadcasting Corp. for \$1,295,000. Seller also owns WCEI-AM-FM Easton, MD, and WKDW(AM)-WSGM(FM) Staunton, VA. Buyer is principally owned by Alvin M. Chanin, a Philadelphia attorney, and Anthony J. Quartarone, program consultant. It has no other broadcast interests. Action Dec. 13, 1988.

■ **WCKC(AM)** Milton, FL (AM: BAL881003EG; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Alli-Bird Communications Inc. to Sims Enterprises for \$70,000. Seller is owned by Allison Ann Shadday, Dan Jarret Shadday and Randall Lynn Davis. It has no other broadcast interests. Buyer is equally owned by Louis R. Sims and Christine J. Sims. It has no other broadcast interests. Action Dec. 3, 1988.

■ **WBGB(AM)** Mount Dora, FL (BAL881007EA; 1580 khz; 5 kw-D)—Granted app. of assignment of license from Ronald Aicher, Receiver to Central Florida Broadcasting Co. for \$175,000. Seller has no other broadcast interests. Buyer is owned by William Murrell Jr., who has no other broadcast interests. Action Dec. 30, 1988.

■ **WNSI(AM)** Sanford, FL (BAL881103ED; 1400 khz; 1 kw-U)—Granted app. of assignment of license from River Country Broadcasting Inc. to Bennett Broadcasting Corp. for \$417,000. Seller is owned by Walter Bowen, Everett Demster, A.J. Stanton and Michael Gossick. Stanton owns KFNB-TV Casper, WY. Buyer is owned by Joan T. Bennett, and has no other broadcast interests. Action Dec. 30, 1988.

■ **WPUL(AM)** South Daytona, FL (BAL880802EC; 1590 khz; 1 kw-D 500 w-PSA)—Granted app. of assignment of license from D&H Radio Inc. to PSI Communications Inc. for \$250,000. Seller is owned by Howard Griffob and David N. Feldman. It has no other broadcast interests. Buyer is owned by Charles W. Cherry II, and has no other broadcast interests. Action Oct. 18, 1988.

■ **WPAS(AM)** Zephyrhills, FL (BAL881110EC; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Charles Wister to Big Z Broadcasting Inc. for \$335,000. Seller has no other broadcast interests. Buyer is principally owned by David Zeplovitz and his father, Franklin Zeplovitz. David is Baltimore broadcast executive and programming consultant for Teleports Inc. Franklin is Buffalo, N.Y., surgeon. They have no other broadcast interests. Action Nov. 10.

■ **WCVS(AM)-WFMB(FM)** Springfield, IL (BAL881109EC; 1450 khz; 1 kw-D 250 w-N; FM)—Granted app. of assignment of license from Springfield Advertising Co. to Neuhoff Broadcasting Corp. for \$4.25 million. Seller is owned by Eastern Broadcasting Corp., Washington, DC-based group that was sold to TMZ Broadcasting Co. (BROADCASTING Oct. 24, 1988). Prior to consummation of group sale, Springfield stations are to be spun off to Roger Neuhoff's son, Geoffrey. Buyer is principally owned by Geoffrey H. Neuhoff, who has no other broadcast interests. Action Dec. 27, 1988.

■ **WICI(AM)** Ellettsville and WBWB(FM) Bloomington, both Indiana (AM: BAP880914HJ; 600 khz; FM: BALH880914HK; 96.7 mhz; 3 kw; HAAT: 280 ft.)—Granted app. of assignment of license from Indiana Communications Inc. to University Broadcasting Co. for

\$3,000,000. Seller is principally owned by Rolland Johnson, Bill C. Brown, Dr. James Howard, Steven Shine and Robert Petranoff. It has no other broadcast interests. Johnson is president of Duchossois Communications Inc., Elmhurst, IL-based group of three AM's, three FM's and one TV. Buyer is principally owned by Arthur A. Angotti. It is former owner of cable system and cellular telephone operation in Indianapolis, which recently purchased WAZY(FM) Lafayette, IN ("Changing Hands," July 11). Action Dec. 20, 1988.

■ **WPTX(AM)-WMDM-FM** Lexington Park, WBMD Baltimore and WQSR-FM Catonsville, all MD (WPTX: BTC881114EC; 920 khz; 5 kw-D 1 kw-N DA-2; WMDM-FM: BTCH881114ED; 97.7 mhz; 3 kw; WBMD: BTC881114EA; 750 khz; 1 kw-D; WQSR: BTCH881114EB; 105.7 mhz; 50 kw; HAAT: 245 ft.)—Granted app. of assignment of license from Key Broadcasting Corp. to Scannix Broadcasting Co. for \$25 million. Seller has no other broadcast interests. Buyer is Gilford, NH-based group headed by Theodore Nixon, Scott McQueen and Randall Odeneal. It also owns WHDH(AM)-WBOS(FM) Boston; WMXJ(FM) Pompano Beach, FL; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-AM-FM Kansas City, KS; WMRZ(AM) Moline, and WLLR(FM) East Moline, both Illinois; WLNH-AM-FM Laconia, NH. Scannix is selling WHDH(AM) Boston to New England Television Corp., pending FCC approval. Action Dec. 27, 1988.

■ **WBOS(FM)** Brookline, MA (BAPLH881123GQ; 92.9 mhz; 50 kw; 800 ft.)—Granted app. of assignment of license from Channel Broadcasting Inc. to Acklerley Communications of Massachusetts Inc. for \$19.3 million ("Changing Hands," Nov. 7, 1988). Seller is Gilford, NH-based group headed by Theodore Nixon, Scott McQueen and Randall Odeneal. It purchased station in 1984 for from WBOS Inc. for \$6,830,000 ("Changing Hands," Sept. 17, 1984). It also owns WHDH(AM) Boston; WMXJ(FM) Pompano Beach, FL; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-AM-FM Kansas City, KS; WMRZ(AM) Moline, and WLLR(FM) East Moline, both Illinois; WLNH-AM-FM Laconia, NH. Scannix is purchasing Key Broadcasting Group of Maryland ("Changing Hands," Nov. 7, 1988). Buyer is Seattle-based group headed by Barry Acklerley. It owns KGET(TV) Bakersfield, and KCBA(TV) Salinas, both California; KKTU(TV) Colorado Springs; WXIT(TV) Syracuse, NY; KSGO(AM) Oregon City, and KGON(FM) Portland, both Oregon; KVOS-TV Bellingham, and KJR(AM)-KLTX(FM) Seattle, both Washington. Action Jan. 6.

■ **WOLY(AM)** Battle Creek, MI (BAL881117EA; 1500 khz; 1 kw-D, DA)—Seeks assignment of license from Frink Inc. to Christian Family Network Inc. for \$100,000. Seller is headed by Jeanne Frink. Buyer is owned by James L. Elmsman and Janice Elmsman, joint tenants. Action Dec. 29, 1988.

■ **KRWB(AM)** Roseau, MN (BAL881109EJ; 1410 khz; 1 kw-U DA-N)—Granted app. of assignment of license from Marlin T. Obie to Robert M. Obie. Assignee shall pay no money or other consideration directly to assignor for assets being conveyed. In consideration, assignee agrees to assume all debts of station as of closing date. Accounts receivables, cash, deposits and prepaid items are also being assigned to assignee. Assignor shall pay all legal and filing fees with respect to this agreement. Seller has no other broadcast interests. Buyer is permittee of KRMB(FM) Roseau, MN. Obie also owns 12.5% of KGPC Co., licensee of KXPO-AM-FM Grafton, ND. Action Dec. 27, 1988.

■ **WCKO-FM** Vicksburg, MS (BALH880829HU; 98.7 mhz; 56 kw; 310 ft.)—Granted app. of assignment of license from Pepsi Cola Bottling Co. Inc. to Calcasieu Television and Radio Inc. for \$1.1 million. Seller is headed by William Brown, president. It also owns WJFL(AM) Vicksburg, MS. Buyer is owned by G. Russell Chambers, Albert H. Smith, and Rita S. Chambers. It has no other broadcast interests. Action Oct. 18, 1988.

■ **KJCF(AM)** Festus, MO (BAL880707EF; 1400 khz; 1 kw-U)—Granted app. of assignment of license from United Broadcasting Inc. to KREI Inc. for \$230,000. Seller is headed by Harold Wright. Buyer is principally owned by Jerrell A. Shepherd and family. Buyer also owns KREI(AM)-KTJJ(FM) Farmington, MO. Shepherd owns KAAN-AM-FM Bethany, KWIX(AM)-KRES(FM) Moberly and KJEL(AM)-KIRK(FM) Lebanon, all Missouri. Action Jan. 5.

■ **KBLG(AM)** Billings, MT (BAL880824ED; 910 khz; 1 kw-D)—Granted app. of assignment of license from Big Sky Communications Inc. to Sunbrook Communications, L.P. for \$175,000. Seller is headed by Dale Owens. Buyer is owned by Sunbrook Communications Corp. and Centennial Business Development Fund. Sunbrook principals are Larry Roberts, 26.24%; Alan Cooper, 26.24%; Edward Cooper, 26.24%, and Centennial Business Development

Fund, 21.28%. Action Oct. 18, 1988.

■ **KBSR-AM-FM Hardin, MT** (AM: BAL881121EA; 1230 khz; 1 kw-U DA-1)—Seeks assignment of license from Radiovision Partners L.P. to Greater Billings Radio Broadcasting Co. for \$550,000. Seller is headed by Anthony Gazzana and has no other broadcast interests. Buyer is principally owned by Andrew M. Golding, 50%; George J. Beaudet, 20%, and David S. Kelly, 15%. Action Dec. 29, 1988.

■ **KPTL(AM) Carson City, NV** (BTC880822EA; 1300 khz; 5 kw-D; 500 w-N)—Dismissed assignment of license from John A. Schoen to MB Broadcasting Corp. for \$75,000. Seller has no other broadcast interests. Buyer is owned by Craig E. Swope, Mary E. Swope, Christine A. Baker, Truett A. Loflin, Jerry Feutz, Paula Schofield and Fred Primmer. It has no other broadcast interests. Action Jan. 4.

■ **WGOT(TV) Merrimack, NH** (ch. 60; 4709 kw; HAAT: 700 ft.)—Seeks assignment of license from Golden Triangle TV 60 Corp. to Paus Television Inc. for \$1.35 million. Seller has no other broadcast interests. Buyer is headed by William L. Putnam and has no other broadcast interests. Action Jan. 6.

■ **WIMG(AM) Ewing, NJ** (BAL880831EA; 1300 khz; 1 kw-U, DA-1; HAAT:)—Granted app. of assignment of license from Crusade Broadcasting to Woodrow Michael Warren for \$20,000. Seller is owned by L.E. Willis Sr. Willis also owns WOFI-FM Norfolk, VA; WIMG(AM) Ewing, NJ; WBOK(AM) New Orleans, LA; KFTH(FM) Marion, AR; WGSF(AM) Charlotte, WBXB(FM) Eden-ton, WKWQ(FM) Batesburg, WSRG(AM) Durham, all North Carolina; WAYE(AM) Birmingham, WSFU-FM Union Springs, both Alabama; WWP(DM) Marion, SC; WPPZ(FM) Franklin, IN; WPECE(AM) Portsmouth, WFTH(AM) Richmond, both Virginia; WSVF(AM) Jacksonville, WPDQ(FM) Green Cove Springs, both Florida; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL; WTJH(AM) East Point, GA, and WGTM(AM) Wilson, NC. Willis is also 55% shareholder of licensee of WTNC(AM) Thomasville, NC. Buyer owns CP for NEW FM Maljamar, NM. Action Nov. 10, 1988.

■ **KRZY(AM)-KRST(FM) Albuquerque, NM** (BAL881109EF; 1450 khz; 1 kw-D 250W-N DA-1)—Seeks assignment of license from Wagontrain Broadcasting Corp. to Commonwealth Broadcasting of Northern California for \$8.1 million. Seller is owned by Bill and Patricia Sanders, who also own KIEZ(FM) Ventura, CA, and Drake-Chenault Enterprises. Buyer is San Diego-based group principally owned by Dex Allen and partners of Thorsnes, Bartolotta, McGuire & Padilla, San Diego law firm. It also has interest in KYXI(FM) Yuma, AZ. Action Dec. 29, 1988.

■ **WCSS(AM) Amsterdam, NY** (BAL881021EE; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Community Service Broadcasting of Amsterdam to Gateway Broadcasting Corp. for \$900,000. Seller is principally owned by Philip Spencer and his wife Frances. It has no other broadcast interests. Buyer is owned by Joseph Isabel, Ernest W. Scialabba, and Lorraine Cosentino. It has no other broadcast interests. Action Dec. 23, 1988.

■ **WBRV-AM-FM Boonville, NY** (BAL880926EA; 900 khz; 1 kw-D; FM: BAPH880926EB; 101.5 mhz)—Seeks assignment of license from The Atwood Broadcasting Corp. to Lowville Radio Inc. for no consideration. Buyer is owned by Nancy U. Atwood and David R. Atwood, joint tenants, 100%, and has no other broadcast interests. Action Dec. 30, 1988.

■ **WLLG(FM) Lowville, NY** (BTC880926GS; 99.3 mhz; 1 kw; HAAT: 520 ft.)—Seeks assignment of license from Nancy U. Atwood to David R. Atwood and Nancy U. Atwood for no consideration. Seller has no other broadcast interests. Buyer is owned by David R. Atwood and Nancy U. Atwood, joint tenants, 100%. Action Dec. 30, 1988.

■ **WAQX(FM) Manlius, NY** (BALH880727HE; 95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from AGK Communications Inc. to Atlantic Ventures of New York, L.P. for \$4.5 million. Seller is headed by George Kimble, chairman, and Craig Fox. Fox also has interest in three AM's and five TV's. Buyer is owned by Steven B. Dodge, Eric B. Schultz, Joseph L. Winn and Michael B. Milson, who are all former officers of American Cable Systems, which merged with Continental Cablevision last year, and James T. Herron, former radio consultant based in Chicago. It also owns WNYR(AM)-WEZO(FM) Rochester, NY, and has reached settlement agreement to purchase WRKO(AM)-WROR(FM) Boston. Action Dec. 30, 1988.

■ **WOKX(AM) High Point, NC** (BAL880627EA; 1590 khz; 1 kw-D)—Granted app. of assignment of license from Agape Ministries Inc. to Club Towers Broadcasting Inc. for \$70,000. Seller is nonprofit ministry headed by David J. Roddick. It has no other broadcast interests. Buyer is owned by Charles A. Poole, John W. Thomas III, P.A. Thomas Jr. Principals own interest in WTHP-FM Thomas-

ville, NC. Action Oct. 18, 1988.

■ **WTYN(AM) Tryon, NC** (BAL880829JE; 1160 khz; 10 kw-D, 500 w-N, DA-2)—Granted app. of assignment of license from Bennington Park Broadcasting Inc. to Gene Alan Milsteen. Seller is owned by John F. Clure and his wife Cathy. It has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 21, 1988.

■ **KDDR-AM-FM Oakes, ND** (AM: BAL880901ED; 1220 khz; 1 kw-D, 327W-N; FM: BALH880901EE; 92.3 mhz; 4 kw; 183 ft.)—Seeks assignment of license from Michael C. Steele to Ronald Frisch for \$120,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 18, 1988.

■ **WKEF-TV Dayton, OH** (BALCT880926; ch. 22; 2,340 kw-V; HAAT: 1152 ft.)—Granted app. of assignment of license from Adams TV of Dayton Inc. to KT Communications L.P. for \$71.5 million ("Changing Hands," July 25, 1988). Seller is Tampa, FL-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams. Buyer is group of local investors headed by Norberto Kogan and David Tolliver. It has no other broadcast interests. Action Jan. 5.

■ **KRDM(FM) Ardmore, OK** (BALH888114GI; 96.5 mhz; 3 kw; 328 ft.)—Granted app. of assignment of license from Stiles Comms. Corp. - Ardmore to Versace Communications Inc. for \$220,297. Seller is owned by James T. Johns and Jerry D. Stiles. It recently sold KERV(AM)-KRVL(FM) Kerrville, TX. Buyer is equally owned by Robert A. Versace and Judi Versace. Action Dec. 29.

■ **KVLH(AM)-KGOK(FM) Pauls Valley, OK** (AM: BAL881109EA; 1470 khz; 1 kw-D, DA: BALH881109EB; 97.7 mhz; 3 kw; HAAT: 303 ft.)—Seeks assignment of license from Garvin County Broadcasting Inc. to Washita Broadcasting Inc. for \$381,000. Seller is owned by Ronald R. Casey, Mary P. Casey, Jeanne F. Martin, and Luther W. Martin. It has no other broadcast interests. Buyer is owned by Glenn L. Bell, 45%; Stephen M. Rawling and Kelly L. Rawling, 35% jointly held; Forrest J. Mitch and Joan D. Mitchell, 5% jointly held; Kevin M. Potter and Doree Potter, 5% jointly held; Mel L. Hamblenton, 5%, and Michael S. Rawlings, trustee, 5%. Forrest J. and Joan D. Mitchell jointly own 75% of voting stock of Mitchell Broadcasting Co., licensee of WMCW(AM) Harvard, IL. In addition Mr. Mitchell owns 20% of licensee of WMT-AM-FM Cedar Rapids, IA. Kevin M. and Doree Potter each hold 50% of stock of KCD Enterprises Inc., licensee of WMOI(AM)-WRAM-FM Monmouth, IL. Action Dec. 27, 1988.

■ **WCNS(AM) Latrobe, PA** (BAL881144EK; 1480 khz; 500 w-D, 1 kw-N, DA-N)—Seeks assignment of license from WCNS Inc. to Longo Media Group Inc. for \$150,000. Seller is owned by Advance Communications Corp., and has no other broadcast interests. Buyer is owned by John A. Longo and Donna L. Longo, joint tenants. It has no other broadcast interests. Action Dec. 29, 1988.

■ **WEOZ(FM) Saegertown, PA** (BALH881166GF; 94.3 mhz; 3 kw; 300 ft.)—Granted app. of assignment of license from Osborne Broadcasting Inc. to Community First Broadcasting Inc. for \$436,943. Seller is owned by Thomas L. and Linda Osborne. It has no other broadcast interests. Buyer is owned by Edward P. Mattar III, 80%, and Werner Poegel, 20%. It has no other broadcast interests. Action Dec. 29, 1988.

■ **WEEO(AM) Waynesboro, PA** (BAL881102EB; 1130 khz; 1 kw-D)—Granted app. of assignment of license from Homes By Keystone Inc. to Mar-Bob-Ben for \$60,000. Seller is owned by Guy Miller, and his wife Mary, and Paul Dunlap and his wife Bonnie. Buyer is owned by Mary L. Thomas, Robert L. Thomas, and Benjamin F. Thomas. Benjamin F. Thomas owns WKSL(FM) Greencastle, PA. Action Dec. 22, 1988.

■ **WELP(AM) Easley, SC** (AM: BAL881108HD; 1360 khz; 1 kw-D DA-D; FM: BALH881108HE; 103.9 mhz; 3 kw; 328 ft.)—Granted app. of assignment of license from American Communications of Greenville, South Carolina Inc. to Voyager Communications III Inc. for \$2.6 million. Seller is owned by Robert W. Harrison, who has no other broadcast interests. He purchased station in 1985 from Pickens County Broadcasting Inc. for \$1.15 million ("Changing Hands," June 3, 1985). Buyer is Raleigh, N.C.-based group principally owned by Carl V. Venters, chairman, and Jack P. McCarthy, president. It also owns WMFR(AM)-WMAG(FM) High Point, WWMG(FM) Shelby, and WVOT(AM)-WRDU(FM) Wilson, all North Carolina. Action Jan. 6.

■ **WJYR(FM) Myrtle Beach, SC** (BALH881021HQ; 92.1 mhz; 3 kw; HAAT: 325 ft.)—Granted app. of assignment of license from Myrtle Beach Broadcasting L.P. to Hirsh Broadcasting Group L.P. for \$2.2 million ("Changing Hands," Oct. 17, 1988). Seller is principally owned by Don McCoy and Doug Grimm. It also owns WREZ(AM)-WSYA-FM Montgomery, AL, and WDEM-AM-FM Ma-

con, GA. Buyer is principally owned by Tony Hirsh, former general manager of WINS New York. It has no other broadcast interests. Action Jan. 6.

■ **WKEL(AM) Myrtle Beach, SC** (BAL880510EA; 1460 khz; 1 kw-D, 250 w-N)—Granted app. of assignment of license from Ocean Property Management of Myrtle Beach Inc. to Myrtle Beach Communications Corp. for \$75,000. Seller is owned by Wayne A. Thomas and Thomas Lochr. Wayne Thomas owns interest in WETZ(AM)-WATQ(FM) New Martinsville, WCFE(FM) Ripley, and WKKW-FM Clarksburg, all West Virginia. Buyer is owned by Gardner H. Altman Jr., Doy R. Humphrey, Emily Spillman Randolph, Astrakel International Ltd. Astrakel principals are Gardner H. Altman Jr., Doy R. Humphrey, Barrie L. Little, Frieda S. Hughes. It also owns WGAI(AM) Elizabet City, NC. Action Nov. 14, 1988.

■ **KJUV(AM)-KURO(FM) Huron, SD** (AM: BAL880907EA; 1430 khz; 1 kw-U; FM: BALH880907EB; 92.1 mhz; 3 kw; HAAT: 185 ft.)—Seeks assignment of license from James Valley Broadcast Co. to Dakota Broadcasting Inc. for \$650,000. Seller is Janesville, WI-based group of five AM's and five FM's and newspaper publisher of five newspapers, owned by Sidney H. Bliss and family. Buyer is owned by Raymond A. Lamb, Ross A. Johnson, David L. Johnson and Kay Weisgram. It owns KBRK(AM)-KGKG(FM) Brookings, SD. Lamb has interest in KVFD(AM)-KFDC(FM) Fort Dodge, IA. Action Oct. 18, 1988.

■ **KDUV(FM) Kingsville, TX** (BALH880819GN; 97.7 mhz; 3 kw; HAAT: 150 ft.)—Granted app. of assignment of license from Edwards Communications Corp. to Quality Broadcasting Corp. for \$800,000. Seller is owned by Chet Edwards, who also owns colocated KINE(AM). Buyer is owned by Grace W. Dobson and Thomas E. Dobson. It has no other broadcast interests. Action Dec. 23, 1988.

■ **WWYN-FM McKenzie, TN** (BTC880817HW; 106.9 mhz; 1 kw; HAAT: 500 ft.)—Granted app. of assignment of license from Edward W. Dobson and Ronald E. Hale to Fortune Media Communications Inc. for \$25,000. Seller has no other broadcast interests. Buyer is owned by Ronald E. Hale, Larry Latham Auctioneers, Ronald E. Hale is 12% shareholder of Fortune Media Inc., licensee of WAK-K(AM)-WAKH(FM) McComb, MS. Action Oct. 19.

■ **KVKM(AM) Monahans, TX** (BAL881110EA; 1330 khz; 5 kw-D 1 kw-N DA-2)—Granted app. of assignment of license from Small Business Administration to KLBQ Inc. for \$175,000. Seller is receiver for Fluid Capital Corp. Buyer is owned by M.R. (Bob) Batterton. It has no other broadcast interests. Action Dec. 27, 1988.

■ **KKYN-AM-FM Plainview, TX** (AM: BAL881115EB; 1090 khz; 5 kw-D, 500 w-N, DA-2; FM: BALH881115EC; 103.9 mhz; 3 kw; 325 ft.)—Granted app. of assignment of license from Adams-Shelton KKYN to Plains Broadcasting for \$297,500. AM is owned by Keith Adams, FM is owned by Adams, 90% and Raymond Herndon, 10%. They have no other broadcast interests. Buyer is owned by Michael Fox and Mary Beth Fox, joint owners. It has no other broadcast interests. Action Dec. 27, 1988.

■ **WYND-FM Spotsylvania, VA** (BALH881117GJ; 99.3 mhz; 3 kw; HAAT: 328 ft.)—Rescinded app. of assignment of license from Richard J. Hayes & Associates Inc. to Paco-Jon Broadcasting Corp. for \$1.2 million. Seller is owned by Richard J. Hayes. Buyer is owned by Glenn R. Mahone, 51.03%; Richard D. Rosen, 6.25%; Charles C. Cohen, 6.9%. Paco-Jon Broadcasting Corp. owns WPLZ-AM-FM Petersburg, VA. Action Dec. 30, 1988.

■ **KGHO(AM) Hoquiam and KGHO-FM Hoquiam-Aberdeen, both Washington** (AM: BAL881114EG; 1490 khz; 1 kw-U; FM: BALH881114EH; 95.3 mhz; 1.15 kw; HAAT: 750 ft.)—Granted app. of assignment of license from Planck Broadcasting of Washington Inc. to Trinity Broadcasting Network Inc. for \$280,000. Seller is principally owned by James K. Planck. Buyer is owned by Paul F. Crouch, Janice W. Crouch, Norman G. Juggert, Philip A. Crouch, Matthew Crouch, Charlene E. Williams. Principals of buyer are also principals in licenses of: KTBN-TV Santa Ana, CA; WLXI(TV) Greensboro, NC; WDLI(TV) Canton, OH; KPAZ-TV Phoenix, AZ; KNAT(TV) Albuquerque, NM; KTBQ-TV Oklahoma City, OK; KTBW-TV Tacoma, WA; WHFT(TV) Miami, FL; WKOI(TV) Richmond, IN; WCLJ(TV) Bloomington, IN; WTBV-TV Poughkeepsie, NY; KDTX-TV Dallas, KMLM(TV) Odesa, KLJU(TV) Harlingen, KITU(TV) Beaumont, KETH(TV) Houston, all Texas; KTDZ(TV) Portland, OR. Action Dec. 27, 1988.

■ **WRJN(AM)-WHKQ(FM) Racine, WI** (BAL881102GI; 1400 khz; 1 kw-U)—Granted app. of assignment of license from S.E. Wisconsin Radio Inc. to Vision Broadcasting Inc. for \$3,665 million. Seller is headed by Dex Card. Buyer is owned by Anthony J. Gazzana and Joseph P. Gibbons. It has no other broadcast interests. Action Dec. 19, 1988.

New Stations

Applications

■ Anchorage, AK (BPH860102MM)—A.A. Radio Partnership L.P. seeks 92.9 mhz; 100 kw; 387 m. Address: 5401 Cordova, Anchorage, AK 99502. Principal is headed by Jim Taylor, and has no other broadcast interests. Filed Nov. 30, 1988.

■ Bonita, FL (BPED881229MK)—Manna Christian Missions Inc. seeks 91.9 mhz; 3 kw; 100 m. Address: 11020 Rosemary Drive, Bonita Springs, FL 33923. Principal is owned by Peter Quinn, David Quinn, Warren T. Pope, Shirley Pope, Frank R. Quinn Jr. It has no other broadcast interests. Filed Dec. 29, 1988.

■ Marlboro, FL (880701MQ)—Marrian Akley seeks 101.5 mhz; 630 kw; 221 m. Address: Route Nine Broadcasting, Marlboro Rd., P.O. Box 2108, West Brattleboro, VT 05301. Principal has no other broadcast interests. Filed July 1, 1988.

■ Elmwood, IL (881221MS)—Elmwood Broadcasting Co. seeks 97.3 mhz; 16.6 kw; 123 m. Address: 629 Mountain Ave., Lake Bluff, IL 60044. Principal is owned by Tim Ryan Feagan, Harold Dandford West, and Jared John Stehney. Filed Dec. 21, 1988.

■ Elmwood, IL (881221MT)—Rainbow Broadcasting Co. seeks 97.3 mhz; 25 kw; 100 m. Address: P.O. Box 383, Pekin, IL 61555. Principal is owned by Candace K. Scott, Jerald L. Scott. Filed Dec. 21, 1988.

■ Carlinville, IL (881221MR)—Donald G. Jones seeks 95.9 mhz; 3 kw; 100 m. Address: 254 Winnebago Drive, Fond du Lac, WI 54935. Principal has no other broadcast interests. Filed Dec. 21, 1988.

■ Berne, IN (881221MM)—Robert Alan Weaver seeks 93.9 mhz; 3 kw; 100 m. Address: 510 W. Main St., Portland, IN 47371. Principal has no other broadcast interests. Filed Dec. 21, 1988.

■ Pelican Rapids, MN (881221MQ)—Ingstad Broadcasting Inc. seeks 104.1 mhz; 50 kw; 150 m. Address: 232 Third Street, Box 907, Valley City, ND 58072. Principal is owned by Jack W. Ingstad and James Ingstad. James Ingstad owns KNUJ(AM)-KXLP(FM) New Ulm, KWA-D(AM)-KKWS(FM) Wadena. 29% of KQHT(FM) Crookston, all Minnesota; and 50% of KOVC-AM-FM Valley City, ND. Filed Dec. 21, 1988.

■ Pelican Rapids, MN (881221MP)—Linder, Bruce Harrison seeks 104.1 mhz; 50 kw; 150 m. Address: 104 E. Lewis St., Mankato, MN 56001. Principal has no other broadcast interests. Filed Dec. 21, 1988.

■ Pelican Rapids, MN (881221MO)—Heart of the Lakes Broadcasting seeks 104.1 mhz; 50 kw; 150 m. Address: Rte. 4, Box 30, Pelican Rapids, MN 56572. Principal is owned by Owen R. Thompson and Michael Steele. It has no other broadcast interests. Filed Dec. 21, 1988.

■ Holly Springs, MS (BPH880715MP)—Lois B. Crain seeks 94.9 mhz; 3 kw; 72 m. Address: Rte. 5, Box 755-1, Byhalia, MS 38611. Principal has no other broadcast interests. Filed Nov. 30, 1988.

■ Ozark, MO (BPH870127MJ)—Melvin B. Caldwell seeks 98.9 mhz; 2.57 kw; 108 m. Address: 2606 Roxbury Lane, Fort Smith, AR 72903. Principal has no other broadcast interests. Filed Dec. 28, 1988.

■ Garapan, SA (881221MN)—Radio Saipan International Inc. seeks 97.9 mhz; 4.5 kw; 463 m. Address: P.O. Box 49, Saipan, SA 96950. Principal is owned by William B. Brodersen, Lawrence J. Walters, Clayton E. Duvall. Filed Dec. 21, 1988.

TV

■ Las Vegas, NV (BPCT881205)—Echonet Corp. seeks ch. 15; 5000 kw; 719 m. Address: 2500 S. Raritan, Englewood, CO 80110. Principal owns low power TV CP's for K28BG Juneau, and K4ICG Anchorage, both Alaska; K11SF Austin, TX; K49AY Cheyenne, WY; W28AG Birmingham, AL, and K54CQ Fort Collins, CO. Filed Jan. 6, 1989.

Actions

AM

■ Brewer, ME (BP870617AC)—Granted app. of Champin Broadcasters for 1600 khz. Address: Box 1516, Burlington, NJ 08016. Principal is owned by Michael Venditti. It has no other broadcast interests. Action Jan. 4.

FM's

■ Ellwood, CA (BPH850712WW)—Granted app. of Susan Marie Beth Romaine for 94.5 mhz; 0.85 kw H&V; 2955 m. Address: 5341 King Charles Way, Bethesda, MD 20814. Principal is account executive for WWRG(AM)-WGAY-FM Silver Spring, MD. Action Jan. 4.

■ Visalia, CA (BPED871110NE)—Granted app. of Kings Broadcasting Co. for 89.7 mhz; 1 kw H&V; 247 m. Address: 2748 W. Main St., Visalia, CA 93291. Principal is owned by J. Raymond Wahlen, Franklin Baughman, Leonard Lutz and William Hardt. Action Jan. 5.

■ Cameron, MO (BPH880421MG)—Granted app. of Cameron Radio Inc. for 92.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1360, Cameron, MO 64429. Principal is owned by Shelby L. Hendee and Laura L. Hendee. It also owns KMRN(AM) Cameron, MO. Action Jan. 3.

■ Roseburg, OR (BPED871208MA)—Granted app. of State Of Oregon Acting By and Through the State Board of Higher Education for 91.5 mhz; 2 kw H&V; 93 m. Address: P.O. Box 3175, Eugene, OR 97403. Principal is headed by James C. Petersen. Action Jan. 4.

■ Mannington, WV (BPH880531MY)—Granted app. of Sandy S. Garlitz for 102.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 967, Kingwood, WV 26537. Principal owns WKMM(AM) Kingwood, WV. Action Jan. 5.

Facilities Changes

Applications

AM

■ Phoenix, AZ, KPHX 1480 khz—Jan. 6-Application for Mod of CP (BP871207AF) to modify night directional pattern.

■ San Francisco, CA, KIQI 1010 khz—Dec. 29, 1988-Application for Mod of CP (BP880617AA) to increase night power to 1.1 kw and make changes in antenna system.

■ Bremen, GA, WSLE 1440 khz—Dec. 20, 1988-Application for CP to change TL to Water Works Rd., .4 km NW of Bremen, GA: 33 44 31N 85 09 34W.

■ Carthage, MO, KDMO 1490 khz—Dec. 22, 1988-Application for CP to change TL: 200 m North of intersection of Hwys 96 and 71, West of Carthage, MO, and make changes in antenna system: 37 10 58N 94 21 43W.

■ Syracuse, NY, WAQX 670 khz—Dec. 29-Petition for Reconsideration and amendment: Mod of CP (BP860922AC) to change antenna system and TL to 401 W. Kirkpatrick St., Syracuse, NY: 43 03 30N 76 10 00W.

■ Claremont, NC, WCNX 1170 khz—Dec. 20, 1988-Application for CP to reduce power to 6.9 kw; make changes in antenna system and change from non-DA to DA.

■ Homeland Park, SC, WRIX 1020 khz—Dec. 23, 1988-Application for CP to increase power to 10 kw day-3 kw Critical Hours.

■ Claude, TX, KCLP, 1180 khz—Jan. 5-Application for Mod of CP (BP870303AH) to change city of license to Amarillo, TX; reduce night power to .24kw and change TL to Lakeside D Drive. 1.3 mi N of Hwy 136, Amarillo, TX: 35 16 52N 101 44 18W.

FM's

■ Reform, AL, WVRT 101.7 mhz—Dec. 09, 1988-Application for CP to change ERP: 20.6 kw H&V; HAAT: 229.2 m H&V; TL: Pickens County, Reform, AL; class: C2 (per docket 87-324).

■ Marion, AL, WJAM-FM 103.9 mhz—Dec. 09, 1988-Application for Mod of CP (BPH850403IC as Mod) to change FREQ: 97.5 mhz per docket 87-451; ERP: 2.05 kw H&V; HAAT: 119.1 m H&V; TL: 751 Greensboro Rd., Marion, AL.

■ Osceola, AR, KMPZ 98.1 mhz—Dec. 09, 1988-Application for Mod of CP (BPH850621IP) to change ERP: 60 kw H&V; HAAT: 378 m H&V; TL: .35 mi W of Frenchmans Bayou, just off Hwy 61, Mississippi County, AR.

■ Santa Cruz, CA, KFER 89.9 mhz—Dec. 20, 1988-Application for Mod of CP (BPED840110AA) to change TL: 620-B Frederick St., Santa Cruz, CA.

■ Pukalani, HI, KMVI-FM 98.3 mhz—Dec. 19, 1988-Application for Mod of CP (BPH870629IZ) to change ERP: 50 kw H&V; HAAT: 31 m H&V; class: C2 (per docket 87-440).

■ Bluffton, IN, WBGT, 100.1 mhz—Dec. 05, 1988-Application for CP to change ERP: 2.6 kw H&V; HAAT: 107 m H&V; TL: 644 North Main Street, Bluffton, IN.

■ Brunswick, ME, WCLZ-FM 98.9 mhz—Dec. 23, 1988-Application for CP to change ERP: 47.5 kw H&V; change directional to non-DA.

■ Leland, MS, W1QQ 102.3 mhz—Dec. 16, 1988-Application for CP to change TL: 3101 Hwy 82 E, Greenville, MS: 33 23 50N 91 00 33W.

■ Jefferson City, MO, KTXV 106.9 mhz—Dec. 19, 1988-

Application for Mod of CP (BPH870220IC) to change HAAT: 381 m H&V; TL: Approximately 3.5 km NW of intersection of US 50 and Rt PP, near McGirk, MO.

■ Kirksville, MO, KTUF 93.5 mhz—Dec. 19, 1988-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: County Rd 245, 2.3 km E of Kirksville, MO: 40 11 16N 92 31 32W; FREQ: 93.7 mhz; class: C2 (per docket 87-469).

■ Billings, MT, KFBA 94.1 mhz—Nov. 22, 1988, 1988-Application for Mod of CP (BPH850712UQ) to change HAAT: 310 m H&V; TL: 28.6 km SW of Billings, MT.

■ Flemington, NJ, WCVH 90.5 mhz—Dec. 20, 1988-Application for CP to change TL: County Rte 617, .3 mi S of Cherryville, Franklin Township, NJ: 40 33 25N 74 54 18W.

■ Plattsburgh, NY, WGFB 99.9 mhz—Dec. 29, 1988-Application for Mod of CP (BPH840927AL) to change directional pattern slightly and other changes.

■ Laurinburg, NC, WSTS 96.5 mhz—Dec. 19, 1988-Application for CP to change HAAT: 183 m H&V; TL: 2.6 km N of Shannon on Rte 1001, Hoke County, NC: 34 42 17N 79 08 49W; ERP: 100 kw H&V.

■ Greencastle, PA, WKSL 94.3 mhz—Dec. 09, 1988-Application for Mod of CP (BPH850613IS) to change ERP: 1.82 kw H&V; HAAT: 129 m H&V; TL: 1475 Burkholder Rd, 4 km E of Greencastle, PA.

■ Seabrook, TX, KRTS 92.1 mhz—Dec. 15, 1988-Application for CP to change ERP: 32.8 KW H&V; HAAT: 184 m H&V; TL: 3200 N. 38th St., Texas City, TX: 29 24 40N 94 57 04W; class: C2 (per docket 87-276).

■ Albert Lea, MN, KCPI-FM 95.3 mhz—Nov. 22, 1988-Application for CP to change FREQ: 94.9 Mhz (per Docket 87-306); ERP: 50 kw H&V; HAAT: 142 m H&V; TL: .5 km SE of I-35 and Rte 30 intersection and 1.6 km E of Ellendale, MN; CLASS: C2.

■ Iuka, MS, WTIB 104.9 mhz—Dec. 19, 1988-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Hwy 367, 1.26 km at 219 degrees (T) from Lovejoy Church, MS; CLASS: C2 (per Docket 88-79).

■ Manchester, NH, WGIR-FM 101.1 mhz—Dec. 20, 1988-Application for CP to change ERP: 13.3 kw H&V; HAAT: 290 m H&V.

■ Portsmouth, NH, WHEB-FM, 100.3 mhz—Dec. 20, 1988-Application for CP to change ERP: 50 kw H&V.

■ Clinton, OK, KCLI 95.3 mhz—Dec. 22, 1988-Application for CP to change FREQ: 95.5 Mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; CLASS: C2; (per Docket 86-86).

■ Block Island, RI, WBLQ 99.3 mhz—Dec. 27, 1988-Application for Mod of CP (BPH850501II as Mod) to change HAAT: 54 m H&V.

■ Winston-Salem, NC, WFDD 88.5 mhz—Dec. 30, 1988-Application for CP to change ERP: 38 kw H&V; HAAT: 345.8 m H&V; TL: Junction of Meadowview & Reedy Creek Rd.

■ Bridgeport, CT, WPKN 89.5 mhz—Dec. 12, 1988-Application for CP to make changes in antenna system.

■ Charlotte, NC, WFAE 90.7 mhz—Jan. 4-Application for CP to change ERP: 100 kw H&V; HAAT: 210 m H&V; TL: 91 m E of St. Rd. 2826 near Reedy Creek, 3.9 km at 50 degrees (T) from Hickory Grove, NC.

■ Worcester, MA, WSR 96.1 mhz—Dec. 20, 1988-Application for Mod of CP (BPH880307IC) to change ERP to 16.6 kw H&V.

■ Honolulu, HI, CP 100.3 mhz—Dec. 7, 1988-Application for Mod of CP (BPH821214AC) to change ERP: 100 kw H&V; HAAT: 599 m H&V; TL: Palikea Ridge, .4 km SE of Palehua, Honolulu, HI: Specify directional antenna.

■ Charlestown, IN CP 104.3 mhz—Nov. 21, 1988-Application for Mod of CP (BPH880229MD) to change TL: Tunnel Mill Boy Scout Camp, 5.3 km NE of Charlestown, IN: 38 28 55N 85 37 33W.

■ Buffalo, KY, CP 101.5 mhz—Dec. 27, 1988-Application for Mod of CP (BPH880406MA) to change TL: Distance to Hodgeville, KY, to 3 mi SE.

■ Roseburg, OR, KRBS-FM 103.1 mhz—Dec. 21, 1988-Application for CP to change ERP: 4.554 kw H&V; HAAT: 458.9 m H&V; TL: 18 km W of Roseburg, OR; CLASS: C2; (per Docket 87-602).

■ Marshall, MN, KKCK 100.1 mhz—Dec. 6, 1988-Application for Mod of CP (BPH880203IC) to change TL to a site to be determined.

TV's

■ Jamestown, NY, WTJA ch. 26—Dec. 15, 1988-Application for Mod of CP (BPCT861216IB/BPCT831018KM) to change ERP: 659 kw (Vis); HAAT: 182 m; TL: 2 Orchard Rd, Ellicott, NY; antenna: Bogner-DUI-18A.

■ Manteo, NC, ch. 4—Jan. 5-Application for Amendment of application for CP to change ERP: 142 kw.

■ Chattanooga, TN, WTCI ch. 45—Jan. 3-Application for CP to change ERP: 1480 kw (Vis); HAAT: 906'; TL: Sawyer Cemetery Road/Hamilton, TN; ANT: RCATFU-30J; 32 12 26N 85 16 52W.

■ Wausau, WI, WHRM-TV, ch. 20—Jan. 5-Application for CP to change ERP: 1437.3 kw (Vis); HAAT: 300 m; ANT: Andrew ATW30H3-HSO 20; TL: Rib Mtn 4 mi SW of Wausau, WI; 44 55 14N 89 41 31W.

Actions

AM's

■ Hesperia, CA, KKKO 540 khz—Jan. 5-Application (BP870615AH) granted for CP to increase power to 25kw (21kw-CH).

■ Memphis, TN, WLOK 1340 khz—Jan. 10-Application (BMP880316AC) granted for Mod of CP (BP860929AC) to change TL to Timothy Drive, Hobson City, AL; 33 36 50N 85 51 19W.

■ El Centro, CA, KAMP 1430 khz—Jan. 10-Application

granted for CP to change TL: approx. .3 km W of Dogwood Rd. & 4 km N of Villa Ave., near El Centro, CA; make changes in ant. system: 32 48 27N 115 32 18W.

■ McDonough, GA, WZAL 1540 khz—Jan. 10-Application (BP880727AG) granted for CP to change ERP: 1470 kW; decrease power to 1 kw; change antenna radiation efficiency & correct geographic coordinates: 33 25 47N 84 07 52W.

■ State College, PA, WRSC 1390 khz—Jan. 10-Application (BP880115AF) granted for CP to make changes in antenna system; change TL to 4.3 mi NE of State College, .8 mi S of US 322 near State College, PA; reduce day power to 2 kw; 40 48 30N 77 56 32W.

■ Humboldt, TN, WHMT 1190 khz—Jan. 10-Application (BP881012AC) granted for CP to reduce day power to .42 w & make changes in antenna system (increase height of antenna).

■ Rocky Mount, VA, WNLB 1290 khz—Jan. 10-Application (BMP880615AF) granted for Mod of CP (BP861029AC) to correct geographic coordinates to 36 58 37N 79 53 45W.

■ Dedham, MA, WBMA 890 khz—Jan. 4-Application (BMP880909AA) returned for Mod of CP (BP850729AR) to change city of license to Sherborn, MA; increase powers to 3kw-50kw and change TL to Hwy 126, Sherborn, MA; 41 14 49N 71 25 30W.

■ Warwick, RI, WARV 1590 khz—Dec. 22, 1988-Application (BMP880817AD) dismissed for CP to make changes in antenna pattern.

■ Churchville, VA, WNLB 1150 khz—Jan. 3-Application (BP870312AC) granted to increase power to 2.5 kw.

FM's

■ Grand Rapids, MI, WCSG 91.3 mhz—Dec. 27, 1988-Application (BPED870304IC) dismissed for CP to change ERP: 35.7 kw H&V; 174 m H&V.

■ Fayetteville, AR, KUAF 91.3 mhz—Dec. 29, 1988-Application (BMPED880426IA) granted for Mod of CP (BPED850528MD) to change ERP: 87.3 kw H&V; HAAT: 347 m H&V.

■ Longmont, CO, KQKS 104.3 mhz—Dec. 27, 1988-Application (BPH870430IB) granted for Mod of CP (BPH860617IG) to change TL: Eldorado Mtn. 1.6 km SW of El Dorado Springs, CO; ERP: 32.42 kw H&V; HAAT: 1546' H&V; 39 54 48N 105 17 32W.

■ Pocatello, ID, KSEI-FM 104.9 mhz—Dec. 29, 1988-Application (BPH880627ID) granted to change HAAT to 316 m H&V.

■ Incline Village, NV, KLKT 100.1 mhz—Dec. 27, 1988-Application (BPH880304IB) granted for CP to change ERP: .76 kw H&V; HAAT: 901 m H&V; class: C2; TL: Slide Mtn Antenna Farm, 24 km SSW of Reno, NV; 39 18 38N 119 53 01W (per docket 87-197).

■ Edenton, NC, WBXB 100.1 mhz—Dec. 27, 1988-Application (BPH880721ID) granted for CP to change ERP: 20 kw H&V; HAAT: 89 m H&V; class: C2 (per docket 87-295).

■ Ponce, PR, WRIO 101.1 mhz—Dec. 20, 1988-Application (BMPH870807IC) granted for Mod of CP (BPH880925AA) to correct coordinates: 18 01 40N 66 39 14W.

■ Burnet, TX, KHLB-FM 107.1 mhz—Dec. 21, 1988-Application (BPH880922IF) granted for CP to change ERP: 106.9 mhz (per docket 87-347); ERP: 2 kw H&V; HAAT: 111.8 m H&V; TL: 7.2 km, 251 degrees

■ Harker Heights, TX, KIXS 105.5 mhz—Dec. 29, 1988-Application (BMPH880518ID) granted for Mod of CP (BPH870331JK) to change ERP: .93 kw H&V; HAAT: 179 m H&V; TL: .7 mi NNE of Nolanville, TX, on Farm Rd. 439.

■ Huntsville, AL, WAHR 99.1 mhz—Jan. 6-Application (BMPH881004IA) granted for Mod of CP (BPH870205IC) to change TL: Drake Mtn.

■ Victorville, CA, KVVQ-FM 103.1 mhz—Jan. 6-Application (BPH881109IC) returned for CP to change ERP: .094 kw H&V; HAAT: 437 m H&V; TL: Atop Quartzite Peak, 8.6 km N at 3.5 degrees (T) of Victorville, CA.

■ Medford, OR, KBOY-FM 95.7 mhz—Jan. 4-Application (BPH880915IA) granted for CP to change ERP: 60 kw H&V; HAAT: 229 m H&V.

■ Lompoc, CA, KRQK 100.9 mhz—Jan. 5-Application (BPH880822ID) granted for CP to change ERP: 100.3 Mhz; ERP: 3.65 kw H&V; HAAT: 263 m H&V; CLASS: B1 (per Docket 86-384).

■ New Orleans, LA, WQUE-FM 93.3 mhz—Jan. 5-Application (BMPH881020IE) granted for Mod of CP (BPH870213IA) to change TL: Intersect. of Behrman Hwy & Garden Oaks Drive, New Orleans, LA; 29 55 11N 90 01 29W.

TV's

■ Lebanon, TN, WJFB ch. 66—Jan. 6-Application (BPCT881028KH) granted for CP to change ERP: 250 kw (vis); HAAT: 161 m; TL: 4.3 mi S of Lebanon, TN; ANT: SWRTM-24; 36 09 13N 86 22 46W.

■ Valdosta, GA, WVGA, ch. 44—Jan. 4-Application (BPCT881213KE) granted for CP to change ERP: 1365 kw (Vis); HAAT: 281 m; TL: 7.2 km E of Sparks, GA; ANT: BASCSC-28M; 31 10 18N 83 21 57W.

■ El Centro, CA, KXO-FM 107.5 mhz—Dec. 21, 1988-Application (BPH870203IH) granted for CP to change ERP: 25.5 kw H&V.

■ Altus, OK, KEYB 107.9 mhz—Dec. 21, 1988-Application (BMPH880902II) granted for Mod of CP (BPH861110MA) to change HAAT: 100 m H&V; TL: approx. 5 km S of Altus, OK, on State Hwy 283.

■ Bastrop, TX, KSSR, 107.1 mhz—Dec. 21, 1988-Application (BPH880922IE) granted for CP to change ERP: 45.5 kw H&V; HAAT: 157.9 m H&V; TL: 9 km, 217 degrees T Cedar Creek, TX; class: C2; antenna supporting structure

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height.

■ Seattle, WA, KNHC 89.5 mhz—Dec. 21, 1988-Application (BMPED870406KB) granted for Mod of CP to change ERP to 30 kw H and 24.63 kw V.

■ San Antonio, TX, KHCE ch. 23—Dec. 21, 1988-Application (BMPED880318KE) dismissed for Mod of CP (BPET830907KG) to change ERP to 640 kw.

■ Santa Fe, TX, KJIB 90.5 mhz—Dec. 20-CP and call letters (KJIB) for BPED870326JR forfeited and cancelled.

Actions

Commission Actions

■ Miami, FL. Denied Harold Martin reconsideration of denial of his petition to deny application of Wodlinger Broadcasting of Miami Inc. to assign CP of FM station WCJX(FM) Miami to Beasley-Reed Broadcasting of Miami Inc. (By Order [FCC 88-414] adopted Dec. 19 by Commission.)

■ San Angelo, TX. Designated for hearing mutually exclusive applications of American Indian Broadcast Group Inc., and Southwest Texas FM Limited Partnership for new FM station on channel 270C1 (101.9 mhz) at San Angelo. (MM docket 88-552, by Order [DA 88-1842] adopted Nov. 25 by Chief, Audio Services Division, Mass Media Bureau.)

■ Marina and Yountville, CA. 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. (MM dockets 84-159-160 by MO&O [EGG 88-422] adopted Dec. 22 by Commission.)

■ Pueblo, CO. Denied application to assign construction permit for unbuilt TV station KPCS channel 32, Pueblo, from TVUSA-Pueblo, Ltd. to Sangre de Cristo Communications Inc. and application to modify CP of KPCS filed by Sangre. (By MO&O [DA 88-2068] adopted Dec. 30 by Chief, Mass Media Bureau.)

■ Breau Bridge, LA. Granted J.B.C., Inc.'s application for new FM station on channel 243A (96.5 mhz) at Breau Bridge, provided William D. Jackson divests his interests in WBAD and WESY at Leland, MS, prior to beginning operation with program test authority; denied competing applications of Breau Bridge Broadcasters, L.P. and Aichafalaya Broadcasting Company Inc. (MM docket 87-371 by ID [FCC 89D-1] issued Jan. 3 by Administrative Law Judge Edward J. Kuhlmann.)

■ Mountlake Terrace, WA. Revoked license of KZZU(AM) Mountlake Terrace, WA, licensed to Radio Broadcasting Company. (MM docket 88-107 by Order of Revocation [EGG 88-397] adopted Dec. 6 by Commission.)

By Review Board on Dates Shown:

■ San Diego, CA (Catherine Juanita Henry, et al.) FM proceeding. Granted request by Triple Bogey Broadcasting to amend its application to substitute KIFM Broadcasting L.P.; approved settlement agreements and granted application of KIFM Broadcasting L.P. for new FM station at San Diego; and dismissed following applications: 1) Catherine Juanita Henry; 2) Harbor Communications, California Limited Partnership; 3) American Media Group, L.P.; 4) Durden Broadcasting Co.; 5) Simpson Communications, Ltd., L.P.; 6) San Diego Comtrends Inc.; 7) Echeverria Broadcasting Corporation; 8) Amigos De San Diego, California L.P.; 9) New Sounds of San Diego Inc.; 10) San Diego Broadcasting, California L.P.; 11) San Ysidro Communications, L.P.; 12) Vista Grande Broadcasting, California L.P.; 13) Diane Oseguera; 14) Soledad Broadcasting Company; 15) Maria Elena Laso Bradley; and, 16) Representative Media L.P. (By MO&O, Dec. 8) (MM docket 85-140).

■ Katy, TX (Victory Media Inc. and Johnson Broadcasting Inc.) TV proceeding. Approved settlement agreement and dismissed application of Victory Media Inc.; and granted application of Johnson Broadcasting, Inc. for new TV station at Katy. (By order, Dec. 22) (MM dockets 84-1033-34).

■ Nacogdoches, TX. Dismissed petition by East Texas Television Network Inc., for reconsideration of staff action cancelling its CP for KLN(LTV). (By order [FCC 88-408] adopted Dec. 12 by Commission.)

By chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Winton, CA (Winton Broadcasting Company and TGR Broadcasting Inc.) FM proceeding. Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for March 14 and hearing for May 30. (By order, Dec. 22) (MM docket 88-553).

■ Englewood, FL (Sarasota-Charlotte Broadcasting Corp.,

et al.) FM proceeding. Designated ALJ Walter C. Miller to preside in proceeding. Schedule prehearing conference for March 16 and hearing for May 8. (By order, Dec. 16) (MM docket 88-538).

■ Frankfort, NY (Broadcast Facilities Corporation, et al.) FM proceeding. Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Feb. 22 and hearing for March 24. (By order, Dec. 22) (MM docket 88-547).

■ Blountville and Bristol, TN (Blountville Education Association Inc., and Family Stations Inc.) ED-FM proceeding. Designated ALJ Edward Lutton to preside in proceeding. Scheduled prehearing conference for Feb. 23 and hearing for March 27. (By order, Dec. 22) (MM docket 88-564).

■ Chase City, VA (West Mechenburg Broadcasting Inc., and Patricia B. Wagstaff) FM proceeding. Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Feb. 22 and hearing for March 24. (By order, Dec. 22) (MM docket 88-546).

By deputy chief ALJ James F. Tierney on dates shown:

■ Laurel, DE and Falmouth, VA (Gwendolyn Gladys Evans and Radio 1170) AM proceeding. Approved settlement agreement and granted amended application of Gwendolyn Gladys Evans for new AM station at Laurel, DE; and granted amended application of Radio 1170 for new AM station at Falmouth, VA; and terminated proceeding. (By MO&O, Dec. 21) (MM docket 88-340).

■

■ Peoria, IL (Peoria Broadcasting Company and Peoria Broadcasting Services Inc.) TV proceeding. Granted request for summary decision by Peoria Broadcasting Services and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice application of Peoria Broadcasting Company; granted application of Peoria Broadcasting Services for new UHF television station on channel 59 at Peoria; and terminated proceeding. (By MO&O, Dec. 15) (MM docket 88-381).

By ALJ Joseph Chachkin on dates shown:

■ Greenwood, IN (Sanders Broadcasting Company L.P., et al.) FM proceeding. Dismissed with prejudice application of Julia M. Carson for failure to prosecute. (By order, Dec. 14) (MM docket 88-468).

■ Goodlettsville, TN (Goodlettsville Broadcasting Co., et al.) FM proceeding. By separate orders, granted requests by Innovative Broadcasting Inc., and Masterpeace Music and dismissed their applications with prejudice; dismissed with prejudice following applications for failure to prosecute: Mr. Toni E. Plummer; H. Randolph Holder, Jr. and Betty C. Holder; Radio Goodlettsville, Inc.; Geri Taczak; and Hartke Communications, Corp. (By orders, Dec. 15, Dec. 20 and Dec. 22) (MM docket 88-487).

■ Lebanon, VA (W.B. Moore Jr., et al.) FM proceeding. Approved settlement agreement between W.B. Moore Jr. and Yearly Broadcasting Inc. and dismissed Moore's application with prejudice. (By MO&O, Dec. 13) (MM docket 88-211).

By ALJ John M. Frysiak on dates shown:

■ Anchorage, AK (Echonet Corporation and Alaska 33 Inc.) TV proceeding. Granted request for summary decision by Echonet Corporation and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice application of Alaska 33 Inc.; granted application of Echonet Corporation for new UHF television station on channel 33Z at Anchorage; and terminated proceeding. (By MO&O, Dec. 21) (MM docket 88-288).

■ Taos, NM (Illini Broadcasting Inc., and Taos County Radio) FM proceeding. Approved settlement agreement and dismissed with prejudice application of Illini Broadcasting; granted application of Taos County Radio for new FM station on channel 260A (99.9 mhz) at Taos; and terminated proceeding. (By MO&O, Dec. 9) (MM docket 88-482).

By ALJ Joseph P. Gonzalez on dates shown:

■ Lowell, AR (Image Broadcasting Inc., et al.) FM proceeding. Memorialized dismissal of applications of Eklund-Walker Communications and Jones Communications for failure to prosecute. (By order, Dec. 28) (MM docket 88-477).

■ Columbia, LA (Woods Communications Group Inc., et al.) TV proceeding. Granted request for summary decision by Woods Communications Group and resolved shortspacing issue in its favor. (By MO&O, Dec. 27) (MM docket 88-183).

By ALJ Edward J. Kuhlmann on dates shown:

■ Laurel, DE (Dennis N. O'Neal and M Corps Inc.) FM proceeding. Approved settlement agreement and dismissed with prejudice application of M Corps Inc.; granted application of Dennis N. O'Neal for new FM station on channel

237A (95.3 mhz) at Laurel; and terminated proceeding. (By MO&O, Dec. 20) (MM docket 88-478).

■ Utica, NY (Telecommunications Network Inc., et al.) FM proceeding. Granted request by Don H. Barden and dismissed with prejudice applications of Welden, Breevoort, Hickman, Inc. and Deborah H. Lanava for failure to prosecute. (By MO&O, Dec. 14) (MM docket 88-447).

■ Vestal, NY (Mary C. Murray, et al.) FM proceeding. Approved settlement agreements and dismissed with prejudice applications of Mary C. Murray, Carol A. Morgan, and KRB Associates; granted application of David G. Mitchell for new FM station on channel 277A (103.3 mhz) at Vestal; and terminated proceeding. (By MO&O, Dec. 16) (MM docket 88-224).

By ALJ Edward Lutton on dates shown:

■ Troy, OH (Coffey Broadcasting, L.P., et al.) FM proceeding. Approved settlement agreement between Coffey Broadcasting, L.P., and Don H. Barden and dismissed Barden's application with prejudice; approved settlements among Coffey Broadcasting, John E. Morris and Lawrence R. Baker and dismissed with prejudice application of Morris and Baker; granted Coffey's request to amend its application to substitute WTRJ Broadcasting Inc. as applicant; granted application of WTRJ Broadcasting for new FM station on channel 245A (96.9 mhz) at Troy; and terminated proceeding. (By MO&O, Dec. 15) (MM docket 87-172).

■ Windsor, VA (J&C Broadcasting Company, et al.) FM proceeding. Granted request by J&C Broadcasting Co. and dismissed its application with prejudice. (By order, Dec. 22) (MM docket 88-399).

By ALJ Walter C. Miller on dates shown:

■ Mableton, GA (Mableton Broadcasting Co., et al.) FM proceeding. Granted request by Carter Communications L.P. and dismissed its application with prejudice. (By order, Dec. 21) (MM docket 88-400).

■ St. Louis, MO (Viacom Broadcasting of Missouri Inc. [KMOV(TV)] and Mark L. Wodlinger) TV proceeding. Approved settlement agreement between Viacom Broadcasting of Missouri and Mark L. Wodlinger and dismissed Wodlinger's application with prejudice; granted Viacom's application to renew its license for KMOV(TV) channel 4, at St. Louis; and terminated proceeding. (By MO&O, Dec. 16) (MM docket 88-170).

Allocations

■ Comanche, OK. At request of Harold E. Cochran, proposed substituting channel 245C2 (96.9 mhz) for channel 244A (96.7 mhz) at Comanche and modifying license of KDDQ to specify operation on higher powered channel. Comments due Feb. 27, replies March 14. (MM docket 88-587 by NPRM [DA 88-1973] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ The Dalles, OR. At request of Nugent Broadcasting Corporation, proposed substituting channel 249C2 (97.7 mhz) for channel 249A at Dalles and modifying license of KACI(FM) to specify operation on higher powered channel. Comments due Feb. 27, replies March 14. (MM docket 88-588 by NPRM [DA 88-1974] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ Ravenel and Barnwell, SC. At request of Coastal Broadcasting, Inc., proposed substituting channel 269C2 (101.7 mhz) for channel 269A at Ravenel; substituting channel 256A (99.1 mhz) for channel 269A at Barnwell; modifying license of WMGL(FM) to specify operation on channel 269C2; modifying license of WBAW(FM) to specify operation on channel 256A; and issued order to show cause why WBAW(FM)'s license should not be modified to specify operation on channel 256A. Comments due Feb. 27, replies March 14. (MM docket 88-590 by NPRM and order to Show Cause [DA 88-1976] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ Lawrenceburg, TN. Effective Feb. 21, amended FM table by allotting channel 248A (97.5 mhz) to Lawrenceburg, as its second local FM service. Filing window opens Feb. 22, closes March 24. (MM docket 88-175 by R&O [DA 88-1971] adopted Nov. 30 by deputy chief, Policy and Rules Division).

■ Cabool, Eldon and Mountain Grove, MO. Effective Feb. 27, substituted channel 224C2 (92.7 mhz) for channel 224A at Eldon and modified license for KLDN(FM) accordingly; substituted channel 293A (106.5 mhz) at Mountain Grove, modified license for KRRI accordingly; and substituted channel 251A (98.1 mhz) for channel 292A (106.3 mhz) at Cabool and modified that license for KVVC accordingly. (MM docket 86-410 by Second R&O [DA 88-2019] adopted Nov. 30 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

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RADIO

HELP WANTED MANAGEMENT

General manager: New FM in small mid Michigan market. A great opportunity to develop, from ground up, a new property in a market that desires its own station. The successful applicant will have a strong sales background with a proven record and small market experience; he or she will receive good compensation, and work with a financially strong and capable owner. AVCI, Box 650, Pigeon, MI 48755. EOE.

General manager: KWMU-FM, St. Louis, MO: Seeking general manager for National Public Radio member station providing news, classical, and jazz programming from campus of the University of Missouri-St. Louis to metropolitan area of 2.5 million, to provide leadership for a full-time professional staff of 20 and 20 qualified students. Responsibilities include budget and financial management, fundraising and development, primary liaison to campus and community. Reports to Dean of College of Arts and Sciences. Qualifications: Bachelor's degree required. Master's degree preferred. Proven senior management and development experience. Ability to work with students, friends board, and community advisory board. Salary: Negotiable and competitive. Deadline: February 15, 1989. Send cover letter, resume and three letters of references to Prof. Lance T. LeLoup, Chair, Search Committee, c/o Human Resources, University of Missouri-St. Louis, 8001 Natural Bridge Rd., St. Louis, MO 63121. Equal opportunity employer.

Sunshine Group Broadcasting, one of the fastest growing broadcast groups in New England, requires a general sales manager for WFEA/WZID in Manchester, New Hampshire to bring its well-seasoned and professional combo sales staff to new heights. An excellent compensation package is offered for your achievements. Send your resume and tell me why you should be considered to: General Manager, Box A-19. EOE, M/F.

Sales manager. #1 CHR seeks leader/trainer for seven person staff. Strong sales background a must. Would like to talk at RAB in Dallas. Send resume to Bart Brandmiller, WKLO, 60 Monroe Center, Grand Rapids, MI 49503. EOE.

Station manager for GREAT small/medium market AM/FM combo in Saratoga Springs (near Albany), NY. Duties include full station management and sales. Must have strong sales background and ability to budget and meet monthly station goals. The right person will be rewarded based on station performance. Those with the right stuff and interested in earning an equity position submit letter, resume and references to Howard M. Ginsberg, WKAJ/WQQY, 12 Beech St., Essex Junction, VT 05452. EOE.

Sales manager with opportunity to move up to G.M.: Group broadcaster, expansion minded. Upper Midwest in 100,000 pop. family community near major. Our AM/FM stations are top two local stations in market. Competition minimum. We need experienced sales executive to motivate and organize staff of six A.E.'s. Should be heavy on training, organization, pay planning, station revenue goals, sales presentations. We need a top person and are willing to let him/her run the show. Box A-46. EOE.

Local sales manager: Top 10 market. Looking for individual with strong local sales management history to lead a staff of 8-10. Experience in sales training and maximizing revenue a must. Resume to Fran Epstein, KRBE/KKZR Radio, 9801 Westheimer, Houston, TX 77042. No phone calls please. EOE.

Spanish AM needs GSM. Prefer bilingual. Must have strong sales background with proven record. EOE. Send resume with salary history to KBOR-AM, Box 3407, Brownsville, TX 78523.

GM/GSM needed soon for terrific small market combo in N. II. Need ability to organize, train and motivate sales and programming staffs to higher levels. New, rapidly growing company with great opportunity. Letter with career/salary history to Box A-28. EOE.

HELP WANTED SALES

Co-op specialist/service director. Take charge of established co-op department with national reputation. Must be detail-driven, organized, self-starter. Retail/sales background with computer skills preferred. Send resume to J McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

WNTX - Oldies 96/Cape Cod, Massachusetts, is seeking self motivated account executives. If qualified, earn big \$\$\$\$. Call Larry Dehaan, General Manager, 508-420-0800. EOE.

Ski at the ski capitol of the East - Killington & live a great life in Vermont. Sales position available at the #1 Birch & #1 ARB stations. Salary plus commission plus benefits. Contact D. Vaughan - WSYB & WRUT, P.O. Box 249, Rutland, VT 05701. EOE.

Major market opportunity in sunny Tampa Bay, Florida. You must have successful radio sales experience with emphasis on new business development. Send resume & compensation requirements to: Randy Braun, GSM, WNLW/WHBO, 51 S. Main Ave., Clearwater, FL 34625. EOE.

Director of co-op and vendor programs: WHRK/WDIA Memphis is looking for a qualified individual with experience in selling co-op and/or vendor support programs. Previous radio, TV, or print experience necessary. The director will be responsible for a new business development department, and will require excellent selling, communication, and organization skills, as well as strong oral presentation skills. Salary plus commission and company benefits. EEO encouraged. No calls; send resume and salary history to Ernest Jackson, Jr., WHRK/WDIA, 112 Union Ave., Memphis, TN 38103.

Denver: Group owned Christian radio station in Denver looking for experienced, aggressive sales rep. Must have proven track record of success in new business development and selling both rated and non-rated stations. If you are a self-starting achiever, send resume to: Mortenson Broadcasting Company, 333 West Vine St., Suite 200, Lexington, KY 40507, and let's talk. EOE.

Broadcast marketing rep: Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales, news and/or cable is required. Position involves extensive travel. Resumes, references and salary requirements to Box A-63. EOE.

HELP WANTED ANNOUNCERS

KLMS, Lincoln's original Oldies station is searching for a talented morning show host. You must be topical, entertaining, and a team player. Your duties would include being a program/promotion assistant, and you will earn \$18K per year. You must be familiar with 50s, 60s, and 70s music. Please send cassette and resume to: Brent Alberts, Operations Manager, KLMS Radio, 1540 S 70th St., #200, Lincoln, NE 68506. EOE.

Mid Atlantic Full Service AM needs program director. Great opportunity, good pay and great place to work. Job includes air work, supervision of air staff and production. Send resume and tape to General Manager, P.O. Box 8152, Newark, DE 19711. EOE.

Operations managers, prefer a couple, to operate day-timer in Chattanooga. Living accommodations, utilities and many other benefits. 615-756-7635. EOE.

HELP WANTED TECHNICAL

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.

Beasley Broadcast Group, one of the fastest growing radio groups in America, is currently accepting resumes for current and future engineering positions. We are looking for people experienced in high power FM, AM directional, and studio systems. If you are maintenance minded, have the ability to design and construct state of the art facilities, and possess good communication skills, send your resume in confidence to: Kevin McNamara, Director of Engineering, Beasley Broadcast Group, Box 2097, Naples, FL 33940. EOE M/F.

Chief engineer for Shamrock Communications, Orlando FM. Applicant should have strong management skills and SBE certification. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Ave., Milwaukee, WI, 53203. EOE.

WNTX-FM/Cape Cod, Massachusetts, seeks chief engineer. New facility. Resume to: Chris Boles, WNTX, 770A Main St., Osterville, MA 02655. EOE.

Enjoy the good life & come to Vermont!!! Wanted - experienced engineer. Contact Dick Vaughan, WSYB & WRUT, P.O. Box 249, Rutland, VT 05701. Phone - 802-775-5597. EOE.

Chief engineer is needed for a Florida radio station. Must have a solid technical educational background plus a minimum of 5 years experience at both the studio and transmitter. Good communications skills, a must. Salary based on education and experience. Competitive benefits. EOE. Send resume to Box A-58.

Rigger wanted to work on TV, AM-FM tower and antenna systems. If you have the experience and can manage your own crew, we should talk. Major dollars! Call Jim Tiner, 214-891-0555. EOE.

HELP WANTED NEWS

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.

Entry-level radio newperson for medium market news leader. Smaller market experience or educational background in journalism essential. Minority applicants are urged to apply. Send tape and resume to Jeff Thompson, WFNC, P.O. Box 35297, Fayetteville, NC 28303. EOE.

Afternoon anchor/reporter for Newstalk A.M. and top-rated F.M. sister. Good writing and delivery necessary. Resume, tape and writing samples to Jim Beasley, News Director, WGW/WSKZ, Box 11202, Chattanooga, TN 37401. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Fast growing FM radio station in dynamic Southeastern market is accepting applications for the following positions: 1. PROGRAM DIRECTOR: proven winning track record required. 2. AIR PERSONALITIES: full and part time, 2 years minimum experience required. 3. ACCOUNT EXECUTIVES: college degree and previous sales experience preferred. Send resumes to: 3100 Smoketree Court, Suite 709, Raleigh, NC 27604. EOE/M/F/V/H.

SITUATIONS WANTED MANAGEMENT

Currently employed manager searching for a new challenge. Experience includes all facets of management from sales, promotion, community involvement, programming, 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.

General manager/street selling sales manager. 20 years experience. Available immediately. Box 446, Seymour, TX 76380.

General manager - An unusual situation, you've probably read about it, makes me available now! History of sales, profit, turnaround, programming successes. Seeks long term association. All market sizes considered. Box A-42.

Broadcast executive seeking a return to RADIO. Over 35 years experience including ownership, management, sales management, promotion, etc. Seeking work in a Western city. Size is not important, opportunity is. Currently self-employed in allied business. Howard Fisher, 5555 Canyon Crest, #4C, Riverside, CA 92507. 714-781-0201 or 781-9858.

General manager/radio. Turnaround specialist, middle size market. Strong research, rep, organizational, systems specialist. Young talented, professional and polished, Southeast or Northeast preferred. Box A-47.

14 year veteran: On mission to apply management, marketing and sales experience of large and medium markets to an opportunity of marketing support, general or sales management. Extensive training, background. Well developed people skills, take charge leadership, street savvy. Call 415-697-7683 for meeting at RAB/MSO or reply to: Box A-59.

Highly qualified management team seeks management contract/equity position with quality investor. Box P-28.

Managed two small town Nebraska FM's to modest increases. Career includes all areas in small market stations. I have much to offer. Versatile. Nebraska, Iowa, nearby states preferred. Box A-66.

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.

SITUATION WANTED SALES

Not getting enough direct business? VP/GM with fully documented direct sales record wants to relocate to Florida and sell. Serious inquiries only! 512-490-4771.

SITUATIONS WANTED ANNOUNCERS

Tools...Talent...Desire: Dynamic announcer/production animal. Experienced morning host & news man. Seeking Northeast gig with room to grow. Chris Dowd, 305-296-3574.

Versatile Country announcer with 4 years experience in news & production. Start immediately. Dave - 303-278-0106.

Multi-talented V/O announcer on camera talent with 100 plus straight, character, celebrity & cartoon voices and faces with excellent references, wishes to move on to bigger opportunity. Creative writing abilities and strong sales background. Mel Blanc called my voices "GREAT!". I require significant opportunity. Send for T & R. Box A-41.

Announcer - warm, capable, dependable. 30 years experience. Any market considered. Oldies format preferred. Ed Muscare, Box 1162, Orlando, FL 32802.

Attention: General managers and program directors in top 40 markets and Florida. Top-rated Sportstalk host with number one nighttime program in major market ADI seeks new challenges to boost ratings. Box A-37.

Florida. MOR/Big Band announcer. Responsible professional. Best references. Steve May. 407-626-9024.

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.

Wanted: Work for a bright, energetic reporter. Prefer Upper Midwest (Wisconsin, Illinois, Michigan, Minnesota.) Tape, resume available. George Cloyd, 608-249-9037 after 5:30 PM CT.

Multi-talented newscaster seeks challenging position in Rocky Mountain region medium market. Please call Bruce Charles at 913-381-1512.

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.

MISCELLANEOUS

Look out, Jack and Vanna. Here's radio's letter guessing game. Word For Word. 4743 South 575 West, Riverdale, UT 84405.

Executive search: Radio, TV and cable. General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP., Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Avenue, Suite 1206, New York, NY 10017. Tel: 212-557-5252, FAX: 212-557-5704.

Troubled AM? Need programing to generate sales? Need sales to make bucks? Call Ray Mineo. 800-321-2349.

CONSULTANTS

Valuations/appraisals - Fair market valuations and appraisals for radio, television, CATV. Sample reports available. Media Valuations. 1-800-MEDIA-90.

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Karen Trenchard. 303-781-6618.

Is your AM down and out? Make \$ with great programming and good street wise sales programs. Call Crawford Clark. 816-741-3622.

PLEASE NOTE:

When answering a Blind Box ad,
DO NOT send tapes.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager. Market-leading, Southeastern CBS affiliate (100+) seeks experienced, hard-working, take-charge, conceptually-creative self-starter. Proven ability to write, shoot and post-produce required. EOE. Box A-49.

Program director/operations manager: 40th ADI, Mid-South's leading independent has immediate opening for independent experienced program director with strong operational background. Send resume or call General Manager, Kent Lillie, WPTY-TV, 2225 Union Ave., Memphis, TN 38104, 901-278-2424. 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-57. Replies held in strict confidence. EOE.

Program director: Network affiliate - Top 50 attractive SE market. Exciting opportunity for aggressive, creative individual with minimum of 5 years experience. Must be strong in on-air promotion, print, outdoor, multi-media buying and overall station image promotion. Reply with salary requirements to: Box A-56. EOE.

Promotion manager's dream come true: KTVT, Channel 11, 8th market, largest independent in the Southwest has an opening for promotion manager. Minimum two years experience required; must be creative, able to manage promotion department, work closely with ad agency, be knowledgeable of sports and movie production, and able to manage promotion budget. Come and let KTVT make your dream come true! Gaylord Broadcasting Co. EOE. M/F. Please contact Ed Cuellar, Business Manager/Personnel Manager at 817-451-1111 during business hours.

HELP WANTED SALES

Account executive: Join the Midwest's hottest Fox affiliate. WYZZ-TV has experienced tremendous growth in viewership and local sales. We need a pro to keep the trend going in the right direction. At least one year of direct and agency experience necessary. Accounts are ready. EOE. Call collect: 309-662-4373.

National sales manager for aggressive top 40 CBS affiliate. 2-3 years experience in national sales. Resume to Mike Brunette, GSM, WWMT, 590 W. Maple St., Kalamazoo, MI 49008. EOE.

Broadcast marketing rep: Top company serving broadcast industry seeks marketing representative for multi-state region. Experience in broadcast sales, news and/or references and salary requirements to Box A-70. EOE.

HELP WANTED TECHNICAL

Chyron graphic artist needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, and 4. Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

Post production maintenance person: F&F Productions, Inc. is looking for someone to fill an immediate opening in our post production department. If you are up to the challenge of maintaining our two edit suites, studio, and animation equipment - we want you. We require 3-5 years digital and solid state background, with an emphasis on broadcast equipment maintenance and post production techniques. Please send resume and salary requirements to: Bill McKechney, Director of Engineering, F&F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE, M/F.

TV transmitter maintenance engineer: Fox Television, WFTX, Boston is seeking a qualified transmitter engineer with strong background in RF. Previous experience with RCA-TTU110 UHF transmitter and studio equipment preferred. FCC lic. or SBE certification required. Send resume/references to: Moses Primo, CE, WFTX-TV, 100 2nd Ave., Needham, MA 02194. Equal opportunity employer.

E.I.C. St. Louis based mobile production facility seeks experienced engineer for new 48' remote truck. Contact David Houseman, 314-968-7220.

MTCE ENGR. Need engr to maintain 300/Kscope, Digital FX200, 141 post prod., Harris 9100 AM-FM-TV remote control, ACR's, VPR-2's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMMI Lic. or SBE Certificate. Contact John Weigand, KFMB, AM-FM-TV, P.O. Box 85888, San Diego, CA 92138. EOE.

Artist - Keyline/paste-up and stat camera operation. Computer and typesetting skills a plus. Art degree or equivalent preferred. Send resume to Don Bowman, WGBO-TV, 875 N. Michigan Ave., #3141, Chicago, IL 60611. No telephone calls, please. EOE, M/F.

Master control operator - General knowledge of electronics required. Duties include satellite recordings, video switching, operation of VCR and one-inch VTR, transmitter responsibilities, etc. Starting salary \$350 wk. We are an equal opportunity and affirmative action employer and encourage applicants regardless of race, color, creed, religion, national origin or sex. Send resume to WTKK-TV, Dept. D, Box 3150, Manassas, VA 22110.

HELP WANTED NEWS

NIWS graphics artist: Graphics department looking for news illustrator/Paintbox artist. Responsibilities include: Conceptualization and illustration of inputs, Paintbox operation, execution of motion graphics, interface with art director, news producers. Must meet deadlines. Junction well under pressure. Local station experience in news, electronic graphics required. College degree, art background preferred. Submit letter and resume to: Attn: Judy Solomon, NIWS, 5432 W. 102nd St., Los Angeles, CA 90045. EOE.

Reporter/anchor: 2 years experience. Send tapes & resumes to KIMO-TV, 2700 E. Tudor Rd., Anchorage, AK 99507. No calls. EOE.

On-air talent - WTVM, Channel 9, in Columbus, Georgia, is seeking co-host for daily noon-day show, trained voice for commercials and moderator for public affairs program. Opportunity for producing specials and projects. Number one station in 115th market. Send resume and tape to W. Carroll Ward, WTVM, P.O. Box 1848, Columbus, GA 31902. Equal opportunity employer.

News producer. Top 50 network affiliate in the South looking for experienced news producer. Must have strong writing and people skills plus live experience. EOE. Send resume to Box A-27.

Talk show host(ess) and co-anchor. Small market, top-rated Texas affiliate seeks morning talk show host(ess) and mid-day co-anchor. Desire candidates with at least 3 years of reporting, anchor and/or related experience, degree and good on-air presence. Excellent compensation package. Send resume and tape to News Director, KLST-TV, 2900 Armstrong, San Angelo, TX 76903. EOE.

Sports anchor: South Bend, ABC affiliate home of Notre Dame and Hoosier hoops hysteria. Mature, authoritative sports journalist with minimum two years sports anchor experience. Resume and tape with stamped return envelope to Morrie Goodman, News Director, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

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.

Sports director/anchor: 6 & 10 weeknights. Reporting required. Minimum 2 years experience. Send tapes and resumes to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

WOWL-TV in Florence, Alabama is seeking two general assistant reporters. Send tapes and resume to Jay Hurt News Director, WOWL-TV, 840 Cypress Mill Rd., Florence AL 35630. EOE.

Interesting anchor possibility. Dominant news operation in one of the nation's fastest growing and most interesting cities. This opportunity is only for those who are committed to a long term involvement with us. Box A-61. EOE.

WFSB-TV, a Post Newsweek station in Hartford is looking for a news producer/interview booker for #1 5:00 newscast. The person we seek is an aggressive booker who can deliver the interviews that are on the cutting edge. The candidate must have strong news judgement as well as wide ranging interests and top-notch people skills. If you have a strong journalistic background, experience in booking guests, and know how to manage and lead please send your resume to Deborah Johnson, Executive Producer, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Executive producer. If you're the best producer in your shop; if you are a wiz with the bells and whistles; if you know what people need and want inside as well as outside the shop; and want to earn your stripes as an executive producer, this is your chance. Send your resume, your tape and a few paragraphs about what you think news should be to News Director, WJKS, 9117 Hogan Rd., Jacksonville, FL 32216. WJKS is an equal opportunity employer.

"Beach Blanket Bingo" paradise! Seeking primary news anchor/reporter, upbeat weathercaster, creative videographer/editor, and versatile sportscaster with play-by-play capabilities. Rush non-returnable VHS samples: P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Anchor wanted with strong writing and reporting skills. Ability to produce is a plus. Send letter and resume to Box A-65. Equal opportunity employer.

Wanted: Sports personality, a master at clever repartee and the unique writing ability to turn a phrase. Must have strong anchor skills, and experience. EOE. Box A-64.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Tape library supervisor for Independent TV station in Southwest. Experienced in tape/film editing, ordering, shipping & receiving, usage reports, and personnel supervision & training. Send resume including references and salary required to Box A-35.

Videotape editors needed for staff and freelance positions with Philadelphia area production facility. GVG switchers, CMX, Mirage, DVE, Chyron, Dubner paint system, etc. Must be experienced and have quality reputation. Send resume including salary/rate desired to Box A-32. EOE.

We've got the reporters, we've got the anchors, we've got the latest tools including an SNG truck. We need more producers who are good journalists. Send tape and writing samples to: Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Production manager for Northeast VHF. Busy production department needs creative, organized leader, knowledgeable in production of creative commercials, promotions and public service. Hands-on experience preferred. We have "the tools" and the staff. We need someone who can lead. Excellent salary and benefit pkg. Join a winner. EOE. Box A-31.

WTNH-8 (New Haven/Hartford) is looking for a creative services director. Must have 3-5 years previous management experience with emphasis on news promotion. Send resumes (no telephone calls) to: Lew Freilich, Vice President and General Manager, WTNH-8, 8 Elm St., New Haven, CT 06510. Equal opportunity employer.

Associate producer—WIPB-TV has an opening for a creative individual to assist in the production of high quality, imaginative video pieces for corporate clients. BS degree or equivalent in telecommunication or related field plus up to 1 year shooting and editing experience required. Starting salary to \$18,048. Application deadline 2/3/89. Send letter of application, resume and copy of college transcripts to: Human Resources, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

News promotion producer—If you have strong writing and conceptualization skills, two years experience, and want to work in a creative, competitive environment then send a resume and sample reel to Ron Gates, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

Promotion director: Amarillo's #1 affiliate is seeking an enthusiastic and aggressive person to handle all promotion as a one person department. Must be creative, well organized, have excellent writing skills and be strong in news promotion. Minimum 2 years experience preferred. Send resume and tape to: Mac Douglas, Program/Operations Manager, KVII-TV, One Broadcast Center, Amarillo, TX 79101-4328. EOE.

Production equipment coordinator: Candidates must have 2+ years experience in industrial or commercial production. The position requires an energetic person to coordinate equipment use at a high end, full service production facility. Send resumes to: Mobile Images Corporation, Ken Schramm, 21175 Melrose, Southfield, MI 48075. EOE.

Production manager: Immediate opening for this salaried position, terms negotiable, including full benefits package. Minimum requirement of 5 years experience in commercial television production, 3 years in production management preferred. Duties to include supervision of department personnel, coordinating work schedules, budget implementation, and assisting management in equipment recommendation. Deadline for application is February 3, 1989. Send resume to Mike Marshall, WLBT-TV, P.O. Box 934, Bangor, ME 04401. We are an equal opportunity employer.

Kids host: Major market TV station seeking experienced host(ess) for wrap-arounds. Must be kid-oriented, do personal appearances/promotional events. No "clown acts" or "Mr. Rogers" types. Big brother/sister types. Resumes immediately to Box A-60. EOE.

Director. Beautiful city on the ocean. Direct weekend newscasts and fill in for production department personnel. Must be familiar with all aspects of television production and operations. Tape and resume to Charlie Thompson, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE.

Experienced traffic person needed for national cable network based in Hollywood. Columbine experience preferred. Must be knowledgeable in all areas of TV traffic with minimum of 2 years experience. Good starting salary with company benefits. Send resume to: Traffic Dept., Movietime Channel, P.O. Box 37834, Hollywood, CA 90038. EOE.

WNWO-TV is seeking a creative producer for two fast-paced, people-oriented daily newscasts. Strong writing skills a must. Some on-air work possible. Send a non-returnable tape and resume to: George Noleff, News Director, WNWO-TV, 300 S. Byrne Rd., Toledo, OH 43615. Deadline: 2/5/89. WNWO-TV is an equal opportunity employer.

Director—Proven ability to switch fast paced newscasts. Production oriented, CMX experience a plus but not necessary. Must be organized people person with very good technical skills. Southeast top 50 market. EOE. M/F. Send resume to Box A-62.

South Florida, top 20, VHF TV station seeks experienced promotion producer to become part of creative team. Responsible for writing and producing innovative, topical on-air, print and radio advertising for locally produced "Inside Story" program and daily news. Topical news and news series promotion experience preferred. Hands-on, off-line 3/4" editing and strong writing skills required. Submit resume and tape to: WSVN-TV, c/o Personnel Department, 1401 North Bay Causeway, Miami, FL 33141. EOE.

Sun-sational career opportunities! Seeking production manager, sports producer, magazine host(ess), promotion manager, and special projects producer. Show us your stuff on non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

SITUATIONS WANTED MANAGEMENT

Sports pro needed? Looking for new challenges at local station or PR firm. Currently employed at nat'l TV network. Extensive sports production experience. Radio producer for MLB team. Call Ian at 413-734-2475.

General manager. If a change is in need at your station because you need better sales, higher ratings, tighter cost controls, then I know just the person who can solve your problems...Reply Box A-54.

Successful general sales manager with small independent seeking new GSM or GM opportunity. Sixteen years in sales and management with affiliates and independents. Exceptional marketing, organizational, sales development, and training skills. Prefer Florida. Box A-67.

SITUATIONS WANTED NEWS

Sportscaster: Low energy, nothing to look at, loves network feeds, Emmy award loser and good at it 10 years experience. Looking for new challenge. Favorably underwhelmed? Call 804-495-4115.

Meteorologist -- NWA certified. 20+ years in the business. Colorgraphics and Kavours graphics experience. People oriented. Also hosted talk shows and telethons. Available immediately. Call Thomas 317-290-8568 or write Box A-33.

Consumer reporter/troubleshooter - Jerry Strothers has got the scoop on Nintendo games. Persistent ENG, who will always cover his and your "six". 412-244-0815.

Sports photographer/producer seeks new situation. One of the best in the business. Award winner. Betacam experience, plus live ENG and SNG. Ten years in current job. You must have a commitment to sports and a budget. Write now! Box A-55.

Experienced ND with fresh ideas for making newscasts look alive. Good enough is never good enough. Looking for a challenge in small or medium market. 701-235-2597.

Creative, major market news pro seeking challenging opportunity in top 20 market. 10 years experience in news, sports, and innovative features/series. TV talk-host background as well. David 401-431-1161.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Commercial writer/producer/director in low 50's market desires to relocate. Ten years experience. Prefer agency/production house or Independent. Box A-48.

Producer/director/videographer/editor/writer/announcer/corkscrew—yes, the Swiss Army Knife of video! Take advantage of this special offer: Producer for the local cable magazine show voted best in nation, now seeking greater challenges. Outstanding hands-on skills. For a demo tape of what I can do for you, call—203-355-2024.

MISCELLANEOUS

Primo People is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653. EOE.

Career Videos. Help realize your goal of job search success. Let us put together your personalized video resume tape 312-272-2917.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 312-328-3660.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio, television, and film. The RTF Dept. at the Univ. of Southern Mississippi continues to grow in enrollment and is enjoying modernization of facilities and equipment. As a result of growth and change, an instructor or assistant professor is needed to teach courses/supervise lab activities in the Broadcast Journalism emphasis. Applicants should also be able to teach introductory courses in radio and/or TV production. Master's degree required; Ph.D. preferred; professional broadcast news experience desired. Send letter, resume, and three current letters of recommendation by January 31, 1989, to Dr. David H. Golf, Chair, RTF Dept. - USM; Box 5141, Southern Station; Hattiesburg, MS 39406. AA/EOE.

HELP WANTED SALES

Jingles Sales. Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-368-0033.

Radio Jingle Sales. Production company with studio seeks salesperson. Ground floor opportunity for person with energy and connections. Salary, commission, and health benefits. Send resume to S Q Productions, 14741 1/2 Oxnard St., Van Nuys, CA 91411. EOE.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in the Illinois Statehouse pressroom as part of Sangamon State University's one-year MA Public Affairs Reporting Program. Tuition waivers and \$2,640 stipends during internship. Applications due by April 1. Contact Mary Bohlen, PAC 429A, SSU, Springfield, IL 62794-9243. 217-786-6535.

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.

MISCELLANEOUS

Freelance videographers: AMERICAN HEAT will buy quality video of major fire; emergency; emergency medical; and police incidents. Call 1-800-722-2443.

Learn about Australian radio broadcasting; in-depth interviews with Australia's leading broadcasters. Topics include: general overview of the Australian Broadcast system. Australian radio audience measurement, what's hot in Australian radio and more. Send \$9.99 (includes postage and handling) to MG Communications Ltd., 6530 Bella Vista, Rockford, MI 49314.

Feature stories wanted: New weekly T.V. show needs lots of timeless features. Send your non-returnable tape to G.G. Productions, 1330 N.W. 87th Ave., Coral Springs, FL 33071. (3/4 or Beta) Send script and address. Sign off "_____ reporting." We'll pay \$250 if we use it.

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

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. Group workshops Feb. 12 and March 12. 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 Iturbide 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.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

FOR SALE EQUIPMENT

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.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 829D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888.

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.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$4.99 Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video Inc., toll free, 800—238-4300.

Low cost - 1" Sony BVU-1000 with TBC, new heads. This is a top notch basic 1" VTR. Meets new spec. - \$12,000.00. Full 30 day warranty. Call Video Brokers, Inc. 407—851-4595.

Beta Field Record Play VTR - BVU-25's low time, new condition. Full warranty. Call Video Brokers, Inc. 407—851-4595.

Beta BVW-3A Cam/Rec Package - New units - "0" Hours - 3 left. \$15,900.00 with lens, carrying case, tripod plate. 30 day warranty. Call Video Brokers, Inc. 407—851-4595.

Ampex VPR-80's - 9 in stock - Low hours, new heads with TBC-6. Get immediate delivery - On 1" Ampex from Video Brokers. Call Video Brokers, Inc. 407—851-4595.

Sony 1" - In stock - BVH-1100A's with BVT-2000 TBC's - New heads, complete refurb. - 60 day warranty. Call Video Brokers, Inc. 407—851-4595.

Close Outs - Ampex VPR-20 Portable 1" with Colour Stabilizer, AC, battery charger, and batteries - \$5,000.00. VPP-5 (Nagra/Ampex) portable 1" - demo units - with accessories \$10K. Gamer - heavy duty Degansser, list over \$6K - Demo units - \$3,500.00. Call Video Brokers, Inc. 407—851-4595.

Big Switcher 24 Input Ampex 4000 with options - Reduced to \$7.5. Ready to ship. Call Video Brokers, Inc. 407—851-4595.

Grass Valley Switchers - 1600 1x - Loaded including - dual disc drive for E-Mem system - list over \$45 - net \$19,500.00 with warranty. Call Video Brokers, Inc. 407—851-4595.

Ikegami Dual 9" B & W - New - \$500 per pair. Call Video Brokers, Inc. 407—851-4595.

Film chain - New in the crates RCA-TK-29B - with everything; - 16 mm multiplexer, 35mm dual slide projector. Save 75%. Call Video Brokers, Inc. 407—851-4595.

Sony BVU-800's checked and ready for immediate shipment with 30 day warranty. \$7995 00 each. Maze Broadcast. 205—956-2227.

Ampex ACR-25B video cart system. Includes approx. 4 thousand carts, loads of spare parts, plus 2 new heads. All operable when removed at WTTG-TV. Also have ACR-25A. Will sell all or part. Call Maze Broadcast. 205—956-2227.

Grass Valley 1600-7K production switcher. 24 X 3 with standard options. Can be inspected on line. Available March '89. Price negotiable. Maze Broadcast. 205—956-2227.

Ku-band and C-band satellite earth station designed and installed. Megastar 702—386-2844.

BVW-10s, BVW-15s, BVW-20s, BVW-40s. Low prices. RCA TP-66s, Warehouse full, must sell. \$2,500 to \$3,500 each. RCA TK-28 and TK-29 cameras and stands. Call now for your used equipment needs or to list your surplus equipment. Media Concepts. 919—977-3600 or FAX 919—977-7298.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205—322-6666.

Dielectric 4-Port motorized patch panel 3 1/8" for sale. WBRC-TV. 205—322-6666. J. P. Thorn.

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.

360 ft. Truscon guyed solid rod tower. 48 inch face, with lighting, insulators and 60 ft pole. Call Bill Glasser. WHBC, Canton, OH. 216—456-7166.

Broadcast quality videotape - 1" and 3/4" professionally evaluated-guaranteed-introductory prices: 1" 30 min. - \$12.00 1" 60 min. - \$28.00 KCA60 - \$8.50 KCS20 - \$4.00 KCS10 - \$3.00. For quantity discounts, call today. VSI. 1—800—346-4669.

Wave guide - WR1150 rectangular, approximately 1200 foot plus 50 foot horizontal, elbow. Almost new, will work on any channel between channels 42 and 69. Actual cost \$120,000, will sell for \$80,000.00. Call Sudbrink Broadcasting. 1—407—689-0220.

Two IKE 79 EAL, 4 and 5 years old with 14x1 zoom lens with 2x extender, case, anton power supply. Excellent cond Asking \$22,500. ea. Call 617—861-7171; ask for John or David.

Inventory of successful production music library for sale by producer. Proven sales record. Jim Hegarty, 414—248-3707.

RCA TTU-30C 30kw UHF transmitter. Excellent condition, on air today. Midband Klystrons. 1kw-25kW AM/FM transmitters. Jerry. 315—487-2393.

Sony BVP-150 broadcast ENG camera. 3 tube, like new, low hours, composite & Betacam output. \$4300. 305—864-5489.

212-T1 Collins audio board, with books, \$325 plus shipping. 717—838-3668.

RADIO

Help Wanted Management

NEED YOU IMMEDIATELY!

KFIG AM/FM, Fresno, CA looking for talented Station Manager or Sales Manager willing to work up to management responsibility for both stations.

Contact Philip C. Davis at 602—265-0597 or send resume to: 777 East Missouri, Suite 215, Phoenix, AZ 85014.

All inquiries kept in strictest confidence. Equal Opportunity Employer.

CAN YOU LEAD ONE OF THE TOP SALES STAFFS AT INDIANAPOLIS' FASTEST RISING RADIO STATIONS?

WKLR-FM is looking for the right Sales Manager to lead, train and motivate 7 person sales staff at this Classic Oldies station. Currently #3 Adults 25-54. EOE. Send cover letter and resume to:

**Chuck Cunningham, GSM,
WIBC-WKLR,
9292 N. Meridian St.,
Indianapolis, IN 46260.**

Situations Wanted Management

GET ME BACK TO A STATION!

Former VP/Sales at major radio rep firm looking for GM/GSM opportunities in top 50 markets. Over 3 years GSM experience at top billing, top market station. Also LSM, NSM. Will relocate.

BOX A-71

Help Wanted Programing Production & Others

ASSOCIATE PRODUCER (Features)

Radio network is currently seeking an Associate Producer for its Performance Today program. Qualified incumbent must be a college graduate or equivalent, with education in classical music preferred. Considerable radio production experience, with demonstrated background in arts feature production and a working knowledge of classical music a must. Familiarity with major arts organizations in the western part of the country a plus. Please send resume by February 1, 1989 to:

**NATIONAL PUBLIC RADIO
Personnel Department
2025 M Street, NW
Washington, DC 20036
EOE/AA**



KFBK NEWS RADIO 1530



PROGRAM MANAGER

KFBK, Sacramento, one of America's highest rated news/talk radio stations, is seeking a brilliant Program Manager. Your predecessor has just accepted a similar position at KFI. His predecessor is now Program Manager at WBZ. This is the station that fired Morton Downey and replaced him with a guy named Rush Limbaugh who had never done a talk show.

If you're the right person, you should:

Have three or more years as Program Director or News Director in a medium or major market radio station; possess a degree in communications or journalism; be conversant in strategic research and marketing.

If selected you'll live in one of America's fastest growing and most liveable cities. You'll work in an atmosphere conducive to growth with the nation's premier radio company ...Group W.

Send tape and resume to Rick Eytcheson, Vice President & General Manager, KFBK Radio, 1440 Ethan Way, Suite 200, Sacramento, CA 95825. EOE.

Help Wanted Sales

N.C. POWERHOUSE FM

NEEDS ADDITIONAL SALES POWER. LIVE IN CAROLINA'S CAPITAL CITY AND GROW WITH A WINNER. NO BEGINNERS PLEASE. RESUME & THREE REFERENCES TO:

BILL POPE, GSM

WQOK-FM,

P.O. BOX 19068

RALEIGH, NC 27619

EOE

Help Wanted News

WALK FM 97.5 AM 1370

#1 STATION ON LONG ISLAND. #1 NEWS TEAM IN THE MARKET. NEEDS #1 ANCHOR/REPORTER FOR MIDDAY POSITION. MUST BE A TERRIFIC WRITER.

SEND TAPE & RESUME TO SUSAN MURPHY, WALK-FM, P.O. BOX 230, PATCHOGUE, N.Y. 11772. NO CALLS. EOE.

Miscellaneous

NATIONAL WEATHER NETWORKS

Localized on-air radio weathercasts. AMS Seal certified/8 years TV & radio experience - 1988 National Weather Assn. Radio Contributor of the Year. Over 50 radio affiliates on line nationwide.

BARTER/SYNDICATION
EDWARD ST. PE' 1-800-722-9847

NEWS HORIZONS Radio News Consultants

News programming and
Management consulting

Fred Walters
818-506-5793.

TELEVISION

Help Wanted Management

TOP-20 PROMOTION OPPORTUNITIES

Promotion Manager

Aggressive affiliate seeks department manager with proven marketing sense for news and programming. Experienced candidate must demonstrate strong conceptual, writing, production skills and have the ability to motivate/lead staff.

Writer

Responsibilities include writing news updates, teases, headlines and topical news promotion. Important link between news and promotion departments.

Send resume and salary requirements to:

FRANK BIANCUZZO
FRANK N. MAGID ASSOCIATES, INC.
ONE RESEARCH CENTER
MARION, IA 52302
EOE

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:



A.F. ASSOCIATES INC.
100 Stonehurst Court
Northvale, NJ 07647

Help Wanted Programming Production & Others

FORMER NETWORK T.V. NEWS PRODUCER

Sought for a very lucrative (\$75K+) N.Y.C.- or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. You needn't work at our New York, S.F. or Miami offices. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to

PRIMETIME
1221 BRICKELL AVENUE
9TH FLOOR
MIAMI, FL 33131
EOE

Help Wanted News

Show Host

Here's Your Chance To Be A Network Star!



Home Shopping Network hit the screen three years ago as America's first 24-hour-a-day, shop-at-home, discount TV service. Today, we have the largest network of owned and operated broadcast television stations in the country! That's why we're looking for a certain someone who has both the personality and track record to sell our products to our more than 50 million television households.

To qualify for your chance in the spotlight, you should have a successful and proven background selling a wide variety of consumer products, previous on-air experience and excellent communication and presentation skills.

We offer a competitive salary and pay-for-performance incentives. If you're ready for your chance to shine, send your resume, including audition video tape, to: Home Shopping Network, Professional Staffing, Dept. BM/0123, 2501 118th Avenue North, St. Petersburg, FL 33716.

HSN is an equal opportunity employer.



You'll Feel Right At Home With Us.

Help Wanted Technical

FIELD ENGINEER PROFESSIONAL VIDEO PRODUCTS

Broadcast Division of a major video products manufacturer headquartered in New Jersey seeks a Field Engineer to assist its Sales Department based in Ft. Lauderdale Office.

Successful candidates should have a strong working knowledge and minimum two years of "hands-on" experience with Professional Broadcast Video Cameras. Degree preferred but is not essential. Some travel required.

Interested candidates are requested to send resume and salary requirements in confidence to:

Director, Engineering
Ikegami Electronics (U.S.A), Inc.
37 Brook Avenue, Maywood, NJ 07607

Ikegami

Help Wanted Technical Continued

Lab Engineer

Degree (or equivalent training) in electronics or electrical engineering. Experience in broadcast/cable television maintenance. Knowledge of studio production facilities - design & maintenance. Technical/managerial experience a plus. Please call for interview.

Glenn Brown
Cablevision
An Equal Oppty Employer M/F

E.I.C.

Midwest based mobile facility seeks experienced video engineer for new 48' mobile truck

CONTACT:
David Houseman
(314) 968-7220

Situations Wanted Management

GENERAL MANAGER

Are you looking for a change to make better profits? I can bring in the numbers you need through hard work, better sales, higher ratings, and cost controls. If this is what you want, let's talk.

Reply Box A-53

Situations Wanted News

ARE YOU LOOKING FOR...?

1. **Sportscaster**
(full or part-time)
A. Winning Personality
B. Major Market Experience
C. Strong Reporting & Writing
2. **Excellent Show Host**
3. **Outstanding Play-By-Play**
Football / Basketball

"Then call me now!"
(415) 878-0716

ALLIED FIELDS

Help Wanted Management

ASSISTANT GENERAL COUNSEL CELLULAR TELEPHONE COMPANY

Growing non-wireline cellular telephone company seeks an Assistant General Counsel to join Legal Department in Greensboro, NC headquarters.

The ideal candidate will have 2-4 years of experience in corporate, contracts, commercial and transactional practice. Cellular or other communications experience preferred but not required. The successful candidate will report to the General Counsel, and will work with senior executives, landline and cellular carriers.

Good academic credentials and an ability to thrive in a competitive environment required. Salary will be commensurate with experience and ability.

Send resume to: **Richard C. Rowleson, SVP and General Counsel, Vanguard Cellular Systems, Inc., 3101 North Elm St., Suite 300, Greensboro, NC 27408. EOE, M/F.**

Help Wanted Management Continued

GENERAL MANAGER TELEPORT

Creative, aggressive individual sought. Position requires heavy engineering and management experience, with strong skills in data transmission and system design. Duties include providing leadership, creativity and motivation to sales and technical staff. Thorough knowledge of video, voice and data required. Experience in running a small company a must. EOE.

Contact Barbara Lamont
New Orleans Teleport 504-945-4949



PRESIDENT

Radio-Television News Directors Association

The Radio-Television News Directors Association, the largest professional association dedicated to electronic journalism, is seeking an individual with unique qualifications and extensive experience in financial and personnel management to serve as its President and chief operating officer. The person must demonstrate a thorough understanding of RTNDA and its goals and must be capable of leadership in the formulation of the policies, plans and goals established through the board of directors.

1. Applicant must have proven leadership qualities with extensive experience in management, preferably in electronic or print journalism.
2. Applicant must have name recognition and be able to work effectively with national and local leaders of the communications industry.
3. Applicant must be able to work effectively with government officials and federal agencies in Washington, D.C. and elsewhere.
4. Applicant must be an articulate spokesperson and an aggressive advocate for electronic journalism and represent RTNDA principles and positions.
5. Applicant must lead fund-raising efforts for the association and solicit funds and other contributions for the association and the Radio and Television News Directors Foundation.
6. Applicant must be able to relate to and work with the board of directors and RTNDA members.
7. Applicant must be bondable.

Applications should be postmarked no later than February 25, 1989.

The Radio-Television News Directors Association is an equal opportunity employer and encourages applications from minorities and from women.

Send resume, with cover letter outlining qualifications and salary requirements, to:

Bob Priddy, Chairman of the Board
Radio-Television News Directors Association
216 E. McCarty Street
Jefferson City, Missouri 65101

Help Wanted Sales

BUILD A SOLID SALES CAREER WITH THE SOLID-STATE LEADER

The success of LARCAN'S "M" series 100% solid-state VHF TV transmitters has created additional employment opportunities within LDL Communications, Inc. LDL is a member of the LeBLANC GROUP of Companies, providing sales and marketing in the U.S. for LARCAN transmitters, Alan Dick antennas and LeBLANC towers.

Region Sales Manager positions are available in both the Eastern and Central U.S. regions for sales professionals with knowledge of television transmitters and related RF products. Persons are sought with either prior RF equipment sales experience or equivalent RF experience from station engineering management positions.

The LDL Region Sales Manager openings provide a unique opportunity to sell the industry's first and most successful full line of field proven VHF all solid-state transmitters. The products are backed by the LDL user responsive marketing and service team. An attractive compensation package is offered consistent with previous experience and performance. LDL is an equal opportunity employer.

Interested individuals are invited to send resumes to **Charles D. Coyle, Vice President, Transmitter Sales & Marketing, LDL Communications, Inc., 14440 Cherry Lane Court, Suite 201, Laurel, MD 20707. Telephone 301-498-2200.**

LARCAN

Employment Services

10,000 RADIO-TV JOBS

American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back**

Guarantee One week \$7.00 **Special:** Six weeks \$1595. You save over \$20.

AMERICAN RADIO TV JOB MARKET
1553 N. EASTERN Dept F
LAS VEGAS, NEVADA 89101



Public Notice

THE EXECUTIVE COMMITTEE of Public Broadcasting Service

will meet at 9:00 a.m. on February 8, 1989, at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers concerning programming, education services, and other business; reports from board committees, including Budget, Membership and Nominating; Program Advisory Committee appointments; and satellite replacement.

Business Opportunities

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Established Route (For Sale)

Part Time/no experience necessary

Call 1-800-323-1445

For Sale Stations

NOTICE OF PUBLIC SALE MINNEAPOLIS — ST. PAUL UHF STATION WITH SATELLITE

2770 KW ERP circular polarized on 1500 foot tower located in Big Lake, MN. Full studio facilities in leased building located in St. Cloud MN. 107 KW ERP (licensed full power) satellite station with 265 foot tower located in Rochester, MN. Six Farnon microwave systems one microwave lower site one portable microwave system 13 GHz. Also includes a low power translator CP for Austin/Albert Lea MN. Public sale will occur on February 13, 1989. For complete terms, information packet and inspection contact Ronald Jensen at 612-738-7139 or 1197 Kenilworth, Woodbury, MN 55125.

FULLTIME AM

Class IV in Southern market of 100,000+. Strong economy. Exclusive format. Automated. Co-owned with FM. Good potential. For sale two ways. 1) \$75K without building, tower, real estate 2) \$500K with building, tower and valuable real estate.

Principals only
Box A-13

OKLAHOMA

AM-FM Well Equipped
Full Class "C" C.P.
Good Cash Flow Priced
for quick Sale.

\$ 750,000.00

MISSOURI

5,000W AM "A" FM C.P.
\$ 395,000.00
Terms may be available

NEBRASKA

AM-FM WELL EQUIPPED
Multi-Market
\$1,500,000.00

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816-259-2544 816-455-0001

For Sale Stations Continued



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Brokers / consultants to the communications industry

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Full-power, only independent in market.
In 520,000 cable homes.

Buy for negotiated low down payment,
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For details contact:

Melvin L. Stone, Vice President

Kozacko-Horton Company • 1 Canterbury Way
Cape Elizabeth, ME 04107 • (207) 799-8804

FOR SALE

Channel 36 - Charleston, South Carolina CP
for sale or joint venture. Brokers protected.
Call or write David Wagner, Winston Mutual
Bldg., 1225 E. Fifth St., Winston-Salem, NC
27102 (919) 722-0272.

INVESTOR/PARTNER/BUYER 3 TEXAS TV CP's

1 UHF (only indie in mixed market)
1 VHF and 1 LPTV (all in contiguous
sm./med. markets)

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Los Angeles, CA 90049

213-476-9555

FLORIDA PANHANDLE GROWTH MARKET FM/AM \$750,000

Real estate. Dominate stations.
Make this your Florida base.

CONTACT BOX A-45

- AM/FM in east Tenn. \$110,000 positive cash flow
- Good real estate. \$440,000.
- Rhode Island fulltime covering more than 340,000.
- Billing \$300,000. Quick sale for \$420,000
- Class C in large Montana city. \$700,000.



Broadcast Communications Division

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615-756-7635 — 24 Hours

FOR SALE Midwest Class A-FM

Excellent Equipment, could go to Class C-2.
Top station in 50,000+ community. Excellent
owner/operator opportunity!

Call (316) 221-9272

MEDIA, INC.

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Florida growth area.
Profitable & still growing
\$640,000 / terms.

Rick Mitchell
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(In Virginia, call 703-361-6907)

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NC/COMBO

Fulltime AM. Class A FM. 84th market.
Superb facilities. Excellent real estate.
\$850,000.

TELEVISION

Northeast Top 100 market. Independent
UHF. Full Power. \$2.9 million.

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50,000 watts Fulltime. 1570kHz. Night
Skywave booms over Florida and Gulf
area. \$1.2 million.

NC/MAJOR

Daytime AM serving Raleigh, NC
market. Well equipped. Good Real
Estate. \$329,000. Liberal terms.

NE/COMBO

Single station market of 165,000 people.
Excellent physical facilities and real
estate. Sales projected to exceed one
million this year. Growing cash-flow.
\$2,750,000. cash.

SNOWDEN

Associates



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SOLD TO
WALLACE HEUSSER & STEVE MARRIOTT
PRICE: \$940,000

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
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Encino, California 91426
Area Code (818) 986-3201

ATTENTION
FIRST TIME RADIO STATION OWNERS
10,000 Watt AM Kansas City

Low Price - Terms Available
Well-equipped - State-of-the art
Must see - Inspection invited

Contact: Rich Bott, 10841 E. 28th St.
Independence, MO 64052 • 816-252-5050

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IS YOUR
BEST BUY**

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Several AM-FM Combos, fulltime AMs, Class A
and C FMs. Fulltime AM, Major Market.

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Small Market group of AM-FMs

UTAH

Small market AM-FM.

NEW MEXICO

Class C FM

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BROKERS Inc.**

Al Perry (303) 239-6670

Use our practical guidebooks and manuals
to advance your career in the fifth estate

BROADCASTING BOOK DIVISION

Write for a brochure:

Broadcasting Book Division 1705 DeSales Street, N.W. Washington, DC 20036

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

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

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

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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

Howard L. Wood, president, Cencom Cable Associates Inc., St. Louis, named chief executive officer.

Barry Mines, assistant to VP, chief of staff, Cablevision Systems Corp., Woodbury, N.Y., named director of pay per view, Cablevision Systems.

Charles Persing, VP, finance, United Stations Radio Networks, New York, named senior VP and chief financial officer.

Daniel E. Slusser, senior VP and general manager, MCA Inc., Universal City, Calif., named VP.

Theodore J. Cutler, president, CEO and co-founder, Bowers Imaging Technologies, Berkeley, Calif., joins Warner Cable Communications Inc., Dublin, Ohio, as executive VP, Metro Systems and business development. Cutler will assume responsibility for company's Houston, Cincinnati and Milwaukee systems.

Stephen B. Engles, general sales manager, WKFT(TV) Fayetteville, N.C., joins KZKC(TV) Kansas City, Mo., as general manager.

Dale Bennett, executive VP, KSAS-TV Wichita, Kan., named interim general manager.

Will Wright, news director, KRIV(TV) Houston, named VP. Wright will remain news director.

Madison Hodges, director of radio and general manager, noncommercial WFSU-FM and Florida Public Radio Network, Tallahassee, Fla., named interim director, television, and general manager, noncommercial WFSU-TV Tallahassee and WFSG(TV) Panama City, both Florida. Hodges will continue to supervise radio facilities.

Appointments at WWSB(TV) Sarasota, Fla.: **J. Manuel Calvo**, VP, station manager, named executive VP and assistant general manager; **Linda DesMarais**, VP, news and programming, named VP, station manager; **Glen Eklund**, operations manager, named VP, broadcasting operations and production.

William J. Elliott Jr., independent consultant and contractor, joins Strauss Communications as general manager, WELV-AM-FM Ellenville, N.Y.

Gina Maxwell, controller, WOVO-AM-FM Fort Wayne, Ind., named VP of parent, Wayne Broadcasting Corp.

Jim Esposito, general sales manager, WPOP (AM) Hartford and WIOF(FM) Waterbury, both Conn., named station manager. Esposito will continue as general sales manager.

Marketing

Richard A. Goldstein, VP, television, Seltel, New York, joins CBS there as VP, market-



of protocol for the White House and the Department of State in 1974, and was permanent representative to the European Office of the United Nations in Geneva from 1976 to 1977. He also served as Pentagon spokesman, as assistant secretary of Defense for public affairs, from 1981 to 1983.

Britain bound. President George Bush's choice for the prestigious diplomatic post of ambassador to Great Britain is Henry E. Catto, an executive of a major broadcast group with a history of diplomatic service. Catto is vice chairman of H&C Communications, which owns KVOA-TV Tucson, Ariz.; WESH-TV Daytona Beach, Fla.; KCCO-TV Des Moines, Iowa; WTVF(TV) Nashville; KPRC-AM-TV Houston and KSAT-TV San Francisco. H&C is owned by Oveta Culp Hobby (who is married to Catto) and her children, William and Jessica.

Catto founded *Washington Journalism Review* in 1979 and ran it until making a gift of it in June 1987 to the University of Maryland's journalism department. Besides his background in communications, Catto has had a number of diplomatic posts. He was ambassador to El Salvador from 1971 until 1973, served as chief

ing and development, CBS affiliate relations.

Miki Dahlgren, senior director, business affairs, Aaron Spelling Productions, Los Angeles, joins MGM/UA Television Production Group Inc., Culver City, Calif., as executive director, business affairs.

John Figueroa, VP, sales and marketing, Galavision, Los Angeles, basic cable service serving Hispanic community, joins Z Channel, sports and movie cable network, Santa Monica, Calif., in same capacity.

Appointments at Home Shopping Network, St. Petersburg, Fla.: **William L. Doten**, director, marketing, American Television & Communications Corp., Denver, named VP, marketing; **Scott A. Reid**, director, creative services, Storer Communications Inc., Miami, joins Home Shopping Network as VP, creative services.

Arlene Kekalos, senior VP, Corinthian Communications, New York, joins Arts & Enter-

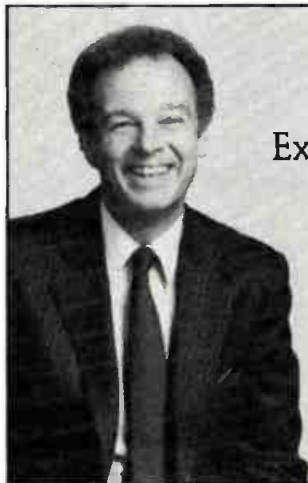
tainment cable network there as account executive.

Marc Rosenberg, account executive, Gillett/Storer Television, Los Angeles, joins Group W Television Sales there in same capacity.

Jack Kraushaar, director, corporate services, Omnicom Group Inc., New York, named chairman and CEO, Blair Advertising and GM DuBois Corp., Rochester, N.Y.

Appointments at All American Television, New York: **Lori Koch** and **Larry Schatz**, station sales executives, named Northern division manager, syndication, and Atlantic division manager, syndication, respectively; **Steve Engelson**, network negotiator, J. Walter Thompson, New York, joins All American Television as sales executive.

F. Scott Conant, VP, director of national sales, Financial News Network, New York, joins Choice Cable Corporation, Cherry Hill,



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The person you describe is the person we'll deliver.

N.J., as VP, sales and marketing.

Jon M. Hennessey, director, sales planning, Phillip Morris Inc., New York, joins Capital Sports Inc., Stamford, Conn.-based sports marketing firm, as VP, business development.



Weiss



Perry

Appointments at Durpetti & Associates: **Michael Weiss**, sales manager, New York office, named regional manager there; **Eric Perry**, sales manager, Philadelphia office, named regional manager there; **Chris Tsitoris**, sales manager, Atlanta, named regional sales manager there.

Appointments at Katz Communications Inc.: **Margaret Tjepkema**, New York manager, Katz Continental Television's East Central station group; **Chris Jordan**, New York manager, Katz Continental Television's East station group; **Carey Moler**, New York manager, Katz Continental Television's West station group; **John Doyle**, manager, Katz Continental Television's silver station group, Chicago, and **Kim Bradley**, manager, Katz Continental Television's Olympic sport group, Chicago, all named divisional VP's.

Programing

Anthony Masucci, VP, movies for television, NBC Entertainment and NBC productions, Burbank, Calif., named senior VP, movies for television and mini-series, NBC Entertainment and NBC productions.

Appointments at 20th Century Fox Film Corp., Los Angeles: **Stephen Friedman**, manager of research, Fox domestic syndication, named director of research, domestic syndication, television division; **Patricia Fitzgerald**, research analyst, Fox domestic syndication, named manager of research; **Jennifer L. Fate**, recent graduate, Stanford University, Stanford, Calif., named manager, strategic and financial planning; **Robert T. Flemming**, VP, business development, named VP, finance and administration, television distribution division.



Chudson

Lucy Chudson, VP, family programming, Home Box Office, New York, joins Arts & Entertainment Cable Network there as director, film and drama programming.

Patricia Wells, director, programming research, New York, joins MCA TV there as research manager,

off-network and features.

Karen Katz, staff producer, Lifetime Television, New York, named program executive.

Burl Hechtman, VP, first-run syndication and home entertainment programming, Motown Productions, Los Angeles, named executive VP, television.

Appointments at National Geographic Society, television division, New York: **Julia Mair**, supervising executive in charge of programming and acquisition, Columbia Television, New York, named director, programming; **Todd Berman**, director, marketing and special projects, named director, marketing and distribution.

Beverly Schuch, business correspondent, CNN, New York, named host, CNN's business program, *Pinnacle*.

Appointments at MTV Networks, New York: **Laurie Goldstein**, director, MTV production management, named VP, production operations; **Mike Dugan**, writer, on-air promotion, named director, series development.

Nancy Glass, co-host, *Evening Magazine*, KYW-TV Philadelphia, named national host, Group W's *This Evening*. Glass will work in both Philadelphia and San Francisco.

Appointments at Management Company Entertainment Group Inc., Los Angeles: **Rick Endelson**, director, finance and accounting, Telepictures, Los Angeles, named production controller; **Tracey Chikahisa**, financial accounting manager, Maxi-Care Health Plans, Los Angeles, named director, financial reporting.

Jane Hirz, producer-director, WKYC-TV Cleveland, and **Greg Stehlin**, program director, WKYC-TV, form Creative Video Marketing Inc., Cleveland-based consulting and production company.

Mark T. Mills, producer, *Chronicle*, news magazine show, WCVB-TV Boston, named executive producer, special projects.

Kelly Womack, administrative and programming assistant, KSAS-TV Wichita, Kan., named program director.



correspondent. **David Ensor**, Rome correspondent, named State Department correspondent. **Walter Rodgers**, Moscow bureau chief and correspondent, named Department of Justice correspondent. **Dennis Trout**, Justice Department correspondent, named general assignment correspondent concentrating on intelligence community and law enforcement. **Jeanne Meserve**, State Department correspondent, named general assignment correspondent. **Jim Laurie**, chief Asia correspondent, named Moscow bureau chief and correspondent. **Rick Inderfurth**, national security correspondent, will also report from Moscow. **Jim Hickey**, Johannesburg correspondent, named Rome correspondent. **Richard Sergay**, producer, Johannesburg, named Johannesburg bureau chief and producer.

News and Public Affairs

Appointments at ABC's *Nightline*: **F.D. Wilkinson**, associate director, ABC News promotion, named producer, New York; **Tracey Day**, associate producer, CNN's *Crossfire*, named booker, New York; **Lori Beecher**, desk assistant, named researcher, Washington; **Scott Willis**, producer, ABC News, London, named producer, New York.

Peter Holland, assistant general manager, Reuters Holdings PLC, London, named chairman of board, Visnews Limited, international television news agency. Previously Reuters was managing director, Reuters Overseas Limited. Reuters is majority shareholder in Visnews. Holland will be based in both New York and London.

Kimberly Safford, foreign correspondent, United Stations Radio Networks, London, named manager/correspondent, European bureau.

Kevin Lynch, editor, *Voice Magazine*, VOA's overseas quarterly report, Washington, named chief, current affairs, Voice of America, Washington. Lynch formerly was editor-in-charge of VOA's features unit. He joined VOA from *National Review* where he was executive editor.

Appointments at Washington Independent News, Washington-based television news bureau: **Steve Phillips**, assignment editor, and **Kevin Conley**, photographer/editor, In Washington/American News Bureau. Washington-based independent television news service, named assignment manager and photographer/editor, respectively; **Phil Shortt**, photographer/editor, named chief photographer; **Nancy Caldwell**, reporter, named bureau chief.

Appointments at News 12 Long Island, New York: **Karen Ryan**, freelance business writer/producer/reporter, ABC News and ABC Radio, named business editor; **Alan Gerstel**, anchor/reporter, named transportation editor;

New Assignments. Appointments at ABC News: **Brit Hume**, national correspondent, named chief White House correspondent. Hume replaces **Sam Donaldson**, who will be a host/correspondent on ABC's still-untitled prime time news hour. **Chris Wallace** will be chief correspondent for show. **Ann Compton**, chief correspondent, House of Representatives, named White House correspondent; Compton will also cover vice-president Dan Quayle. **Lark McCarthy**, general correspondent, will also be White House correspondent. **James Wooten**, national correspondent, named congressional correspondent. **Sheilah Kast**, White House correspondent, named House of Representatives correspondent. **John McWethy**, State Department correspondent, named chief national security

Joyce Hanley, producer, *Night Edition*, adds duties of anchor/reporter; Joellyn O'Loughlin, associate producer, *Evening Edition*, named associate producer, *Focus 12 Special Projects*; Ian Rubin, producer, WLNE(TV) New Bedford, Mass., joins News 12 as writer.



Wicks

Appointments at *The Nightly Business Report*, produced by noncommercial WPBT(TV) Miami: **Jim Wicks**, news anchor, Canadian Broadcasting Corporation, Toronto, named co-anchor; **John Deferios**, special segments producer/reporter, Washington bureau, named European correspondent, London.

Nick Peter, executive editor, Medialink, New York, joins Programlink, Syndicators' Newswire that carries "time-critical" programming information between programmers and distributors, there as general manager.

Jerry Fedell, news director, WKBW-TV Buffalo, N.Y., joins KTVI(TV) St. Louis as assistant news director.

Jonathan Knopf, executive producer/special projects, WVUE(TV) New Orleans, named director, news operations.

Tony Bouza, former police chief, Minneapolis, joins KSTP-TV there to provide commentary and analysis of crime.

Appointments at WHOI(TV) Peoria, Ill.: **Rich-**

The search is on. The Radio-Television News Directors Association has begun a search for a new president to replace Ernie Schultz, who announced his resignation last month. Applicants are asked to respond by Feb. 25, with a new president expected to be named in June. Schultz will continue in his present position until a transition to new leadership has been completed. Applications, including resume and cover letter outlining qualifications and salary requirements, may be sent to RTNDA Chairman Bob Priddy, 216 E. McCarty Street, Jefferson City, Mo. 65101. An outline of job requirements is available from Priddy.

ard Maginn, producer, 10 p.m. newscast, named executive producer, *19 Eyewitness News*; **Karen Southern**, reporter/producer, noncommercial WCBU(FM) Peoria, named general assignment reporter.

Technology

Appointments at Switchcraft, Chicago-based manufacturer of electronic and electromechanical components for telecommunications: **B.H. Ware**, acting VP and general manager, named VP and general manager; **Gerald J. McElhigott**, senior VP, components division, named senior VP, international operations.

Jack Strange, member, board of directors,

C-COR Electronics, State College, Pa., resigned Jan 1. C-COR manufactures electronic equipment and power systems for cable television systems.

Barry Samuels, sales representative, Townsend Broadcast Systems Inc., Austin, Tex., joins DYMA Engineering, Los Lunas, N.M., as technical sales specialist. DYMA is engineering and equipment company serving teleproduction, video and broadcast industries.

Daniel D. Roberts, VP and general manager, sales and marketing, JVC Professional Products Company, Teaneck, N.J., joins Digital F/X, Mountain View, Calif., as VP, sales.

Appointments at Katz Media Data, Katz Communications Inc., New York: **Kimberly Ford**, network technician, named network control manager; **John Correll**, computer operator, named network control assistant; **Liz Kullg**, secretary, named senior personal computer specialist.

Gunnar Rieger, engineering manager, WLVI-TV Boston, named VP, engineering.

Promotion and PR

Genifer Van Wynen, account representative, special markets, Showtime/The Movie Channel, New York, joins Lifetime Television there as manager, on-air promotion.

Kim Reed, VP, advertising, publicity and promotion, MGM/UA Television, Los Angeles, joins Buena Vista Television there as VP, publicity.

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1989-90

The William Benton Fellowship Program at The University of Chicago, now entering its seventh year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 6. Fellows will be notified by June 1. The 1989-90 Program begins September 18, 1989.

To receive a brochure and application form, mail this coupon to:
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5737 University Ave.
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NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

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TELEPHONE



Woman of the Year. Mary Alice Williams (r), CNN/New York's vice president and principal anchor, has been honored with Women in Cable's *Woman of the Year* award. Presenting the award is Michele Gault, president of the New York Chapter of WIC. The award was going to be presented to Williams at the Western Cable Show in Anaheim but the ceremony had to be delayed because Williams had to co-anchor coverage of Mikhail Gorbachev's New York visit. Gault said that Williams "...exemplifies Women in Cable's mission state-

ment: to empower women in cable or related businesses both personally and professionally toward their goals." Williams said that she was "delighted to receive the *Woman of the Year* award because it represents the efforts all women are making to become key decisionmakers in our industry, one that serves to inform and entertain the American public."

Mark Gullett, promotion manager, WRFX(FM) Kannapolis, N.C., joins WFOX(FM) in same capacity.

Julie Wood, promotion manager, KSCH-TV Stockton, Calif., joins KMPH(TV) Fresno, Calif., in same capacity.

Lori Betts, traffic assistant, WLSO(TV) Asheville, N.C., named promotion assistant.

Cynthia Hatcher, program manager, WFLI-TV Cleveland, joins WDSI-TV Chattanooga, as promotions assistant.

Appointments at KMOM(AM) Monticello, Minn.: **Steve Johnson** and **Veronica Cole**, air personalities, named promotion manager and public service manager respectively.

Allied Fields

Molly Wilson-Deloje, senior VP, legal division. MGM/UA Communications, Los Angeles, joins Home Box Office Inc. there as VP and senior counsel, West Coast programming.

Martin J. Yudkowitz, senior counsel, Olympics. NBC, New York, named VP, business affairs, for co-owned CNBC, Consumer News and Business Channel.

Southern California Cable TV Marketing Council, Los Angeles, announced board of directors: **Deborah Nicholson**, Choice TV, Los Angeles, named chairman; **Chris Daly**, American Cablesystems, Los Angeles, named VP, operators; **Janice Aull**, Home Box Office, Los Angeles, named VP, programmers.

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, WSMH(TV) Flint, Mich., elected representatives, Arbitron Television Advisory Council, New York. **Terry Drucker**, director, research, CBS Radio Representatives, New York, elected research consultant, Arbitron Radio Advisory Council.

Eddy W. Friedfeld, associate, Reavis & McGrath, New York, joins Showtime Networks Inc. there as assistant counsel.

Karen B. Possner, director, legislative policy and analysis, BellSouth Corp., Washington, named director of legislative policy.

Kenneth C. Howard, associate. Baker & Hostetler, Washington, named partner. Howard is communications lawyer.

Thomas "Rocky" Bloniarz, general sales manager, WCKG(FM) Chicago, joins Chicago Cable Marketing Council, consortium of Chicago area cable television operators and programming services, as executive director.

Elected trustees. Museum of Broadcasting, New York: **Joel Chaseman**, chairman, Post-Newsweek Stations Inc., Washington; **Barbara Fleischman**, president, board of The Acting Company, and VP, New York Public Library; **Michael Fuchs**, chairman and CEO, Home Box Office, New York; **Bill Haber**, Los Angeles, Creative Artists Agency Inc., New York; **Frank C. Mancuso**, chairman and CEO, Gulf + Western's Paramount Pictures Corp., Los Angeles; **Burton B. Staniar**, chairman and CEO, Westinghouse Broad-

Presidential recognition. United States Information Agency director Charles Z. Wick, the longest serving director (7½ years), received the Presidential Citizens Medal from President Reagan in a ceremony at the White House Jan. 18. Reagan said that through Wick's efforts "new understandings were reached on disinformation and on the exchange of films and publications. The Voice of America is no longer jammed by the Soviets. And they have granted permission for the first time for the Voice of America to open a bureau in Moscow." Wick is the only USIA director to have traveled to the Soviet Union, having made four trips in the last three years.

casting Company Inc., New York, and producer **David Wolper**, Los Angeles.

Don Bussell, VP, radio, Gammon & Ninowski, Media Investments Inc., Washington, resigned to establish QuestCom Radio Brokerage Inc. there.

David Levy, senior financial analyst, NBC Television Network, N.Y., joins Malarkey-Taylor Research, Washington, division of Malarkey-Taylor Associates, telecommunications, financial management and engineering consultants.

Deaths



Laffey

William P. Laffey, 61, VP, broadcast negotiations, Media General Broadcast Services Inc., Memphis, died January 14 of cancer at St. Francis Hospital in Memphis. Laffey began his career with WOR-AM-TV New York in 1955 as traffic manager. In 1957 he joined Screen Gems division of Columbia Pictures in New York as assistant general manager. In 1959 he became VP, Atwood-Richards Inc., New York-based advertising agency. He joined Media General in 1968. Laffey is survived by his wife and one daughter.

Lawrence M. Mazursky, 56, president and general manager, Canyon Communications, Phoenix, died of heart attack Dec. 24, 1988, at his home in Phoenix. Mazursky was instrumental in founding Lotus Communications, owners of 15 radio stations, Los Angeles. When he left in 1981, he was executive VP. Mazursky then purchased KLFF(AM) Phoenix and KNOC(AM) Sun City, both Arizona, and formed Canyon Communications, licensee of two stations. Mazursky is survived by three sons, Michael, Jeffrey and Daniel, and one daughter, Elizabeth.

David A. Campbell, 43, producer/director, noncommercial WSIU-TV Carbondale, Ill., died of liver failure at Firmin DeSloge Hospital in St. Louis. Campbell had been with station for more than seven years. He is survived by two children.

INDEX TO ADVERTISERS: Accuracy in Media 26 □ Associated Press Broadcast Services 32-33 □ Blackburn & Co., Inc. 148 □ Buena Vista Television 49, 50-51 □ Business Radio Network 137 □ C. B. Distribution Co. 103 □ Chamber of Commerce, United States 119 □ Chapman Associates 156 □ Classified Ads 162-170 □ Chicago, The University of 173 □ Columbia Pictures Television Front Cover □ Ebony/Jet Showcase 131 □ Electra Pictures 121 □ Evergreen Programs, Inc. 8-9 □ Federal Publications, Inc. 145 □ Norman Fischer & Associates, Inc. 150 □ Four Star 61, 62-63 □ Gaylord Syndicom 127 □ Greyhound Financial Corp. 154 □ Group W Productions 39, 40-41 □ Harmony Gold 125 □ Home Shopping Club 117 □ ITC Entertainment Group 85, 86-87, 88-89, 90 □ King World 27, 28-29, 30-31 □ H. B. La Rue 151 □ LBS Communications, Inc. 80-81 □ Leibowitz & Spencer 136 □ Lorimar Syndication 12-13, 66A-66H □ Lutheran Television 19, 101, 107 □ MCA TV 36-37 □ Media Venture Partners 147 □ MGM/UA Telecommunications, Inc. 20-21, 22-23, 53, 54-55 □ MRN Radio 134 □ New World Television Group 56-57 □ Orion Television Syndication 43, 44-45 □ Otari 105 □ Pan American Satellite 111 □ Panasonic Broadcast Systems Co. 24-25 □ Paramount 34A-34P □ Professional Cards 161 □ Program Exchange, The 75, 76-77 □ Qintex Entertainment, Inc. 58-59 □ Questar Financial Corp. 18 □ Cecil L. Richards, Inc. 149 □ Select Media Communications 109 □ Services Directory 160 □ SFM Entertainment 113 □ Sillerman-Magee 38, 42, 48, 52, 60 □ Joe Sullivan & Associates, Inc. 171 □ TeleTrlb 46-47 □ TeleVentures 14, Cover 4 □ Tribune Entertainment Co. 93, 94-95, 96-97, 99 □ Dale Tucker Broadcast Services 135 □ TV Log 123 □ TWA Cargo 129 □ 20th Century Fox Television 16-17 □ Vestron Television 64-65 □ Viacom International, Inc. 79, 82A-82H □ Warner Bros. Television Distribution 10 □ Worldvision Enterprises, Inc. Second Cover/3, 4-5, 6-7, 8-9

Roger Werner and the sporting life

In 1981, Getty Oil brought in the management firm of McKinsey & Co. to advise it on what to do with the cable sports network it had acquired, ESPN, which was floundering in a sea of red ink. The ensuing recommendations, co-authored by McKinsey analyst Roger Werner, now president and chief executive officer of ESPN, suggested that if Getty had the patience and the money, a 24-hour sports network could be a very good business.

Not long after McKinsey finished its work, Werner was asked by Bill Grimes, who had just joined the company as chief operating officer—a position McKinsey had recommended ESPN create—to join him at the network. Together, they set out to turn the ship around, and became largely responsible for building ESPN into the largest (50 million subscribers) and one of the most profitable cable services (an estimated \$95 million operating cash flow in 1988).

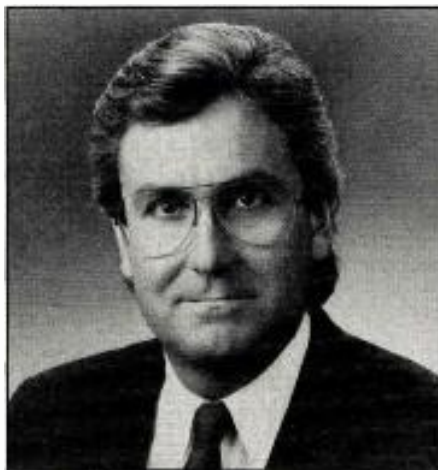
The service has steadily built its base of programming, adding the National Football League in 1987 to a large college basketball and football lineup. And although it lost rights to the National Hockey League to SportsChannel America last summer in a deal ESPN says was too expensive, it redeemed itself as the leading provider of cable sports programming three weeks ago by landing a national contract to Major League Baseball—175 games starting in 1990. With that, Werner has, in a sense, fulfilled the promise of the McKinsey report.

For a service that faced years of red ink, and later, the prospect of being eclipsed by regional and other national sports services, or held in check by the power of cable's top MSO's, ESPN has managed to successfully navigate each shoal. It is due in no small part to Werner, who took over at the ESPN helm last August after Grimes departed.

The baseball deal came at a cost of \$400 million over four years to ESPN and two straight nights without sleep for Werner, as negotiations went around the clock. "Baseball clearly is very important to us, because of the volume of programming and the quality of product," Werner said.

Baseball was one of the many plums still out of reach for ESPN in the early 1980's, as it struggled for survival. Werner, who earned a master's degree in business administration from the University of Virginia, joined McKinsey & Co. in 1979 after a stint at Richardson-Vicks, where he worked on the Oil of Olay and L'Oréal business.

"I gravitated toward their media practice group" at McKinsey, said Werner, which dealt with broadcasting, publishing and films. One of the clients was Getty Oil. "We were called in to help Getty Oil figure essentially whether to shut ESPN down or keep it going," said Werner. "Business



ROGER LIVINGSTON WERNER—President and chief executive officer, ESPN, New York. b. Jan. 19, 1950, Chicago; BA, English, Trinity College, Hartford, Conn., 1972; sales manager, Fred Edelston Co., Chicago, 1972-75; MA, business administration, University of Virginia, Charlottesville, 1977; product director, Richardson-Vicks Corp., Wilton, Conn., 1977-79; engagement manager, McKinsey & Co., New York, 1979-82; VP, finance, administration and planning, ESPN, 1982-83; VP, marketing, 1983-85, executive vice president, 1985-87; executive vice president, ABC Television Network, 1987-88; present position since Aug. 18, 1988. Single.

was way, way off the plan sold to Getty," he said. In fact, first-year advertising revenue was projected at \$25 million. When Werner and company arrived eight months into the year, only \$1 million had been billed, he said. "They didn't know what to do with it," said Werner.

Werner believed "it would indeed be a good business, but it would not be a business that would be breaking even in the second, third or fourth year." What ESPN needed was time and money, and Getty Oil, said Werner, was willing to provide both.

One specific recommendation, in addition to organizing the company, was to "get very good at ad sales and programming," Werner said. Since the original affiliation agreements with MSO's were nearly giveaways, Werner said, ESPN would have to make it on advertising revenue alone in the early years. It also had "to develop new product that did not have a lot of exposure on network TV," he said, such as auto racing, skiing and golf. The major sports either were unaffordable or unavailable.

Five months after Grimes arrived, he asked Werner to be his number-two man, initially to oversee finance, administration, marketing, planning and programming. He was made executive vice president within three years.

By 1985, one year after ABC became majority owner, ESPN turned the corner,

earning a modest profit, entering new and more lucrative affiliation contracts—giving them another revenue stream—adding more subscribers and kicking up its program offerings a notch. It won kudos for its coverage of the America's Cup yachting race in 1986, and a year later it brought the NFL to cable, setting the stage for its baseball deal.

Although there is much activity on the regional sports front, and ESPN has looked at entering that business, Werner does not see it as a direct threat. ESPN has done research in several regional sports markets and has found it "has done quite well," he said. "There is plenty of appetite for national and international sports on ESPN and local games on another level."

SportsChannel America, the umbrella national sports network now 50% owned by NBC, is another matter. It's being pitched to MSO's as a head-to-head competitor, said Werner, and may appeal to MSO's looking to keep ESPN's per-subscriber rates in check. "Whether there is room for two national services is a subject of some debate," he said. "There may not be room for two national sports services."

Werner describes ESPN's overall relationship with cable operators as "very good... They know where our rates are going and they know the kind of programming service we want to build for the future."

Building for the future was what ABC had in mind when it brought Werner over to the network in early 1988, only to lose him five months later when Grimes departed. ABC Video Enterprises President Herb Granath said "what differentiates [Werner] is that he really has abiding enthusiasm for his assignment. He has more energy... than most anybody I run up against."

Charles Fruit, vice president, corporate media, Anheuser-Busch, a large ESPN advertiser, says of Werner, "You won't meet a better guy in our business... [ESPN executives] are real people. They are not overly impressed with their position in this world."

"That's the way we try to operate," said Werner. "We don't feel we have any reason to be arrogant. I think we've been successful in large part because we've been straight and we've been good partners for the guys we do business with, whether they are advertisers, program affiliates or suppliers."

Werner is an avid sportsman, who skis, windsurfs, sails and was due to participate in an auto race this past weekend in Florida. It is many of those "minor" sports that have helped ESPN get where it is today, and Werner believes the public has benefited. "That has created all kinds of new jobs, tremendous new interest in sports that benefits athletes, coaches and sponsors and it really has allowed us to say that we've done more than just televise more of the same—that we've been able to bring something new to the party."

ABC decided last Friday to renew affiliation of wvtv-TV Lexington, Ky., though cash compensation of more than \$300,000 per year was eliminated. Shamrock Broadcasting station had been competing for past several months for affiliation with another UHF in market, WDKY, currently Fox affiliate ("In Brief," Nov. 14, 1988). In addition to clearing more network programming, station has agreed to improve promotion and news effort. Shamrock Broadcasting President Bill Clark, told BROADCASTING: "Already we are bringing back to the market a very strong anchor personality." Clark also said Shamrock promised ABC it would no longer consider selling station, which was being pursued prior to affiliation problems.

U.S. Court of Appeals in Washington has scheduled oral argument for 3 p.m. today (Jan. 23) on motion of 17 media and citizen groups **for stay of FCC order extending ban on indecent programming** from six hours—midnight-6 a.m.—to 24 hours. Order is scheduled to become effective Jan. 27. However, court denied request by groups that argument be heard by same three-judge panel that considered groups' appeal of order that had narrowed "safe harbor" for indecent programming by two hours. It had been 10 p.m.-6 a.m.

Association of Independent Television Stations closed its regional marketing offices in Dallas and Chicago at end of last month. Responsibilities will be shifted to remaining offices in New York and Los Angeles. Decision to close offices, under discussion for some time, was said to be budgetary one.

FCC last week rejected request of Los Angeles Television to file competing application against KHJ-TV Los Angeles, which was

transferred from RKO to Walt Disney Co. as part of FCC-approved settlement of 23-year-old license renewal challenge against station. All California stations were open to renewal challenges filed by Nov. 1, 1988, but FCC exempted KHJ-TV, because not to would have undermined settlement among RKO, Disney and competing applicant, Los Angeles Television, which it had found to be in public interest.

Viacom's The Super Mario Brothers Super Show, live action/animated half-hour strip, **has been cleared in 20 of top 25 markets**, representing 44% of country. Series, produced by DIC Enterprises Inc., premieres in fall and is based on Nintendo video game characters.

Following merger of Lorimar Telepictures Corp. with Warner Communications Inc., **Warner Brothers Domestic Television Distribution has been reorganized. Dick Robertson**, formerly member of Lorimar office of president, is new president of division. New division will handle all distribution, marketing, media sales and research for Warner Brothers Television and Lorimar Television. New appointments at division include: **Scott Carlin**, senior VP, first-run division; **Karl Kuechenmeister**, senior VP, media sales; **Leon Luxenberg**, senior VP, administration.

ESPN has eye on foreign TV rights to 1992 Olympic games. Separate consortium of unidentified U.S. companies has also "shown interest" in European TV rights to Barcelona summer games, source said. Cable service, whose parent company Capcities/ABC lost bidding for domestic rights, has "interest" in and is examining overseas rights through its international operations. ESPN could also launch bid through 25%-owned

Lobbying in Los Angeles

The NCTA used the occasion of the ACE Awards to take care of a little business. Prior to the ACE Awards ceremony on Sunday night (Jan. 15), it presented an elaborate "off-the-record" seminar on the state of television to a group of 13 congressmen, who had come to Los Angeles at NCTA's invitation and expense, and later entertained them. And the day following the awards presentation, members of the NCTA board convened for their last meeting prior to the annual NCTA convention (May 21-24 in Dallas). According to an NCTA spokesman, the directors adjourned after five hours without taking any significant action.

NCTA's seminar for the 12 representatives, many of whom are members of the key Energy and Commerce Committee, and one senator (James Exon [D-Neb.]) in attendance, was apparently designed to make two points: 1) cable is subject to plenty of competition from other media and, thus, is not a monopoly, and 2) cable is as capable as (or, perhaps, more capable than) telephone companies in providing such advanced technology as fiber optics and HDTV. The points were made by Turner Broadcasting System's Bob Wussler in an opening presentation and by two panels. One featured NCTA Chairman John Goddard, Viacom Cable; Robert Erburu, Times Mirror; Charles Dolan, Cablevision, and TBS's Ted Turner (sitting in for absent Steve Ross of Warner); the other, Frank Drendel, General Instrument; Richard Green, Cable Labs; Jim Chiddix, American Television & Communications, and NCTA President Jim Mooney (sitting in for absent John Malone, president, Tele-Communications Inc.). Wrapping up the seminar, ABC News commentator Jeff Greenfield led an audience-participation discussion. "I did a Phil Donahue without the skirt," he said.

Thomas Luken (D-Ohio) called the seminar "very substantive" and "very businesslike. They did want to put their best foot forward, but it was not a brainwashing session," he said.

According to sources, Turner enlivened the otherwise "businesslike" affair with a tirade against the three broadcast net-

works, at one point accusing General Electric, NBC's corporate parent, of being "crooks." Turner was apparently referring to the government's indictment of a GE unit.

In addition to paying travel expenses and honoraria (reportedly \$1,500 for representatives and \$2,000 for senators), NCTA picked up the hefty tab for entertaining the lawmakers. NCTA hosted a dinner party at the L'Ermitage, a French restaurant near Beverly Hills, for many of the congressmen, board members and other cable executives in town—more than 80 people in all, according to one account. And on Sunday, NCTA took many of the congressmen to Santa Anita Park in Arcadia, Calif., for a day at the races. Carlos Moorhead (R-Calif.), who went from the NCTA seminar to Phoenix to appear at the National Association of Broadcasters joint board's legislative forum, said of NCTA: "They were going to do all kinds of nice things for us."

If the Saturday's seminar was "businesslike" so was Monday's board meeting. Mooney and other NCTA staffer presented status reports on various issues. Among them: must carry legislation, home satellite regulation, telephone-cable crossownership, syndicated exclusivity rules and the compulsory license.

NCTA spokesman John Wolfe said Mooney reported that telephone companies would push to shift regulation of the business activities of the Bell operating companies from the federal courts to Congress and permit the BOC's to offer "information services." According to Wolfe, Mooney said NCTA would be kept busy resisting the effort, but "he didn't expect any legislation to pass."

NCTA Chairman John Goddard said the board is "increasingly hopeful" that NCTA and broadcasters can come up with a mutually acceptable language for a must-carry law along the lines of the last set of FCC must-carry rules. The rules, which were struck down as unconstitutional by a federal court, were based on a compromise between NCTA and broadcasting's leading trade associations.

Screensport, European satellite sports channel soon to switch to cable-DBS bird Astra in direct competition to European Broadcasting Union-Rupert Murdoch Eurosport channel also on Astra.

King World has tapped former HBO executive **Fred M. Cohen** to head new international division. Cohen, most recently executive VP of Sunbow Productions, will oversee New York syndicator's foreign distribution, co-production, format deals and other international ventures. Buena Vista will continue overseas representation of King World properties. In other international programming appointments last week: Granada TV International has named *Mad Max* producer **Gregory Coote** head of its new Los Angeles office, responsible for developing TV and theatrical film co-productions on West Coast with U.S. and foreign partners, for making TV program format deals and for seeking entertainment acquisition opportunities; Radio Vision International, worldwide distributor of long-form music programming, named former New Line Cinema executive **Seth Willenson** as new chief operating officer effective Feb. 1., and former Trans World International executive **Lorenzo Camerana** as head of a new sponsorship operation, and MTV has given **Lee Masters**, executive VP and general manager, responsibility for programming and production on MTV's international affiliates.

Showtime and Disney Channel have landed simultaneous rights to Touchstone Pictures's "Who Framed Roger Rabbitt," biggest box office draw in 1988, for carriage sometime "in mid-1990's."

Capital Cities/ABC Radio President **James Arcara** is recovering from "very minor" heart attack he suffered two weeks ago, according to company spokeswoman. He plans to be back in office within two weeks, she added.

First FMX stereo FM receivers have been introduced and are ready to go on retailer's shelves in the spring, according to Broadcast Technology Partners, company that owns FMX technology. FMX enhancement provides wider coverage of FM

New USIA chief. Bruce S. Gelb, vice chairman of Bristol-Myers Co. and a long-time friend and political supporter of President George Bush is Bush's choice to serve as director of the U.S. Information Agency. The announcement—long anticipated—was made last week. Gelb attended Phillips Andover Academy and Yale with Bush, and served as co-chairman of the Bush finance committee in New York. He also worked for Bush in his first presidential campaign, in 1980. Gelb, whose appointment requires Senate confirmation, would bring to the USIA post a background in advertising and marketing. After receiving an MBA from Harvard in 1953, he was a brand manager with Procter & Gamble in Cincinnati, then moved to Clairol as advertising manager in 1957. He was named marketing vice president of the company in 1959 and executive vice president in 1961. He served as president from 1965 to 1977, when he was elected executive vice president of Bristol-Myers, in charge of the consumer products group. He became president of the group in 1981 and three years later was elected to the board of directors. He moved up to his present position, with responsibility for the company's consumer products and health care businesses, in May 1985. Among Gelb's outside activities is service as a member of the USIA's Voice of America broadcast advisory committee.



Stations object to Headline News stock crawl

The stock market crawl at the bottom of CNN Headline News is causing some consternation in the marketplace. Not only have some cable subscribers called to complain, but broadcast stations that use excerpts from Headline News are also upset. Tom Petner, news director at WWOR-TV New York, which excerpts Headline News video, wrote to CNN that "a valuable service is being visually destroyed" by the stock ticker. In addition to being distracting to viewers, Petner said the ticker is often out-of-date when the news material is aired on WWOR-TV. Removing the ticker electronically takes too much time and money, Petner said, given the limited amount of pre-production time the station has before newscasts. Additionally, removing the ticker results in aspect ratio problems, which downgrades the production quality of the feed, he said. In the letter to CNN, Petner said "it is now impossible to excerpt material as per the terms of our contract."

A CNN spokesman acknowledged there were "a noticeable number of complaints" from cable subscribers about the ticker, but there has not been a shift in ratings. Ratings for Headline News in daytime have remained consistently at 0.4 before and after the ticker was added on Jan. 2.

The CNN spokesman said the crawl will remain in place, saying it was the choice of the cable operators who control the TBS board to add the crawl. CNN "is primarily a cable network," he said. After the cable component is met, the spokesman said, CNN will "try to meet the broadcasters' needs. We value and benefit greatly from our relationship with 210 broadcast affiliates." One option CNN is considering is to send a separate feed of Headline News, without ticker, during portions of daytime block. For a full eight hours, the yearly satellite cost could run over \$400,000.

signal and some reduction of static from interference. JVC Co. of America will sell its model 5500 car receiver with FMX for \$549 and Alpine Electronics will sell its model 1390 tuner for \$200. FMX prototypes were displayed by Blaupunkt, Sansui Electronics Corp. and other manufacturers at recent Winter Consumer Electronics Show in Las Vegas.

Ted Turner has appointed **Brian Roberts**, executive VP of Comcast, to TBS board, replacing Bill Bevins.

Federal district court in New York has rejected USA Network request for preliminary injunction seeking to block Jones Interchangeable from dropping service.

Centel reported more than 15 bidders submitted proposals for 560,000-subscriber cable subsidiary company has on block. Next phase in transaction is more comprehensive due diligence, expected to be completed in about one month.

ABC will test new post-Nightline one-hour late night show in March called Day's End, described as review and follow-up on current affairs and news events culled from daily television programs. Show was being tagged by ABC officials last week as "convenient TV for busy people," highlighting "the best of the broadcast day." Show will be broadcast live from studio in New York, but will rely heavily on clips from various network and syndicated news and reality programs. Two of three co-hosts have been named—*Good Morning, America*'s Spencer Christian (who will continue his GMA duties) and former Fox Broadcasting *Late Show* host Ross Shafer. Woman co-host will be named shortly.

E. William Henry, chairman, Advanced Television Systems Committee (ATSC) since its establishment in 1983, **announced his resignation** from that job last week, effective Feb. 23.

Editorials

The spirit of Scottsdale

Only the cactus was prickly in Arizona last week. For the National Association of Broadcasters, whose joint board of directors was facing up to the tough issues of industry survival, unanimity was the order of the day. Not a moment too soon. All the old acrimony between radio and television was gone. Unification had worked. Not only that, but the association as a whole was in agreement that a course of radio-only deregulation was in everyone's best interest. Given the new unity and clout, it is now a real possibility that a radio-only bill will be introduced and passed in the 101st Congress.

Even more encouraging—certainly to this page—is the NAB's courageous decision to stand for principle on the fairness doctrine and to fight any congressional initiative to stifle the medium's First Amendment rights forever. More than journalism is at stake here. It was the old fairness doctrine that cost broadcasting the entire category of cigarette advertising, and a new fairness doctrine—enforced with a vengeance—could well threaten beer and wine revenues and those of any other controversial commercial product. Long after the blazing sunsets of Scottsdale have been forgotten, a grateful industry will remember how principle won out over politics on this pivotal issue.

President Eddie Fritts, who only a year ago felt it necessary to throw down his gauntlet to the board, had so won them over in the meantime that the only serious discussion concerning his stewardship was whether he was being paid enough for it. (The board was embarrassed by reports that such rival trade association chiefs as Jack Valenti of the Motion Picture Association of America and Jim Mooney of the National Cable Television Association were drawing down multiples of the Fritts take-home.) The performance of Jim May as the association's chief lobbyist has only endeared Fritts further to the NAB powers that be.

Just because everything's sweetness and light within the association doesn't mean that the big bad world has gone away, of course. Broadcasters confront a number of major challenges on their horizon, including a children's TV bill, threats of spectrum fees and a transfer tax, a political advertising giveaway (the same congressmen who want to run radio and television through a fairness doctrine also want a break when they rerun for office), a big what-to-do about must carry and, before long, a dilemma over telco entry, preservation of their spectrum for HDTV and fending off the threat of nondeductibility of advertising. The worst thing may be that they'll have to fight those fights without a Ronald Reagan in the White House or a Mark Fowler or Dennis Patrick at the FCC. That is, without executive branch peers who believe in broadcasting and the freedom thereof. (The good news is that George Bush may be made of the same stuff.)

The further good news is that broadcasters have their act together. Whatever 1989 brings, they're ready for it at the NAB.

The other bottom line

Art: "The power of performing certain actions especially as acquired by experience, study or observation...technical skill often as though aided by magic...application of skill and taste to production according to aesthetic principles." Those definitions fit television programmers comfortably and well.

It is fitting, then, that the theme of this year's NATPE convention in Houston is "The Art and Impact of Television." Broadcasters have at times been slow to celebrate their business

for the art that it is. (They are daily confronted with the impact, which is enormous and grows greater as technology and its creative application constantly extend the horizons of the possible.) Thanks to the efforts of broadcasting museums in New York, Chicago and elsewhere, some of that art is now being preserved, catalogued and exhibited. And the art of television is not confined to grainy, black and white kinescopes from the "golden age." Yes, there was memorable television then, but for every *Playhouse 90* there were, well, several forgettable offerings. There is great television and not so great television today, with the differentiation between still the ultimate province of the audience.

The art of television is alive in the combined abilities of writer, director, producer, actor, editor, distributor, programmer... (the list goes on) to entertain, enlighten and occasionally offend (yes, Congressman Swift, even offend), and to do it seven days a week, 52 weeks a year. No other entertainment medium past or present has been required to sustain its craft at such volume and pace and for so vast and unhomogeneous an audience as has the Fifth Estate. Implicit in that task is that what is meat to the masses may be a faction's poison. And it is an unfortunate truism that the dispeptic are far more likely to register their sentiments than the contented.

"As though aided by magic": Television is still the stuff of dreams. Yet it is also the stuff of sleepless nights. For the producer who must bank on an uncertain future to finance a creative gamble, for the program director who must pay for an off-network powerhouse with a pricetag to match, then hope that it packs a syndicated wallop as well, the behind the screens business of entertainment can be much more grind than glitter.

So, in addition to conducting the business of program selling in Houston this week, attendees are encouraged to celebrate the dreammaking that is television's other bottom line.

Can we talk? Radio group owners got together two weeks ago in Indianapolis. The drawing card was a cooperative National Association of Broadcasters-Radio Advertising Bureau public awareness advertising campaign, whose debut had been pushed back from September 1988, some said partly due to a lack of coordination among radio group heads. The "landmark" meeting, as one executive described it, ended both with real progress on funding the campaign and an unexpected bonus, what was being described as the beginnings of an informal caucus of radio group owners that would meet several times a year to discuss issues and "make our ideas known." We encourage all steps to improve cooperation among Fifth Estaters. Communication is, after all, the name of the game.



Drawn for BROADCASTING by Jack Schmidt

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