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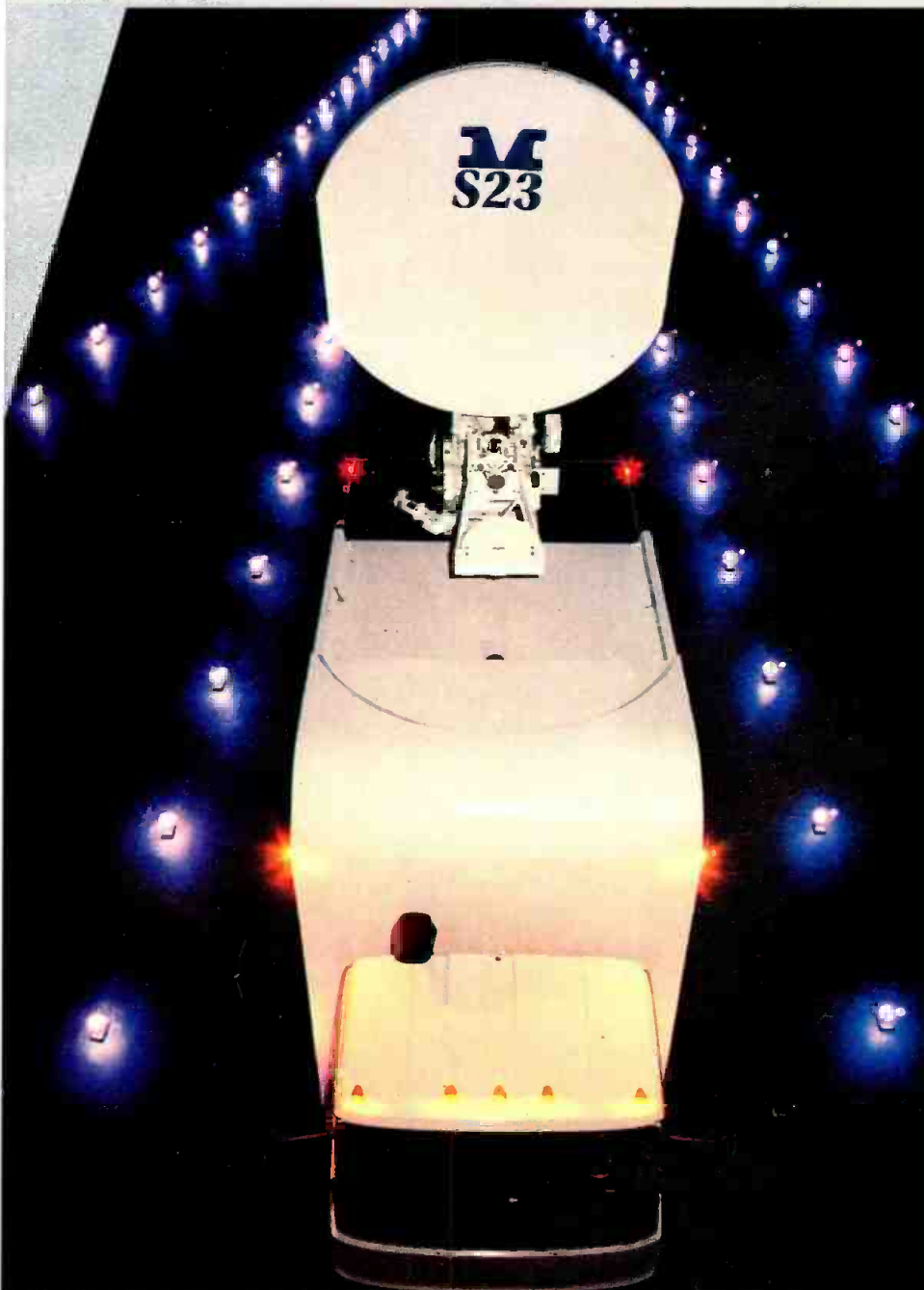


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The Vertex 2.6 DMK Ku Band Uplink Antenna – The Heart of the S-23 RF System



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No prime focus antenna can perform as efficiently as the Vertex 2.6m DMK, due to its offset Gregorian feed system. The sub-reflector offers more complete illumination of the main reflector, and the offset configuration insures that the antenna meets the FCC 2° spacing curves, while providing a nominal transmit gain of 50.1 dB. Including 4 port diplexer. Cross polar isolation performance exceeds 35 dB.

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If you're considering a mobile satellite system, compare the actual performance measurements of the Vertex 2.6 DMK to any other antenna in its class. Ask the space segment providers which antenna outperforms all others.

Then you'll know the reasons there are so many Midwest S-23's on the road today. *Contact us for complete specifications and information.*

Partial List Of Midwest S-23's Currently In Service:

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(2 units)
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J/C SAT
Tokyo, Japan

KDD
Tokyo, Japan

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KOMO-TV
Fisher Broadcasting
Seattle, WA

WTVJ-TV
NBC
Miami, FL

KTTV-TV
Fox Broadcasting
Los Angeles, CA

KTVY-TV
Oklahoma City, OK

KWCH-TV
Wichita, KS

Northstar Microwave
Redmond, WA

RAI (2 units)
Rome, Italy

Rainbow Network
Communications
(2 units)
Floral Park, NY

Telemundo
Miami, FL

Telespazio (2 units)
Rome, Italy

Trinity Broadcasting
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Gainesville, FL

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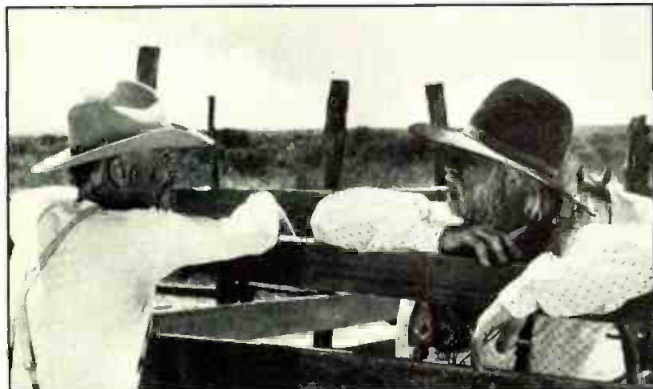
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- KTTV, Los Angeles
- WFLD, Chicago
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Robert Duvall (l) and Tommy Lee Jones in 'Lonesome Dove'

On the wings of 'Dove'

...CBS's acclaimed four-part mini-series *Lonesome Dove* helps boost broadcast networks to highest prime time audience levels in year and half. **PAGE 27.**

Reading tea leaves...

Lawmakers are hot over radio's call to listeners to protest Capitol Hill's proposed 51% pay hike by sending, among other things, tea bags to Congress. At right, National Taxpayers Union's Peter Sepp tallies teabags and mail. **PAGE 29.**



The art of the deal...

Agreements involving cable TV systems surpass \$10 billion mark for first time, while total dollar value for all broadcast stations sold in 1988 drops from 1987 figures, according to BROADCASTING's special report on 1988 station transactions, outlook for future and latest buying and selling strategies. **PAGE 41.**

31/LIMITED DISHES

Rupert Murdoch launches four channels of satellite TV despite dearth of dishes.

32/TAKING STOCK

Network programing chiefs characterize best and worst of their respective seasons, as

they also assess current state of broadcast standards and possibility of production moving from Hollywood to East Coast.

70/NEW GIANT

Warner Bros.' acquisition of Lorimar Telepictures produces new giant in terms of volume

of product, but also in variety of programming available.

75/FOND FAREWELL

Outgoing Radio Advertising Bureau President and CEO Bill Stakelin says goodbye during association's nuts-and-bolts Managing Sales Conference in Dallas.

80/EUROPEAN UNIFORMITY

Europeans work on common media laws that will permit transborder satellite TV broadcasting.

82/SMPTE ON HDTV

High-definition television commands most attention at Society of Motion Picture and Television Engineers TV conference.

86/NEWCOMERS

BROADCASTING talks to new members of House and Senate communications and copyright subcommittees about their ambitions for subcommittees and what they see for 101st Congress.

93/'88 SALES

Broadcast TV ad sales are flat or down for most of station groups and networks that have so far reported their fourth-quarter results for 1988.

95/THREE-PART HARMONY

Chief executive officers—Bob Wright (l) of NBC, Laurence Tisch (center) of CBS and Thomas Murphy of Capital Cities/ABC—find common ground during discussions of

virtues of network advertising and injustice of current financial interest and syndication rules during Association of National Advertisers Television Advertising Workshop.

119/TEAMWORK

Aaron Fleischman and Chuck Walsh have built successful law firm over past 13 years representing various cable interests and broadcasting and cellular radio companies. It is practice, they say, that is "never boring."

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**The Wall Street Journal
Radio Network**

Source: "Is Business News Music to Their Ears?" A Statistical Research Inc. Survey of Music Radio Listeners. Spring 1988 MRI. The Wall Street Journal Radio Network is a service mark of Dow Jones & Co., Inc.

AM population control

FCC may launch new proceeding at Feb. 22 open meeting aimed, as one FCC official put it, at "thinning the ranks of the AM band." As best could be determined last week, proposal would, at least in part, discourage stations that go dark from being put back on air by requiring that resurrected stations meet modern-day interference standards, far more stringent than those in effect when stations were first authorized. Proposal may encourage one station to buy out interfering others and let them go dark.

National Association of Broadcasters is watching proceeding closely to make sure it does not involve another resurrection: negotiated interference. That concept—not yet focus of official docket—would permit broadcasters to buy and/or sell interference protection (coverage) like real estate.

NTIA prospect

Janice Obuchowsky, legal assistant to Mark Fowler when he was FCC chairman and now executive with NYNEX working on international matters, may be returning to government. She is one of several contenders for job of assistant secretary of Commerce and head of National Telecommunications and Information Administration. Some sources say she is leading contender, perhaps by several lengths. Alfred Sikes, Reagan administration holdover, is remaining in job to help with transfer of control to new Commerce secretary, Robert Mosbacher. Sikes remains interested in moving over to FCC as chairman, once Dennis Patrick moves on.

Diplomatic possibility

FCC Commissioner Patricia Diaz Dennis is said to be interested in moving over to State Department as coordinator and head of Bureau of International Communications and Information Policy. Dennis, whose term ends in June, is Democrat. And others are interested in post. But Dennis evidently has friends in administration; she came close to being nominated for Secretary of Labor. She is also said to be personally close to Margaret Tutwiler, long-time aide to Secretary of State James Baker who is awaiting confirmation as assistant secretary of state for public affairs. And Dennis won praise from State's first communicator, Diana Lady Dougan, who picked her to head U.S. delegation to International Telecommunication Union conference that planned use of expanded portion of AM band last year, in Rio de Janeiro.

What Price TV?

Price Communications is considering selling additional TV stations. While still only possibility, New York-based group owner would almost certainly structure deal same way it sold seven radio stations last year, obtaining what was generally regarded as high price, though over third of consideration was in notes and equity in buyer, Fairmont Communications Corp. At time Price critics were suggesting that consideration for stations was illusory, propped up by paper of doubtful credit quality. But in year since sale, most, if not all, of Fairmont stations have shown improved 12 + ratings and, according to informed source, 1988 revenue was up 23%, while cash flow leaped 40%. Other owners of closely held Fairmont are Osborn Communications and venture capital arms of Citicorp. and Prudential-Bache.

Widening Circle

ABC Entertainment is now in process of hiring program executive who would have day-to-day responsibility for ABC Circle Films, network's in-house production unit. It's newly created post. ABC Circle is being restructured with aim of developing more in-house prime time series, a la *Moonlighting*, now only in-house production. Most of ABC Circle's projects to date have been in long-form area. Network expects revamped unit to have several more series projects in position to contend for air time within next year.

Never mind

Pico Products, which said in September that it would be making initial public offering of its Pico Macom subsidiary, probably won't. Offering, expected to yield total of \$7 million to \$9 million, had originally been delayed because of adverse market conditions, according to sources at First Albany Corp., scheduled underwriter. Executives are looking at alternative means of financing for Pico Macom, which sells equipment for cable and SMATV systems, and Pico Products, which markets pay TV security products.

Keen on public affairs

British version of C-SPAN is subject of rivalry between satellite TV competitors Rupert Murdoch's Sky TV and British Satellite Broadcasting. Both want to carry parliamentary debate after House of Commons opens floor to TV cameras, expected this year. One Sky source said company is keen to start industry-

supported public affairs service, having broached topic to satellite player British Telecom. Sky also would seek exchange with U.S. C-SPAN, perhaps using new Panamsat satellite to link two across Atlantic. Rival BSB would also like to devote substantial time to Parliamentary coverage as part of newly planned information-news channel to be launched later this year.

Twain miss

National Association of Broadcasters hopes to bring telephone and cable industries together at its annual convention in Las Vegas April 29-May 2. First choice was debate between U.S. Telephone Association President John Sodolski and National Cable Television Association President Jim Mooney. But Mooney's impending wedding poses conflict and he declined invitation. NAB now plans to use Sodolski on panel following Monday morning (May 1) speech by Bell Atlantic chief Raymond Smith.

USTA's campaign to eliminate FCC's telco-cable crossownership rules is full bore. It has commissioned survey on customer dissatisfaction with cable, expects to unveil it at major press conference.

Kidvidiologists

Warner Brothers seems to be positioning itself to compete against Buena Vista with afternoon children's block of its own. Word has it that, due to recent success of theatrical "Beetlejuice" and upcoming release of "Gremlins II," Warner may produce animated versions of both. Dick Robertson, president, Warner Brothers Domestic Television Distribution, said company will announce new kids series in next few weeks, but refused to elaborate. However, company official did say soon-to-be-announced project is neither of two above-mentioned feature projects.

The everywhere company

Tele-Communications Inc. met with at least six major MSO's—Newhouse and Cox Cable among them—early last week in Denver to discuss further their potential equity participation in Netlink, C-band, back-office authorization company owned by TCI and Rock Associates. Netlink's 80 cable affiliates cover 85% of counties in U.S., and company's goal is to reach 100%, through affiliates or equity partners. One source said most of MSO's in discussions were not Netlink affiliates. Among advantages for MSO's: cost-efficient marketing in Netlink's national satellite guides for TVRO programming packages for burgeoning dish market.

Where Things Stand

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

Cable Regulation

Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has announced his plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate cable rates.

Cities are unhappy with developments within industry and approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 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

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President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers enabling broadcasters to devise industry code regulating amount of commercials on kids' programs. Code would be voluntary and is seen as way to head off government intervention.

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

programming 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, argued that past programming 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.

In separate proceeding, FCC proposed at Jan. 30 meeting using lottery to choose among competing applicants for new radio and full-power television stations. If adopted, lottery would replace comparative hearings for awarding new station applications.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 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 Dennis, 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, barriers to such BOC cross-

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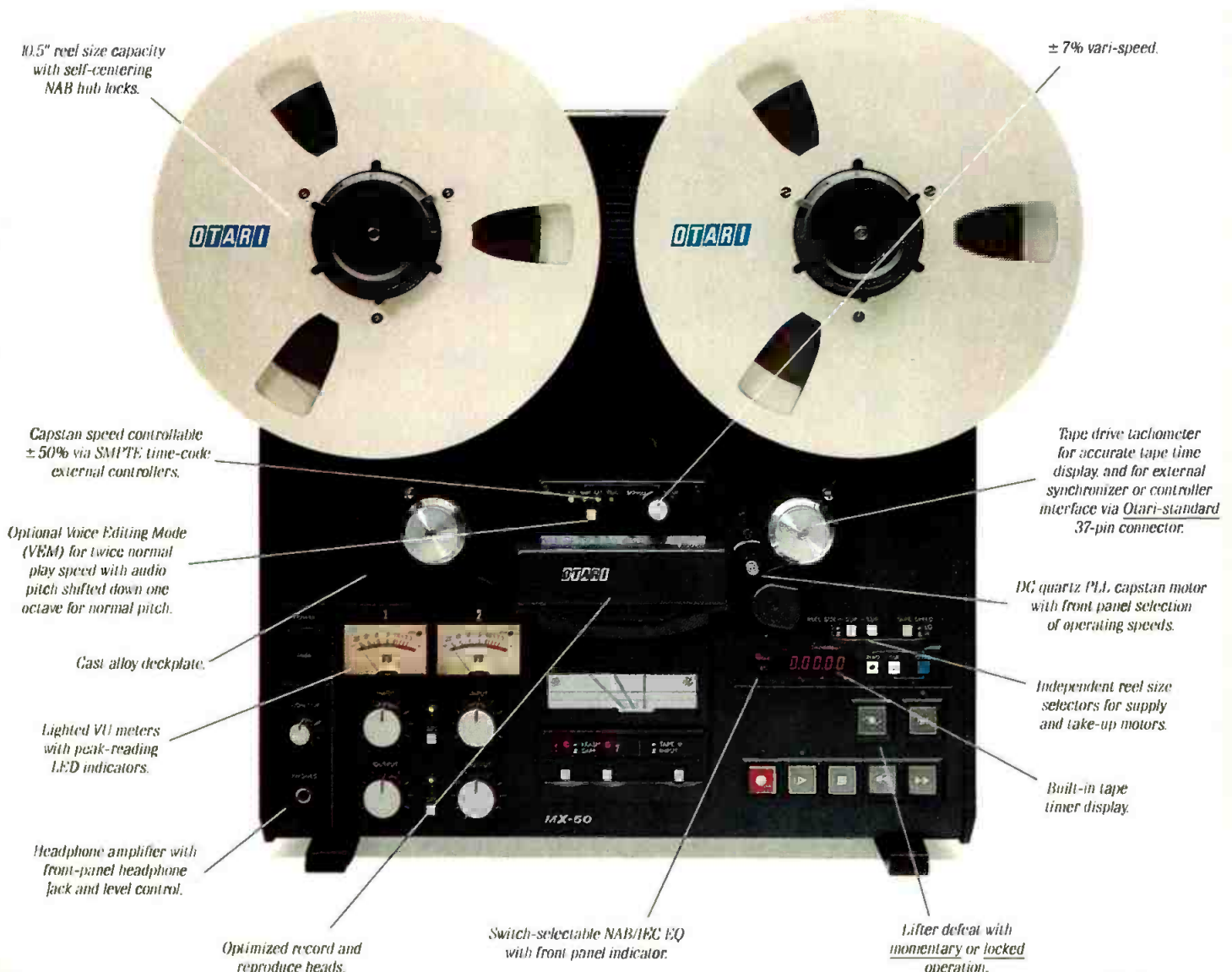
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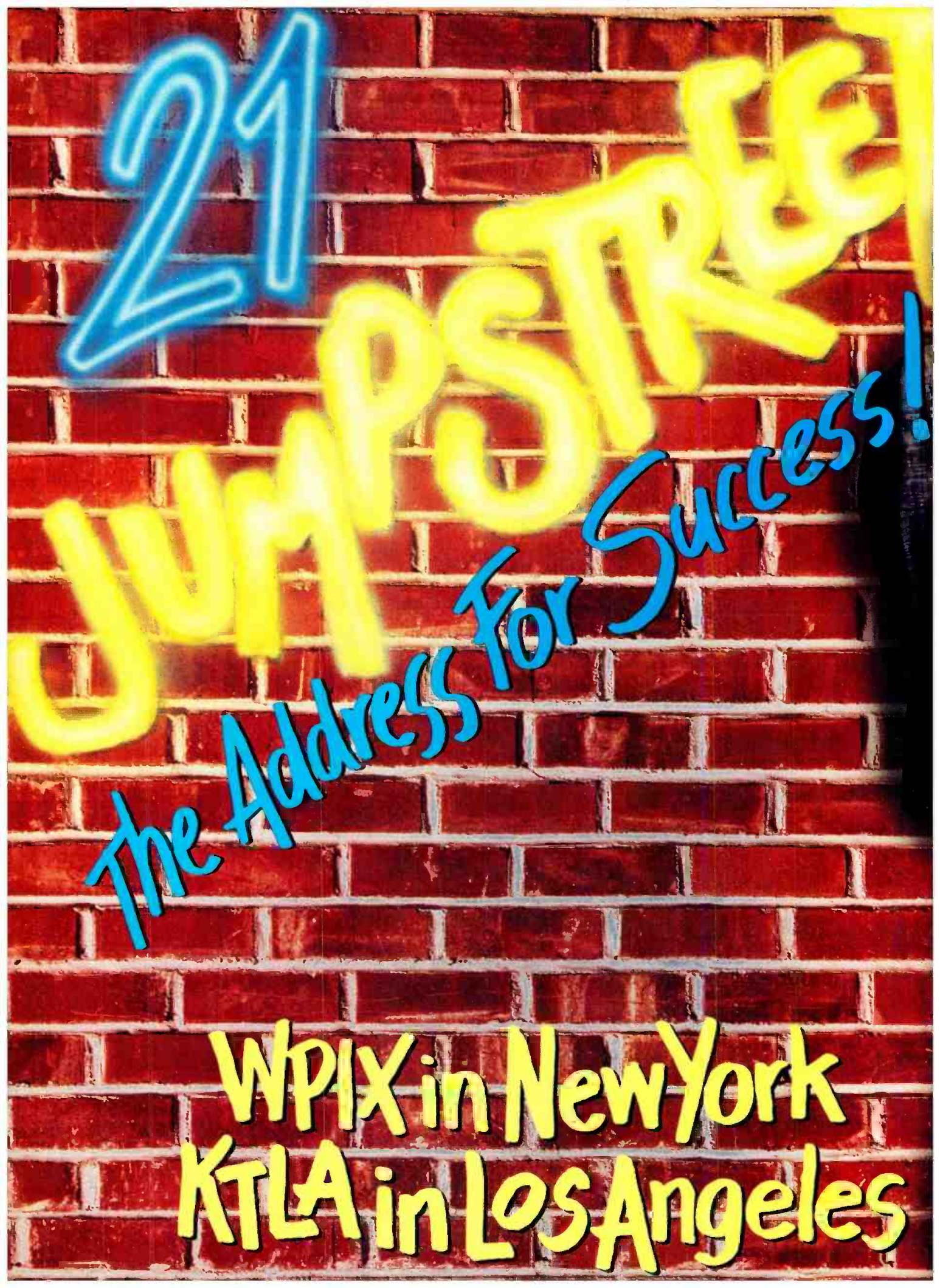
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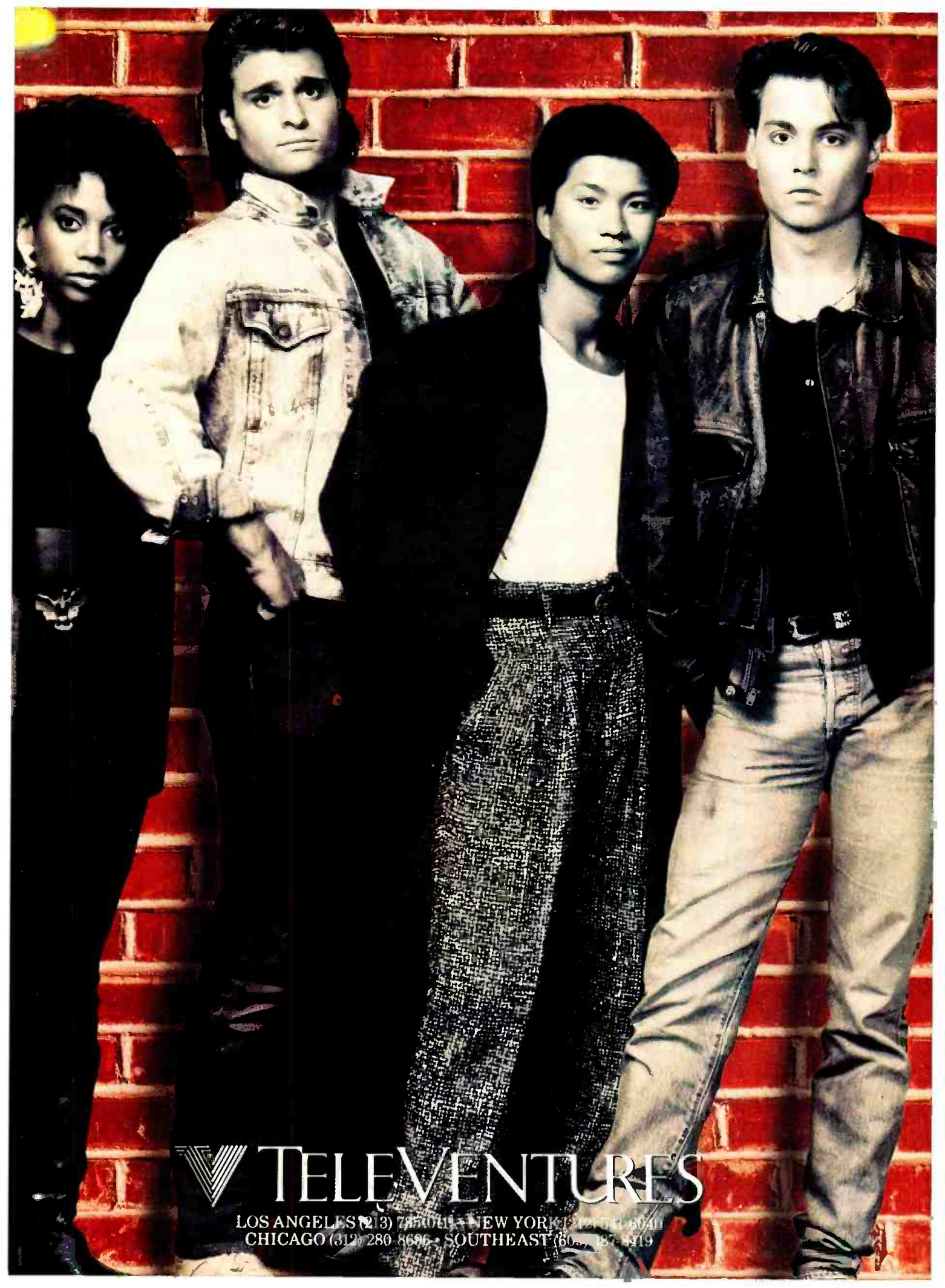


21

JUMPSTREET

The Address for Success!

WPXI in New York
KTLA in Los Angeles

A photograph of four young adults standing against a red brick wall. From left to right: a woman with dark hair and large hoop earrings, a man in a light-colored denim jacket, a man in a dark blazer and patterned pants, and a man in a dark leather jacket and jeans. They are all looking towards the camera with serious expressions.

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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 re-

pealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

HBO parent company, Time Inc., decided in last quarter of 1988 to 'write down' value of HBO-GE Americom cable-DBS co-venture, Crimson Satellite Associates, by \$35 million—investment reportedly valued by Time at about \$100 million when venture began three years ago. Crimson has proposed to operate 60 watt Ku-band Satcom K-3 in established fixed-satellite service orbital arc, rather than in new DBS arc. K-3, and eventually K-4, would serve both cable and direct-to-home markets.

But FCC in November 1988 denied Crimson request to increase K-3 power from 45 watts to 60 watts—considered minimum power necessary to reach mass-marketable four-foot receiving dishes. Americom and HBO filed petitions in January asking FCC to reconsider that decision. Denial 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).

DBS orbital arc assignment questions remain at FCC. Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve entire nation from one orbital position, Dominion Satellite and Continental

Satellite have filed comments 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 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 new, separate DBS orbital arc, said FCC, which could assign positions early this year.

"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 proposed 200 watt birds—10 times higher than current fixed satellite service birds—will enable reception of video programming by affordable one-foot downlinks, says Hughes, thereby expanding consumer home satellite market well beyond current two million.

Hughes and GE agree on need to bring together "business system," including programmers and cable operators, latter as likely retailers to home market.

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.

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

C A B L E †	
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. † Construction permit.

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 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. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 effective-

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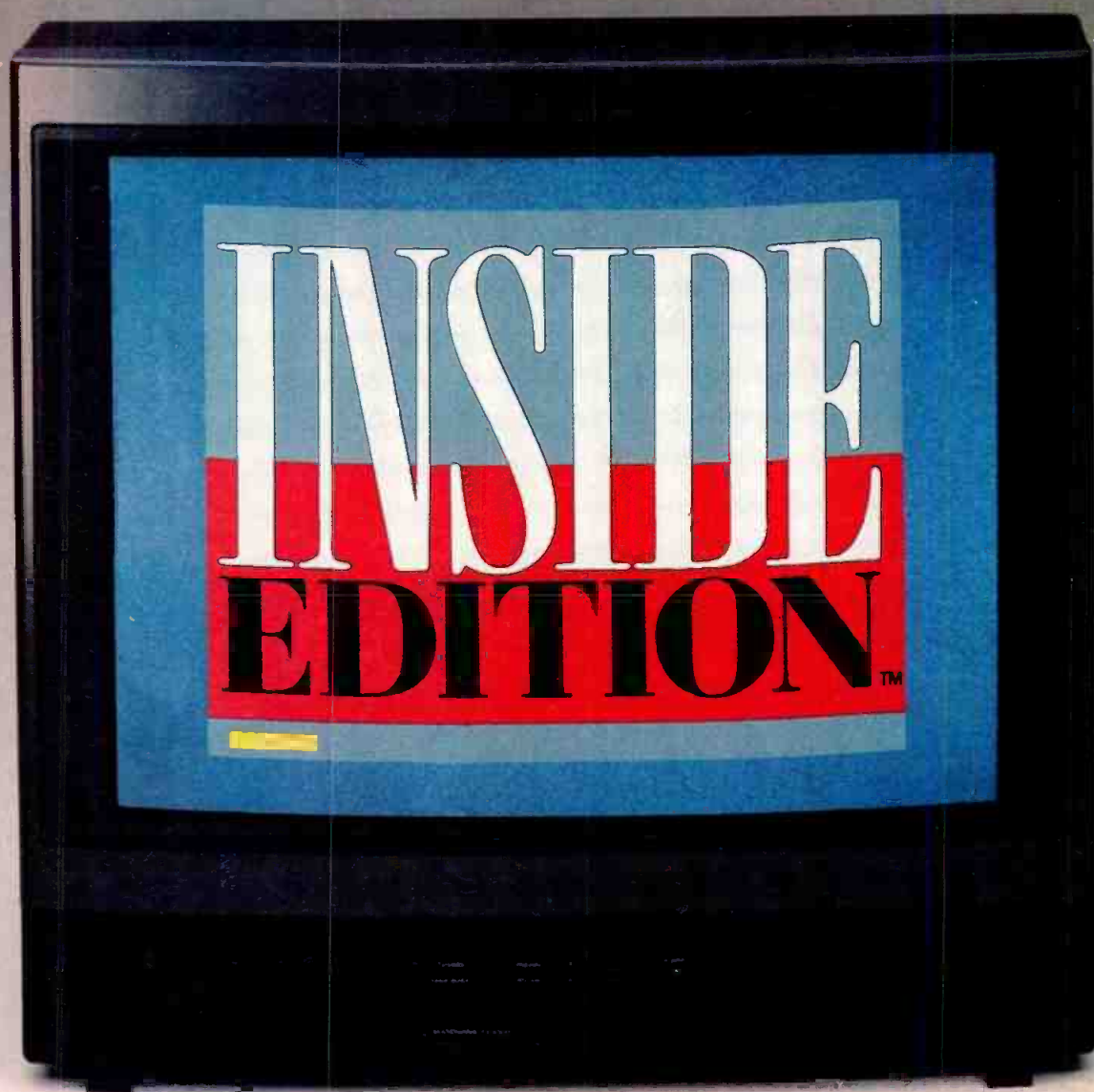
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TIME PERIOD IMPROVEMENTS

			R/S	% SHARE INCREASE
NEW YORK WNBC	7:30PM	INSIDE EDITION NOVEMBER 1988	7/11 6/9	+ 22%
LOS ANGELES KCBS	7:00PM	INSIDE EDITION NOVEMBER 1988	5/8 4/6	+ 33%
CHICAGO WMAQ	6:00PM	INSIDE EDITION NOVEMBER 1988	6/10 4/7	+ 43%
PHILADELPHIA WCAU	7:30PM	INSIDE EDITION NOVEMBER 1988	7/11 6/10	+ 10%
SAN FRANCISCO KRON	4:30PM	INSIDE EDITION NOVEMBER 1988	5/14 4/12	+ 17%
* WASHINGTON DC WRC	4:00PM	INSIDE EDITION NOVEMBER 1988	4/12 3/9	+ 33%
DALLAS KXAS	6:30PM	INSIDE EDITION NOVEMBER 1988	9/14 8/12	+ 17%
CLEVELAND WKYC	5:00PM	INSIDE EDITION NOVEMBER 1988	8/15 5/11	+ 36%
ATLANTA WAGA	4:00PM	INSIDE EDITION NOVEMBER 1988	8/20 7/16	+ 25%
* DENVER KMGH	6:30PM	INSIDE EDITION NOVEMBER 1988	9/14 7/13	+ 8%
* SACRAMENTO KXTV	7:30PM	INSIDE EDITION NOVEMBER 1988	12/19 9/14	+ 36%
* HARTFORD WFSB	7:00PM	INSIDE EDITION NOVEMBER 1988	12/19 8/14	+ 36%

*Nielsen

Source: NSI/ARB NOV '88, Meter Overnights W/O 1/23/89

WEEK TO WEEK GROWTH

		HH SHR WK. 1	HH SHR WK. 3	% SHARE INCREASE
NEW YORK WNBC	7:30PM	9	11	+ 22%
LOS ANGELES KCBS	7:00PM	7	8	+ 14%
* CHICAGO WMAQ	6:00PM	9	11	+ 22%
PHILADELPHIA WCAU	7:30PM	8	11	+ 38%
SAN FRANCISCO KRON	4:30PM	13	14	+ 8%
WASHINGTON DC WRC	4:00PM	10	12	+ 20%
DALLAS KXAS	6:30PM	11	14	+ 27%
ATLANTA WAGA	4:00PM	18	20	+ 11%
* DENVER KMGH	6:30PM	12	14	+ 17%
* SACRAMENTO KXTV	7:30PM	18	19	+ 6%
* HARTFORD WFSB	7:00PM	18	19	+ 6%

*Nielsen

Source: NSI/ARB Meter Overnights W/O 1/9 & 1/23/89

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tive date of 24-hour ban.

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.

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).

Mergers and Acquisitions

■ Malrite Communications Group announced Oct. 24 that it had signed merger agreement with MCG Merger Co., senior management buyout group led by Chairman and CEO Milton Maltz. Price for company's 4.5 million class A and common shares not held by Maltz is stockholders' choice of either \$11.125 cash

or \$9 cash plus debt securities with expected value of \$2.50. Management group will also assume more than \$100 million in long-term debt, not including \$40 million in principal amount of convertible debentures which Malrite will redeem upon merger closing, at 85% principal value. MCG previously said it would bring about \$60 million in capital to company; group also has arranged up to \$270 million in financing from Bank of New York and Shearson Lehman Hutton. Malrite operates 11 radio and six television stations. Deal subject to majority shareholder approval—Maltz holds 74% of voting power—and other conditions. SEC has approved proxy statement; shareholder meeting is set for Feb. 16.

□ MSO's United Cable Television (UCT) and United Artists Communications Inc. (UACI) said Jan. 30 that their expected merger was subject to termination by either party because closing could not occur by Feb. 28 deadline set in merger agreement. Companies said they were discussing term for possible new merger agreement. UCT and UACI had signed definitive agreement March 8, 1988, to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders would have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own majority of newly formed UAE. Set-up of class A and class B stocks was designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. In anticipation of merger, UCT and UACI consolidated their executive offices into one building.

□ Rogers Communications Inc. announced Aug. 9 that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to subsidiary of Houston-based utility, Houston Industries Inc. Price was \$1.265 billion for systems serving roughly 525,000 subscribers in Laredo and San Antonio, Tex.; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16. Definitive agreement is subject to transfer approvals at municipal levels, plus various FCC approvals. Rogers reached agreement with city of San Antonio to purchase, for \$25 million, city's right to purchase system at 5% below market value, with city extending franchise five years beyond previous expiration date. Houston Industries has agreed to pay \$10 million to four cities in Orange County, buying out cities' right to acquire system at discount and obtaining franchise through 2004. Hart-Scott-Rodino antitrust waiting period has been completed. Companies expect sale to close by mid-March.

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

CPB board, meeting Jan. 30-31 in San Juan, P.R., reelected officers: President Donald Ledwig, VP and General Counsel Paul Symczak, VP and Treasurer Frederick DeMarco and corporate communications VP Rozanne Weissman.

Board will next month vote on \$254.3 million 1990 budget, which includes reallocation of some money from various existing funds—including public TV National Program Fund open solicitation and Station Independence Project—to allow \$6 million funding of new Independent Production Service and \$3 million increase in minority consortia support, both on TV side and both mandated by Congress in 1988 Public Telecommunications Act. Proposed budget would also add (over 1988) \$1.6 million to Community Service Grants to public radio and TV stations and \$5.2 million to radio and television programming.

National Association of Public Television Stations-coordinated National Program Funding Task Force last month discussed consolidating current mix of funding mechanisms—including CPB National Program Fund, PBS Program Development Fund and CPB-PBS Program Challenge Fund—possibly under one roof at PBS. Refining series renewal (Station Program Cooperative) process was also high on agenda. Task force will meet one more time before presenting options to annual public TV meeting in San Diego in April.

PBS and many member stations, hoping to assure uniform national prime time schedule, have agreed on limited same-night prime time carriage next fall.

NPR staff last month apprised board's finance committee of proposed FY \$21 million 1990 budget, reflecting estimated 12.2% expenses increase and 16% average full-service member dues increase over 1989. Board will adopt budget at meeting this month. Board also agreed last December to appoint 10-member working group of "citizen leaders" to propose strategic plan for 1990's by next November. 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.

President Reagan's last budget, submitted on Jan. 9, would cap CPB 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, which authorized \$265 million (1992) and \$285 million (1993) totals.

Data Data / February 13

News from Data Express February 13, 1989

WXIX-TV, Cincinnati has contracted to publish a monthly sales newsletter through the Data Express Newsletter Service.* We look forward to working for Jim Donnelly.

WSLT-FM, Ocean City, NJ and KBOR-AM, Brownsville are other new newsletter clients from the last two weeks. Thank you Neely Crowley and Edgar Trevino.

WMGN-FM, Madison is happy with our Newsletter Service. "Our monthly newsletter is always very professional and very polished," says Asst. PD Johnny Marks.

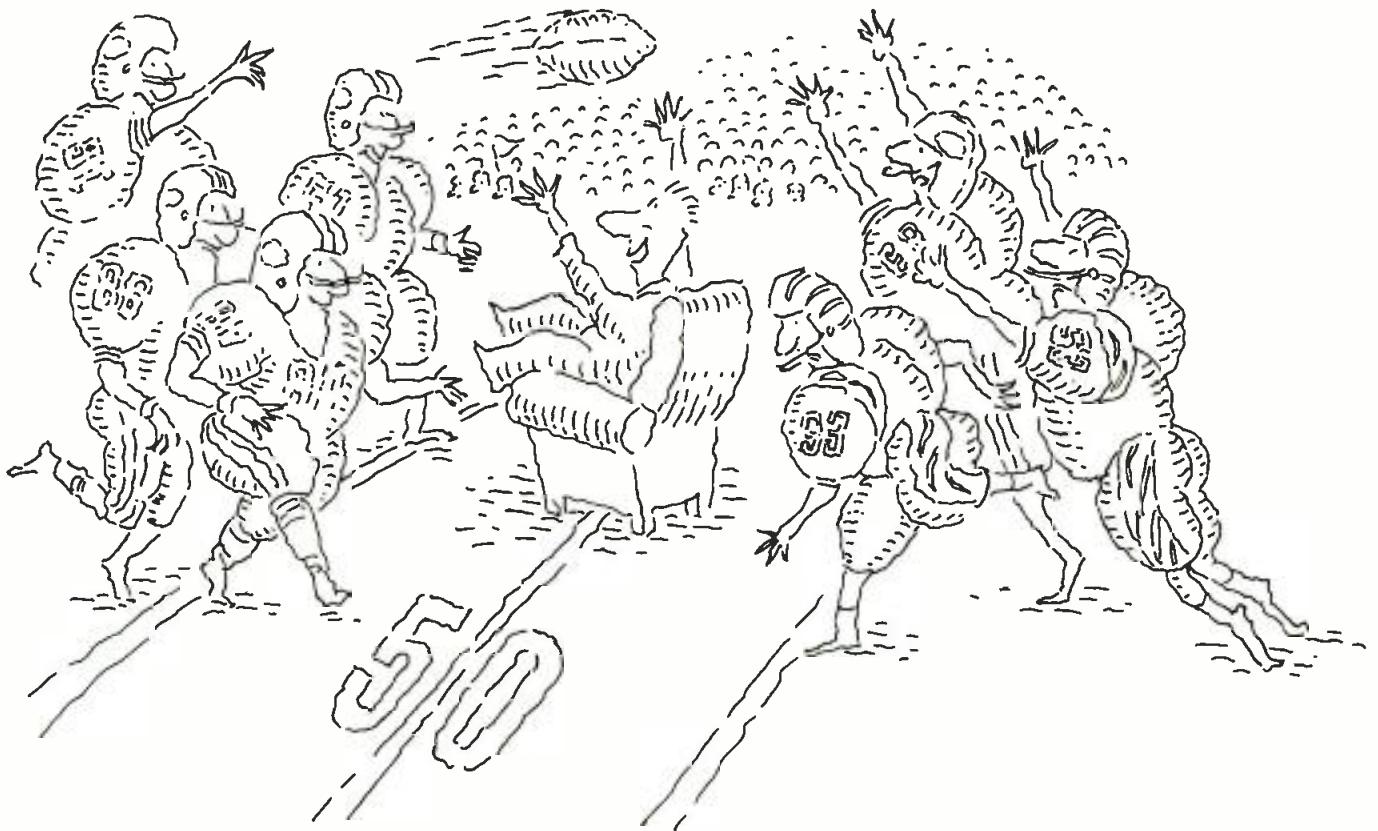
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OUR NUMBERS.

A Current Affair buries Inside Edition in national rating.

A Current Affair

▲7.3

Inside Edition

▲5.1

Source: Nielsen Syndication Ranking Report week of 1/23/89

A Current Affair beats Inside Edition in the Top 3.

New York
(head-to-head 7:30PM)

A Current Affair

▲9.7/16

▲Indie/Ch. 5

▲Improves news lead-in

Inside Edition

▲6.8/11

▲NBC O&O/Ch. 4

▲Drops news lead-in

Los Angeles

A Current Affair

▲12.0/19

▲Indie/Ch. 11

▲First in time period

▲Up from Nov. '88

▲Improves over lead-in

Inside Edition

▲4.6/7

▲CBS O&O/Ch. 2

▲Last (#7) in time period

▲Flat vs. Nov. '88

▲Below news lead-in

Chicago

A Current Affair

▲7.2/12

▲UHF Indie/Ch. 32

Inside Edition

▲6.1/11

▲VHF NBC O&O/Ch. 5

Source: NSI 1/9-1/27/89

**A Current Affair tops lead-ins,
Inside Edition drops.**

A Current Affair

▲Improves or holds in
11 of 17 metered markets

Source: NSI Metered Markets 1/9-1/27/89

Inside Edition

▲Loses in 12 of 15
metered markets



**93 Markets/71% U.S.
already renewed for Fall '89!**



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■ indicates new listing

This week

Feb. 12-13—*Arkansas Broadcasters Association* business meeting and legislative reception. Capital hotel, Little Rock, Ark.

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 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**—*Southern California Cable TV Association* monthly dinner meeting, "Southern California Cable Leadership Forum." Speakers: Spencer Kaitz, president, SCCA; Larry Wangberg, president, Times Mirror Cable; Chris Derrick, president/CEO, Choice TV, and John Rohrbeck, VP-general manager, KNBC-TV Los Angeles. Pacifica hotel, Los Angeles. Information: (213) 463-2186.

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

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

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

Feb. 16—*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. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge. Information: (504) 383-7486.

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

■ **Feb. 17**—"Planning a Successful Broadcast Career," seminar for women and minorities seeking broadcast industry employment, sponsored by *National Association of Broadcasters Employment Clearinghouse*. NAB headquarters, Washington. Information: (202) 429-5498.

Also in February

Feb. 19-April 1—"The Glaring Light: Television Coverage of the Civil Rights Movement," exhibition at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

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

Feb. 20-24—Technology studies seminar, "Media Technology: The Next Generation," sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

Feb. 21-22—"The Pennsylvania Cable Academy," seminar sponsored by *Pennsylvania Cable Television Association*. Holiday Inn East, Harrisburg, Pa. Information: (717) 234-2190.

Feb. 22—*National Press Foundation* awards dinner.

Major Meetings

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, co-ordinated 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 Or-

leans. 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.

■ **Jan. 16-19, 1990**—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 27-31, 1990—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

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

Errata

February 6 "In Brief" incorrectly stated that responsibility for NBC's Washington office had been removed from office of general counsel. While coordination and administration of certain Washington activities have been assumed by parent company, General Electric, office "functionally" continues to report to NBC, according to Cory Dunham, executive vice president and senior counsel to the president, focusing on Washington issues.

Feb. 23—*New York Women in Cable* second annual "Cable Feud." Host: Don Mitzner, president, Group W Satellite Communications. HBO Media Center, New York. Information: Audrey Fontaine, (212) 557-6524.

Feb. 23—"Key Communications Issues in the 101st Congress." Seminar sponsored by *Federal Communications Bar Association Continuing Legal Education Committee*. Washington Marriott. Washington. Information: Carol Matthey, (202) 663-6247.

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—"The Soundbite Election," seminar sponsored by *Center for Communication*, featuring Frank Stanton, president emeritus, CBS (moderator); Roger Ailes, senior Bush campaign director; Scott Armstrong, National Security Archives; Peter Goldmark Jr., president, Rockefeller Foundation; Bob Faw, CBS News correspondent; Michael Gartner, president, NBC News, and Michael Oreskes, correspondent, *New York Times*. McGraw-Hill Building, New York. Information: (212) 836-3050.

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

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

ner, 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 Maluso, 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.



Call for action

EDITOR: I was pleased to see my comments about cable television reported in the Jan. 23 issue in your magazine. In my address, I praised broadcasters for the leadership their industry has already demonstrated in raising public consciousness about adult illiteracy with public service announcements and special programs. I also challenged the major

networks and the hundreds of affiliates to go a step further.

I urged broadcasters to find a regular spot in their schedules to air programs that will help teach illiterate adults to read. They could find time during their daytime programming to air these special programs. Nobody would have to preempt their regular prime time lineups.

It is my opinion that broadcasters can do

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ABC NEWS IRES JUDGE

Can a TV reporter be jailed for airing clips of televised testimony before a congressional committee? That question was raised by the threat of Judge Gerhard A. Gessell to cite ABC's Tim O'Brien for contempt for having aired clips from the testimony given by Oliver North to congressional committees in July 1987. Judge Gessell, who is presiding over North's trial, said that O'Brien's report on ABC's *World News Tonight* on January 31 "appears to be a deliberate effort" to obstruct the selection of a jury.

Journalists were shocked to find that a highly respected judge would even contemplate taking action against O'Brien. Boone Arledge, the president of ABC News, sprang to the defense of his correspondent, saying that he had "reported fairly and accurately what has been said in public regarding the North case." He made no apology for the broadcast.

Judge Gessell did not carry out his threat. He was on weak legal ground, but his anger over what ABC News had done was justified. What is at issue is not so

much its legality as its irresponsibility. O'Brien, in discussing the difficulty of selecting a jury to try Oliver North, said the publicity given to the case was a problem. But worse yet, Congress in 1987 had agreed that North's testimony would be immunized, meaning that it could not be used against him if he had to stand trial.

O'Brien aired a clip of North's immunized testimony saying it showed him virtually confessing to one of the charges against him. He then showed a second clip, saying that "the strongest evidence may come from his own lips." O'Brien said that North's right of protection against self-incrimination would be violated if anyone aware of his testimony were to be seated as a juror. He noted that Congress had been warned that giving North immunity might make it difficult to find a jury. He said: "The problem has been compounded by television. If you paid close attention to this report, you too are ineligible to be a juror."

Joe Goulden, a veteran journalist who had initially reacted negatively to Judge Gessell's outburst, was more sympathetic after viewing O'Brien's report on tape. He said, "O'Brien's stunt is the generic equivalent of a busybody interfering with police at the scene of a street crime. He disrupted

the orderly administration of justice. Nothing aired in his report could not have awaited the seating of a jury. O'Brien's cheap stunt, endorsed by his ABC boss, Boone Arledge, is but one further episode in a political proceeding that has been mismanaged from the outset."

The *New York Times* said that Judge Gessell's irritation with ABC was understandable and that ABC could have portrayed the jury selection dilemma "without flashing those film clips directly at the pool of prospective jurors." ABC's legal editor, law professor Arthur Miller, said on ABC's *Good Morning America* that the judge's anger was justified. Miller said the judge was warning the press to quit interfering, making his job more difficult. ABC's *Nightline* took up this controversy, but strangely it couldn't find time for any defense of Judge Gessell.

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as much, if not more, to combat illiteracy than any federal program that Congress could design. The broadcast industry employs bright, creative and innovative minds. These minds created *Sesame Street* and other programs that entertain and enlighten our children. These same minds also have the power to inform and educate our illiterate adults.

Today, an estimated 23 million Americans are illiterate. Another 35 to 40 million children reach adulthood unable to read and write.

Adult illiteracy is a national disgrace. But if broadcasters and legislators work together, adult illiteracy is a disgrace that we can overcome.—Howard M. Metzenbaum, United States Senator (D-Ohio), Washington.

Likes lottery

EDITOR: Here's another point of view on the Jan. 2 "Closed Circuit" column reporting that the FCC's Mass Media bureau was "cooking up ideas for streamlining procedures for awarding permits for new broadcast stations."

The present system is a shambles, and it is not working. At least not for the FCC and not for the applicants—sham or not.

It's a sham[e].

The present new station applicant selection process favors counterfeit or imitation applicants because it makes good economic sense for them. It's only a slightly unethical,

cal, not illegal, investment; sides, it's also a benevolent one that feeds the ancillary legal and engineering market that lives—and thrives—on the complex processes that applicants must participate in.

The present system favors applicants with defective characters. Character is an abstract word, having different meanings to different people. Dictionaries define it as "qualities or features, as moral nature; moral strength or weakness. The special ways in which a person feels, thinks, and acts, considered as good or bad, make up his/her character."

Under most community and social standards, the willingness to offer, and to accept, bribes is considered a character defect. One which, when it occurs in the public sector, is seldom (or never) in the "public interest," but rather in the "self-interest" of the participants.

From the present selection process, the "best" applicant to emerge is often the one with the most money "to invest," the will to bribe, and the greatest skill at coercing the other applicants.

Under the prevailing ethical norms, a rational selection process such as a lottery or a numerical tally with ranking is the only "fair" and "just" way to give all the applicants, sham or not, an even chance.

Perhaps it takes a technical type to think this way, but the present process is a sham shame. Hooray for the FCC for realizing that it needs to be changed.—Ronald F. Balonis, chief engineer, WILK(AM), Wilkes-Barre, Pa.

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A TV station sales commentary by Robert H. Baker, Management Communication Consultants, Hendersonville, Tenn.

Broadcast sales managers have talked about marketing their media for years. Yet the television industry is trapped in a cost-per-point and cost-per-thousand squeeze that is getting worse. Developmental efforts at many stations have lost sight of their customers—the advertisers—spending much of their selling time in the media department of ad agencies. Television has become a commodity sell—worth whatever the negotiated rate is.

Now, however, there may be some help. I've noticed more sales managers push their people to focus on results—customer results. Conversations at sales meetings turn more and more to discovering customer needs and solving those needs through television. Lip-service marketing efforts, at least at some stations, are giving way to serious attempts to cultivate long-term business. And now, stations have the offer of help from an unexpected source—the agencies.

In a wide-ranging series of interviews with a number of New York City's top ad agencies recently, I discovered a willingness to forget the "adversarial" relationships of the past and to join with television salespeople in becoming "partners-in-development" with them.

In these discussions, I talked with account execs, management supervisors, research directors, creative people and media directors. In each case, I asked them to represent their agency peers across the country. I asked them to consider the needs of their own clients and those represented by agencies in cities like Des Moines, San Diego, Nashville, Toledo and Buffalo.

I asked each person only one question: "How can television salespeople help you in the marketing process with your clients?" Their answers were fascinating.

With the exception of the media department, these ad agency execs asked television stations to join them in "partnerships" based on trust and the exchange of marketing information beneficial to all—the station, agency and client. They asked for ideas, perspective from outside the agency and long-term thinking.

They didn't want confidential station or competitive information. What they asked for were trends to help their people reach early conclusions to avoid client surprises. They asked for salespeople to "differentiate each client," help in the planning process and bring "opportunities" and information on their local marketplace. Again and again they asked for local consumer information, local market information, product usage information, even local viewing habits and things unique to the market.

Steve Greenberger, senior vice president/director of media planning and research at William Esty, put it best: "The most important thing a salesperson can provide us with is a feeling he/she knows what our



"Ad agency execs asked television stations to join them in 'partnerships' based on trust and the exchange of marketing information beneficial to all."

business is all about so when he comes to see us...[he can tell us] what his station can do to help move our product."

These agency execs said they and their counterparts at agencies across the country would be willing to share client marketing plans with television salespeople if there were a real two-way exchange. Bruce Bromley, management supervisor at Lois Pitts Gershon PGN/GGK, said: "If a television salesperson is involved in the marketing process with us, he can help us peel apart the layers and identify a niche we may not be filling where his station can help."

John Neal, executive vice president/management supervisor at William Esty, told me that "getting involved in the marketing process to help our people strategically lend an outside perspective helps us better understand our clients' competition. We don't need anything confidential...just innovative thinking that leads to a better job being done [for the client]."

Can local salespeople get in to see these key agency execs at their local shops? The answer is yes. Mark Rothman, group account director at Lois Pitts, said: "I've found over the years I will share what's

going on with a rep I feel comfortable with... [someone] who has shown he's willing to be involved and be able to help in the marketing of our product." John Sloan, senior vice president/management supervisor at Warwick Advertising, said: "I'm willing to see anybody who can help us achieve our goals with our clients, so I'd welcome calls from local television salespeople as long as they know it isn't going to be one-sided. I'm not willing to give information if I'm not getting something back."

Unfortunately, most of the agency execs I talked with told me few salespeople from television actually call on them. Before he joined Lois Pitts, Rothman spent 10 years as director of marketing for Bristol Myers and American Home Products. He told me: "In my 10 years on the client side and my years at this agency, I am continually called on by print reps who really have a sense of my business and bring new ideas to it. I never once saw a television rep who brought new ideas to the business." It's not that Rothman's door isn't open; it's that television salespeople don't call. I heard the same story at every agency I visited.

John Sloan asked television salespeople to get involved in the marketing process with their local agencies. He said: "We need help in the planning stages...when we're putting together the marketing plans and we're looking at a number of different media."

This theme was echoed at almost every agency and at nearly every level—except for the media department. Media people such as Elizabeth Solderinger, media director/director of broadcast at Lois Pitts, said: "Television people can't beat me over the head. They need to listen to my cost-per-point and move with it." Margaret Rosser, senior vice president/group media director at Esty, admitted that "when the media group at the agency receives the marketing plan, it is essentially finished, and if a television salesperson wants to make a pitch for a budget within the plan...the likelihood of it happening is not great."

These and other agency interviews, conducted late last year, are part of an intensive training workshop for salespeople on "marketing television" being conducted by my company under the auspices of the Television Bureau of Advertising in 38 markets across the country during the first four months of this year. The goal of the workshops is to encourage television salespeople to begin marketing their product to both the agency and client, to focus on client needs and to become "partners-in-development" with their local agencies.

Reaction to the seminars has been enthusiastic as salespeople discover a new willingness among their agencies to share marketing information on clients and work together on uncovering client needs, then solving those needs through television. ☐

THE PROCESS of American politics can seem remote and complex. Just ask Texas Congressman Richard Armey.

He began watching Congress on C-SPAN – cable television's public affairs channel.

"C-SPAN changed my life," says Representative Armey. "I gave up the most secure position in the world... to enter the first political race of my life."

In 1983, then a professor of economics, Richard Armey decided to run for Congress. He had never held public office. He had never written his congressman. In fact, until his election, the only member of Congress he had ever met was his opponent.

At that point Mr. Armey knew very little about the workings of Washington. "I had no

idea how they did what they did, but I knew I wasn't happy with what I was getting."

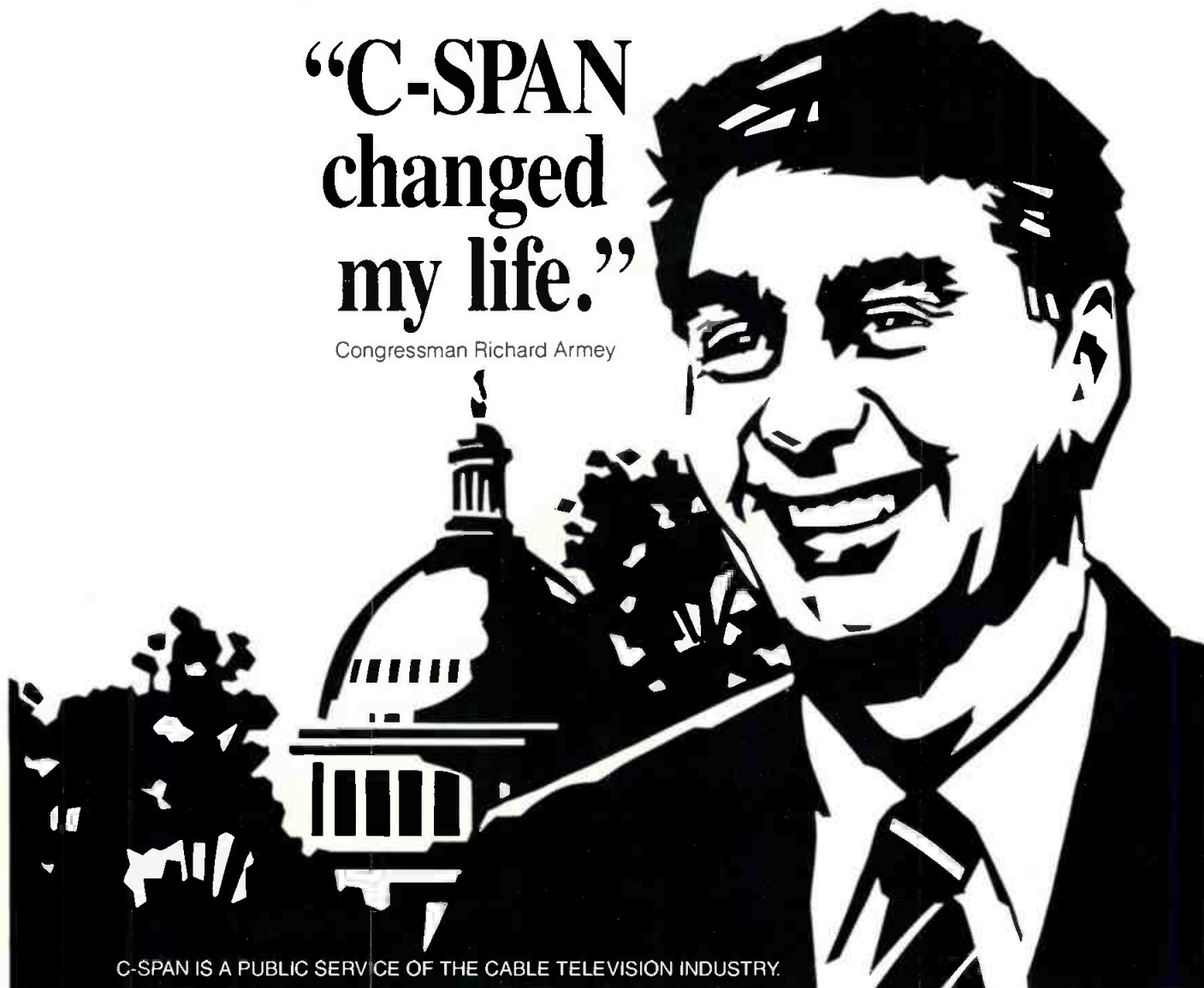
Regular C-SPAN viewing helped. "I watched everything I could," he says. "My wife used to think I had Saturday night wrestling on, because I would talk back to the television."

"And I began to feel a more intimate relationship to the process. I began to understand that these folks weren't bigger than life, and that, in fact, most of them weren't bigger than me."

C-SPAN
Tenth Anniversary
1979-1989

**"C-SPAN
changed
my life."**

Congressman Richard Armey



C-SPAN IS A PUBLIC SERVICE OF THE CABLE TELEVISION INDUSTRY.

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TOP OF THE WEEK

It's 'Lonesome' at the top

Broadcast networks bask in 80 share as sweeps programing, CBS's 'Lonesome Dove' mini-series in particular, pushes prime time audiences to highest levels in year and a half

Last week, the first full week of the February sweeps, the networks were recording prime time numbers that had some executives reminiscing about the good old days when a prime time show pulled a 30 share or was canceled. Much of that strength was attributable to the drawing power of CBS's four-part mini-series, *Lonesome Dove*.

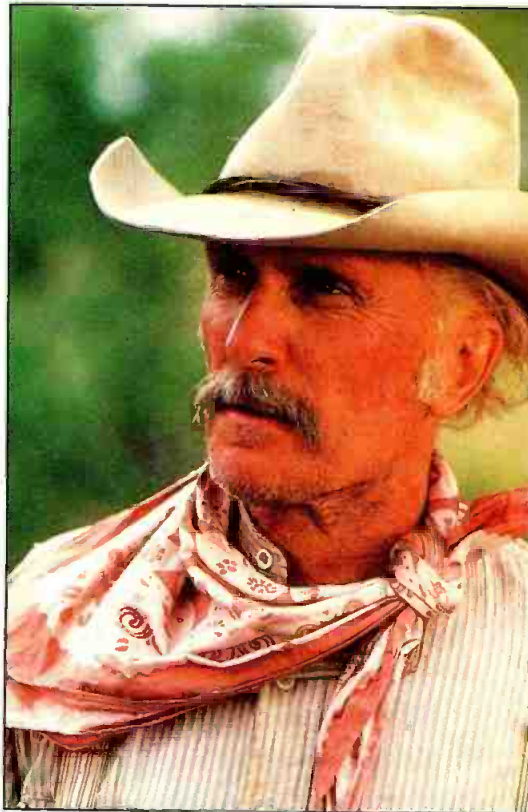
Monday night (Feb. 6), the big three delivered a combined 56 rating and commanded an 80% share of the available audience, the largest rating and share for a night of network prime time programing in a year and a half, according to NBC research. Of late, three-network shares in prime time have been averaging in the high 60's.

Last Monday's three-network share rose to 84% during the 9 p.m.-11 p.m. time period, when CBS broadcast part 2 of its highly acclaimed mini-series, *Lonesome Dove*. *Dove* captured its time period that night (as it did all four nights that it aired) with an average 23.8/34. However, NBC eked out a win for the night, with its special "Night of a Thousand Laughs" comedy slate that included original episodes of *The Cosby Show*, *ALF*, *The Golden Girls*, *Empty Nest*, *Cheers* and *Night Court*.

The comedy slate averaged a 20.4/29, beating CBS by one-tenth of a rating point (20.3/29). ABC was third with an average 15.3/22 for the debut of its *Mystery Movie*, with Peter Falk reprising his role as the rumpled detective, *Columbo*. The show averaged a 16.3/23.

NBC Research Vice President Gerald Jaffe said the networks delivered a combined household audience last Monday totaling 50,620,000 viewers, the highest for a night of network entertainment prime time viewing in three years.

Lonesome Dove, based on the best-selling Western saga by Larry McMurtry, and produced by Motown Productions in association



CBS's 'Lonesome Dove'



ABC's 'Sex Tapes'



NBC's 'Ruthless People'

with Pangaea and Qintex Entertainment, averaged a 26.1/39 over four nights.

It was CBS's third highest rated mini-series ever, following *Master of the Game* (26.6/39) and *Scruples* (26.3/40). Having won the first three nights of the week with *Dove* as the primary program offering, CBS appeared to have a good chance of capturing the weekly prime time race, breaking NBC's 20-week win streak.

Dove commanded its largest audience the night it debuted, Sunday, Feb. 5, when it averaged a 28.5/42, driving the three-network share to an 84 during the 9 p.m. to 11 p.m. time period. However, ABC's generally lackluster performance that night, including the dismal 4.3/6 turned in by the canceled *Studio 5B*, brought the three-network share down to a 74 for the night.

Going up against *Dove* the first night was NBC's *The Sex Tapes*, widely panned by the critics, but which averaged a respectable 16.2/24, and the theatrical film "Ruthless People," which averaged a 12.4/18 for ABC.

Last month, after some screenings of the project, the word on *Dove* was that it was a quality production that would help CBS in the sweeps. Indeed, there seems little doubt the network will take second place this month. But even CBS officials were surprised at just how well it did.

"Expectations for the program were high," said one CBS executive. "But we were really concerned when NBC decided to put a night of its strongest comedies against it, the same night *Columbo* was to debut on ABC. We were surprised it [*Dove*] held up so beautifully."

CBS guaranteed advertisers a minimum 18.6 rating for the first episode of *Dove* and an average 17.6 for the remaining episodes, well below the mini-series' actual performance.

The 80-plus shares the networks achieved came in the beginning of a sweeps period when all three networks programed aggressively, and successfully, for viewer attention. Nevertheless, last week proved a morale booster, especially for CBS, whose programing woes have provided ample grist for TV writers over the past two seasons. CBS Broadcast Group president Howard Stringer issued a memo to all staffers designed to rally the troops last week, trumpeting *Dove*'s "critical and commercial success."

Offering congratulations to all involved in the project, Stringer added that "in the age of trash television when cynicism reigns, many of us wondered whether something as good as *Lonesome Dove* could succeed. Well, it could, and in doing so...reminds us that broadcasters must challenge audiences with their best work."

Last week, after the first eight days of sweeps ratings, it appeared CBS was on its way to a second-place sweeps finish, despite its third-place position in the season-to-date race. In the sweeps, after eight days, CBS led with a 17.2/26, followed by NBC's 16.6/26 and ABC's 12.6/19. But network officials last week said that with most of the high-profile sweeps programing over, NBC would likely take the lead with its lineup of regular programs.

Season to date, after 20 weeks, the prime time standings are

NBC, 16.1/26; ABC, 13/21, and CBS, 12.3/20. The networks expect to finish the season in that order.

Compared to a year ago, the networks averaged one share point higher in the first week of the sweeps, with 71% of prime time households. So far, CBS is up 18%, NBC is up 1% and ABC is down 21% (and ABC won't have the Olympics in the second half of the sweeps, as it did last February, to counter those losses).

But the networks are expected to give up that one share point gain, maybe more, in the latter half of the sweeps, "with the major hype shows behind us," as Jaffe put it.

Still, the performance in the sweeps is good news for the networks, for they appear to have stemmed, at least temporarily, audience erosion that has continued to plague them this season. Season to date, the combined network share of audience is 68% compared to 71% a year ago.

On most nights last week, the network audience gains were coming at the expense of cable, independent television and public television. There was one notable exception. On the night *Lonesome Dove* debuted, Sunday Feb. 5, the independent share of viewing was up one point, mostly due to Fox Broadcasting Co.'s continuing success on that night, researchers said.

Meanwhile, each network has or will launch at least one new series during the sweeps period. On Friday, Feb. 4, NBC debuted *Unsub: Unknown Subject*, at 10 p.m., where it finished third with an 11.6/20. ABC will debut *Great Circuses of the World* Sunday, Feb. 26, at 7 p.m., in place of *Incredible Sunday*, and may launch a new show in the Sunday 8 p.m. slot recently vacated by *Studio 5B*. But the network could vamp with specials there until the sweeps end.

CBS said last week it will launch a new show on the last day of the sweeps, *Hard Time on Planet Earth*, Wednesday, March 1, 8 p.m.-9 p.m. Other sweeps highlights for CBS include *The Grammy Awards*, Feb. 22, and *Miss USA Pageant*, Feb. 28.

ABC will unveil the Burt Reynolds (as B.L. Stryker) segment of *Mystery Movie* on Feb. 13, to be followed a week later by the debut of the Louis Gossett Jr. (as Gideon Oliver) segment (Feb. 20). It will broadcast its lone mini-series of the sweeps, a two-parter called *Passion and Paradise*, Feb. 19 and 21. It's a tale of murder and corruption in 1940's Bahamas. ABC will also air a made-for-cable called *The Return of Get Smart*, based on the popular 1960's TV series.

NBC's one mini-series of the sweeps is a two-parter called *Dead of Night*, airing Feb. 27 and 28, about a fashion designer's ghoulish encounters after a near-death experience. The network is also airing a movie based on the Achille Lauro terrorist hijacking incident (Feb. 13th) and another *Perry Mason* movie (Feb. 12).

Will the networks continue to draw the big numbers they did last week? Not likely, was the consensus of network officials contacted last week. But, said Jaffe, "Hope springs eternal. We learned last week [the networks] can still do it if you put on the right programing." □

Court upholds FCC's fairness repeal

Decision supports commission's finding that doctrine did not serve public interest; court does not rule on constitutionality

The FCC last week won a major court victory in its effort to free itself—and the nation's broadcasters—from the fairness doctrine. But the victory was not a complete one. The U.S. Court of Appeals in Washington affirmed the commission's decision in August 1987 to repeal the 40-year-old doctrine, but only on the ground that it no longer served the public interest. The court held it was not necessary to reach the question as to whether it violated the First Amendment. As a result, congressional backers of the doctrine are not foreclosed from pursuing their plans to write it into

law.

The House Telecommunications Subcommittee on Thursday began hearings on a codification bill (see page 33). And Representative Edward Markey (D-Mass.), chairman of the subcommittee, viewed the court's decision, in fact, as giving Congress "a green light" to proceed with codification of the doctrine. He noted that Congress "continually overturns agency decisions with which it disagrees," and added, "I pledge that the FCC's ill-considered decision to repeal the fairness doctrine will be remedied as expeditiously as possible."

Those on the other side managed to take at least as much satisfaction from the decision. FCC Chairman Dennis Patrick said the court "vindicated the public's right to receive broadcast press coverage from gov-

ernment interference," and upheld the findings on which the commission had based repeal of the doctrine. Indeed, Timothy Dyk, lead counsel for a number of media groups who supported the commission, said that in affirming those findings—that the doctrine "chilled" broadcasters' interest in covering controversial issues and that there had been a substantial increase in the diversity of media outlets and programing—"the court has made it difficult for anyone to argue that the doctrine is constitutional."

The opinion of the three-judge panel, acting on the appeal by the Syracuse Peace Council, was not unanimous, although the only dissent was a partial one by Chief Judge Patricia Wald. Judge Stephen F. Williams wrote for himself and Wald in affirming the commission's decision on public

interest grounds. Williams noted that it is "an elementary canon that American courts are not to 'pass upon a constitutional question'" if there is another ground on which a decision can be based. "Happily," he writes, "the commission's opinion is not written in exclusively constitutional terms." For the commission's conclusions regarding the doctrine, "if accepted," he adds, "compel a finding that the doctrine fails to serve the public interest."

Wald's dissent dealt with the commission's decision to eliminate the first prong of the doctrine—the requirement that broadcasters provide coverage of controversial issues—as well as the second, that such coverage be balanced. Wald contended that the commission had failed to provide parties with notice, as required by the Administrative Procedure Act, that it proposed to repeal the first prong as well as the second. She also said the commission had provided no evidence that continued enforcement of that prong would be harmful. She said the commission appeared to fear it would be accused of "doing things halfway," and added, "This is deregulation running riot."

But it is probably the concurring opinion of Judge Kenneth Starr that will attract the most interest. Alone among the three judges, Starr would have affirmed the commission on the constitutional issue. The commission had argued that "the fairness doctrine contravenes the First Amendment and thereby disserves the public interest." And most of the parties participating in the case, on both sides, urged the court to decide it on constitutional grounds. Starr would have obliged. He said precedent requires the court to consider the constitutional issue unless the agency based its decision "either exclusively or alternatively" on nonconstitutional grounds. And Starr saw the panel majority as simply "blue penciling the commission's language purporting to base the agency's action on constitutional grounds."

Starr says that vindication of the constitutional reasoning in the commission's order "would not constitute a judicial determination that the fairness doctrine (as currently administered) is 'unconstitutional.'" But, he also said that the burden of supporting the constitutionality of what he called a "new" fairness doctrine would be "substantial," though "by no means hopelessly insurmountable." He contends that the constitutionality of the doctrine "is linked in part to technological developments (and behavior) in the communications marketplace." And those developments, he said, "obviously continue to unfold, with impacts that can only foggily be predicted."

But in any future argument on the constitutionality of the doctrine, it would be the commission, in Starr's view, that would have the better of the argument in contending it is "numerical scarcity" and not "allocational scarcity" that is critical in determining whether the fairness doctrine is constitutional. The Supreme Court, in upholding the constitutionality of the fairness doctrine, in the *Red Lion* decision, in 1969, had cited "scarcity" as a basis for its decision. And backers of the doctrine say it is

the limit on spectrum capacity that is at issue. But Starr maintains that the commission "has correctly discerned that, under *Red Lion*, the constitutionality of the fairness doctrine is closely related to the incapacity of the communications marketplace to give expression to diverse voices."

The opinion is one of the last Starr will write as a member of the court. President Bush has appointed him Solicitor General.

The case grows out of a fairness doctrine complaint the Syracuse Peace Council brought against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., after the station had carried a number of commercials in the early 1980's promoting the construction of a nuclear power plant in the area. The commis-

sion ultimately ruled against the station—but the appeals court sent the case back to the commission with instructions to consider Meredith's argument that the doctrine violates the First Amendment. The commission, on the basis of comments it had requested and the report it had issued on the doctrine two years earlier, concluded that the doctrine violated the First Amendment and "thereby disserves the public interest."

The commission and the media groups that had intervened on its side and the SPC and its citizen group allies hoped the court would meet the constitutional issue head-on. Instead, the majority of the panel appears to have decided it was a matter better left to Congress and the President. □



Tallying up the tea bags at the National Taxpayers Union

Hill steamed over radio's tea time

Many in House and Senate blame talk show host drive against proposed pay raise for turning public sentiment against plan

Congress opened fire on the media last week over what many felt was "unfair" and "unbalanced" coverage of the proposed 51% pay raise the lawmakers had been slated to receive. Both the House and Senate rejected the increase but only after a strong public outpouring of protest driven by consumer groups and, in part, by elements of the radio industry.

More than 20 radio talk show hosts across the nation encouraged their listeners to show their disapproval of the pay hike by sending letters and tea bags to their congressmen. And people listened. According to "conservative" estimates by a National Taxpayers Union policy analyst, a million taxpayers registered some form of protest to Congress in the form of tea bags, letters, "protest notes" or telephone calls. Many broadcast industry observers fear that the radio-incited revolt, described by *Newsweek* as a "modern-day version of the Boston Tea Party," could poison the waters with Congress for some time.

"Given the mood of Congress, if people think they can move a radio-only bill now, they are dreaming," said one Washington

insider. (Radio executives have high hopes for obtaining a license renewal reform bill in the 101st Congress.)

Signs of Capitol Hill's animus toward the news media surfaced during the House debate on the pay raise last Tuesday (Feb. 7), just prior to the 380-48 vote which sank the initiative. "We became cartoon cannon fodder for trash television and for talk radio, but we did not make our own case, even though we had more editorial and public interest support, including Common Cause, than we have ever had before," said Representative Vic Fazio (D-Calif.). Fazio was one of the few who would not support the resolution opposing the increase. As Fazio put it, "We fell prey to the deception of the rabble-rousers."

Yet another possible side effect of the coverage, sources fear, involves Capitol Hill's consideration of legislation to reimpose the fairness doctrine. The incident may add even more fuel to Congress's desire to revive the doctrine and could stimulate efforts to strengthen it. The doctrine's chief proponent, House Energy and Commerce Committee Chairman John Dingell (D-Mich.), has "some concerns" about the coverage, according to a Dingell aide. The aide, however, would not elaborate. Dingell backed the salary hike.

The matter also came up during a

House Telecommunications Subcommittee hearing last week (see page 33) on fairness legislation. Republican Michael Oxley of Ohio told a panel of broadcaster witnesses and others that the stories generated on the pay raises were the "most unfair...that I have ever seen." Disk jockeys with "a total IQ that wouldn't reach the top number on the FM dial were working up the electorate...giving them false information," said Oxley. The print media, he continued, was "just as bad, maybe worse."

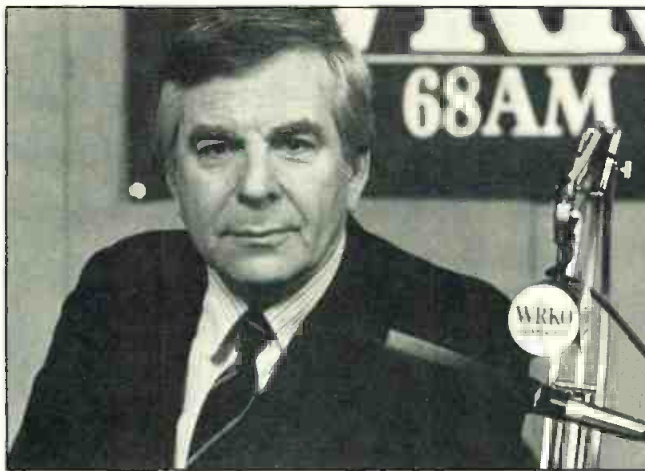
And although Oxley made it clear he is no fan of the fairness doctrine and would oppose it, he suggested perhaps applying fairness to newspapers or even "looking at amending the First Amendment." The congressman's gripes with the media, however, were not limited to this issue; indeed, he voiced displeasure with reporting on the presidential election as well as the confirmation hearings for Supreme Court nominee Robert Bork.

Then, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), in a humorous vein, said it would be "very easy for us to separate our deep bitterness about the media's treatment of the pay raise" when considering the industry's legislative agenda. Asked later, however, if all kidding aside, some members might hold a grudge, Markey emphasized that his remarks were only in jest.

Still, congressional tempers apparently flared even before the final vote on their salary package. The Hill's ire toward the press, according to reports, surfaced frequently during House Democrats' weekend retreat at the exclusive Greenbrier resort in White Sulphur Springs, West Virginia. Lobbyists from the National Association of Broadcasters and ABC, CBS and NBC who were at the Greenbrier were said to encounter repeated comments from lawmakers on the subject. Their anger was not limited to broadcast journalists; they seemed equally unhappy with the print media too, sources indicated.

Nevertheless, radio's role was singled out, as reflected in the remarks made during the controversy by House Majority Whip Tony Coelho (D-Calif.): "The talk show hosts and Ralph Nader won this round at the expense of the long-term interests of the country."

The radio campaign dates back at least as far as Dec. 14, 1988, when a listener telephoned WXYT(AM) Detroit and complained about the proposed pay raise to announcer Roy Fox. Around the same time, WRKO(AM) Boston's Jerry Williams said he received a similar on-air call from consumer activist Ralph Nader. Outraged by the prospect of the congressional pay raise, a protest evolved in which listeners were urged to send teabags, telephone calls and letters of protest to members of Congress.



Jerry Williams of WRKO(AM) Boston

Initial plans by the makeshift coalition of talk show hosts called for a Boston post office box where radio listeners from around the country could send in their letters and teabags. When postal officials there balked at the idea, the Washington headquarters of the National Taxpayers Union agreed to act as a receptacle. By the first of the year the ball was rolling; last week, the headquarters reported that it had received 75,000 teabags (most unused). And then there were thousands more that were sent directly to congressmen.

Among the personalities and stations who eventually joined the teabag campaign were Jim Bleikamp, formerly of WGY(AM) Schenectady, N.Y.; Mills Crenshaw of KTKK(AM) Salt Lake City; Allan Dale of WOAI(AM) San Antonio; Lee Fowler of WJNO(AM) West Palm Beach, Fla.; Al Gardner of WFLA(AM) Tampa, Fla.; David Gold of KLIF(AM) Dallas; Bob Grant of WABC(AM) New York; Drew Hayes of WKRC(AM) Cincinnati; program director Bob Klopfenstein of KKO(AM) Albuquerque; Tom Leykis of KFI(AM) Los Angeles; John Lanigan of WMJI(AM) Cleveland; Jan Mickelson of WHO(AM) Des Moines; Sandra Payton and Mike Thompson of WWS(AM) South Miami; Mike Siegel of KING(AM) Seattle; John Stupak of WBAL(AM) Baltimore; Jerry Vaughan and others at KTOK(AM) Oklahoma City; Ed Walker and Bruce Allen of WWRC(AM) Washington; Mark Williams at XETRA(AM) Tijuana, Mexico (San Diego),



Roy Fox of WXYT(AM) Detroit

and Barry Young of KFYI(AM) Phoenix.

Some of the talk show hosts, like WXYT's Fox, said that legislators were invited to express their viewpoints on-air but opted not to appear. Others were more successful, like KFI's Leykis, who said he interviewed several legislators on his program, but only opponents of the pay hike. Those lawmakers in favor of the raise declined to be on the show, Leykis said.

"It is the first concerted group effort by radio talk people around the country," said Williams. With a victory proudly notched onto their belts, he said the group has plans to meet this April in Boston to form a solid coalition that will be able to address other issues. "People are asking what we are going to do next," said Fox. "I'm saying: 'What do you want from me?' We already saved the nation!"

Leykis and others involved said the campaign was successful because it was a "seductive" topic for talk radio that found many listeners taking the same side.

Leykis and others involved in the teabag protest indicated they did not fear any retaliation from Washington in the form of harmful radio legislation. "I think it would take a certain amount of gall for legislators to retaliate," said Leykis. "If they try it, we'll talk about that on the air, too." □

UA and United Cable redo deal

United Artists Communications and United Cable Television Corp. have reached an agreement in principle on revised terms for the merger that the two companies first announced in October 1987. The companies had said last week that they were renegotiating the terms of their definitive merger agreement because they would not be able to close the deal by its Feb. 28 deadline (see BROADCASTING, Feb. 6).

Under the terms of the agreement announced last Thursday, United Cable stockholders who receive cash for their stock will receive \$38.50 per share, a price 10% higher than in the previous deal. United Artists shareholders, as before, will exchange their shares for one share of class A common stock and one share of class B common in the company to be formed by the merger, United Artists Entertainment Co. On Friday morning, United Cable's stock price was trading at \$37, up \$0.125 from Thursday's close.

The revised terms are subject to approval of the companies' boards of directors and the approval of the board of directors of TCI, which owns a majority of United Artists. The deadline for merger completion has been rolled back to May 31.

Murdoch dishes it out, but few are there to take it

He launches Sky Channel satellite TV service in Britain, but lack of dishes limits reception for time being

Rupert Murdoch has started the revolution without them—the British viewers, that is.

The Australian-turned-American media mogul last week launched an unprecedented four channels of satellite TV under his UK Sky Television banner, but a combination of poor encryption planning, delays in satellite receiver deliveries and British cable's limited channel capacity conspired to let just a fraction of a percent of the UK's more than 21 million TV viewers sample the full service.

From his new and as-yet-unfinished Sky

feeble audience reach and thumbed their noses at Sky Channel's American-influenced, rerun-laden program schedule.

British viewers themselves have had little chance to judge, with the necessary 60-centimeter dishes and receiver equipment still not available in retail stores last week. Sky's lead supplier, British electronics manufacturer Amstrad, last week was said to be airlifting receivers from Japan to boost the flow to stores.

Most of the initial viewers of Sky TV were homes connected to Britain's relatively few broadband cable systems. At least 40,000 of Britain's total 60,000 broadband cable households were being offered the four-channel package, a BROADCASTING

study on the European satellite TV receiver market just prior to the Sky launch. Comparing potential satellite growth with the growth curve of past new technologies, the Logica forecast puts just 80,000-170,000 dishes on the UK market by the end of 1989, between 350,000 and 500,000 by the end of 1990 and, on the high end, one million by 1991.

Contributing to the delay in Sky satellite receivers reaching retailers was one key error acknowledged by Murdoch—an initial reversal over whether the package's movie channel would be scrambled soon after launch.

At first, Murdoch maintained Sky Movies would remain unencrypted, but after strong objections from Hollywood studios, which argued that product sold for a UK audience would leak over into other European nations, Murdoch backed down and selected a Thompson-manufactured Palcrypt system for scrambling.

The reversal apparently delayed the manufacturer's receiver designs by a month or more. Whether it will significantly undercut Sky's nine-month lead on rival BSB's subscriber movie and other ad-supported services remains to be seen.

Sky Movies is now set for scrambling later this year after decoders are placed in the field this autumn, and The Disney Channel will be encrypted three months after its launch, sometime in the second half of the year.

Despite Sky's initially small audience and uncertainty over the rapidity of dish penetration, few were discounting Murdoch's efforts. One veteran of similar new channel launches in the U.S., Turner Broadcasting executive Bob Ross, now head of Turner's London-based CNN International Sales, said: "I'd be surprised if they sell 200,000 dishes this year, [but] that doesn't mean it's not going to work, just that the costs will be a lot higher than contemplated."

Murdoch is said to have already logged \$45 million in losses in preparation for the launch (not counting \$55 million-\$60 million written off on the original Sky Channel investment), and industry projections are believed to put the venture in the red by at least \$200 million in 1989.

Probably the biggest financial drain will be Sky's 24-hour news service, which will have a staff of 200, with deals for most of its footage from Visnews, as well as non-exclusive raw news arrangements with suppliers WTN and CBS. The channel, which intersperses half-hour headline news on the hour with a mix of interview, investigative, entertainment and business news shows, would cost more than \$50 million a year, a Sky source said.

Another significant headache, however, could be Sky's sports channel, Eurosport. A joint venture with 13 national broadcasters whose membership in the European Broadcasting Union has simplified the consortium's program licensing arrangements (the EBU dominates European sports rights



Rupert Murdoch and Andrew Neil

Television center 40 minutes west of central London, and just seven months after he first made public his plans to shift from a pan-European satellite TV approach to a UK-focused direct broadcast service, Murdoch, on Feb. 5, launched an around-the-clock news channel, a sports channel (in a joint venture with a consortium of European national broadcasters) and an unscrambled (for now) movie service, as well as a revamped version of his six-year-old satellite flagship Sky Channel. A joint venture subscription Disney Channel and a Sky arts channel are to be added to the package later this year.

Both praise and scorn followed the launch last week in the wake of Murdoch's own intensive publicity blitz (his News International, which controls Sky, publishes Britain's leading mass readership newspaper, as well as mid-market and up-market dailies).

Some applauded Murdoch for leading the way to a new age in British TV, doubling overnight the number of TV channels on the air. Others mocked the four channels'

phone tally of British broadband cable operators confirmed.

But some 600,000 cable viewers on older narrow-band systems were also able to watch the enhanced Sky Channel.

Sky TV last week characterized the shortage of audience and dishes as a temporary condition that would quickly evaporate now that Murdoch has "stepped up to the plate" to make satellite programs available to viewers. Sky's current target: at least 1.25 million British homes, possibly closer to two million, by the end of 1989, with stores handling a flow of 200,000 receivers and dishes per month from a group of about 70 suppliers by this April. Murdoch has previously said he expects six million satellite households in the UK by 1995.

Sky also maintains that it will have at least a million dishes out by the time its chief rival, British Satellite Broadcasting, reaches the air next fall with its package of three direct-to-home channels (it will add two more some months later).

More skeptical, however, was London-based consultant Logica, which released a

Luxembourg bound

Astra is closing in on a deal to purchase Satcom K-3 from Crimson Satellite Associates, 50-50 joint venture of Home Box Office and GE Americom. The Luxembourg-based satellite operator plans to call for the launch of a second 16-transponder Ku-band satellite like Satcom K-3 (to be designated Astra 1-B) into the same orbital slot as the first (Astra 1-A)—a move that would allow subscribers to tune into as many as 32 channels of service through one fixed antenna. Astra had expected to contract for the construction of a new bird.

Crimson was formed to build and launch Satcom K-3 and market its 16, 60-watt transponders to cable programmers, but was unsuccessful.

Having given up on the domestic cable market, Crimson looked to other buyers and attracted Astra. Indications from both sides of the Atlantic last week were that a preliminary agreement would be reached in next two or three weeks.

acquisitions by virtue of the combined firepower of its national broadcaster members). Eurosport has also drawn charges of anti-competitive behavior from rival satellite sports channel Screensport and a follow-on investigation by the European Community.

According to Eurosport chairman Alan Hart of the BBC, a consortium member, the group is in no immediate danger of having to withdraw from its participation in the channel, but it will have to respond to EC concerns within the next month or two and could ultimately be forced out.

Sky has indicated that if the broadcaster consortium were to withdraw, it would try to operate the channel itself, acquiring

sports rights on its own.

Sky's reliance on American programming has already raised the hackles of some in British industry, but is a key to the service's cost-effectiveness, since extensive production on its own would be too costly at this stage and British reruns, because of rights payments, can often cost more to replay than they originally cost to make.

American films feature prominently on the movie service, the result of Hollywood's dominance of the world film industry. Sky Movie's first week was highlighted, for instance, by "Color of Money" and "Ruthless People," while a large proportion of its 350 films this year will come

from U.S. studios including Touchstone, Warner Bros., Orion and Murdoch's own 20th Century Fox.

Inexpensively acquired American programming, as well as Australian fare, is also helping to save program costs on the general entertainment Sky Channel. Sky Channel premiered with Dolly Parton's canceled ABC variety show *Dolly*. American sitcom *Family Ties* followed.

Although Sky is making an effort to keep a British accent with its own productions, American product ranges from sitcoms to an hour-and-a-half afternoon block of American soaps, to first-run shows and older reruns.

American news programs also feature prominently on Sky News, most notably NBC's *Today Show* and *NBC Nightly News with Tom Brokaw* and excerpts from CBS's *60 Minutes* and *West 57th*.

Another of Murdoch's American imports, this one designed to help bring in advertiser revenues, is his veteran Fox Broadcasting sales executive Pat MastAndrea. The former FBC senior vice president of sales and marketing will take over Sky's newly UK-targeted ad sales effort, which has already approached advertisers offering charter deals and sponsorships, and is pitching rates 25% below the competing commercial terrestrial independent TV networks. □

Network program chiefs: season's best and worst

The best: 'Lonesome Dove' on CBS; Tuesday and Wednesday nights on NBC, and the 'solidification' of ABC

NBC's Brandon Tartikoff, ABC's Brandon Stoddard and CBS's Kim LeMasters, presidents of the network entertainment divisions, fielded questions last week before an audience of 1,000 gathered during the International Radio and Television Society's 17th annual faculty/industry seminar, at New York's Waldorf-Astoria.

Asked what they would characterize as best and worst about their respective seasons, LeMasters chose *Lonesome Dove* as the highlight for CBS, calling it "the shot in the arm we needed." Most frustrating, he said, was CBS's inability to get "eight o'clock going."

Tartikoff pointed to NBC's added program strength on Tuesday and Wednesday nights, saying he believes "promising" hits are among these new shows. Worst, he said, was the "oftentimes exaggerated criticism of what we've been programming." Asking for some respect from the critical community, he joked that recently "the only one with worse press is Ted Bundy."

What Stoddard termed the "solidification" of ABC was his network's high point this season, while the "biggest shock" was *Studio 5B*. "It's hard to wake up with a six share," he said. "It's like someone hit you with a fish."

Asked about the possibility of the bulk of production moving from Hollywood to the East Coast, LeMasters said that while he



ABC's Stoddard, NBC's Tartikoff and CBS's LeMasters

did not have a prejudice against the East, he did not foresee such a move unless the talent pool migrated as well.

NBC has activity on the East Coast now, according to Tartikoff. "My boss, Bill Cosby, is here," he joked, adding that Cosby's presence has been positive. The network has discovered that talent is willing to go East to join talent already there, such as David Letterman and *Saturday Night Live*. In the future, said Tartikoff, he expects to see more regionalization of production.

"My answer would be the same as Brandon's," joked Stoddard, "but would not be as well rated." ABC, he said, has shows in development on the East Coast, but the

location of a program is driven by the content of the show itself.

In response to a question about NBC's programming of "less cerebral" shows against other networks' fare, Tartikoff said: "This is a competitive business and it's necessary to serve hard to everyone. If someone is putting on a sophisticated show, we try to come up with an alternative." Movies of this type are "little playful TV toys," he said, "not meant to be landmarks."

All three executives agreed the question of maintaining broadcast standards is an important one. "I don't think there has been a reduction of these standards in [CBS] first-run movies or series," said Le-

Congress revives push for fairness doctrine

Legislators reiterate demand for bill before they act on any other broadcasting legislation

Capitol Hill is cranking up to pass another fairness doctrine bill. Congressional support for reinstating the doctrine appears as solid as ever, and last week at a House hearing, lawmakers again promised that there will be no action on any legislation

lawmakers withdrew a provision that would have resurrected the doctrine from a catch-all government spending bill after Reagan threatened another veto.

Fairness does not "impose any onerous burden," said Dingell. If broadcasters want special treatment, he continued, they must recognize they have "special obligations." And fairness is one, he said. The chairman said he is "ready, willing and able" to

Masters, who added that CBS intends to continue to tackle tough, contemporary issues. TV is best when the networks push the envelope, he said, not hide inside it.

On a related topic, reality programming and "sordid" crime dramas, Stoddard said these "concept" shows are easy to promote and are successful. "They're part of the television landscape," said LeMasters.

"It comes down to execution, down to how well it is written and produced," said Tartikoff about the presentation of sex and violence on network TV. CBS's *Lonesome Dove*, he explained, contained these elements but was a "quality production."

Obviously joking, and in the context of the discussion of quality presentation of material, LeMasters said some scenes in *Lonesome Dove* contained "tasteful rapes." Greeted with loud boos, he quickly apologized and admitted the remark was inappropriate.

On the future of mini-series, Tartikoff pointed to *Lonesome Dove* and said: "It's nice to see something well done go on to bring that size audience to network television." As a competitor, its success discouraged him, he said, but as a programmer, he was encouraged.

Asked if CBS plans more shows based on Larry McMurtry works, LeMasters told BROADCASTING everyone would now take a strong look at this option since there is a wealth of McMurtry material.

There was also general agreement among the three that a strike this summer by the Screen Actors' Guild would be devastating to the networks. Tartikoff said it is important to deal with the issues now, not wait for a deadline.

During the luncheon, as a tribute to the success of *Lonesome Dove*, Stoddard and Tartikoff presented LeMasters with a cowboy hat, which he wore briefly.

Earlier in the week, former FCC Chairman Mark Fowler opened the seminar with a speech in which he cited four fallacies he perceives in communications policy. The first was: "All will be right with television if we return to the 'trusteeship' approach." The direction set by the FCC is not likely to be reversed, he said, noting that regulation has nothing to do with cyclical trends in television toward "tabloid" TV.

The second fallacy, said Fowler: "Let the pendulum swing back to Congress. They'll do the right thing." The Hill shut down relations with the FCC over the fairness doctrine, Fowler said, but no problems have emerged since its reversal.

"The U.S. is losing the HDTV contest" is fallacy three, said Fowler, who believes it is poor U.S. strategy to "play catch-up with the Japanese." Look at HDTV as part of the computer industry, he said, and the U.S. will be seen as a future leader. The move must be made toward fiber optics, which can promote a "higher, faster, information highway."

Finally, the statement that "the public is worse off as a result of the changes of the last 10 years" is wrong, Fowler said. Viewers have more choice; the cable home has created a richer environment.



Commerce Chairman Dingell



Subcommittee Chairman Markey



L to r: Buchanan, Jones, Spain, Lichtenstein and Goodgame

favorable to the broadcasting industry until fairness becomes law. H.R. 315, which would codify the doctrine, is expected to speed through the House "as expeditiously as possible" according to a Hill aide.

"We will repeat this exercise and continue to do so as long as necessary," warned House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who made a brief appearance at the Telecommunications Subcommittee hearing. Dingell is referring to the fact that Congress went through this drill before when President Reagan vetoed a fairness bill on June 23, 1987. There were not enough votes in the Senate to override the veto, and later

listen to broadcasters' request for "special treatment" once fairness "is disposed of." (The "special treatment" Dingell is suggesting he would be sympathetic to is the industry's desire to reform the license renewal process and win passage of a permanent set of cable carriage rules.)

It was obvious that some of the subcommittee members are growing weary of the fairness logjam. Representative Billy Tauzin (D-La.), for example, expressed his frustration with the situation. "I have other important things I would like to get to," said Tauzin. Tauzin is not a staunch supporter; he said the "world has not fallen apart" since the FCC repealed the doctrine

some 15 months ago. But he thinks passage is inevitable and necessary if lawmakers are to get back to the business of communications policymaking.

"I am sick and tired of others making communications policy...whether his name is Patrick [FCC Chairman Dennis Patrick] or Greene [Judge Harold H. Greene]. It ought to be made by Congress, not somewhere else," said Tauzin.

Al Swift (D-Wash.), a proponent of the doctrine, wants to get the issue before the courts. "If we are going to pass it, let's do it quickly. It is going to be challenged in the court; let that course continue so we can get on with a whole host of issues."

But Iowa Republican Tom Tauke, a critic of the doctrine, felt Congress would be shirking its constitutional responsibilities by sending the matter off to the courts. "We have responsibility to make constitutional decisions. In my view fairness is no longer constitutional." Moreover, "it is important to note that the world has not fallen apart," he said.

But Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) felt the 15-month period "does not provide a true test of the effect the repeal of the doctrine will have on the American public." Because of congressional efforts to revive fairness and the "current uncertainty regarding the fate of the doctrine," Markey said broadcasters "would be foolhardy to substantially alter their practices."

Furthermore, the subcommittee chairman challenged broadcasters' argument that the doctrine discourages them from editorializing and reporting on controversial issues. Markey quoted from a Feb. 6 BROADCASTING article to illustrate his point. The article, he said, reports on a decline in editorializing since the FCC's action.

But John Spain, news director of WBRZ-TV Baton Rouge, La., said that trend began much earlier and, as a result stations are doing far more community affairs programming. As for life without the doctrine, Spain said "nothing bad has happened since its demise." He argued that it is good business for stations to provide fair and balanced coverage. "It is good for us to be involved in the community," Spain said in his testimony on behalf of the Radio-Television News Directors Association, which has been a vehement opponent of the doctrine.

Philip Jones, executive vice president of Meredith Corp., also tried to persuade Markey and others that the government should not interfere with broadcasters' "news judgment." It was Meredith's court appeal of an FCC fairness decision that led to the agency's reconsideration of the doctrine. Jones, who was representing the National Association of Broadcasters, maintained that broadcasters will "continue to provide local news, public information programming and service to their local communities whether or not a fairness doctrine exists."

Justifying fairness with a scarcity argument was outdated, according to Jones. He said there is an "overload" of information outlets including broadcast stations, cable, magazines and newspapers.

But David Lichtenstein, general counsel

of Accuracy In Media, insisted that most of the public relies on the three broadcast networks for information. And it is the networks, he added, that are subject to the most fairness complaints. He made a strong pitch for reviving the regulation.

As for the scarcity argument, Thomas Goodgame of Westinghouse Broadcasting said he would "concede" that there are more voices. Nonetheless, most people lis-

ten and watch only one or two stations, he said. Westinghouse has been a long-standing proponent of the doctrine. He said that in surveying the group's news directors, he found that during their combined 20 years with Group W, "none were ever inhibited by the fairness doctrine in covering news and public affairs." John Buchanan, president of People for the American Way, also urged lawmakers to resurrect fairness. □

In search of the lost viewer

Networks want ratings to reflect missing 'out-of-home' viewers

Every week millions of adult television viewers are not measured by television ratings services, according to a recent Mediamark Research Inc. (MRI) study. On three-network sales of \$9 billion, each of the several percent of ratings such unmeasured audience represents could possibly add close to \$100 million to the collective network coffers. Furthermore, such extra revenue would drop to the bottom line virtually complete, except perhaps for the several million dollars that measuring the incremental viewership might cost.

Now that sensitivity to untapped revenue is particularly keen on the part of the networks, they are pushing to get the "out-of-home" audience measured. Richard Montesano, vice president, market research, Capital Cities/ABC, is chairman of a recently formed Advertising Research Foundation committee looking at the question. Montesano said that the committee's goal is to get the out-of-home viewer measured within the next two or three years.

A.C. Nielsen is preparing proposals on measuring viewing in second homes and among college students. And both MRI and Simmons have indicated they will include more out-of-home measurement in future reports.

The locales where out-of-home viewing takes place include work, bars, hotels, college campuses, country clubs, military bases, hospitals and anywhere battery-operated television sets are used, including beaches and

sporting events. A recent study by the Committee on National Television Audience Measurement estimated the current number of battery sets to be about 10 million.

Montesano, in a presentation last week at ABC, said that there are already at least a dozen studies on out-of-home viewing. While the studies differ on the daypart studied and methodology used, the results, he said, are consistent in that they all show there is an "additive audience."

A recent MRI study conducted for ABC said that out-of-home viewing varies among both viewers and dayparts. MRI said such viewers tended to be more educated, more affluent and younger. Viewing by college students is particularly poorly measured; the MRI study said that in one case, that of daytime serials, the unmeasured audience exceeded measured audience.

Out-of-home viewing tends to be less prevalent in prime time than during sports, where various studies show that the unmeasured adult viewer equals 4%-10% of the currently measured adult audience.

The most recent study was by R.H. Bruskin Associates, again conducted for ABC. A telephone coincidental, validated with some on-site inspection, indicated that at least 10% of a recent *Monday Night Football* audience was unmeasured. Three types of establishments were contacted: in bars, 88% of the sets were tuned to the show, representing a possible 2.8 million total viewers; in hotels, 39% of guests said they watched, representing another 690,000 total viewers, and on college campuses, an additional 1.5 million viewers were found. □



UNMEASURED AUDIENCE IMPACT

Monday Night Football (Oct. 24, 1988)

	ADULTS AVERAGE MINUTE	% ADDED
Measured	26,700,000	-
Unmeasured:		
Bars (56%)	1,547,606	+ 5.8%
Hotels (14%)	386,624	+ 1.4
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- Writes column on broadcast newswriting, "WordWatching," in *Communicator*, magazine of Radio-Television News Directors Association. Holds newswriting workshops at RTNDA regional conferences and in radio and television newsrooms across the country.

- Won first prize three times for TV spot-news scripts in annual Writers Guild of America competition.

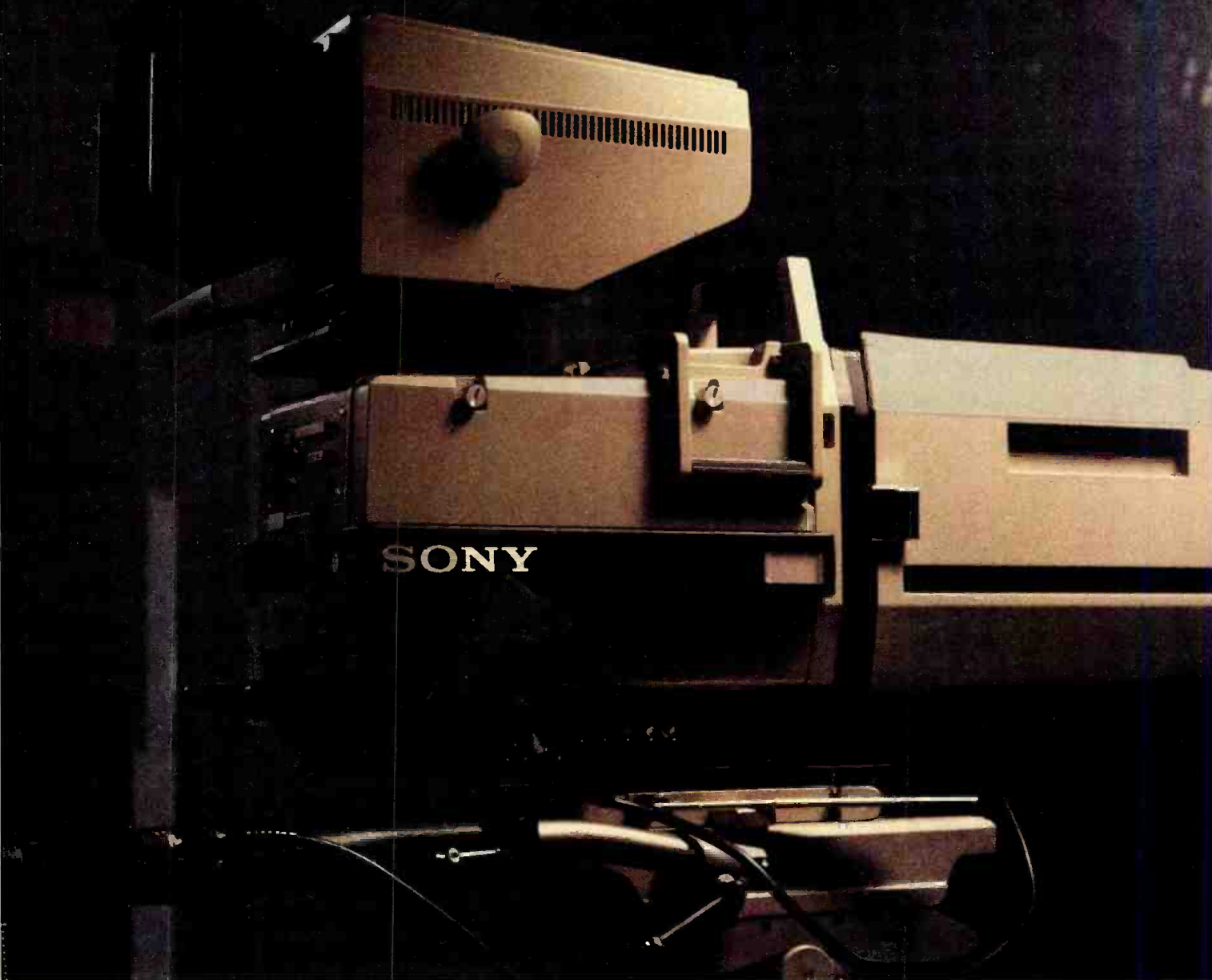
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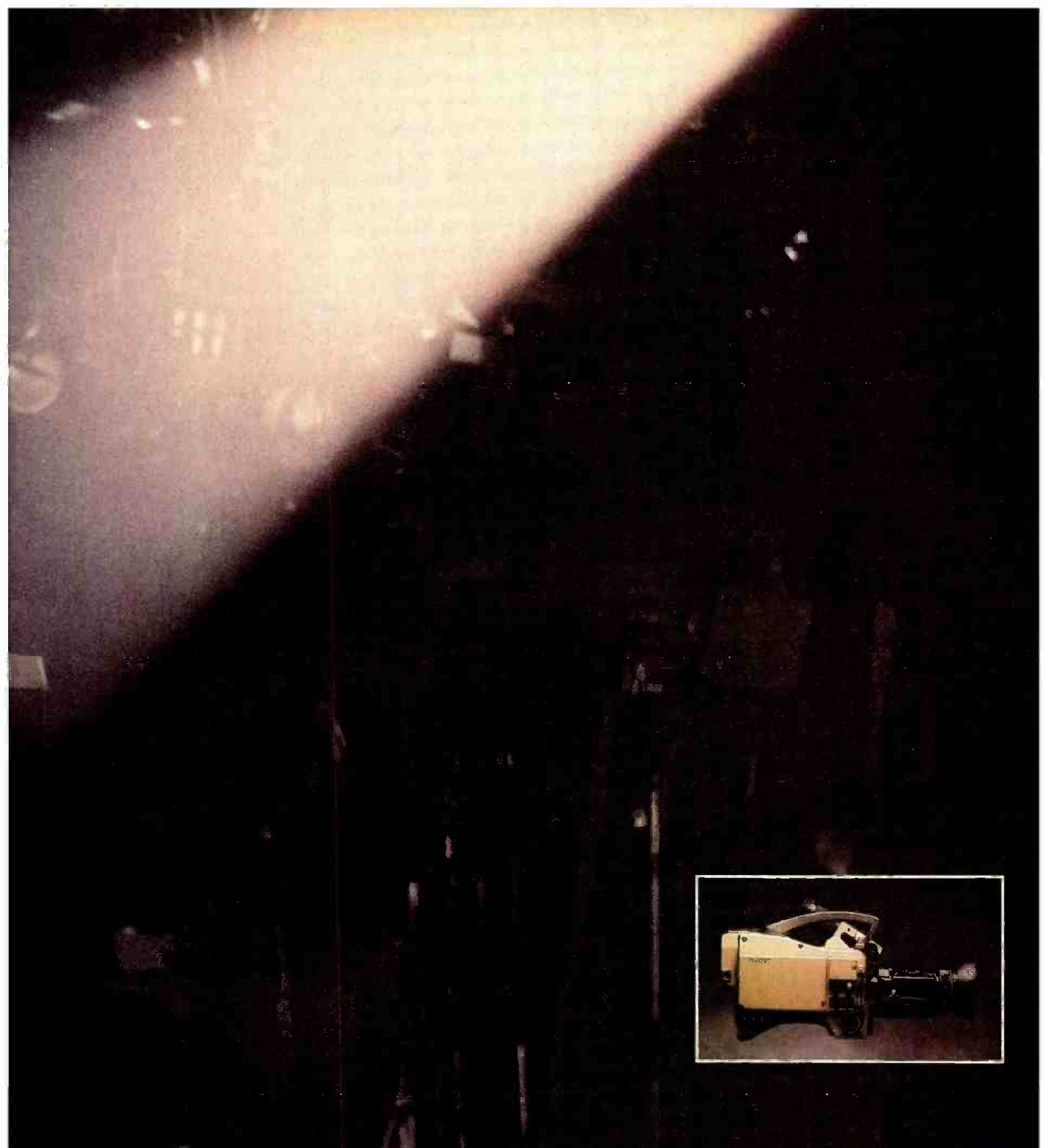
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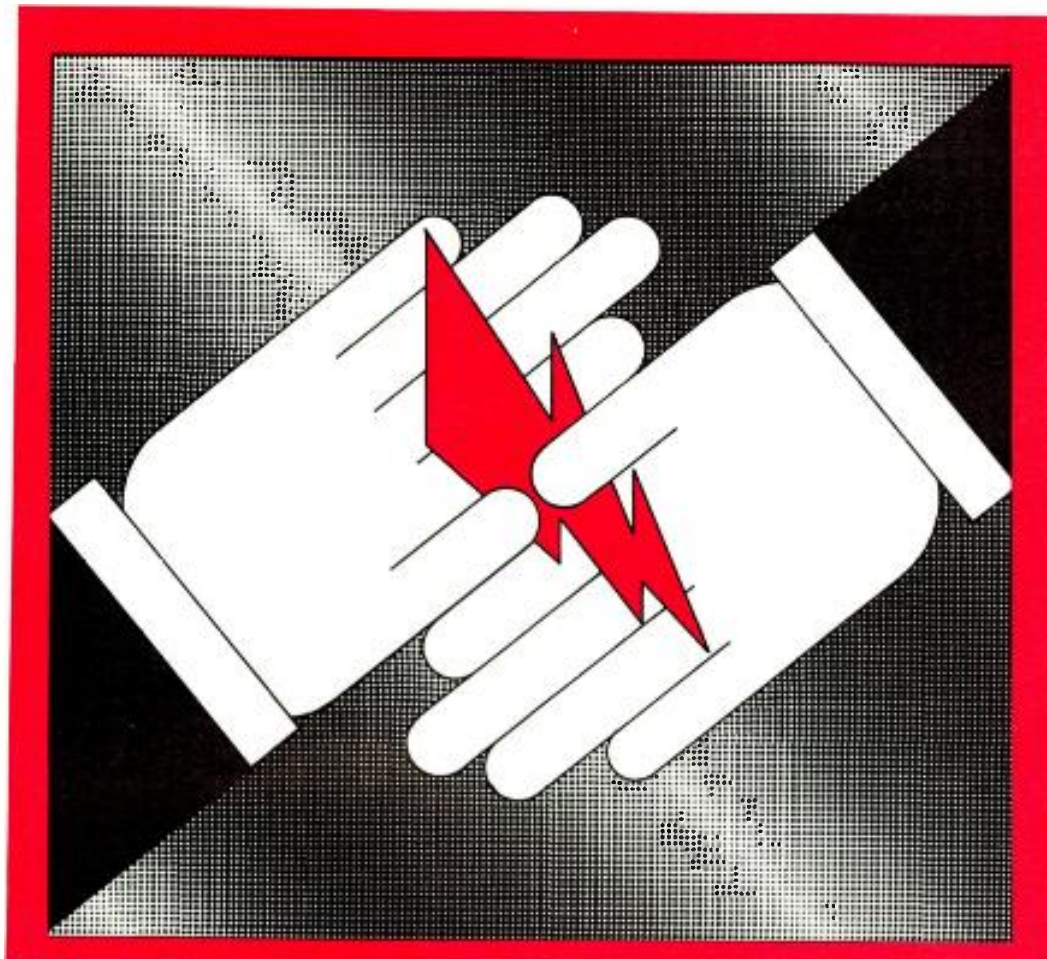
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Changing Hands ⚡ 1988

In 1988, deals involving cable television systems surpassed the \$10 billion mark for the first time, the result, brokers say, of the strong fundamentals of the industry and the availability of capital. The total dollar value for all broadcast stations sold in 1988 was \$4,947,838,198, a dramatic drop from the 1987 record of \$7.5 billion (that year's total, however, was swelled by three mega-deals worth \$3.64 billion).

There were three \$1 billion-plus cable deals struck in 1988, but none have progressed smoothly. The sale of Storer Cable to Comcast and Tele-Communications Inc., the largest in the industry's history at \$2.85 billion, was first announced late in 1987, then fell apart in early 1988 only to be resurrected with slightly different players by mid-year.

United Cable reached preliminary agreement to merge into Unit



35 years of station transactions

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1954	\$10,224,047 (187)	\$26,213,323 (18)	\$23,906,760 (27)	\$60,344,130
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1961	55,532,516 (282)	42,103,708 (13)	31,167,943(24)	128,804,167
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1981	447,838,06 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
TOTAL	\$11,504,618,710	\$10,720,356,838	\$16,144,426,020	\$38,369,401,568

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions, such as Capcities' buy of ABC in 1985. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility (replaced in 1985 by Groups, see below) was counted as one station in computing total number of stations traded. Now AM-FM combinations, as well as groups, are counted by their individual stations.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when FCC's one-to-customer rule, prohibiting sale of co-located TV and radio stations, became effective, figures represent total of separately located TV and radio stations were sold in packages. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales. Group sales are now limited to compilations of pure stations sales—those concerning only television and radio stations.

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build the largest, full-service,
investment banking &
brokerage firm exclusively for
the communications industry,
some people laughed.**



That was 15 years ago.

SOLD C&S CLASSIC CABLE LTD. 1,150 Subscribers Philadelphia, PA	SOLD Certain assets of GATEWAY CABLEVISION CORP. 5,957 Subscribers Manchester, VT and surrounding communities	\$1,000,000 SENIOR SECURED DEBT has been arranged for WESTERN CABLEVISION, INC. Hazelton, PA	PARTNERSHIP FIRST CAROLINA CABLE TV L.P. and ROGER AMATO have formed a partnership called F.C. NEW ENGLAND to pursue cable tv. opportunities	SOLD LOUISIANA CABLEVISION, INC. 8,500 Subscribers Westlake, Quincy and areas near Lake Charles, LA	SOLD C&S CAB 1,1 Ph
March, 1988 SOLD I-COUNTY CABLE 1,178 Subscribers Alma, Franklin and Red Cloud, NE	March, 1988 SOLD BROWARD CABLEVISION, INC. 33,000 Subscribers Cooper City, Dania, Davie, Lauderdale Lakes and portions of Broward County, FL	March, 1988 SOLD PLAINS CABLE TV COMPANY 2,500 Subscribers Fort Sumner, Santa Rosa and Vaughn, NM; and Plains and Sundown, TX	March, 1988 ACQUIRED WKXA-AM and WCLZ-FM Brunswick, ME Assets of Laurel Group Limited	March, 1988 SOLD HURON TOWNSHIP CABLE LTD. Waltz, Willow, New Boston and Huron Township, MI	March, 1988 \$60,000,000 SENIOR SECURED DEBT has been arranged for UCA CORPORATION, a wholly-owned subsidiary of ADELPHI COMMUNICATIONS Coudersport, PA
April, 1988 SOLD VALOO CABLE COMPANY 1,510 Subscribers Goldthwaite, Evant, Spicewood Beach, Johnson City, Lometa and Richland Springs, TX	April, 1988 SOLD Certain assets of GULF AMERICAN CABLE GROUP 6,500 SMATV Subscribers Dallas, TX	April, 1988 SOLD CABLE ASSOCIATES, INC. 48,250 Subscribers Lancaster, PA and 16 contiguous communities	April, 1988 SOLD R.C.K.R. CABLE TELEVISION COMPANY, INC. 1,000 Subscribers Bedias, Centerville, Kosse, Leona, Midway, Normangee, North Zulch, Oakwood and Thornton, TX	April, 1988 \$2,500,000 SENIOR SECURED DEBT has been arranged for BROWNWOOD TELEVISION CABLE SERVICE, INC. Fort Worth, TX	April, 1988 SOLD Cen MAS COM LTD. 3.5 Fl.
April, 1988 SOLD Certain assets of ADA COMMUNICATIONS, 1,000 Subscribers Bliss, TX	April, 1988 SOLD Certain assets of COVENANT COMMUNICATIONS Grantham, NH	May, 1988 \$3,950,000 SENIOR SECURED DEBT has been arranged for EDGE BROADCASTING COMPANY	May, 1988 SOLD WRFK-FM Richmond, VA, an asset of PEGASUS BROADCASTING COMPANY	May, 1988 SOLD Certain cable television systems of THE McDONALD GROUP 14,000 Subscribers eastern Iowa, including Ottumwa and Waterloo	May, 1988 SOLD DOWDEN CABLE PARTNERS 50,000 Subscribers Arizona, Illinois, Iowa, Minnesota and Wisconsin
July, 1988 \$1,325,000 SENIOR SECURED DEBT has been arranged for DINWIDDIE CABLE TV Dinwiddie County, VA	July, 1988 \$8,000,000 SENIOR SECURED DEBT has been arranged for GATEWAY CABLEVISION CORPORATION Amsterdam, NY	September, 1988 SOLD WFBG AM-FM Altoona, PA, assets of THE GILCOM CORPORATION	September, 1988 \$6,500,000 SENIOR SECURED DEBT has been arranged for CABLE USA, INCORPORATED Cumming, GA	October, 1988 TRADED Certain assets of TELEVENTS GROUP, INC., a subsidiary of WestMare Communications, Inc., 34,100 Subscribers Citrus and Sumter Counties, FL Glen Ellyn, IL, Winchester, NY, and Chanute Air Force Base near Rantoul, IL	October, 1988 ACQ GEM COMM 3.70 Eato Great Point area
November, 1988 SOLD INVEST CABLE, INC. 1,350 Subscribers Franklin and Hampson County, KY	December, 1988 SOLD EAST TEXAS CABLE TV, INC. 1,500 Subscribers Huntington, Kirbyville and Newton, TX	December, 1988 SOLD VENTURE CABLE TV, INC. 450 Subscribers Louisia County, VA	December, 1988 ACQUIRED LAFAYETTE CABLE TV COMPANY, INC. 950 Subscribers Lafayette, AL	December, 1988 MERGED TEMPO ENTERPRISES, INC. Tulsa, OK has been merged with TELE COMMUNICATIONS, INC. Englewood, CO	December, 1988 SOLD J&C HI-LINE CONSTRUCTION CO INC. 1,200 Subscribers Moore Haven and Glades County, FL



1988 CEA Facts:

- 55 transactions in 1988
- \$1.45 billion total transaction volume
- \$1.1 billion in cable TV brokerage
- \$325 million in investment banking and broadcasting transactions

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ACQUIRED
E SYSTEMS, INC.
100 Subscribers
Colorado, New Mexico, Kansas
Oklahoma

ACQUIRED
JENNINGS CABLE CO.
Jennings, FL

ACQUIRED
BAYOU CABLE TV, INC.
6,000 Subscribers
Plaquemine, LA and surrounding communities

SOLD
ROGERS CITY CABLEVISION, L.P.
1,250 Subscribers
Rogers City, MI and surrounding communities

SOLD
NORTH AMERICAN COMMUNICATIONS CORPORATION
56,000 Subscribers
Minnesota and Wisconsin

SOLD
HURON TOWNSHIP CABLE LTD.
Waltz, Willow, New Boston and Huron Township, MI

March, 1988
SOLD
TRI-COUNTY CABLE
1,178 Subscribers
Alma, Franklin and Red Cloud, NE

April, 1988
\$158,000,000
SENIOR SECURED DEBT
has been arranged for
INSIGHT COMMUNICATIONS COMPANY
New York, NY

April, 1988
\$2,125,000
SENIOR SECURED DEBT
has been arranged for
NEWSOUTH BROADCASTING
Albany, GA

April, 1988
ACQUIRED
Certain assets of
HARTE-HANKS CABLE
7,500 Subscribers
Okeechobee, FL

April, 1988
SOLD
Certain assets of
MASADA COMMUNICATIONS, LTD.
71,500 Subscribers
Alabama, Georgia, North Carolina, Arizona and California

July, 1988
ACQUIRED
Certain assets of
TCA CABLE TV, INC.
422 Subscribers
Gueydan, LA

July, 1988
SOLD
JEAN HINDS
has sold the cable t.v. franchise serving
Texline, TX

October, 1988
SOLD
Certain assets of
CENTRAL GEORGIA CABLE SYSTEMS, LTD.
2,400 Subscribers
Forsyth and Gray, GA

October, 1988
SOLD
CABLEVISION OF BLOWING ROCK and
CABLEVISION OF WATAUGA
1,500 Subscribers
Blowing Rock and Watauga County, NC

October, 1988
ACQUIRED
GEM COMMUNICATIONS, INC.
3,700 Subscribers
Eatonton, Madison, Greensboro and Union Point, and surrounding areas of Georgia

November, 1988
SOLD
Certain assets of
TAFT COMMUNICATIONS OF OKLAHOMA
consisting of the Muzak franchise for Tulsa and surrounding areas

November, 1988
SOLD
MIDWEST CABLE, INC.
2,350 Subscribers
Franklin and Simpson County, KY

December, 1988
SOLD
BETTER VISION CABLE COMPANY, INC.
3,850 Subscribers
Ashland-Lineville, Roanoke, Wadley and Wedowee, AL

December, 1988
SOLD
TWC, INC.
276 SMATV Subscribers
Las Vegas, NV

December, 1988
SOLD
CUBA CABLE INC.
978 Subscribers
Cuba, NY

December, 1988
\$607,000
SUBORDINATED DEBT
and
\$490,000
EQUITY
has been arranged for
GRAND CANYON ACQUISITION CORP.

December, 1988
\$1,900,000
SENIOR SECURED DEBT.
\$400,000
SENIOR SUBORDINATED DEBT.
\$400,000
LIMITED PARTNER EQUITY.
\$300,000
GENERAL PARTNER EQUITY
has been arranged for
DINWIDDIE CABLE PARTNERS, L.P.
Dinwiddie County, VA

Today, we close more media transactions than anybody.

April, 1988
SOLD
CABLE ASSOC
48,250
Lancaster and Harrisburg, PA

July, 1988
\$8,000,000
SENIOR SECURED DEBT
has been arranged for
GATEWAY CORPORATION
Amsterdam, NY

December, 1988
SOLD
VENTURA CABLE
450
Louisville, KY

Our experience can help you in '89.

Whether you want to buy, sell, or attain financing, you owe it to yourself to investigate CEA.

Fact is, 1988 is over. But we see a wide world of profitable opportunities in 1989. And we'd like to help you be part of them.

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COMMUNICATIONS EQUITY ASSOCIATES

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ed Artists in a deal that analysts valued at about \$2 billion. That deal has encountered rough going (BROADCASTING, Feb. 6), but both sides are trying to work it out. Even the \$1.265 billion purchase by Houston Industries of Rogers entailed multimillion dollar franchise settlements with local officials.

Last year, 1,021 broadcast stations changed hands: 251 AM's, 195 FM's, 231 AM-FM combination sales of 462 stations, 70 TV's and 18 group sales involving 106 stations.

The average price of a stand-alone AM rose 50% in 1988 to \$894,294, but the number was inflated by two sales: KRLD(AM) Dallas for a record \$50 million and WFAN(AM) New York for \$23 million. Take away those two and the average price of \$596,338 is virtually unchanged from 1987's \$594,782.

The average price of a stand-alone FM increased by 51%

from \$2.7 million in 1987 to \$4,147,014 in 1988. The largest stand-alone FM sale of the year was the purchase of KIQQ(FM) Los Angeles by Westwood One for \$56 million, followed by the purchase of WRKS(FM) New York by Summit Communications for \$50 million.

Stand-alone television station sales held steady at 1987 levels, with 70 stations changing hands for an average price of \$25,796,493, up \$2 million from 1987's average price of \$23,406,094.

Group sales of \$1.326 billion in 1988 were dwarfed by the previous year's total of \$4.6 billion. The largest deal was the management-led buyout of Infinity Broadcasting for \$484 million. The second largest was the \$300 million Metropolitan acquisition by Sillerman.

Summaries of station, group and cable system sales of more than \$1 million follow.

Groups

Price: \$484,000,000

Properties: WKIT(AM)-WXRK(FM) New York; KROQ-FM Los Angeles; KOME(FM) San Jose, Calif.; WJJD(AM)-WJMK(FM) Chicago; WYSP(FM) Philadelphia; WBCN(FM) Boston; KVIL-AM-FM Dallas; KXYZ(AM) Houston; WBMW(FM) Washington; WQYK-AM-FM Tampa-St. Petersburg, Fla.

Seller: Infinity Broadcasting

Buyer: WCK Acquisition

Price: \$300,000,000

Properties: WNEW-AM-FM New York; KTWV-FM Los Angeles; WWBA(FM) St. Petersburg, Fla.; WOMC(FM) Detroit; WMMR(FM) Philadelphia, and KRLD(AM) Dallas

Seller: Metropolitan Broadcasting Corp.

Buyer: Sillerman-Magee Communications Management

Price: \$95,000,000

Properties: KHOW(AM)-KSYY(FM) Denver and KJOI(FM) Los Angeles

Seller: Legacy Broadcasting

Buyer: Command Communications

Price: \$74,100,000

Properties: KLBK-TV Lubbock, Tex., and WTVW(TV) Evansville, Ind.

Seller: Woods Communications Group Inc.

Buyer: Broad Street Television Corp.

Price: \$65,000,000

Properties: WTAD(AM)-WQCY-FM Quincy,

WEST(AM)-WLEV(FM) Easton, WRKZ-FM Hershey, WRSC(AM) State College and WQWK-FM University Park, all Pennsylvania and, WWAZ(AM)-WWLI(FM) Providence, R.I.

Seller: Eastern Broadcasting Corp.

Buyer: TMZ Broadcasting Co.

Price: \$45,000,000

Properties: KSNC(TV) Great Bend, KSNW(TV) Wichita and KSNG(TV) Garden City, all Kansas, and KSNK(TV) Oberlin-McCook, Neb.

Seller: The Standard Corp. & Communications

Buyer: SJL of Kansas Corp.

Price: \$45,000,000

Properties: WIRE(AM)-WXTZ(FM) Indianapolis, Ind.; WQAL(FM) Cleveland; WEJZ(FM) Jacksonville, Fla., and KBEZ(FM) Tulsa, Okla.

Seller: WIN Communications Inc.

Buyer: M.L. Media Partners L.P.

Price: \$42,000,000

Properties: KTRF-TV Lufkin and KLTW(TV) Tyler, Both Texas

Seller: Buford TV Inc.

Buyer: Civic Communications Corp. II

Price: \$35,000,000

Properties: WGIV(AM) Charlotte and WPEG(FM) Concord, both North Carolina; WCZY-FM Detroit; WBMX-FM Oak Park, Ill.; KSKY(AM) Balch Springs, Tex., and WNYR(AM)-WEZO-FM Rochester, N.Y.

Seller: Dorton Broadcasting Co.

Buyer: Ardman Broadcasting

Price: \$25,000,000

Properties: WBMD(AM) Baltimore, WQSR-FM

Catonsville and WPTX(AM)-WMDM-FM Lexington Park, all Maryland

Seller: Key Broadcasting Corp.

Buyer: Sconnix Broadcasting Co.

Price: \$23,000,000

Properties: KMID(TV) Midland, Tex., and KSPR(TV) Springfield, Mo.

Seller: Lorimar Telepictures Corp.

Buyer: Goltrin Communications Inc.

Price: \$15,000,000

Properties: KUXL(AM) Golden Valley, Minn.; WYLO(AM) Jackson, Wis.; KCNW(AM) Fairway, Kan.; WDCT(AM) Fairfax, Va., and KTEK(AM) Alvin and KWJS(AM) Fort Worth, both Texas

Seller: Universal Broadcasting Corp.

Buyer: Dick Marsh

Price: \$13,250,000

Properties: KNDO(TV) Yakima and KNDU(TV) Tri-Cities, both Washington

Seller: Columbia Empire Broadcasting Corp.

Buyer: Farragut Communications

Price: \$11,400,000

Properties: WGUS(AM) Atlanta and WGUS-FM Augusta, both Georgia; WBGM-AM-FM Tallahassee, Fla.; WQHQ-FM Salisbury-Ocean City, Md., and WWQQ-FM Wilmington, N.C.

Seller: Woolfson Broadcasting Corp.

Buyer: HVS Partners Inc.

Price: \$9,500,000

Properties: WSYB(AM)-WRUT(FM) Rutland, Vt., and WRGI-FM Naples, Fla.

Seller: All Communications of Naples Inc.

Buyer: H&D Communications L.P.

Price: \$5,400,000

Properties: KWTR(AM)-KXBX(FM) Lakeport, KWFN(AM)-KVRE(FM) Santa Rosa and KOZT(FM) Fort Bragg, all California, and KZAM-AM-FM Eugene, Ore.

Seller: Visionary Radio Euphonics Inc.

Buyer: Keffco

Price: \$3,800,000

Properties: WOFR(AM)-WCHO(FM) Washington Court House, Ohio and WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Connersville, all Indiana

Seller: Community Service Radio Inc.

Buyer: David A. Rogers

Price: \$2,300,000

Properties: WMQC(FM) Morgantown, W. Va., and WBRJ(AM)-WEYQ(FM) Marietta, Ohio

Seller: Valley Communications Corp.

Buyer: Tschudy Communications Corp.

Congratulations...

The Williamson Group completed their acquisition of WJIC-TV, Channel 44, Pensacola, Florida/Mobile, Alabama on January 3, 1989. As brokers, H.B. La Rue, Media Brokers wishes The Williamson Group continued success in its acquisition program.

H.B. La Rue, Media Brokers

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Since 1986, Noble Broadcast Group has grown from a single AM/FM combo in San Diego to one of the most respected groups in the radio business. Today, with stations in ten major markets, Noble is a case study on succeeding in radio.

When John Lynch wanted to expand his company, he and Norm Feuer chose Blackburn & Company. They have come back again, and again, and again for properties all over the country. Blackburn & Company is pleased to have played a part in Noble's growth. We introduced Noble to and assisted them in the purchase of seven of their stations in two years totalling over \$150,000,000.

NOBLE BROADCAST GROUP

XETRA AM/FM	SAN DIEGO, CA	3/78	
WGBB/WBAB-FM	BABYLON, NY	7/86	\$12,975,000
WSSH-FM	BOSTON, MA	8/86	\$19,500,000
WAVZ/WKCI-FM	NEW HAVEN, CT	9/86	\$30,500,000
WSSH-AM	BOSTON, MA	3/87	\$ 3,700,000
KBEQ-FM	KANSAS CITY, MO	7/87	\$ 9,250,000
KBCO AM/FM	BOULDER, CO	8/87	\$27,250,000
KIXI/KMGI-FM	SEATTLE, WA	5/88	\$15,900,000
WMHE-FM	TOLEDO, OH	5/88	\$19,000,000
KMJM-FM	ST. LOUIS, MO		
KMJQ-FM	HOUSTON, TX	5/88	\$78,500,000

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Alabama

Mobile

WMPV(TV)

Seller: Rel Way Ltd.
Buyer: Rel Com Corp.
Price: \$3,000,000

WPMI-TV

Seller: WPMI Television Co.
Buyer: Clear Channel Television Inc.
Price: \$9,000,000

Montgomery

WSFA(TV)

Seller: Cosmos Broadcasting Corp.
Buyer: RSA Media Corp.
Price: \$70,000,000

Arkansas

Little Rock

KJTM(TV)

Seller: TVX of Pine Bluff-Little Rock
Buyer: MMC Television Corp.
Price: \$6,000,000

Arizona

Tucson

KDTU(TV)

Seller: Roman Catholic Church
Buyer: Clear Channel Communications Inc.
Price: \$8,500,000

California

Los Angeles

KHJ-TV

Buyer: The Walt Disney Co.
Price: \$324,000,000

Sacramento

KTXL(TV)

Seller: Camellia City Telecasters Inc.
Buyer: Channel 40 Licensee Inc.
Price: \$56,000,000

Florida

Melbourne

WMOD-TV

Seller: Press Broadcasting Co. of Florida Inc.
Buyer: Blackstar Communications Inc.
Price: \$5,000,000

Miami

WCIX(TV)

Seller: TVX Broadcast Group
Buyer: CBS Inc.
Price: \$59,000,000

Georgia

Columbus

WTVM(TV)

Seller: Pegasus Broadcasting of Columbus, Georgia Inc.
Buyer: WTVM Television Inc.
Price: \$45,000,000

Illinois

Peoria

WEEK-TV

Seller: Price Communications Corp.
Buyer: Granite Broadcasting Corp.
Price: \$33,000,000

WTVQ(TV)

Seller: Winnebago Television Corp.
Buyer: Young Broadcasting Inc.
Price: \$20,000,000

Kansas

Topeka

KSNT(TV)

Seller: Kansas State Network Inc.
Buyer: SJL Inc.
Price: \$45,000,000

Wichita

KWCH-TV

Seller: Beach-Schmidt Group
Buyer: Smith Broadcasting
Price: \$45,000,000

Louisiana

Alexandria

KLAX-TV

Seller: Thomas C. McBride, Trustee
Buyer: PollackBelz Communications Co.
Price: \$1,100,000

Baton Rouge

WAFB-TV

Seller: Guaranty Broadcasting Corp.
Buyer: WAFB Television Inc.
Price: \$60,000,000

Maryland

Baltimore

WNUV-TV

Seller: New Vision Associates Limited Partners
Buyer: Baltco Inc.
Price: \$20,000,000

Minnesota

Duluth

KBJR-TV

Seller: RJR Communications Inc.
Buyer: Granite Broadcasting
Price: \$12,235,000

Missouri

Jefferson City

KRCG(TV)

Seller: Price Communications Corp.
Buyer: Mel Wheeler Inc.
Price: \$24,000,000

Mississippi

Laurel-Hattiesburg

WDAM-TV

Seller: Beam Broadcasters Ltd.
Buyer: Heritage Broadcasting Co. of Miss
Price: \$1,000,000

Meridian

WTOK(TV)

Seller: United Broadcasting Co.
Buyer: Benedek Broadcasting
Price: \$13,000,000

Montana

Helena

KTVH(TV)

Seller: KTVH Inc.
Buyer: Radeck Broadcasting Inc.
Price: \$2,500,000

North Carolina

Charlotte

WPCQ-TV

Seller: Channel 36 Partners

"I remember once closing a \$10 million deal on a New York street corner.

"The buyer and seller didn't know they were ready. But I did."

Richard C. Crisler

36 years running a successful brokerage firm has given Dick Crisler a lot of insight into making and closing a deal. To learn more about what Dick and his dedicated associates can do for you, contact one of the following offices.



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Indianapolis, Indiana

WEJZ (FM)

Jacksonville, Florida

KBEZ (FM)

Tulsa, Oklahoma

*** WXRI (FM)**

Norfolk, Virginia

WQSR (FM) / WBMD (AM)

Baltimore, Maryland

WPTX (AM) / WMDM (FM)

Lexington Park, Maryland

WIKS (FM)

New Bern, North Carolina

KLDZ (FM)

Lincoln, Nebraska

KLTE (FM)

Oklahoma City, Oklahoma

WSGA (AM) / WZAT (FM)

Savannah, Georgia

WLIP (AM) / WJZQ (FM)

Kenosha, Wisconsin

KFIZ (AM)

Fond du Lac, Wisconsin

WFON (FM)

Fond du Lac, Wisconsin

**Subject to FCC approval.*

1988—

Another record year!

With single transactions ranging from under \$5 million to over \$40 million and total sales and closings of approximately \$200 million, the experienced professionals of Cecil L. Richards Inc. have again worked quietly and aggressively behind the scenes.

Our sophisticated qualifying procedures, developed over 20 years of successful brokerage, are a seller's best guarantee of proceeding to a final closing...quietly and discreetly.

In the ever changing dynamics of radio and TV station trading, broker *experience, knowledge, and confidentiality* have never been more vital!

For more information, call

Cecil L. Richards

Bruce A. Houston

Lee M. Hague

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

Buyer: Providence Journal Broadcasting
Price: \$45,000,000

Wilmington

WWAY(TV)

Seller: Price Communications Corp.

Buyer: Adams TV of Wilmington

Price: \$26,000,000

New Hampshire

Merrimack

WGOT(TV)

Seller: Golden Triangle TV 60 Corp.

Buyer: Paugus Television Inc.

Price: \$1,350,000

New Mexico

Santa Fe

KNMZ-TV

Seller: New Mexico Media Ltd. Holding Co.

Buyer: Coronado Communications Co.

Price: \$3,000,000

New York

Buffalo

WGRZ(TV)

Seller: GRZ Acquisition Corp.

Buyer: TAKWGRZ Inc.

Price: \$100,000,000

WIVB-TV

Seller: Howard Publications Inc.

Buyer: King World Productions Inc.

Price: \$76,964,992

Rochester

WUHF-TV

Seller: Malrite TV of New York

Buyer: ACT III Broadcasting of Rochester Inc.

Price: \$12,000,000

Ohio

Dayton

WKEF(TV)

Seller: Adams Communications Corp.

Buyer: KT Communications

Price: \$71,500,000

Oklahoma

Oklahoma City

KAUT(TV)

Seller: Rollins Telecasting Inc.

Buyer: Oklahoma Educational TV Authority Foundation Inc.

Price: \$9,250,000

KGMC-TV

Seller: Oklahoma City Broadcasting Co.

Buyer: Maddox Broadcasting Corp.

Price: \$2,600,000

Oregon

Salem

KHSP-TV

Seller: Silver King Broadcasting of Oregon Inc.

Buyer: Blackstar Communications Inc.

Price: \$5,135,000

Puerto Rico

San Juan

WKAQ-TV

Seller: Telemundo of Puerto Rico Inc.

Buyer: TPR Television Inc.

Price: \$160,000,000

Rhode Island

Providence

WNAC-TV

Seller: Sudbrink Broadcasting

Buyer: Price Communications

Price: \$11,500,000

Tennessee

Nashville

WCAY(TV)

Seller: TVX Broadcast Group

Buyer: SouthWest MultiMedia Corp.

Price: \$5,800,000

WZTV(TV)

Seller: Multimedia Inc.

Buyer: Act III Broadcasting

Price: \$14,500,000

Texas

Garland

KIAB-TV

Seller: I Am Broadcasting Television Inc.

Buyer: Univision Station Group Inc.

Price: \$5,200,000

Washington

Spokane

KAYU-TV

Seller: KAYU-TV Partners Ltd.

Buyer: Bingham Communications Group

Price: \$7,700,000

FM's

Alabama

Atmore

WIZD-FM

Seller: Keymarket Gulf Coast Inc.

Buyer: Wescom Group Inc.

Price: \$4,500,000

Reform

WVRT(FM)

Seller: Salem Media of Louisiana Inc.

Buyer: Beasley Broadcasting of Louisiana Inc.

Price: \$3,400,000

Arkansas

Little Rock

KKYK-FM

Seller: Snyder Corp.

Buyer: Shepard Communications

Price: \$6,500,000

KSSN(FM)

Seller: KSSN Broadcasting Inc.

Buyer: Southern Skies Corp.

Price: \$10,000,000

Osceola

KWLN(FM)

Seller: Pollack Broadcasting Co.

Buyer: WABB-FM Inc.

Price: \$5,200,000

Arizona

Chandler

KMLE(FM)

Seller: Chandler Communications Co.

Buyer: Shamrock Broadcasting Inc.

Price: \$8,000,000



SPECIALIZATION

When you have needs that are specific, specialized skills are called for. Specialization means the difference between a firm's professional focus and a sideline. Harrison, Bond & Pecaro distinguishes itself from others in the field by specializing in the valuation of media properties.

An asset appraisal, fair market valuation, or other financial consultation requires careful, professional service. It is our specialty.

HARRISON-BOND & PECARO

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Ten Good Reasons You Should Work With Thoben-Van Huss

April, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Kimball Broadcasting, Inc.
has acquired the assets of
WSVL-AM
Shelbyville, Indiana
from
Shelby County Broadcasting Company, Inc.

The Undersigned represented the Seller

THOBEN VANHUSS
Media Brokerage
Financial Services

Thoben-Van Huss & Associates, Inc.
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016
FAX (317) 637-2209

July, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Vandalia Cable TV Company
Effingham County Cable TV
Newton Cable TV Company
have sold their cable systems to
Star Cablevision Group

Serving in excess of 4,932 subscribers in the communities of Newton, Vandalia, Ramsey, Brownstown, Vernon, Patoka, Kimmunity, Alma, Watson and surrounding unincorporated areas of Effingham County, Illinois

The Undersigned Represented the Sellers

THOBEN VANHUSS
Media Brokerage
Financial Services

Thoben-Van Huss & Associates, Inc.
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016
FAX (317) 637-2209

July, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Rollings Communications of Illinois, Inc.
has purchased
WRTL-AM and WRBZ-FM
Rantoul, Illinois
from
Capitol Communications of Illinois, Inc.

The Undersigned represented the Buyer:

THOBEN VANHUSS
Media Brokerage
Financial Services

Thoben-Van Huss & Associates, Inc.
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016
FAX (317) 637-2209

July, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Pinnacle Broadcasting Company, Inc.
has purchased
KAMA-AM and KAMZ-FM
El Paso, Texas
and
KEND-AM and KLLL-FM
Lubbock, Texas
from
Thrash Broadcasting Company

The Undersigned Represented the Buyer:

THOBEN VANHUSS
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Financial Services

Thoben-Van Huss & Associates, Inc.
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FAX (317) 637-2209

August, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Coleto Cable Company
and
StarSatt Corporation
d/b/a Tri-Coastal Cable
have sold their cable systems to
Star Cable Associates

Passing in excess of 5,000 homes in the communities of Jones Creek, Oyster Creek, Coleto Creek, Holiday Lakes, Boling, Wallis and East Bernard, Texas

The Undersigned Represented the Sellers

THOBEN VANHUSS
Media Brokerage
Financial Services

Thoben-Van Huss & Associates, Inc.
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FAX (317) 637-2209

THOBEN VANHUSS

Media Brokerage
and
Financial Services

October, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Centel Cable Television Company of Michigan
has acquired the assets of the
Hudsonville, Michigan cable television system, Hudsonville, Michigan passing in excess of 1,700 homes from:
Falcon Telecable
a California Limited Partnership

The Undersigned Represented the Seller

THOBEN VANHUSS
Media Brokerage
Financial Services

Thoben-Van Huss & Associates, Inc.
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016
FAX (317) 637-2209

October, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Brazoria Cable T.V. Systems, Inc.
has sold its cable system to
Star Cable Associates

Serving in excess of 1,000 subscribers in and around the city of Brazoria, Texas

The Undersigned Represented the Seller:

THOBEN VANHUSS
Media Brokerage
Financial Services

Thoben-Van Huss & Associates, Inc.
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016
FAX (317) 637-2209

December, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Cass Community Antenna TV, Inc.
has sold its Michigan cable systems to
Centel Cable Television Company of Michigan

Serving in excess of 4,000 subscribers in Whitehall, Montague, Rothbury, New Era and Big Star Lake, Michigan

The Undersigned Represented the Seller

THOBEN VANHUSS
Media Brokerage
Financial Services

Thoben-Van Huss & Associates, Inc.
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FAX (317) 637-2209

December, 1988
This Announcement Appears as a Matter of Record Only

SOLD

Canton-LaGrange Cablevision, Inc.
has sold its cable systems to
Cencom Cable Income Partners II

Serving in excess of 2,000 subscribers in Canton-LaGrange, LaBelle, New London, Lewisston, Center, Frankford and Wyland, Missouri

The Undersigned Represented the Seller

THOBEN VANHUSS
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Financial Services

Thoben-Van Huss & Associates, Inc.
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016
FAX (317) 637-2209

Thoben-Van Huss & Associates
has assisted in arranging
\$10,500,000
Senior Secured Notes
provided by
Barclays American/Business Credit, Inc.
East Hartford, CT
for
The Inter-Urban Broadcasting Group

WYLD-AM/FM New Orleans, LA
KATZ-AM/FM St. Louis, MO
WTFZ-FM Cincinnati, OH

The Undersigned represented the Seller

THOBEN VANHUSS
Media Brokerage
Financial Services

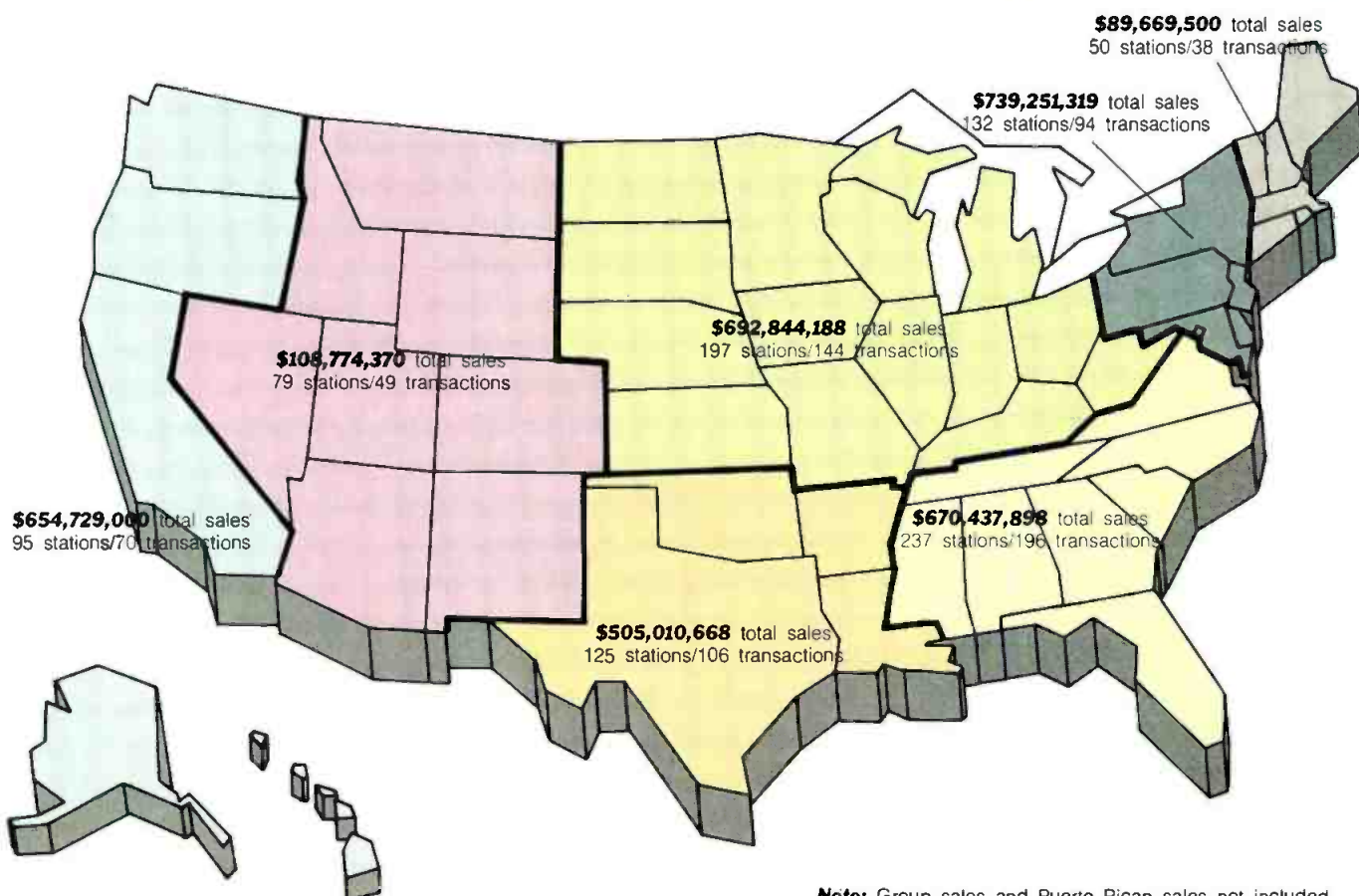
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FAX: (317) 637-2209

Sales and transactions by regions



Note: Group sales and Puerto Rican sales not included.

Pacific	Mountain	Southwest	Midwest	Southeast	Middle Atlantic	New England
California Oregon Washington Alaska Hawaii	New Mexico Arizona Nevada Utah Colorado Idaho Wyoming Montana	Arkansas Louisiana Oklahoma Texas	Indiana Kentucky Michigan Ohio West Virginia Illinois Iowa	Kansas Minnesota Missouri Nebraska North Dakota South Dakota Wisconsin	Alabama Florida Georgia Mississippi North Carolina South Carolina Tennessee Virginia	DC Delaware Maryland New Jersey New York Pennsylvania
						Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont

California

Carpinteria

KGFT-FM

Seller: Edward G. Atsinger III

Buyer: Great Electric Communications Inc.

Price: \$1,450,000

Fowler

KEZL(FM)

Seller: Bilmar Communications Inc.

Buyer: AVI Partners

Price: \$2,200,000

Los Altos

KLZE(FM)

Seller: Mountain Communications

Buyer: San Jose Broadcasting Corp.

Price: \$5,275,000

Los Angeles

KIQQ(FM)

Seller: Outlet Broadcasting Inc.

Buyer: Westwood One Stations - Los Angeles Inc.

Price: \$56,000,000

Sacramento

KROY(FM)

Seller: Commonwealth Broadcasting of Northern California

Buyer: Great American Television and Radio Co.

Price: \$11,725,000

Santa Margarita

KWSP(FM)

Seller: Mid-Coast Radio Inc.

Buyer: Hance Communications Ltd.

Price: \$1,260,000

Colorado

Widfield

KKQX(FM)

Seller: Louis Allen

Buyer: Henry Tippie Communications Inc.

Price: \$1,250,000

Windsor

KUAD-FM

Seller: Phillip L. Brewer

Buyer: Northern Colorado Radio Inc.

Price: \$2,300,000

District of Columbia

WKYS(FM)

Seller: NBC

Buyer: Albimar Communications

Price: \$46,750,000

Delaware

Ocean View

WOVU(FM)

Seller: Clark Broadcasting Co.

Buyer: Q-Tone Broadcasting Corp.

Price: \$1,295,000

Florida

Cape Coral

WRCC(FM)

Seller: TransFlorida Broadcasting Inc.

Buyer: CR Investment Partners

Price: \$5,500,000

Fort Myers

WSOR(FM)

Seller: Riverside Baptist Church

Buyer: Daytona Group of Florida Inc.

Price: \$2,600,000

WSOR(FM)

Seller: Daytona Group of Florida Inc.

Buyer: Beachside West Broadcasting Inc.

Price: \$4,750,000

Jacksonville

WIVY-FM

Seller: Gilmore Broadcasting Corp.

Buyer: J.J. Taylor Companies Inc.

Price: \$8,130,000

Key West

WUIS(FM)

Seller: GMX Inc.

Buyer: Drexel Hill Associates of Florida

Price: \$1,050,000

Palatka

WNFK(FM)

Seller: Drubner Broadcasting

Buyer: Heritage Broadcast Group

Price: \$10,500,000

Santa Rosa Beach

WWAV(FM)

Seller: Carter Broadcasting Inc.

Buyer: Emerald Coast Communications Inc.

Price: \$1,650,000

St. Petersburg

WWBA(FM)

Seller: Metropolitan Broadcasting Corp.

Buyer: Cox Enterprises Inc.

Price: \$17,100,000

Georgia

Kingsland

WKBX(FM)

Seller: Kings Bay Area Broadcasting Co.

Buyer: WKBX Inc.

Price: \$1,000,000

Indiana

Bloomington

WBWB(FM)

Seller: Indiana Communications Inc.

Buyer: Sarkes Tarzian Inc.

Price: \$3,500,000

WTTS(FM)

Seller: Sarkes Tarzian Inc.

Buyer: Indiana Radio Inc.

Price: \$5,250,000

Lafayette

WAZY(FM)

Seller: Radiovision of America

Buyer: Heritage Venture Partners II Ltd.

Price: \$3,360,000

Kansas

Wichita

KKRD(FM)

Seller: Yellow Brick Radio Corp.

Buyer: KKRD Inc.

Price: \$4,000,000

Louisiana

Benton

KDKS-FM

Seller: Benton Broadcasting Corporation

Buyer: The Dowe Co.

Price: \$2,000,000

Hammond

WKJN(FM)

Seller: Sterling Communications Corp.

Buyer: Southern Communications Corp.

Price: \$6,000,000

Massachusetts

Brookline

WBOS(FM)

Seller: Channel Broadcasting Inc.

Buyer: Ackerley Communications of Massa-

chusetts Inc.

Price: \$19,300,000

Gloucester

WVCA(FM)

Seller: Simon Geller

Buyer: Douglas H. Tanger

Price: \$1,000,000

Nantucket

WXJY(FM)

Seller: C.C.N.B. Corp.

Buyer: Quality Broadcasting Inc.

Price: \$2,800,000

Michigan

Detroit

WDTX(FM)

Seller: Metropolis Broadcasting Inc.

WHLQ FM Canton

KEZK FM St. Louis

WHYI FM Ft. Lauderdale

WLYF FM Miami

WJVA FM South Bend

WLAK FM Chicago

KDAX FM Dallas

WYCH FM Hamilton

WEZW FM Milwaukee

WVIT TV Hartford

WTTV TV Indianapolis

WORL/WORJ Orlando

WSEE TV Erie

KDKB AM/FM Phoenix

WPHL TV Philadelphia

WISCONSIN TV NETWORK

WAOW TV Wausau

WKOW TV Madison

WXOW TV La Crosse

WHEC TV Rochester

KTNQ Los Angeles

WDCA TV Washington

KHTZ FM Los Angeles

WGBS/WLYF Miami

WSPD Toledo

WBIR AM/FM Knoxville

WVEZ FM Louisville

WMOH Hamilton

KOAX FM Dallas-Ft. Worth

WHN New York

WZZD Philadelphia

WOKF FM Clearwater

KTVN TV Reno

WLAC Nashville

WKQB FM Nashville

WQHI FM Louisville

WYFA Long Island

WYGR Grand Rapids

Sandia Cablevision

LaBelle Cablevision

KEGL FM Dallas-Ft. Worth

KHOW Denver

WTCR Ashland

WHEC FM Huntington

WBZ FM Boston

WLAK FM Chicago

WSAI AM/FM Cincinnati

Fairfield Cablevision

Circleville Cablevision

WOKV Cincinnati

WIXT TV Syracuse

WFFT TV Fort Wayne

WHTT Miami

WFYV FM Jacksonville

KIOA/KMJK Des Moines

Champaign Cablevision

C & A Cablevision

WIRK AM/FM W. Palm Beach

WGY/WGFM Schenectady

WSIX AM/FM Nashville

KFOG FM San Francisco

WLQR FM Toledo

WOWO Fort Wayne

WTPA FM Harrisburg

WJIB FM Boston

WPNT Pittsburg

WCOM FM Urbana

WMRZ Quad Cities

WTRX Flint

WATI Indianapolis

WHIO Akron

KZAZ TV Tucson

KGSW TV Albuquerque

KBCQ Roswell

Angel Cablevision

Rutland Cable Franchise

WYHY Nashville

WMYN FM Knoxville

KITN TV Minneapolis

BannerGraphic Newspaper

King Mountain Cable

WZNE FM Tampa

WKYJ Lexington

WWSG TV Philadelphia

WMOH Hamilton

WLAC AM/FM Nashville

NTV NETWORK

KHGI TV Lincoln

KSNB TV Superior

KWNB TV Hayes Center

WDHO TV Toledo

Louisville AM CP

WCSC/WXTC Charleston

WCEF FM Ripley

MID AMERICA MEDIA GROUP

WIRL/WSWT Peoria

KRVR FM Davenport

WIRE/WXTZ Indianapolis

KBEZ FM Tulsa

WKAN/WLRT Kankakee

GROUP ONE RADIO GROUP

KMEZ AM/FM Dallas

WAKR/WONE Akron

WONE/WTUE Dayton

KLZ/KAZY Denver

WROQ/WAES Charlotte

WAMS Wilmington

WBEE Chicago

WRAP Norfolk

WCHY AM/FM Savannah

WSEE TV Erie

KXXV TV Waco

WNAC TV Providence

KOMA/KRXO Oklahoma City

WRLH TV Richmond

WVRN TV Richmond

WPCQ TV Charlotte

WZFM FM Briarcliff Manor

"JUST THE FACTS"

In the rapidly changing field of media brokerage,
one company stands out as a leader in
consistently delivering top prices for the owners of
radio and television stations they represent.

**THE
TED HEPBURN
COMPANY**

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

Sales breakdowns

Category	Number sold		Average price		Percent change
	1987	1988	1987	1988	
AM	231	251	\$594,782	\$894,294	+ 50.4
FM	166	195	2,737,469	4,147,014	+ 51.5
AM-FM	179	231	3,700,000	3,842,030	+ 3.8
TV	71	70	23,406,094	25,796,493	+ 10.2
Groups	17	18	N/A	N/A	N/A

Buyer: Hoker Broadcasting
Price: \$12,000,000

Mississippi

Vicksburg

WCKO-FM

Seller: Pepsi Cola Bottling Co Inc.
Buyer: Calcasieu Television and Radio Inc.
Price: \$1,100,000

Nevada

Henderson

KLSQ(FM)

Seller: Columbia Theater Co.
Buyer: Southwest Radio Inc.
Price: \$2,750,000

New Hampshire

Concord

WJYY(FM)

Seller: Rumford Communications Inc.
Buyer: The Sky Stations Inc.
Price: \$3,750,000

New Jersey

Long Branch

WMJY(FM)

Seller: Mammoth Broadcasting Inc.
Buyer: K & K Broadcasting L.P.
Price: \$3,900,000

New York

Manlius

WAQX(FM)

Seller: AGK Communications Inc.
Buyer: Atlantic Ventures of New York L.P.
Price: \$4,500,000

New York

WRKS(FM)

Seller: S/C Communications
Buyer: Summit-New York Broadcasting Corp.
Price: \$50,000,000

WYNY(FM)

Seller: Emmis Broadcasting Corp.
Buyer: Westwood One Inc.
Price: \$39,000,000

Saranac Lake

WDGE(FM)

Seller: Clark Broadcasting Co.
Buyer: Q-Tone Broadcasting Corp.
Price: \$1,295,000

North Carolina

Elizabeth City

WMYK(FM)

Seller: Love Broadcasting
Buyer: Edge Broadcasting Co.
Price: \$6,000,000

Kannapolis

WRFX(FM)

Seller: Metroplex Communications Inc.
Buyer: Pyramid Broadcasting
Price: \$15,400,000

Ohio

Bowling Green

WRQN(FM)

Seller: WRQN Inc.
Buyer: ABS Communications Inc.
Price: \$2,685,000

Cincinnati

WBLZ(FM)

Seller: Panache Broadcasting L.P.
Buyer: Dalton Broadcasting
Price: \$7,800,000

Toledo

WHME(FM)

Seller: Osborn Communications
Buyer: Noble Communications
Price: \$19,000,000

Oklahoma

Oklahoma City

KEBC(FM)

Seller: Van Wagner Communications
Buyer: Independence Broadcasting Corp.
Price: \$3,900,000

KMGL(FM)

Seller: Guy Gannett Publishing Co.
Buyer: Renda Broadcasting Co.
Price: \$3,050,000

Pennsylvania

Bellwood

WALY-FM

Seller: Mid-Atlantic Radio Inc.
Buyer: S&P Broadcasting Ltd. Partnership
Price: \$1,000,000

Harrisburg

WMSP(FM)

Seller: Market Square Presbyterian Church
Buyer: New Barnstable Corp.
Price: \$4,000,000

Philadelphia

WFLN(FM)

Seller: Franklin Broadcasting Co.

Buyer: Marlin Ltd Broadcasting Inc.
Price: \$15,000,000

WIOQ(FM)

Seller: Outlet Communications Inc.
Buyer: Professional Broadcasters Inc.
Price: \$19,150,000

South Carolina

Folly Beach

WCCG-FM

Seller: Charleston County Wireless Co.
Buyer: L.M. Communications Inc.
Price: \$2,000,000

Georgetown

WGMB(FM)

Seller: Ocean Communications Inc.
Buyer: Bresnan-Hafner Media Group
Price: \$2,500,000

Myrtle Beach

WJYR(FM)

Seller: Myrtle Beach Broadcasting L.P.
Buyer: Hirsh Broadcasting Group L.P.
Price: \$2,200,000

Texas

Corpus Christi

KSTE-FM

Seller: American Wireless Co.
Buyer: Thom E. Smith
Price: \$2,313,000

Harlingen

KELT(FM)

Seller: Harbenito Radio Corp.
Buyer: Rio Grande Partners L.P.
Price: \$1,500,000

Houston

KKHT(FM)

Seller: Malrite Communications Group
Buyer: Emmis Broadcasting
Price: \$24,000,000

Odessa

KODM-FM

Seller: East-West Broadcasting Co.
Buyer: D&F Broadcasting Inc.
Price: \$2,550,000

San Antonio

KSMG(FM)

Seller: American Media Inc.
Buyer: Rusk Corp.
Price: \$8,000,000

San Marcos

KEYI-FM

Seller: Hicks Communications Partners L.P.
Buyer: Degree Communications
Price: \$15,500,000

San Marcos

KEYI-FM

Seller: Hicks Communications Partners L.P.
Buyer: Degree Communications
Price: \$15,500,000

Utah

Ogden

KZAN(FM)

Seller: Ben Lemond Broadcasting Co.
Buyer: Utah Broadcasting Co.
Price: \$1,825,000

Virginia

Norfolk

WXRI(FM)

The lowdown on getting a higher price for your station.

If you're a station owner, radio or TV, and you're thinking about selling, the big things on your mind are:

How much can I net for it?

How is the deal going to work for me?

How much am I really worth?

We can answer those questions for you. But we can also tell you a lot more.

We talk your language.

All of us here have grown up in the broadcasting business, cut our teeth on it. We've been station owners and operators. We've paid our dues, just like you.

That's why we can talk your language, straight talk about research, programming, engineering. We can talk markets into the wee hours.

Here's how we go about selling your property.

First, if confidentiality allows, we personally visit your station and its marketing area. Whether we do or not, we can draw on our own financial and socio-economic data, covering virtually every market in the country.

Next, we identify the five to ten best prospects for your property, based on the profiles we maintain on just about everyone.

(How do we get this information?

Buyers *want* us to know their "wish list" so we won't waste their time.)

Then we prepare a presentation that's different from everyone else's. Even the

look of one of our presentations is different, because of its better graphics and easier-to-read typefaces. But much more important is the difference in what we put into it.

We give buyers powerful reasons to buy.

Instead of just copying pages from the ratings books, Duncan, and BIA, we tell the prospects why they should buy. We customize and editorialize, providing what-if scenarios and re-capping the pertinent information.

We take the material and synthesize it, analyze it, pick it apart. We ask ourselves, if we were going to buy, what would we want to know?

We present facts that are cogent, comprehensive, and persuasive. In short, we generate less paper, but more reasons why the buyer should pay *your* price.

We know how to nail down sales.

Closing the deal comes naturally to us. It's something we've all learned in our years in the broadcast buying and selling business.

We don't dance around. We keep things moving. We deal with the headaches and guide you through the mine fields (lawyers, CPAs, financing) on the way to putting your money in the bank.

We know who's looking to buy. So if you're looking to sell, give us your listing.

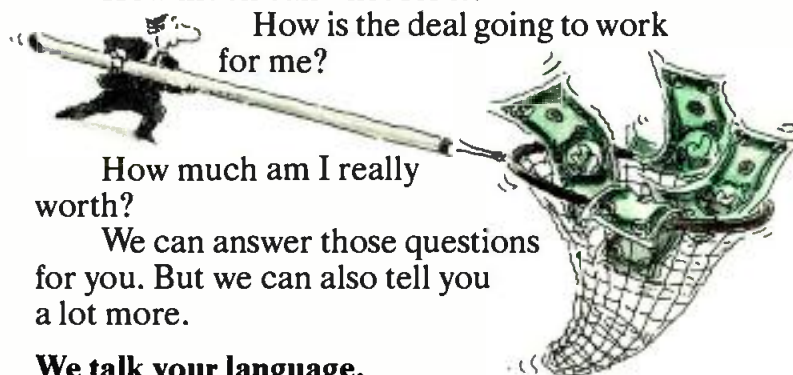
We'll help

you get the most net cash for your property.

Frank Boyle Co.

MEDIA BROKERS

55 Old Field Point Road, Greenwich, CT 06830 (203) 869-4433



Seller: CBN Continental
Buyer: ML Media Partners L.P.
Price: \$5,000,000

Richmond

WEZS-FM

Seller: EZ Communications Inc.
Buyer: National Radio Associates Inc.
Price: \$13,000,000

Spotsylvania

WYND-FM

Seller: Richard J. Hayes & Associates Inc.
Buyer: Paco-Jon Broadcasting Corp.
Price: \$1,200,000

Vermont

Vergennes

WIZN(FM)

Seller: Radio Vergennes Inc.
Buyer: Deer River Group Inc.
Price: \$2,350,000

West Virginia

Parkersburg

WXIL(FM)

Seller: Burbach Broadcasting Group
Buyer: Silver Star Communications
Price: \$2,814,000

AM-FM Combos

Price: \$81,000,000

KMJQ(FM) Houston, Tex., and KMJM(FM) St. Louis, Mo.

Seller: Keymarket Communications
Buyer: Noble Communications

Price: \$23,000,000

KSPR(TV) Springfield, Mo., and KMID(TV) Midland, Tex.

Seller: Lorimar Telepictures Corp.
Buyer: Goltrin Communications Inc.

Price: \$23,000,000

KEST(AM) San Francisco and KMAX(FM) Arcadia, Calif.

Seller: KMAX Inc. and KEST Inc.
Buyer: Douglas Broadcasting Inc.

Price: \$20,000,000

WFLA(AM)-WFLZ(FM) Tampa, Fla.

Seller: Sconnix Broadcasting Co.
Buyer: Jacor Communications Inc.

Price: \$15,900,000

KIXI(AM)-KMGI(FM) Seattle, Wash.

Seller: StarGroup Communications
Buyer: Noble Broadcast Group

Price: \$15,500,000

KEZW(AM) Aurora and KOSI(FM) Denver, both Colorado

Seller: Group W Radio Inc.
Buyer: D&D Broadcasting Inc.

Price: \$13,000,000

WDIA(AM)-WHRK(FM) Memphis, Tenn.

Seller: Adams Radio Corp.
Buyer: Ragan Henry National Media Associates Inc.

Price: \$12,500,000

WJLK-AM-FM Asbury Park, N.J.

Seller: Presidents Broadcasting Co.
Buyer: D & F Broadcasting Inc.

Price: \$12,008,000

KRPM-AM-FM Seattle, Wash.

Seller: Olympic Broadcasting
Buyer: Heritage Media Corp.

Price: \$12,000,000

WPLJ(AM)-WKRZ(FM) Wilkes-Barre, Pa.

Seller: Beatrice Broadcasting Corp.
Buyer: Keymarket of NEPA Inc.

Price: \$11,600,000

WERE(AM)-WCNX(FM) Cleveland, Ohio

Seller: Metropolis Broadcasting
Buyer: Metroplex Communications Inc.

Price: \$11,500,000

WAES(AM)-WROQ(FM) Charlotte, N.C.

Seller: CRB Broadcasting
Buyer: Adams Communications Corp.

Price: \$9,000,000

WETT(AM) Ocean City, Md., and

WWTR(FM) Bethany Beach, Del.

Seller: Resort Broadcasters of Maryland Inc.
Buyer: KAT Broadcasting Corp.

Price: \$8,435,000

WSOY-AM-FM Decatur, Ill.

Seller: Trumper Communications of Illinois L.P.
Buyer: WSOY Decatur Inc.

Price: \$8,100,000

KRZY(AM)-KRST(FM) Albuquerque, N.M.

Seller: Wagontrain Broadcasting Corp.
Buyer: Commonwealth Broadcasting of Northern California

Price: \$7,750,000

WRSC(AM)-WQWK(FM) State College, Pa.

Seller: Eastern Broadcasting Corp.
Buyer: Metro-Management Inc.

Price: \$7,315,000

WNYR(AM)-WEZO-FM Rochester, N.Y.

Seller: Dorton Broadcasting of Rochester Inc.
Buyer: Atlantic Ventures Corp.

Price: \$7,200,000

KVOR(AM)-KSPZ(FM) Colorado Springs, Colo.

Seller: Penn Communications Corp.
Buyer: Shockley Communications Corp.

Price: \$7,150,000

WANS-AM-FM Anderson, S.C.

Seller: Radio Anderson Inc.
Buyer: Degree Communications

Price: \$7,000,000

WPVA(AM)-WKHK-FM Colonial Heights, Va.

Seller: WPVA Inc.
Buyer: ABS Communications Inc.

Price: \$6,750,000

WOKO(AM)-WGNA(FM) Albany, N.Y.

Seller: Team One Radio Inc.
Buyer: New Barnstable Broadcasting Inc.

Price: \$6,100,000

KFGO-AM-FM Fargo, N.D.

Seller: Communications Properties Inc.
Buyer: FargoGreat Plains Broadcasting Inc.

Price: \$5,750,000

KKSN(AM) Vancouver, Wash., and KKSN-FM Portland, Ore.

Seller: Clyde Hamstreet trustee
Buyer: Heritage Media Corp.

Price: \$5,500,000

WKNE-AM-FM Keene, N.H.

Seller: WKNE Corp.
Buyer: Lightfoot Broadcasting Corp.

Price: \$5,500,000

WCII(AM)-WDJX(FM) Louisville, Ky.

Seller: Great Trails Broadcasting
Buyer: Quass Broadcasting

Price: \$5,000,000

WOMP-AM-FM Bellaire, Ohio

Seller: WOMP Inc.

Buyer: WOMP AM-FM Associates L.P.

Price: \$5,000,000

WYNR(AM)-WPIQ(FM) Brunswick, Ga.

Seller: Suburban Radio Group Inc.
Buyer: Silver Star Communications

Price: \$5,000,000

KROD(AM)-KLAQ(FM) El Paso, Tex.

Seller: El Paso Radio Associates L.P.
Buyer: D&F Broadcasting Inc.

Price: \$4,650,000

KOMA(AM)-KRXX(FM) Oklahoma City, Okla.

Seller: Price Communications Corp.
Buyer: Diamond Broadcasting

Price: \$4,550,000

WCHV(AM)-WWWV(FM) Charlottesville, Va.

Seller: Clay Media Inc.
Buyer: Eure Communications Inc.

Price: \$4,500,000

WRHD(AM)-WRCN(FM) Riverhead, N.Y.

Seller: East Shore Broadcasting Corp.
Buyer: Williams-Spitzer Media Corp.

Price: \$4,500,000

WAVG(AM)-WLRS(FM) Louisville, Ky.

Seller: Radio 970 Inc.
Buyer: Radio One Inc.

Price: \$4,477,000

KKIS(AM) Pittsburg and KKIS-FM Walnut Creek, both California

Seller: Chabin Communications Corporation
Buyer: Diamond Broadcasting of California Inc.

Price: \$4,430,000

KQAM(AM)-KEYN(FM) Wichita, Kan.

Seller: Long-Pride Broadcasting
Buyer: Rick Torcasso

Price: \$4,400,000

WBEU(AM)-WYKZ(FM) Beaufort, S.C.

Seller: Specter Broadcast Corporation
Buyer: Tri-City Broadcasting Co.

Price: \$4,350,000

WCMC(AM)-WZXL(FM) Wildwood, N.J.

Seller: Bear Broadcasting Co.
Buyer: Vinrah Inc.

Price: \$4,250,000

WCVS(AM)-WFMB(FM) Springfield, Ill.

Seller: Springfield Advertising Co.
Buyer: Neuhoff Broadcasting Corp.

Price: \$4,200,000

WSGA(AM)-WZAT(FM) Savannah, Ga.

Seller: WSGA Inc.
Buyer: Carl J. Marcocci

Price: \$4,100,000

KIKI(AM)-KMAI(FM) Honolulu, Hawaii

Seller: Island Communications Corp.
Buyer: Henry Hawaii Broadcasting Co.

Price: \$3,900,000

WFBG-AM-FM Altoona, Pa.

Seller: Gilcom Stations
Buyer: Empire State Radio Stations Inc.

Price: \$3,665,000

WRJN(AM)-WHKQ(FM) Racine, Wis.

Seller: S.E. Wisconsin Radio Inc.
Buyer: Vision Broadcasting Inc.

Price: \$3,500,000

WBMQ(AM)-WIXV(FM) Savannah, Ga.

Seller: Burbach Broadcasting Co.
Buyer: McCormick Broadcasting Corp.

Price: \$3,500,000

KPEL(AM)-KTDY(FM) Lafayette, La.

Seller: Lafayette Broadcasting Inc.

Buyer: Radio KPEL-KTDY Inc.

Price: \$3,500,000

WHMA-AM-FM Anniston, Ala.

Seller: Calhoun Broadcasting Co.

Buyer: Anniston Radio Inc.

Price: \$3,365,000

KQAM(AM)-KEYN(FM) Wichita, Kan.

Seller: Long-Pride Broadcasting Co.

Buyer: Aberdeen Communications Inc.

Price: \$3,300,000

WHRS(AM)-WFMI(FM) Winchester, Ky.

Seller: WKDJ Inc.

Buyer: Premier Broadcast Group Inc.

Price: \$3,250,000

KRNT(AM)-KRNQ(FM) Des Moines, Iowa

Seller: Stauffer Publications Inc.

Buyer: Saga Communications Inc.

Price: \$3,100,000

WCCF(AM)-WQLM-FM Punta Gorda, Fla.

Seller: Ogden Broadcasting of Florida Inc.

Buyer: WQLM-FM Inc.

Price: \$3,000,000

WAKN(AM)-WNEZ(FM) Aiken, S.C.

Seller: Aiken Radio Inc.

Buyer: CSRA Broadcasters Inc.

Price: \$3,000,000

WBBW(AM)-WQOD(FM) Youngstown, Ohio

Seller: Mahoning Valley Broadcasting Corp.

Buyer: H&D Broadcast Group

Price: \$3,000,000

WAMT(AM)-WSCF(FM) Titusville, Fla.

Seller: Frazer Broadcasting

Buyer: Sage Broadcasting

Price: \$3,000,000

WICI(AM) Ellettsville, and WBWB(FM) Bloomington, Ind.

Seller: Indiana Communications Inc.

Buyer: University Broadcasting Co.

Price: \$3,000,000

WFTW-AM-FM Fort Walton Beach, Fla.

Seller: Vacationland Broadcasting

Buyer: Specter Broadcasting Corp.

Price: \$2,950,000

WQIS(AM)-WNSL-FM Laurel, Miss.

Seller: Voice of the New South

Buyer: Design Media Inc.

Price: \$2,900,000

WQBK-AM-FM Rensselaer, N.Y.

Seller: WQBK Inc.

Buyer: Albany Broadcasting Inc.

Price: \$2,850,000

KNZZ(AM) Capitola and KMBY-FM Seaside, Calif.

Seller: KMFO Radio Inc.

Buyer: John B. Frankhouser Jr.

Price: \$2,850,000

Price: \$2,800,000

KLMS(AM)-KFMQ(FM) Lincoln, Neb.

Seller: Woodward Communications

Buyer: Midwest Communications

Price: \$2,750,000

WOIC(AM)-WMMC(FM) Columbia, S.C.

Seller: Alpha Communications of South Carolina

Buyer: Price Broadcasting Co.

Price: \$2,650,000

KXDC(AM) Monterey, and KXDC-FM Carmel, Calif.

Seller: Carmel Broadcast Associates Inc.

Buyer: Western Media Group Corp.

BUFFALO BROADCASTING COMPANY, INC.

a subsidiary of

KING WORLD PRODUCTIONS, INC.

has acquired

WIVB-TV

Buffalo, NY

\$74,000,000

TOTAL SENIOR FINANCING

\$15,000,000

SENIOR DEBT FINANCING

was provided by

Barclays Business Credit, Inc.

COMMUNICATIONS GROUP

111 Founders Plaza

P.O. Box 118

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The Undersigned acted as financial advisor to and arranged the financing for King World Productions, Inc.

C. F. CAPITAL CORPORATION

TV sales by type

Category	Total sold	In ADF's 1-25	In ADF's 26-100	In ADF's 100+
Affiliated VHF	14	0	6	8
Affiliated UHF	14	0	3	11
Ind.VHF	4	2	2	0
Ind.UHF	38	10	25	3

Price: \$2,600,000

WHIT(AM)-WWQM(FM) Madison, Wis.
Seller: Hudson Group Ltd. Partnership of Wisconsin
Buyer: Media Capital Inc.

Price: \$2,600,000

WELP(AM)-WLWZ(FM) Easley, S.C.
Seller: American Communications of Greenville, South Carolina
Buyer: Voyager Communications III Inc.

Price: \$2,500,000

KHAK-AM-FM Cedar Rapids, Iowa
Seller: Stoner Broadcasting
Buyer: Quass Broadcasting

Price: \$2,500,000

WDAD(AM)-WQMU-FM Indiana, Pa.
Seller: Indiana Broadcasters Inc.
Buyer: RMS Media Management Inc.

Price: \$2,500,000

KHIT(AM) Sun Valley, and KIIQ(FM) Reno, Nevada
Seller: KSRN Corp.
Buyer: Reno Broadcasting joint venture

Price: \$2,400,000

WWCK-AM-FM Flint, Mich.
Seller: Reams Broadcasting Corp.
Buyer: Majac of Michigan Inc.

Price: \$2,000,000

WTSL-AM-FM Hanover, N.H.
Seller: Sound Citizen Communications Corp.
Buyer: CM Communications Corp.

Price: \$1,922,000

KMGR-AM-FM Salt Lake City, Utah
Seller: Transcolumbia Communications Ltd.
Buyer: Bingham Communications Inc.

Price: \$1,900,000

KCVR(AM)-KWLN(FM) Lodi, Calif.
Seller: KCVR Radio
Buyer: Turnbeaugh Communications

Price: \$1,750,000

WKTY(AM)-WSPL(FM) Lacrosse, Wis.
Seller: Lacrosse May Broadcasting L.P.
Buyer: White Eagle Broadcasting Ltd.

Price: \$1,750,000

WTLB(AM)-WRCK(FM) Utica, N.Y.
Seller: WTLB Inc.
Buyer: H&D Media Inc.

Price: \$1,675,000

WATN(AM) Watertown, and WTOJ(FM) Carthage, New York
Seller: A.P.A. Communications Inc.
Buyer: Clancy-Mance Communications Inc.

Price: \$1,650,000

KNIR(AM)-KDEA(FM) New Iberia, La.
Seller: Donald Bonin and Guy Martin Jr.
Buyer: Signal Companies of Louisiana Inc.

Price: \$1,600,000

WCED(AM)-WOWQ(FM) Dubois, Pa.
Seller: Tri-County Broadcasting Co.
Buyer: Tri-County Broadcasting Acquisition Corp.

Price: \$1,600,000

WAIT(AM) Crystal Lake, and WXET(FM) Woodstock, Illinois
Seller: Lake Valley Broadcasters Inc.
Buyer: Crystal Lake Radio

Price: \$1,550,000

WOTT(AM)-WNCQ(FM) Watertown
Seller: R.B.G. Productions Inc.
Buyer: North Star Broadcasting

Price: \$1,535,000

WGAM(AM)-WRSI(FM) Greenfield, Mass.
Seller: Green Valley Broadcasting Co.
Buyer: Howard Communications Inc.

Price: \$1,500,000

KUTR(AM)-KLTQ(FM) Salt Lake City, Utah
Seller: Sunrise-Utah Inc.
Buyer: Citadel Associates Limited Partnership

Price: \$1,488,000

KWOA-AM-FM Worthington, Minn.
Seller: Worthington Broadcasting Co.
Buyer: Donald L. and Janet M. Rabbitt

Price: \$1,450,000

WLLL(AM)-WGOL(FM) Lynchburg, Va.
Seller: C.G.S. Communications
Buyer: George Douglas

Price: \$1,430,000

WAKS(AM)-WAZZ-FM Fuquay-Varina, N.C.
Seller: Meca Broadcasting Inc.
Buyer: Ceder Raleigh L.P.

Price: \$1,400,000

WMME-AM-FM Augusta, Me.
Seller: Target Communications
Buyer: Tri-Group Inc.

Price: \$1,368,675

WMAJ(AM)-WXLN(FM) State College, Pa.
Seller: Centre Broadcasters Inc.
Buyer: Nittanny Broadcasting Co.

Price: \$1,350,000

KAFF-AM-FM Flagstaff, Ariz.
Seller: Resorts Broadcasting Inc.
Buyer: Guyann Corp.

Price: \$1,250,000

WATK(AM)-WRLO-FM Antigo, Wis.
Seller: Nicolet Communications
Buyer: Ad-Mark Communications Inc.

Price: \$1,250,000

KVFR-AM-FM Falcon, Colo.
Seller: Louis Foreman Allen
Buyer: Tippie Communications Inc.

Price: \$1,100,000

WMKM(AM)-WJGS-FM Houghton Lake, Mich.
Seller: Shea Broadcasting Co.
Buyer: Northland Communications

Price: \$1,100,000

WFAU(AM)-WKCG(FM) Augusta, Me.
Seller: Tanist Broadcasting Corp.
Buyer: Seacoast Broadcasting Inc.

Price: \$1,100,000

KPUR(AM) Amarillo, and KATT(FM) Canyon, both Texas
Seller: Alfred Broadcasting Inc.
Buyer: Holder Broadcast Services of Texas Inc.

Price: \$1,100,000

WESO(AM)-WQVR(FM) Southbridge, Mass.
Seller: Eastern Media Inc.
Buyer: John R. Neuhoff Jr.

Price: \$1,049,208

KFPW(AM)-KBBQ(FM) Fort Smith, Ark.
Seller: Border Broadcasting Co.
Buyer: George T. Hernreich

Price: \$1,040,000

KTIP(AM)-KIOO(FM) Porterville, Calif.
Seller: Chief Broadcasting Inc.
Buyer: Porterville Broadcasting Inc., dba Euphonic Broadcasting

Price: \$1,000,000

WIRD(AM)-WLPW(FM) Lake Placid, N.Y.
Seller: WIRD Inc.
Buyer: Adirondack Network Systems Inc.

Price: \$1,000,000

WBIW(AM)-WQRK(FM) Bedford, Ind.
Seller: Mid-America Radio Group Inc.
Buyer: Ad-Venture Media Inc.

Price: \$1,000,000

WCOU(AM)-WAYU(FM) Lewiston, Me.
Seller: Long Lake Broadcasting Corp.
Buyer: Airborne Broadcasting Co.

AM's

California

Los Angeles

KFAC(AM)

Seller: Classic Communications of Los Angeles
Buyer: Lotus Communications
Price: \$8,700,000

Pasadena

KWKW(AM)

Seller: Lotus Communications
Buyer: Group III Management Corp.
Price: \$4,500,000

San Jose

KLOK(AM)

Seller: KLOK Radio Ltd.
Buyer: Bahia Radio Inc.
Price: \$5,200,000

Florida

Cypress Gardens

WGTO(AM)

Seller: Cypress Broadcasting Ltd.
Buyer: Florida Media Inc.

The Media Experts

\$110,000,000

revolving credit and term loan

TVX Broadcast Group, Inc.

*We acted as agent for, syndicated and
participated in the funding of this transaction.*

\$300,000,000

competitive bid facility

Viacom International, Inc.

*We acted as administrative agent
for this transaction.*

\$1,000,000,000

*revolving credit/term loan/
competitive bid facility*

Cablevision Systems Corporation

*We acted as co-agent for and participated
in the funding of this transaction.*

\$600,000,000

*revolving credit/term loan/
competitive bid facility*

***Century Communications
Corporation***

*We acted as agent for and participated
in the funding of this transaction.*

\$100,000,000

revolving credit and term loan

Young Broadcasting, Inc.

*We acted as agent for and participated
in the funding of this transaction.*

\$80,000,000

revolving credit and term loan

James Cable Partners, L.P.

*We acted as agent for and participated
in the funding of this transaction.*

Price: \$1,882,000

Pine Island Center

WDCQ(AM)

Seller: Jerry J. Collins

Buyer: CR Investment Partners Inc.

Price: \$2,200,000

Wilton Manor

WEXY(AM)

Seller: Celebrities Inc.

Buyer: JLG Broadcasting Inc.

Price: \$1,250,000

Louisiana

New Orleans

WTIX(AM)

Seller: Price Communications Corp.

Buyer: United Network Inc.

Price: \$1,300,000

Maryland

Silver Spring

WNTR(AM)

Seller: WNTR of Silver Spring Inc.

Buyer: CBN Continental Broadcasting Network Inc.

Price: \$1,600,000

New Jersey

Newark

WNJR(AM)

Seller: Daniel E. Robinson and Harold R. Sims

Buyer: Spanish American Radio Communications Inc.

Price: \$4,100,000

New York

New York

WFAN(AM)

Seller: Emmis Broadcasting

Buyer: Spanish Broadcasting System

Price: \$23,000,000

WNEW(AM)

Seller: Metropolitan Broadcasting of New York

Buyer: Westwood One Inc.

Price: \$11,000,000

Pennsylvania

Phoenixville

WYIS(AM)

Seller: Hart Broadcasting

Buyer: Radio Salvacion Inc.

Price: \$1,500,000

Texas

Corpus Christi

KUNO(AM)

Seller: KUNO Radio Inc.

Buyer: KDOS Inc.

Price: \$1,200,000

Dallas

KRLD(AM)

Seller: Metropolitan Broadcasting

Buyer: Command Communications

Price: \$50,000,000

Del Valle

KIXL(AM)

Seller: Encore Communications Associates L.P.

Buyer: KIXL Partners Ltd.

Price: \$1,500,000

Fort Worth

KFJZ(AM)

Seller: KFJZ Broadcasting Inc.

Buyer: Garden City Broadcasting Co.

Price: \$1,300,000

Vermont

Burlington

WDOT(AM)

Seller: Hunter Broadcasting Inc.

Buyer: Metro Management Inc.

Price: \$1,000,000

Cable

Cable deals or BROADCASTING valuations above \$100 million. Includes United Artists-United Cable merger tabled for the moment.

Price: \$2.85 billion

Buyer: Comcast 50%, TCI 35%, TKR Cable 15%

Seller: Storer

Subscribers: 1,450,000

Price: \$2 billion

Buyer: United Artists

Seller: United Cable

Subscribers: 1,100,000

Price: \$1.265 billion

Buyer: Houston Industries

Seller: Rogers Cablesystems

Subscribers: 525,000

Price: \$725 million

Buyer: Cablevision Industries

Seller: Wometco

Subscribers: 311,000

Price: \$550 million

Buyer: Cablevision Systems

Seller: Viacom's Suffolk County, N.Y., North Coast Cable

Subscribers: 220,000

Price: \$420 million

Buyer: Western Tele-Communications Inc.

Seller: Taft Cable Partners

Subscribers: 210,000

Price: \$198 million

Buyer: ML Media

Seller: Prime Cable's Prince George's County, Md., system

Subscribers: 62,000

Price: \$192 million

Buyer: United Artists

Seller: Daniels & Associates

Subscribers: 380,400

Price: \$186 million

Buyer: Insight Communications

Seller: Masada

Subscribers: 71,500

Price: \$170 million-\$180 million

Buyer: First Carolina

Seller: James Communications

Subscribers: 97,000

Price: \$178 million

Buyer: Triax Communications

Seller: Dowden Cable

Subscribers: 105,000

Price: \$160 million

Buyer: WTCI, TCI and Centel (swap)

Seller: WTCI, TCI and Centel (swap)

Subscribers: 91,000

Price: \$153 million

Buyer: American Television & Communications

Seller: TCI's half of Memphis system

Subscribers: 140,000

Price: \$140 million

Buyer: Heritage

Seller: Gill Industries 49%

Subscribers: 130,000

Price: \$137.5 million

Buyer: Prime Cable

Seller: Sonic Cable's Anchorage system

Subscribers: 80,000

Price: \$130 million

Buyer: Warner

Seller: TA Associates' 66% stake in Milwaukee system

Subscribers: 84,000

Price: \$102.5 million

Buyer: Century

Seller: AdamBanc Savings

Subscribers: 44,000

Broker barometer: 88's success continues in '89

FM continues to be hottest broadcasting ticket; among reasons given for optimism are no rise seen in interest rates, strong economy and no new action by FCC or Congress

Despite the stock-market crash in the fall of 1987, upward pressure on interest rates and other negative trends in the broadcasting business, station brokers predicted a year ago that 1988 would be a good year for station trading. The prediction could have been dismissed as just another example of brokers' indefatigable optimism, but, as it

turns out, they were right.

A tabulation of the weekly sales reported by BROADCASTING in "Changing Hands" and "For the Record" reveals that the number of stations sold and the average price paid for them increased during the year. Total sales volume was off more than 2.5 billion, but the difference was attributable to a few mega-deals that closed in 1987 and swelled that year's total.

Given the brokers' forecasting record, broadcasters should be heartened to learn that many brokers are predicting a robust market and rising prices again this year. Said Cecil Richards, president, Cecil Rich-

ards Inc.: "The industry is so dynamic, there are always reasons for people to buy and sell. I see nothing to impede continued trading activity. If we do things right, 1989 should be better than last year."

The services will not prosper equally, however. According to brokers surveyed by BROADCASTING over the past month, stand-alone radio prices, which jumped 50% in 1988, should continue to outdistance stand-alone television prices, which rose a modest 10% last year. "Going forward in 1989, there remains an extremely high interest by established investors in the radio industry," said Glenn Serafin, director of radio broad-

cast services, Communications Equity Associates. "Radio is shining right now."

Television, on the other hand, has lost much of its luster. Although the brokers anticipate substantial trading activity and rising prices in television, they feel the prices are unlikely to keep pace with FM. Television prices will remain soft, they say, due to the inexorable loss of viewers (and, hence, revenue) to cable and other competitors and, in the case of network affiliates, to the uncertainty about network compensation.

The brokers' optimism for 1989 is based on several assumptions. Among them: that interest rates will not go up; that the overall economy will remain strong, and that Congress and the FCC will not make any moves that will affect the market. Given such assumptions, said Jack Feldman, vice president, Hogan-Feldman, "there is no reason for 1988 momentum not to continue into 1989."

The optimism is not universal, however. "There is a lack of motivated buyers out there with fire in their bellies," said Frank Boyle. "The marketplace will not reach a balance until we know what is going to happen with capital gain taxes, interest rates and at the FCC."

During the first quarter of 1988, the station trading market was, as Richard Blackburn, president of Blackburn & Co., put it, "slow, sluggish and indecisive." But, after the reverberations from the stock market crash died down and interest rates stabilized, the market rebounded and finished strong.

The market was helped along and asking prices were supported by a willingness of sellers, especially those with properties reporting a negative cash flow, to "take back paper." According to Dan Gammon, president of Americom Radio Brokers Inc., seller financing helped fill the void created by nervous third-party lenders and the "disappearing junk-bond market."

Gammon said the market was also depressed somewhat because some would-be buyers found themselves over-leveraged and unable to finance another deal. However, he added, the loss of the over-leveraged buyer was offset to some extent by the entry of new investors looking for an alternative to oil, gas and real estate. They increased the "buying pressure," he said.

The 1988 market retreated from the "turnaround" situation—that is, any station (mostly TV's and AM's) showing a negative cash flow. Turnarounds are harder to sell than they used to be, with buyers and sellers approaching them with greater caution than ever before, said William Cate, president, Chapman & Associates.

Todd Hepburn, vice president, Ted Hepburn Co., said a broadcaster who wants to take a chance with a station showing negative cash flow may find he cannot finance the buy. Lenders were more sophisticated and cautious last year, he said. Many banks and investment houses restricted themselves to financing purchases of stations that have a positive cash flow, he said.

Don Bussell, the former vice president of radio for Gammon & Ninowski, and now with the newly formed QuestCom Radio Brokerage Inc., said lenders are shying



Serafin



Blackburn



Gammon



Cate

away from turnarounds and startups. Such properties will be "difficult to finance, even if you have a good track record as a turnaround specialist," Bussell said. "More and more, lenders are saying 'no' if there is no cash flow," he said. "Lenders will emphasize careful examination of broadcasters' track record before they fund any deal."

But Elliot Evers, of Media Venture Partners, said buyers and lenders who overlook the unprofitable station may not be as smart as they think they are. "I continue to believe that the riskiest deal is the cash flow station which may be close to peaking, and the least risky is the turnaround, because if you have good management and enough capital, you should be able to turn something around and have no downside and nothing but upside," he said.

FM is driving the station-trading market and accounting for the largest price increases on a percentage basis. Last year the average price of a stand-alone FM jumped

from \$2.7 million to \$4.7 million; 16 FM's went for more than \$10 million.

The brokers contend that FM is the one broadcast service now showing a substantial "upside." Although there are some buyers in the market for "niche" AM and the well established AM's, said CEA's Serafin, "FM is clearly the largest growth market bringing the highest multiples."

The average price of a stand-alone AM rose 50% in 1988, but the number was inflated considerably by just two sales: KRLD(AM) Dallas for \$50 million and WFAN(AM) New York for \$23 million. Take away those two and the average price is virtually unchanged from 1987.

Few buyers have a specific interest in AM, said Blackburn, and current owners of AM stations are having "a terrible time" trying to figure out how to make any money out of them. The majority of listeners are tuning to the FM band, he said. And AM is unlikely to turn the situation around, he said. "Stereo has been too long in com-

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ing," he said. "It is a non-event."

There are exceptions, however, Blackburn said. There is a healthy market for AM stations with such specialty formats as urban gospel, Hispanic, religious and news-talk—stations that have found a niche in their market—and for big, well established AM's such as KRLD and WFAN in top markets.

Others shared Blackburn's assessment of the oldest medium. Robert Ridder Jr., vice president, Wood & Co., did not see the revitalization of AM in 1989. "What AM needs is a good product, a good format with its own niche and good technical facilities," he said.

Gary Stevens of Gary Stevens & Co. called AM a "lost cause." In specific circumstances, buying an AM makes sense, he said. But, for the most part, he said, "AM is going to continue to languish at the low end of the trading range."

Unlike Blackburn, Robert Mahlman, president, The Mahlman Co., believes improvements in technology could revive the medium. What it needs is fast action on AM stereo, he said. "Technology, more than programing, is the hope of AM," he said.

For an AM to maintain its value, said Jack Feldman, vice president, Hogan-Feldman Inc., it has to have a good, strong signal and the right programing. And, he added, it has to be run as economically as possible.

Television, on the whole, is doing better than AM, but not by much. The year started



Bussell



Evers



Stevens



Mahlman

with an unusually, if not unprecedentedly, high number of television stations on the trading block. Second and third independent stations in a market have had the most trouble finding buyers at any price, and even network affiliates, particularly those outside major markets, were surprised by the lack of demand.

The medium has been having a rough time. Competition from other broadcasters, cable systems and home video outlets has cut deeply into station revenues, undercutting the economics of the television business and depressing prices. Dennis Eckhout, of Communications Equity Associates, said the shakeout among independents will continue in 1989. "Although the strong independents will survive, the weak will go dark or consolidate," he said. As for the affiliates, they too will have to adjust to the reality of less national spot advertising and the loss of all or some of their network compensation, Eckhout said. According to long-time television broker

Howard Stark: "TV's are in a no-growth situation, and as you work your way down the markets, the multiples keep going down."

The oversupply of television stations is due, in part, to broadcasters trying to bail out of unprofitable situations, speculators looking to cash in and overleveraged group owners attempting to raise money to buy down some of the debt they took on in acquiring stations at high multiples over the past few years. Richard Foreman, president, Richard A. Foreman Associates, cited another reason: "The large inventory of TV stations is due to a negative perception of TV's situation—a perception that does not necessarily reflect reality."

Hurting the demand side of the equation was the fact that anticipated television revenues from the Olympics and the elections failed to materialize, said Kent Replogle. As a result, he said, would-be buyers (and their would-be lenders) began to question whether the revenues would be there in the future to support the hefty asking prices.

The brokers said trading activity will pick up as sellers, obedient as ever to the laws of economics, lower their asking prices. "Buyers and sellers are getting closer together in terms of cash-flow multiples and that is going to create more activity," said Replogle. "Deals are not going to get done if sellers hold at 13 or 14 times cash flow," he said. "But if they come down to the 10-11 cash flow range, they will."

Larry Wood, president, Wood & Co., echoed Replogle: "This year will see a meeting of the minds between what sellers want and what buyers are willing to pay."

Not everyone will be willing to mark down stations to make sales, said Hepburn. "In some cases, you are going to see the station pulled off the trading market until it can be fixed and brought up to where it should be to get the value that the seller wants," he said. "Many sellers would rather do that than take a big hit on the value of the properties."

Richards said the TV market will stabilize in 1989 as multiples come down to balance supply and demand. "TV is still the greatest advertising medium," he said.

Replogle was also sanguine. "There are still many players in the market who want to acquire TV stations, both network affiliates and independents," he said. "I think that bodes well for the marketplace."

For 1989 market activity and prices to match last year's, the brokers are one in the belief that interest rates have to stay at their current level. "The greatest single factor that we live with, as far as the pace of trading, is the interest rate," said Evers.

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"As the interest rate inches upward, the pace of trading slows."

The biggest factor in the market is the stability of financing, said Replogle. "Is it available at attractive enough rates to make the deal work?" is always the question, he said.

Serafin said the market has been given a slight lift by the increasing use of tax certificates, which allows broadcasters who sell to minorities to defer paying capital gains taxes on the sale (see story, page 66). "It mirrors the fact that many more minority broadcasters have developed into savvy investors. They have become good broadcasters first and minorities second," he said.

The brokers also said that because of the increasing competitiveness of broadcasting, management will become of paramount importance to lenders. "Management is becoming the key ingredient in station deals."

Woods said.

Operators are being scrutinized closely by lenders, Ridder said. As a result of that scrutiny, he said, first-time buyers are meeting with more resistance on the part of lenders. "Deals are no longer financially driven; now we are operationally driven."

One thing the brokers are unconcerned about is the return of stringent FCC regulation; that could affect the market. "We've grown away from that whole area of regulation, nothing egregious has occurred as a result of it, there's been no major abuse and the free markets seem to work very nicely," Stevens said.

But Hepburn said the FCC could help the market by reforming its comparative renewal procedures to give broadcasters greater assurance of renewal. Last year, he said, he had three different deals affected by the renewal challenges, and two of those did

not close. "When there is a threat of losing the license, it is not easy to keep financing together," he said.

In 1989 and beyond, Mahlman said, the financial community will be more interested in the management team than in whether it is a "good deal" on paper. Lenders now want assurances, he said. And groups that are falling short of their revenue and growth projections are not going to be able to finance their next deal, he said.

If current trends continue, prices should continue upward in 1989, although in the case of AM and TV, not at the rate most sellers would hope. And, as Stevens said, a healthy level of trading activity is almost inevitable.

"There are 10,000 of these stations," he said, "and in any one year, you can figure that 10%-12% of them will turn over for one reason or another." □

1988: \$10 billion year for cable sales

Low cost of money contributed to record year; trend expected to continue

Buoyed by three billion-dollar-plus deals, cable system sales in 1988 exceeded \$10 billion, according to BROADCASTING compilations. Systems serving 5.26 million subscribers were sold for a combined \$10.36 billion in 1988. That extrapolates to a little over 10% of the nation's subscribers. (The \$10 billion figure includes, however, the purchase by United Artists of United Cable, a deal valued at \$2 billion that was announced in 1988 but that has stalled in 1989.)

Cable brokers attribute the volume and escalating prices during 1988 to several factors: the underlying strength of the business, the availability of capital to finance acquisitions and the relative low cost of borrowing money. And they see prices remaining strong through 1989, but not necessarily rising as fast as in the past few years.

"The fundamentals are still very strong," said Communications Equity Associates Chairman J. Patrick Michaels, and "interest rates are not up to a threatening level." There is also, he said, "a widespread availability of debt equity financing" which has fueled growth.

Andy Armstrong, senior vice president at Waller Capital, said: "The real driving factor...has been the availability of capital.... The other interesting thing [is that the] old-line, pioneer-type players [such as Cablevision Industries, Century and TCI] are stepping up and paying market prices, which wasn't the case just two years ago."

Phil Hogue, president of Daniels & Associates, also adds that there are more buyers than sellers, which has led to use of auctions, "which tends to maximize value."

At the same time, brokers foresee a leveling off in prices paid for cable systems. "Prices will remain strong," he said, "but we're not likely to see the 25% to 30% compound increase in values.... The buyer is becoming more discerning and more careful.... Buyers are recognizing that

some subs are worth the prices at this level and higher, and others are going to be worth less and a buyer is going to have to pay less."

Sharp increases in system prices were fueled in 1986 by changes in the tax law, said Hogue, and again in 1987 and '88 by rate deregulation. Today's cash flow estimates are still valid, said Hogue, but the slack has been taken out of the line. "Buyers have to look very carefully at the extent

of their expectation on improved cash flow," he said.

Armstrong agrees that prices will moderate. "There was so much momentum in 1988 in price, I don't think we're seeing quite the upward momentum that we saw in 1988," Armstrong said. "But there is still a very active competitive market for systems, and there is still a lot of capital available," which, he said, has always been what has driven the market. There is even

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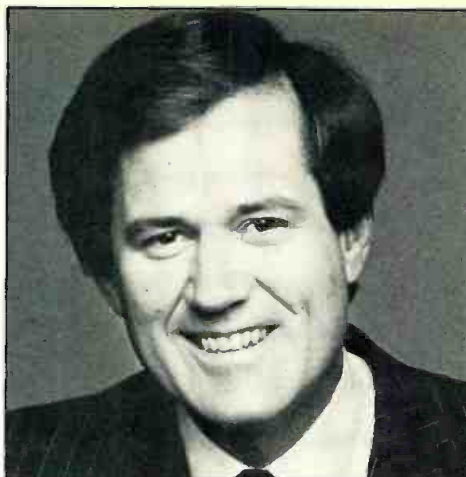
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Hogue



Michaels



Armstrong

room for an increase in interest rates, Armstrong and Hogue said, without seriously affecting the market.

Rising system prices also mean increased levels of debt, but brokers say it has not yet gotten out of hand. Michaels said it depends on the deal, but banks still feel cable is "a pretty good bet."

Armstrong said: "We've tested some areas" in debt, but he points to new revenue streams that help fuel escalating system pricing and debt. A Hauser system in Minnesota that just launched pay per view is getting \$2 per subscriber per month across the entire subscriber universe, said Armstrong. As more user-friendly telephone

systems are installed and the programming improves, PPV revenue will climb, he said. "It's going to be a great business."

Hogue said the challenge of increasing debt is to get the equity base under it. To pay higher prices in the future, buyers may have to provide "a little higher equity support."

Last year marked the continued exodus from the business of the financial players, most notably KKR and the Bass Group, to some extent. "Clearly on the large deals they are not around," said Michaels. One reason is that, "there are no real bargains left," he said.

Hogue said that with prices going up,

there is a squeeze on equity: "The people that are the pure financial players will look at those returns, compared to what else they can do, and they will go where they have the opportunity to maximize return on equity."

The telephone companies have been eyeing the cable industry and their interest remains strong, brokers say. "The BOC's are still in the hands of Judge Greene," said Michaels, referring to the modified final judgment. "They'll keep bumping up against that and one day they will be [in the business]," he said, but not as competitors for several decades. Armstrong believes Greene "will be tested within the next year to two years," but says, "Telcos are nowhere near wanting to compete in the cable arena. That's the reason we've seen cable stocks pop in the past couple of weeks."

One thing that works against some potential newcomers, said Hogue, is the speed with which some deals are done. Telcos have to wait for a waiver from Judge Greene, time that sellers do not always have. But they have found a mechanism—setting up a temporary trust—to shorten the waiver wait. Overall, Hogue said, their interest hasn't lessened.

But some brokers feel the degree of interest among the Japanese has lessened. "A year and a half ago, they were calling us all the time...but they never really got serious," one said. Cable is similar to real estate in that it is an asset-cash flow type game, said Armstrong, and with their penchant for U.S. real estate, "I would think it would be something [the Japanese] would understand."

Even without the telcos or the Japanese, consolidation in the industry continues. Many mid-sized MSO's have sold out in the past few years, with Rogers, Wometco, Cooke, Centel and the New York Times Co. added to the list in 1988 and '89. "As long as prices are high, you'll see sellers coming out," said Michaels. But no single thread runs through all their decisions, brokers say. Some leave because they don't see cable as their main business, such as Centel and NYT, said Armstrong. Others find it difficult to be competitive in acquiring systems against larger, more well-heeled competitors, said Hogue. There are "still quite a few [mom and pop operations] left," said Michaels, but he views the cable

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February 1989

CHEMICAL INVESTMENT
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industry as being in the last stage of consolidation, much like the telephone companies in the late 1950's.

Partially because of that consolidation, cable brokers have expanded into investment banking. (The reverse has already happened as Morgan Stanley brokered the Comcast-TCI-Storer and Houston Industries-Rogers deal, which combined totaled more than \$4 billion.) Daniels has teamed with Salomon Brothers and did \$1.53 billion in financing business in 1988 in cable, mobile communications and cellular radio.

versus \$550 million of system sales. "I think we try to serve cable on as many fronts as possible," said Hogue. Nearly half its \$1.5 billion total came from one deal, a \$750 million financing project for WestMarc.

Michaels said CEA did \$1.1 billion in cable sales in 1988 and \$325 million in radio, TV and investment banking. "We've always been in investment banking," said Michaels, and CEA's goal is to hit \$500 million. Its investment banking activities have expanded into financing in the United

Kingdom, plus U.S. publishing, radio and television.

Waller Capital did \$23 million in financing in 1988, but made up for it with nearly \$1.5 billion in completed and closed cable deals. It closed deals totaling \$923 million in 1988, and completed but did not close on deals worth \$766 million. That includes, however, the Cencom-First Carolina deal that fell through two weeks ago. Without that deal, Waller's 1988 completed and closed total was approximately \$1.5 billion. □

Broadcast lending outlook for 1989: careful and conservative

While buyers' qualifications are being scrutinized more carefully, there's still plenty of money available

On the road to financing 1989's broadcasting deals, lenders are anticipating paths lined with signs reading "Proceed With Caution." No big changes are expected in where the money will be coming from, but competition for those dollars will likely be based more than ever before on operator performance.

"Lenders are still going to be there, but the deals are not going to be as aggressive as they've been in the past," said Susan Ness, vice president of the communications industry group for American Security Bank, Washington. Caution by lenders, she said, will be based largely on the possibility of rising interest rates and the shortcomings of "overly optimistic" projections made in deals within the past two years.

"There's probably a bit more conservatism in lending multiples settling in," added Ness. Nevertheless, she said, there is a lot of equity and mezzanine debt available for the right players, particularly those with high-quality management. She said the current crop of venture capitalists, for example, is just one of many groups of lenders that are positioning quality of management as a priority. "More and more," said Ness, "the quality of management is going to be a key."

"What they're doing is looking much harder at who the operators are," said radio broker Gary Stevens, of Gary Stevens & Co., New York. "Whereas a year ago they may have banked almost anybody with the same business plan, today they probably would bank selectively on that same business plan."

In many deals today, said Stevens, senior lenders will offer six times cash flow and then suggest searching elsewhere for the additional multiple needed to close the deal. For good cash flows, he said, players today are still able to attain multiples as high as 10 or 11.

Such financing will continue to be available in broadcasting deals, said Stevens, "as long as the perception persists that values are robust and will continue to be that way."

L. Mark Stone, executive vice president, Henry Ansbacher Inc., added: "I think the sources of financing for 1989 will probably remain the same, but there will be a greater concentration of professionally run, larger radio groups that are going to be accessing a fair amount of the capital." He said the traditional mix of bank debt, private equity money and, in larger cases, financing from major insurance companies will be most readily available for such groups because of their "lack of volatility."

"If someone owns seven, nine or 11 stations," said Stone, "one station going bad is not going to affect the entire group."

Stone said that commercial banks have

become much more willing to accept innovative structurings—particularly turnaround properties and new acquisitions—than they were one or two years ago. Banks have carefully observed broadcasting deals in recent years, he said, and have become more sophisticated in tailoring paybacks according to cash flow performance. "They almost have to [finance deals]," added Stone, "just to keep up with the Joneses."

Nevertheless, lenders are sensitive to the fact that many of their borrowers have not made budget for the last two years and that many have not been able to meet their principal amortization schedules, said Laurie-Jo Straty, managing partner of First Commu-

First City Financial Corporation Ltd.

has sold its 17% interest in

Cantel Inc.

to

Rogers Communications Inc.

and its affiliates

We acted as financial advisor to
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and assisted in the negotiations.

Donaldson, Lufkin & Jenrette

January 24, 1989

nications Capital, a Dallas-based investment banking firm specializing in private placements for communications companies.

That lender caution could be combatted, said Straty, by a period of sustained growth in national revenues. Also likely to prompt lending would be a drop in interest rates sometime this year, she said, although that

drop is generally not expected until 1990.

One new possible investor mentioned by Straty and others in the investment community is the cable MSO. For example, Massachusetts-based radio group Atlantic Ventures Inc. is headed by former American Cable executive Steve Dodge. And Cablevision's Charles Dolan has expressed

some interest in entering the radio business. At least two MSO's have branched out into outdoor advertising, added Straty.

"It seems to be a reasonable idea because the synergies are clearly there," said Stevens. "I think it's going to happen, because it makes so much sense." □

The latest buying and selling tool: minority tax certificates

Changing tax laws are one of many reasons that this device is attracting growing interest in financial circles

Selling its cable system to a minority-controlled partnership will bring the New York Times Co. a bonus of \$55 million or more. As a result of the January deal, J. Bruce Llewellyn, a black businessman from Philadelphia, is expected to head a partnership controlling a \$420 million, 162,000-subscriber cable system (BROADCASTING, Jan. 16). This sale is one of the latest, most dramatic examples of the FCC's minority tax certificate policy, a 10-year-old program designed to increase minority ownership of communications properties, most commonly by granting tax benefits to companies that sell broadcast and cable properties to minorities. As in the Times transaction, the value of the tax certificate can be substantial.

By many accounts, the Times sale is only the beginning of a new wave of tax certificate use. Because of the rising profile of tax certificate deals, changing tax laws that make the certificates more attractive to investors and growing comfort with minority-led ventures among industry investors, the use of tax certificates is bound to grow, observers say. "The tax certificate is one of the last footholds for a tax shelter that an investor has," said John Oxendine, president of Broadcast Capital Fund, a minority venture-capital company.

Much of the growth in tax certificate use is expected to come from cable transactions. Since the FCC's policy was instituted in 1978, tax certificates have been issued in connection with the sale of only five cable systems, while sales of 174 radio and television stations have qualified sellers for a certificate. Michael Connelly, a director at First Boston Corp. who advised the Times

Co. on the sale of its systems, said he knows of four cable deals involving tax certificates that are being negotiated. "Hopefully, some or all of them will go through," he said. According to Andy Armstrong, senior vice president of Waller Capital Corp., "It's one of the first questions bidders are asking these days: 'Would a tax certificate be useful to the seller?'"

In its most common usage, a tax certificate is issued to an entity that sells a broadcast property or cable system to a minority owned or operated company. If the seller reinvests the gains on the sale within an allotted period—roughly two years—the seller pays no tax on his profits until the sale of the second property. But, as in the case of the Times sale, even if the seller is not planning to reinvest sale proceeds in what is known as a "qualified replacement property," a minority tax certificate enables tax savings via other means. In a 1982 expansion of the tax certificate policy designed to help minorities raise capital, tax certificates are also granted to investors of startup capital for a minority-controlled media company upon the sale of their interests in that company. In fact, it appears that under the startup capital application of the tax certificate policy, Llewellyn's partners in the purchase, Comcast Corp. and Lenfest Communications, would qualify for a tax certificate if they were to sell their interests in the venture.

In a decision announced in January that has troubled some onlookers, the FCC agreed for the first time to grant a tax certificate to a minority-owned company that sold its cable assets to a company not controlled by minorities. Though some observers question whether granting tax advantages to a minority seller actually promotes the policy's goal of encouraging minority ownership, the lawyer for the sell-

er says that the decision is only an extension of the FCC's previous policy and is not not easily applicable to other situations.

"The tax certificate policy is probably the greatest contributor to minority ownership of broadcast facilities over the past 10 years," said James Winston, executive director and general counsel of the National Association of Black Owned Broadcasters. By Winston's account, before the 1978 institution of the policy, blacks owned a total of one television station and 30 radio stations. Today, he said, 170 radio and 15 TV stations are black-owned. "That can be attributed largely to the tax certificate encouraging sellers to seek out minority buyers," he said.

One reason that tax certificate use is expected to grow, especially in cable, is increasing familiarity. "The availability and usefulness of [tax certificates] is becoming more widely known and understood by buyers and sellers," said Steve Rattner, a managing director at Morgan Stanley. Rattner said that although the most broadly known application of tax certificates—tax deferrals on proceeds reinvested in "qualifying" media properties—has limited applicability, tax certificate uses that can be more broadly applied are not as well understood. One advantage of the Times transaction, according to Don Russell, president of CEA Inc., is that all of the losing bidders on the property were able to devise buying mechanisms that would have qualified the transaction for a tax certificate and with whose management they were comfortable. "Minorities," Russell said, "will find it easier to be financed and backed by an MSO when it comes to making these types of acquisitions."

Whether a particular ownership structure for a minority-controlled buyer—for example, a limited partnership headed by a minority general partner—will qualify a transaction for a minority tax certificate is often unclear, said William Kennard, a lawyer with Verner, Lipfert, Bernhard, McPherson & Hand. But, he said, the FCC's staff is willing to examine proposed ownership structures and make informal, non-binding opinions as to whether they will be satisfactory. Kennard said that the Times as well as several bidders for the Times cable properties made visits to the FCC "to find out what would fly and what wouldn't."

Beyond the educative value of high-profile deals to bidders and observers, perhaps a more important spur to tax-certificate deals has been the Tax Reform Act of 1986. One effect of tax reform was the elimination of the favorable tax rate that capital

Tax certificate tally

Numbers of broadcast stations sold annually with a minority tax certificate as of Jan. 19, according to the FCC's Office of Public Affairs.

1978 (May-Dec)	4	1984	11
1979	12	1985	17
1980	10	1986	16
1981	15	1987	31
1982	15	1988	31
1983	10	1989	2

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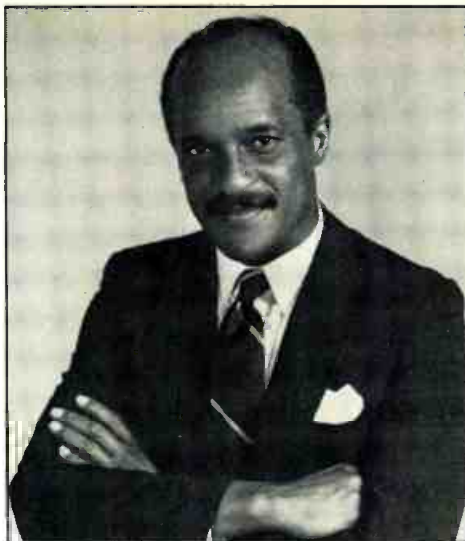
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gains had enjoyed over ordinary income. And with the act's repeal of the General Utilities Doctrine (GUD), sales of broadcast and cable assets often subject sellers to taxation at both the corporate and individual level totaling as much as 52.4% of gains. Because of the GUD repeal, Russell said, sellers often prefer stock sales over asset sales to avoid double taxation. However, buyers prefer asset purchases because they have a higher proportion of depreciable and amortizable items in the gross purchase price. But in a stock transaction that qualifies the seller for a tax certificate, "you can pay them 10% or 20% less for the property," Russell said, "and have them end up with a greater after-tax net profit." According to Jim Blackburn, chairman of Blackburn & Co., "Sellers prefer to sell stock. Buyers prefer to buy assets. A tax certificate solves the whole problem."

But while industry observers are aware of the potential value of tax certificates, they point out that the certificates are not universally usable or useful. For example, radio broker Craig Culp said that in most of the transactions with which he is familiar, offering a tax certificate hasn't been significantly helpful. Tax certificates are most valuable, it appears, to sellers with large capital gains that they plan to reinvest in broadcast or cable properties. The smaller the capital gain, the less valuable a certificate.

Winston said he did not see the use of tax certificates growing dramatically in broadcasting because the escalating prices of sta-



Oxendine

tion properties are putting them beyond the reach of 100% minority-owned companies, which Winston said account for the bulk of minority station purchases. Most of the situations in which it makes sense for a minority to form a partnership with non-minorities making a substantial equity contribution seem to be taking place in the cable arena, Winston said.

A January FCC decision to grant a tax certificate to St. Louis City Communications, a minority-owned company that sold its assets to Tele-Communications Inc., has been causing some confusion, partly because the commission has yet to release the

full text of its decision. To some onlookers, the decision appears to fly in the face of the goal of encouraging minority ownership by granting a tax reward to a minority company for parting with a cable system. But according to the seller's lawyer, R. Clark Wadlow of Schnader, Harrison, Segal & Lewis, the case has been misunderstood: "Some people have jumped to conclusions and said, 'My God, a minority can get a tax certificate by selling to a white!'" The FCC's decision in this case, he said, enabled investors to reap the same economic benefit they would have enjoyed upon the liquidation of a company before the repeal of the GUD. The benefit to investors in St. Louis City Communications, which said it planned to reinvest the proceeds from the \$35 million sale in a qualified replacement property, is the "functional equivalent" of the tax certificate's previous benefits to investors of start-up capital in minority companies. Wadlow said that he did not think that the case would have a wide application because it had "unusual factual circumstances."

Others are troubled by the decision. Winston called it "misguided policy." Kennard said: "There's a logical inconsistency to allow a tax certificate on liquidation, but not on the sale of 100% of stock to nonminorities."

This "Special Report" was produced by Lucia Cobo with Harry Jessell, Matt Stump, George Mannes, Rich Brown and Tony Sanders.

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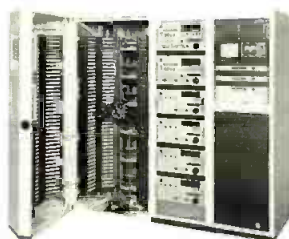
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Lorimar + Warner: The making of a giant

Merger of two companies gives new venture tremendous amount of programming product and variety

In what has been described as "the perfect union," the acquisition of Lorimar Telepictures by Warner Brothers has produced a giant, not only in terms of sheer volume of product, but also in the variety of programming available, rivaled only by Paramount. The merger of the two companies has served to fill obvious gaps that both companies had prior to the sale, and is yet another example of the continued consolidation within the entertainment industry.

The merger, said Dennis McAlpine, vice president, Oppenheimer, "makes Warner a

monster as far as programming. For Warner, they're now in first-run, and for Lorimar, they've got cash. Lorimar was constantly running out of money, because the money they made from the sales of their series was used toward movies. Lorimar had been running at a deficit as a result," he said.

For Warner, the merger gives them an immediate presence in the first-run syndication arena, an area they had not been in previously. "They [Warner] were very conspicuous in their absence from first-run," said Gordon Crawford, media analyst, Capital Group. "It was an obvious hole in their lineup. Lorimar," he said, "didn't bring them a big hit, but [it] does have a solid lineup of shows and a good rapport with the stations, so they have the track laid down,

whereas Warner would have had trouble getting their foot in the door."

The merger makes further sense when one looks at two network development divisions. Warner is known primarily as a producer of half-hours with such series as *Night Court*, *Growing Pains*, *Head of the Class*, and *Just the Ten of Us*. Lorimar, with *Dallas*, *Knots Landing*, and *Falcon Crest*, is strong in the hour-long format.

Also, Warner has an extensive theatrical film library, while Lorimar's library contains mainly made-for-television movies.

Indeed, the first-run presence that Warner now has, under the new Warner Brothers Domestic Television Distribution (WBTD) division headed by Dick Robertson, is a formidable one. Robertson, who

MCA consolidates in Los Angeles; Menchel to resign

MCA announced a major reorganization of its television syndication operations last week. The company said it will consolidate all of its syndication activity under one roof in Universal City, Calif., just outside Los Angeles. It is the last of the major film and TV studios to consolidate TV operations on the West Coast. The consolidation will necessitate the move of some 20-plus staffers from the New York office, which will remain open as a barter sales arm staffed by six remaining sales executives.

In the shakeup, Shelly Schwab, who has overseen the first-run side of the company's syndication business from Universal City, emerged as the big winner, with word that he would now have responsibility for all of MCA's syndication activity. Don Menchel, an MCA veteran who has run the off-network division of the company from New York, will resign with that division's relocation to Universal City.

Menchel said last week that he had declined an offer to relocate to Los Angeles to continue in his position as head of the off-network division. "My roots are here in this town," he said of New York. Menchel said he was currently in discussions over the terms of his resignation with MCA. Asked if it was likely he might remain with the company in some capacity, he said, "Probably not." At this point, he added, his future plans are not in place.

Menchel joined MCA TV as vice president, director of sales, in 1975. He assumed the post of president in July 1978.

Schwab has been based in Los Angeles as president, MCA TV Enterprises, since 1986. Last week he was named president of a newly expanded MCA TV, overseeing all off-network, first-run and barter advertiser sales activity. A small barter sales department will continue to be based in New York, where most advertisers are based, under David Brenner, senior vice presi-

dent, advertiser sales. Brenner will report to Schwab, who in turn continues to report to Al Rush, chairman, MCA Television Group.



Schwab



Menchel

Under the reorganization, two key sales executives are relocating to Los Angeles to oversee the off-network and first-run divisions, reporting to Schwab: Jim Kraus, senior vice president and director of sales, off-network, and Bobbie Fisher, senior vice president, director of sales, first-run. Also making the move to the West Coast is Mort Slakoff, senior vice president, creative services, and Don Micallef, vice president, research and sales development.

Ken Arber and Lynn Oliver will continue to oversee program development for MCA TV, reporting to Schwab. The syndication division will continue to have regional offices in Los Angeles, New York, Chicago, Dallas and Atlanta.

According to Schwab, the biggest benefit to the reorganization is greater efficiency. In terms of the day-to-day operation of the company, Schwab said one tactical difference under the new organization will be that instead of having two separate sales forces, the off-network and first-run divisions will share one large sales force.

MCA has about 36 film packages in syndication, and is currently marketing *Debut Network III*. The company also has about 41 off-network series in syndication, including, most recently, *Kate & Allie*. The company is currently marketing *Amen* for fall 1990.

In first-run syndication, MCA distributes *Charles in Charge*, *Out of This World*, *My Secret Identity*, *The Munsters Today* and *The Morton Downey Jr. Show*. The company is launching four new first-run projects next fall: *Lassie*, *Pictionary*, *Star Play* and *Reward*.

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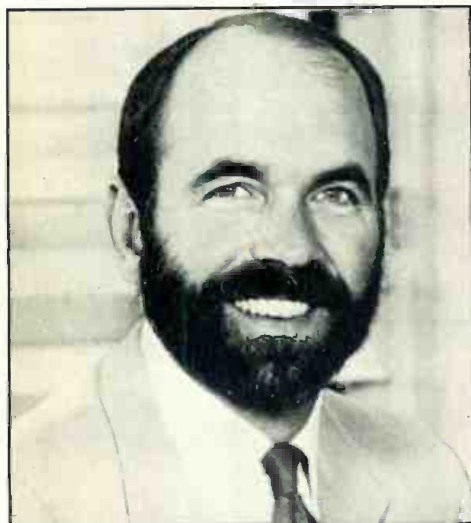
prior to the merger was a member of the Office of the President at Lorimar and oversaw Lorimar's domestic television operation, will conduct Warner's first-run, off-network and movie package distribution in the United States. The array of product in that division includes 14 first-run series; two series, *College Mad House* and *3rd Degree*, set to debut in the fall; *Tiny Tunes*, the Steven Spielberg project set to debut in the fall of 1990, and off-network product from both Warner and Lorimar.

Of the three future first-run series, *Tiny Tunes* has seen the most activity. The show has been cleared in 79 markets thus far, including 10 of the top 10, in some five weeks on the market. *College Mad House*, similar to *Funhouse* but geared to older demos, has cleared in 38 markets, and *3rd Degree* has been sold in 42 markets.

In the current first-run category, WBTD is paced by *Love Connection*, in its seventh season; *People's Court*, in its ninth season; *Superior Court*; *Mama's Family*, the highest-rated first-run comedy, and *Funhouse*, which ranks second among kids' programming behind Buena Vista's *Duck Tales*. Other first-run product includes *It's a Living*, *She's the Sheriff*, *A Nightmare on Elm Street*, *Freddy's Nightmares* and *Alvin and the Chipmunks*. Dick Kurlander, vice president, director of programming, Petry Television, said Warner was successful in getting renewals at NATPE for many of its first-run series. "*People's Court*, *Superior Court* and *Love Connection* are all renewing well, *Funhouse* is coming back, and *Freddy's Nightmare* is in good shape," said Kurlander. Warner's court shows may not be around for too much longer, according to Kurlander, who said that the genre "probably only has one more year left in it."

Among the new off-network series that Warner is selling for fall 1989, the Warner-produced *Growing Pains* "will be an extremely successful off-net product," said Kurlander. Thus far, the series has been cleared in 142 markets. In addition, Warner has begun selling first-run series *Mama's Family*, *It's a Living* and *She's the Sheriff* into strip syndication.

For fall 1990, Warner will bring out *Perfect Strangers*, *ALF* and *Head of the Class*.



Robertson

Network shuffle

The networks continue to adjust their prime time schedules. ABC has pulled *Incredible Sunday* from the Sunday 7 p.m.-8 p.m. slot and replaced it with an anthology show hosted by Mary Hart called *The Great Circuses of the World*, from Joe Cates Productions, New York, effective Feb. 26. ABC also confirmed that it has canceled Warner's *Studio 5B*, which had the last of its three telecasts Sunday, Feb. 5. The network at deadline had not decided on a replacement for the show.

CBS meanwhile said last week it was moving *TV 101*, the sole surviving network program from GTG this season, to yet a third time period—Saturdays at 9 p.m. against NBC's dominant *Golden Girls*. In its place on Wednesdays at 8 p.m., starting March 1, will be *Hard Time on Planet Earth*, from Touchstone Television. It stars Martin Kove (*Cagney and Lacey*) as an alien banished to earth. CBS also said last week it would test *Beauty and the Beast* in a Monday night time slot for two weeks in March. The show has not been performing as well in its Friday 8 p.m. time slot as had been hoped.

CBS has announced production starts for two new mid-season comedies—*Heartland*, starring Brian Keith, and *Live-In*, from Columbia Pictures Television, about a beautiful live-in housekeeper. Debut dates to follow.

Meanwhile, at NBC, *Unsub: Unknown Subject*, the new crime drama from Stephen J. Cannell, was ranked third in its first outing Friday, Feb. 3, at 10 p.m., with an 11.6/20, losing out to *20/20* on ABC (16.8/28) and *Falcon Crest* on CBS (12.7/21).

Thus far, *ALF* has sold in 107 markets, *Head of the Class* cleared in 86, and *Perfect Strangers* sold in 35 markets. In addition to the off-network class of 1990, *The Hogan Family* will be brought out in 1991.

The marriage of the two companies produced a record-breaking NATPE for the new WBTD. According to Robertson, the combined divisions signed a record 289 transactions during the convention, and according to an industry source, Warner signed \$30 million worth of transactions on Tuesday, Jan. 24, of the convention alone.

On the network side, both the Warner division headed by Harvey Shepard and the Lorimar division headed by David Salzman will continue to operate as separate entities, with Shepard, Salzman and Robertson reporting directly to Robert Daly, chairman and chief executive officer, Warner Brothers Inc.

The two network television divisions have a combined 16 hours of programming on the networks each week.

The Warner division produces *Murphy Brown*, CBS's top-rated new show; ABC's *Growing Pains* and *Head of the Class*, which together average a 29 share on Wednesday night; *China Beach*, averaging a 12.6/22; *Just the Ten of Us*, averaging a 12.4/21, and *A Man Called Hawk*, averaging a 10.7/18, going against NBC's *Golden Girls*, *Empty Nest* and the Fox network lineup on Saturday night.

For the Lorimar side, the company produces *The Hogan Family* (16.6/24) and *Midnight Caller* (14.3/24) for NBC, *Paradise* (10.6/17), *Knots Landing* (15.7/27), *Dallas* (15.4/26) and *Falcon Crest* (13.0/23) for CBS, and *Perfect Strangers* (14.1/25) and *Full House* (15.1/26) for ABC.

Although the merger has been described as perfect by some, it is more than likely being viewed by others as something less than that. It is widely held that the trend toward increased vertical integration among companies through consolidation is slowly pushing out smaller distributors. Industry observers, however, foresee the mid-sized companies feeling the most effect. "The real squeeze will be on the medium-sized companies," said John Von Soosten, vice

president, director of programming, Katz Communications. "The smaller outfits will be able to find small niches as boutique syndicators, while the mid-sized companies will be too big to operate on that level and too small to compete with the big outfits," he said.

"What you have now," said Kurlander, "is five companies that probably control about 80% of the business: Paramount, Warner Brothers, King World, Columbia and Disney. The rich get richer and they get more clout, but they have very good product to go along with the clout."

"Full service is the direction that it's going," said Dennis Oppenheimer. "You've really got to have all the pieces," he said.

If a problem does exist for Warner, it may be in trying to coordinate its sales staff. There are four sales divisions handling Warner syndicated product: first-run, off-network, features and children's programming. Stations queried said that the merger would not change the way they were accustomed to doing business. One station general manager did remark that he was visited by two Warner reps on the same day last week, each unaware that the other was in town and visiting the station.

Another station general manager said that there is a definite "us and them mentality" among the Warner and former Lorimar sales people. "They have not melded into a cohesive unit yet. They probably will soon," he said, "but [the division] it is really obvious now."

According to Robertson, there are no plans to restructure the sales staff. "If you took each of the four divisions [features, first-run, off-network and children's programs] separately, each would rank among the top 10 syndication companies," he said. "We have such a volume of product that we need specialists in each area, rather than dividing up the sales staff by region. On any given day, you might have two or three reps from Warner visiting a station, trying to sell their programs; these guys are competing against each other," he said. "Hopefully though," he said, "the station will wind up purchasing a Warner product." □

ABC unveils pilots for next fall

16 shows on the drawing board: crimes, mysteries, drama, action and Elvis life story

ABC announced last week 16 drama series projects earmarked for possible pickup next season. The storylines of nine of the projects deal with crimes, mysteries and investigations. Of the remaining projects, there is a family drama, a small town drama, a brothers-as-buddies project, a coming-of-age drama, a western and an *Emergency*-type rescue/action project. Finally, there is a series project based on the life of Elvis Presley.

Three of the pilots are from Warner Bros. Television (including one from Warner's Lorimar network television division). Universal and New World account for two projects each. ABC is considering one project from each of the following: MTM, MGM, Stephen J. Cannell, Aaron Spelling, Columbia, Viacom, Orion, Patrick Hasburgh and Propaganda Films.

The following shows fall within the crime-mystery-investigative category:

■ *Brotherhood*, from Lorimar, based in New York, about two brothers: one who becomes a mafia don; the other, a police captain.

■ *Capitol News*, from MTM, about a daily newspaper in Washington (co-created by David Milch and Christian Williams, for-

mer editor at *The Washington Post*).

■ *Equal Justice*, from Orion, explores the gritty world of a big-city district attorney's office.

■ *Monster Manor*, from Columbia Pictures Television, about a group of policemen and policewomen, on and off the job.

■ *The Company*, from Warner Bros. TV, about a group of people working for a CIA-type of agency.

■ *San Berdo*, from Aaron Spelling, about a private investigator in opulent Palm Springs, Calif.

■ *Thunderboat Row*, from Stephen J. Cannell, about an elite group of federal anti-smuggling agents.

■ *Cuba and Claude*, from Universal, about two black investigators who work for a high-powered law firm.

■ *The Timothy Files*, from Viacom, about a Wall Street investigator, played by Ray Sharkey.

Other programs:

■ *Glenbrook*, a family drama from Warner Bros., is about a middle class family with a retarded child.

■ *Mick & Frankie*, from New World, is about two brothers and their growing relationship. Mark Tinker (*St. Elsewhere*) directs.

■ *Northwest Passage* is a first-time television project for film director David Lynch ("Elephant Man," "Blue Velvet") that ex-

plores the not-so-pretty underbelly of a picturesque town in the Pacific Northwest. It's from Propaganda Films, Los Angeles.

■ In the Western category, MGM serves up *The Kid*, about young men who ride for the Pony Express.

■ *The Kids are Alright* is a coming-of-age drama from Patrick Hasburgh Productions, described as "an 'American Graffiti'

First-run foray. MTM Distribution has announced the formation of a production division to develop and produce programming for first-run syndication. MTM has also announced that Wes Harris former vice president, programs, NBC Television Stations Division, has been appointed vice president of first-run development and acquisitions. Harris said the new division will be looking to develop "all stripes in first-run. We are focusing on all dayparts, particularly early fringe and access." However, he said, "it's not likely that we'll be in the kid's market."

Harris said the first product from the new division would probably be ready for fall 1990. "There's a chance we may have something for mid-season next year, but that will be like catching lightning in a bottle," he said.

'Dove': CBS's bird in the hand

NBC won week 20 (ended Feb. 5) with a 16.0 rating and a 25.1 share, but CBS took the top slot for the week with its first installment of the four-part miniseries version of Larry McMurtry's novel, *Lonesome Dove*. ABC's 13.9/21.9 gave that network second place for the week. CBS followed in third place with a 13.6/21.3.

In the evening news race for week 20, ABC's *World News Tonight* came in first with an 11.8/21. The *CBS Evening News* took second place with an 11.6/20, followed by the *NBC Nightly News*, which recorded a 11.5/20. Last season's news numbers were CBS 12.2/21, ABC 11.9/20 and NBC 10.7/18.

The combined rating for the three networks for week 20 was a 43.5, which translates into 39.3 million households delivered. Last year, week 20 delivered a combined 45.3 rating, or 40.1 million households. (NBC won the week last year with a 16.7 rating. ABC had a 14.9 and CBS a 13.7.)

Part one of *Lonesome Dove* now ranks as CBS's top-rated Sunday movie for this season, as well as that network's top-rated show this season (see page 27). The network typically does well with its Sunday movie fare, having broadcast four movies that scored above a 20 rating. NBC has put two Sunday movies into this category, (*In the Line of Duty: FBI Murders*, 22.2/34 and part one of *Brotherhood of the Rose*, 20.9/35) while ABC has yet to break above a 17.4/26 for a Sunday movie. The theatrical "Sudden Impact" did that for ABC during week 16, when it pulled 22nd place for the week.

For CBS, *The Karen Carpenter Story*, which aired during week 15, pulled into the number-one slot that week with a 26.3/41. At the moment, it stands as CBS's second-place program this season. (Third place goes to week 20's broadcast of *Murder, She Wrote*, which pulled in a 25.9/37.)

Nielsen	Net	Show
1.	28.5/42	C CBS Sunday Movie
2.	28.4/44	N Cosby Show
3.	26.9/41	N Different World
4.	25.9/37	C Murder, She Wrote
5.	24.7/37	N Cheers
6.	24.6/36	A Roseanne
7.	24.4/37	C 60 Minutes
8.	24.3/37	A Barbara Walters Special
9.	23.5/38	N Golden Girls
10.	22.1/34	A Who's the Boss?
11.	21.0/32	A American Music Awards
12.	20.6/34	N Empty Nest
13.	20.0/36	N Hunter
14.	19.6/30	N Unsolved Mysteries
15.	18.4/29	A Growing Pains
16.	18.2/27	N Matlock
17.	18.1/30	N Amen
18.	18.1/29	N David Letterman Special
19.	17.9/27	A Head of the Class
20.	17.4/26	N Night Court
21.	17.0/27	A Full House
22.	16.9/28	C Knots Landing
23.	16.9/26	N In the Heat of the Night
24.	16.8/28	A 20/20
25.	16.2/24	N NBC Sunday Movie
26.	16.2/27	N 227

Nielsen	Net	Show
27.	16.1/26	A Perfect Strangers
28.	16.1/26	C Dallas
29.	15.8/28	A thirtysomething
30.	15.8/24	A Wonder Years
31.	15.5/23	N ALF
32.	15.2/24	A Mr. Belvedere
33.	15.2/22	N Family Ties
34.	14.8/23	N My Two Dads
35.	14.5/20	N Day by Day
36.	14.2/23	A Just the Ten of Us
37.	14.0/24	N Midnight Caller
38.	13.2/20	N Hogan Family
39.	13.1/22	N Nightingales
40.	12.7/21	C Falcon Crest
41.	12.4/18	A ABC Sunday Movie
42.	12.3/19	A Hooperman
43.	12.3/19	N NBC Monday Movie
44.	11.8/20	C Wiseguy
45.	11.5/20	A China Beach
46.	11.5/17	F America's Most Wanted
47.	11.6/19	N Friday Night's Main Event
48.	11.6/20	N Unsub
49.	11.4/17	C Paradise
50.	11.3/18	C Beauty and the Beast
51.	11.1/17	C CBS Monday Movie
52.	11.0/17	C Equalizer

Nielsen	Net	Show
53.	10.9/16	C Kate and Allie
54.	10.9/15	F Married...With Children
55.	10.7/16	A Dynasty
56.	10.6/16	C Newhart
57.	10.6/19	C West 57th
58.	10.4/17	A Man Called Hawk
59.	10.2/16	N Miami Vice
60.	9.7/15	A Incredible Sunday
61.	9.6/16	A Mission: Impossible
62.	9.6/16	C Dolphin Cove
63.	9.4/14	C 48 Hours
64.	8.8/14	C Smothers Brothers Variety
65.	8.7/13	N Magical World of Disney
66.	8.4/13	C Tour of Duty
67.	8.4/13	F 21 Jump Street
68.	7.5/12	A Heartbeat
69.	7.4/12	C CBS Tuesday Movie
70.	6.7/10	C TV 101
71.	6.0/11	A Murphy's Law
72.	5.3/8	A Fine Romance
73.	4.9/7	F Garry Shandling's Show
74.	4.9/8	F Reporters
75.	4.3/6	A Studio 5B
76.	4.2/6	F Tracey Ullman Show
77.	3.6/6	F Beyond Tomorrow
78.	3.4/5	F Duet

for the 90's."

■ Universal's *911* is a to-the-rescue action show about paramedics, firefighters and cops.

■ The Elvis project, from New World, is called *Elvis: Good Rockin' Tonight*, and focuses on the young Elvis. Priscilla Presley, the Elvis' widow, serves as executive producer on the project, with Rick Husky. □

Holding viewers: programmers share strategies

ANA conference hears about networks' need for more new shows, 'big event television'

Senior programming executives from NBC, CBS, ABC and Fox met last week to discuss future strategies to keep viewers from turning the dial. The occasion was an Association of National Advertisers conference, "Star Wars Is Here—In Programming," held at New York's Plaza hotel. Topics covered included the importance of scheduling, experimentation, the state of broadcast standards research and ways to retain audiences during commercials. Each executive offered a distinct view of his own network's strengths and weaknesses.

"The best way to keep an audience is total nudity in all dayparts," joked Warren Littlefield, executive vice president, NBC Entertainment. He explained that his network needs to find ways for more new shows to appear throughout the year. "A 52-week season is not possible," he said, "but when daylight savings time comes, we're out of business." A plan to introduce

new series last summer was foiled by the writers' strike, and a similar plan for this year may be hampered by a possible actors' strike.

Stressing the importance of experimentation, Littlefield said NBC will have no more music specials and will try new things in the "laboratory." "We got *Unsolved Mysteries* this way," he said. Littlefield also noted NBC's commitment to investment in their shows and stated that their overall strategy is to "match up the best auspices with the most commercial idea."

Peter Tortorici, vice president, planning and scheduling, CBS Entertainment, said "big event television" is what his network will be about for the next four years, in an attempt to recapture its audience base. "There is an imbalance in the type of audience we're getting," he explained. "We'll pursue a younger audience and our new slate of programming will reflect this. We want to offer commercial properties with stars."

Edward Harbert, vice president, prime

State of programming affairs

In a recent satellite feed to client stations, John Von Soosten, vice president and director of programming, Katz Television Group, decried the current first-run program development season as "the weakest in several years in terms of originality." That assessment, coupled with the increasing failure of many syndicators to produce pilots for their shows, were described by Von Soosten as "disturbing developments."

In analyzing this year's new crop of new programs, he said: "We noted a definite trend toward exploitation or 'trash TV' in virtually all program categories: talk, reality, magazine, even game shows with frequent sex-related questions." Distributors have avoided producing pilots, which cost \$500,000 or more, where possible in recent years to save on costs. Without pilots, Von Soosten said, "it becomes tougher to intelligently choose and purchase programming, and in some cases, even [to get] a clear idea of program concept."

time, Capital Cities/ABC Entertainment, posed a series of questions he felt raised issues that had to be addressed by the entire industry. Among these were the impact of grazing ("the remote control is the semi-automatic weapon of the 90's," he said), the threat of first-run syndication to networks, the polarization of viewers and the impact of "reality" programming.

Garth Ancier, senior vice president, Fox Broadcasting Co., describing himself and his staff as "guerilla fighters," expressed thanks for being included on the programming panel for the first time. Fox is happy with its current Sunday night lineup, he said, noting that *21 Jump Street* and *America's Most Wanted* hit "record highs" Feb. 5. Fox will reevaluate the Saturday schedule and will have Monday night prime time shows "up and running" by Sept. 11. These are likely to consist of two-hour programs; 20 pilots are being made. In May, Fox will also introduce a night of movies, Ancier said, that could become a weekly feature.

Syndication Marketplace

The first Fox network show offered in syndication, *21 Jump Street*, has been sold to WPXI-TV New York and KTLA-TV Los Angeles, according to TeleVentures, the show's distributor. In fall 1991, 107 episodes of the show will be available. It is possible, said TeleVentures Chief Executive Officer Pat Kenney, that the all-cash show will be available in the fall of 1990, when 83 episodes will be ready.

Declared "firm goes" for next season by their syndicators last week: MGM/UA's *Straight to the Heart*, MCA's *Lassie*, Select Media's *InSport*, Buena Vista's *Win, Lose or Draw* (renewed for third season).

DSL Entertainment said it has licensed U.S. cable and syndication rights to the Brits Awards, England's equivalent to the Grammy music awards. Cable rights went to MTV and syndication rights to Viacom. DSL is producing the awards show, which takes place tonight (Feb. 13) in London.

Group W Productions has cleared *This Evening* in New York on WCBS-TV. Station will replace *Win, Lose or Draw* with *Evening*, effective Feb. 27. Program is now cleared in 33 markets.

Mother's Day with Joan Lunden, a talk show strip currently being produced by Michael Kraus Productions for fall 1989, has been

cleared by 33 stations, covering about 30% of the country. Kraus expects to sell to nine of the top 10 markets in the next month, and is close to signing stations in Los Angeles and New York. Stations sold include WKYC-TV Cleveland, WGBS-TV Chicago, WGBS-TV Philadelphia, WSVN-TV Miami, KDFI-TV Dallas and WWTN-TV Hartford-New Haven, Conn.

Vestron Television's *Eyes of War*, hosted by Robert Mitchum, has cleared 10 markets, including stations in Philadelphia, Dallas and Washington. The series, which was launched at NATPE, comprises eight two-hour specials.

Worldvision Enterprises will introduce what it called an "advertiser intensive" consumer home improvement show called *Your Home* for fall 1989. Designed as a vehicle to draw advertisers such as hardware and furniture stores and savings and loans, the half-hour weekly series is being offered on a barter basis with Worldvision retaining two minutes of commercial time and stations getting four-and-a-half minutes. In addition to that time, the program will include a pre-emptible 90-second segment following the third commercial break that stations can use with the two-minute pod immediately preceding to sell up to three-and-a-half minutes of commercials.

The 26-episode, 52-week show will be produced by Laurel Entertainment in association with Worldvision. As of last Tuesday (Jan. 24), the company had no clearance announcements.

RAB conference marks end of Stakelin presidency

Managing sales conference in Dallas ends without announcement of successor; importance of value-added selling, untapped industries among topics

With just hours to go before the opening of the ninth annual Radio Advertising Bureau Managing Sales Conference in Dallas (Feb. 2-5), insiders said several of the association's key executives huddled together and decided to postpone announcing a successor to outgoing RAB President and Chief Executive Officer Bill Stakelin.

"There were some people who thought the [selection] process was going too fast," said Stakelin, referring to the RAB's initial efforts to name his successor in time for the conference. There was no rush to replace Stakelin because the RAB staff already in place was well-equipped to function without a president in the interim, added RAB Board Chairman Carl Wagner, president of Great American Broadcasting's broadcast group. (Toward the middle of last week, finalist Bruce Johnson, president, Boise Viking Associates LP, had withdrawn and a selection was imminent for one of two candidates, according to search committee Chairman Dick Chapin of Chapin Enterprises, Lincoln, Neb.)

While RAB was unable to change the guard in Dallas, Stakelin was able to once again drum up inspiration among some 1,300 radio sales executives gathered for his impassioned valedictory speech ("In Brief," Feb. 6). Thanking his colleagues for their support during his five-and-a-half years in office, his presentation reminded the industry that "the story today is not what is behind us, but about what lies ahead."

The top priority, said Stakelin, is to train and teach subordinates the "passion" of the radio business. "We have nothing to apologize for," he said, pounding his fists on the podium.

As Stakelin leaves the RAB to become president and chief executive officer of a newly formed company, Apollo Radio Ltd., Wagner, who presented Stakelin with a caricature of the outgoing president, noted that the RAB would miss Stakelin's "ability to evangelize for radio."

This year's MSC at Loews Anatole hotel was designed to meet requests by members for a no-nonsense, nuts-and-bolts sales meeting, according to Paul Fiddick, president of Texas-based Heritage Media Corp.'s radio group, who served as chairman of the conference's steering committee. (Committee Vice Chairman Jeffrey Smulyan, president of Indianapolis-based Emmis Broadcasting, will chair the 1990 MSC steering committee.) Attendees had a choice of approximately 25 workshops, six in-depth forums and 36 exhibitors.

Speakers at the conference included

broadcast veteran Fred Friendly, who conducted a wide-ranging Socratic dialogue—or what he described as "a mixture of Socrates and Phil Donahue"—with a panel of broadcasters, keynote motivational speaker Alan Cimberg, a sales trainer with 20 years of experience who drove home the importance of value-added selling by telling attendees: "Your price is too high only because he hasn't been given the appropriate benefits," and closing keynoter Og Mandino, author of "The Greatest Salesman in the World."

Among other speakers at MSC '89 were Don Hurt, president, Hurt & Associates, presenting beginners and advanced "Vendor Promotion"; Chris Lytle, president, Lytle & Associates, presenting a forum titled "The Five Sales Systems Managers Must Know"; consultant Alyce P. Selby, presenting "Procrastination—The Creative Art of Self-Destruction"; Hugh Thrasher, executive vice president of marketing and development for Motel 6; and Bill Grier, president, Retail Merchandising Group, heading a forum titled "Tapping the Food Broker's Millions."

The last, which called for a system of



Wagner (l), Stakelin

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General Manager
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Business Radio Network



Flamberg

measuring radio advertising's direct impact on moving cases of goods in the supermarket, played to enthusiastic standing room only crowds. "They don't care about cost per point," said Grier, "they care about cost per case." Grier said that the processed food industry alone spent \$22 billion last year, and radio got less than .5% of that total.

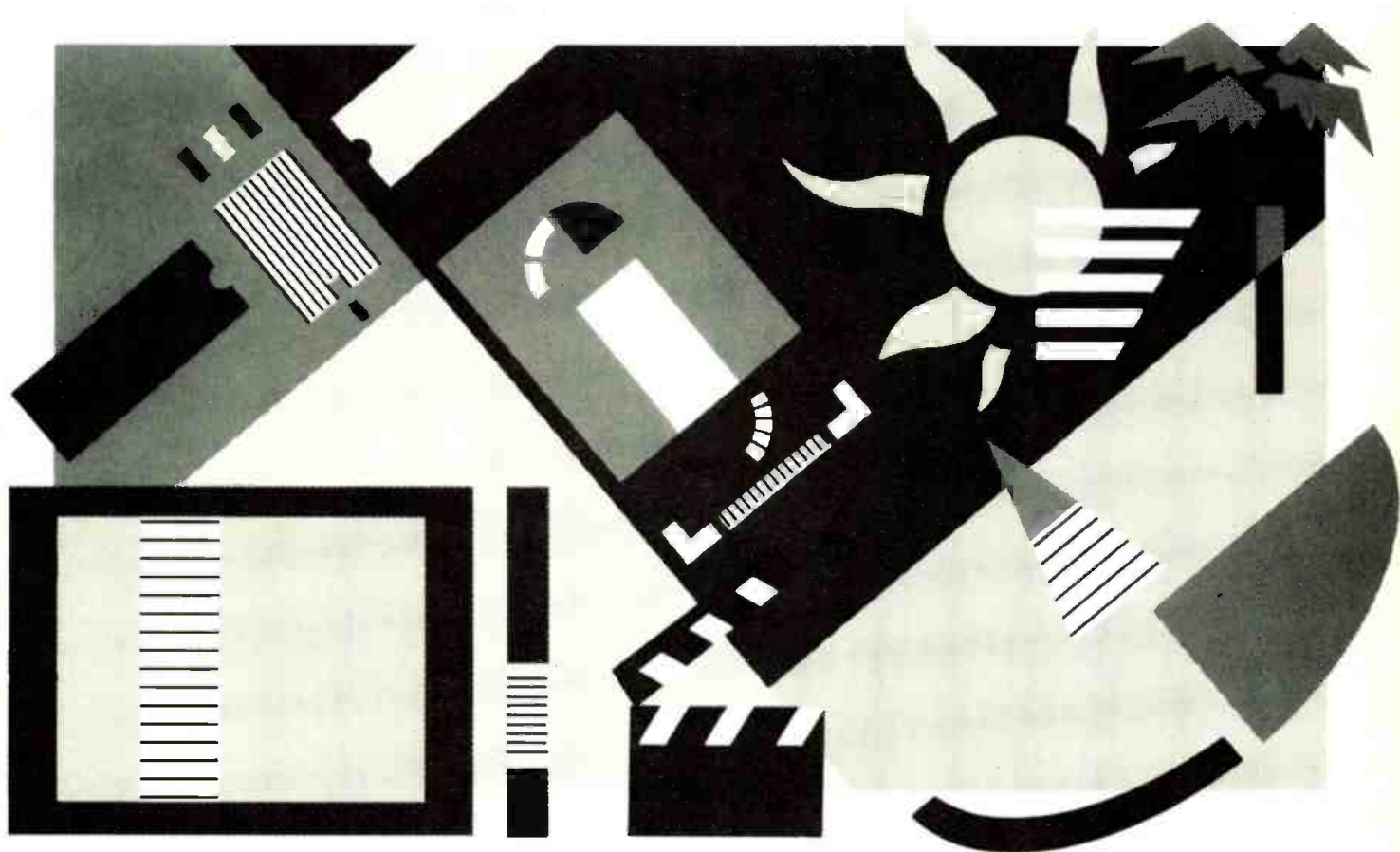
Other untapped industries were cited during the Feb. 4 breakfast by Danny Flamberg, RAB's senior vice president, national sales and marketing, who presented a development plan for 1989 urging members to use the promotional potential of radio and to not cut advertising rates. He also warned that the radio industry should not grow too comfortable with fragmentation in the television industry, adding: "Once the TV guys learn how to swim with the tide, we're going to have a tough time on the street."

Flamberg pointed to several advertisers not yet tapped by radio that RAB is actively



Mackay: Avoiding 'sharks'

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Flamberg pointed to several advertisers not yet tapped by radio that RAB is actively pursuing, including pet food, child care, motel and movie industries. He urged fellow RAB members to help the association by attending meetings held by potential advertisers (a Car Dealer's Association meeting, for example); joining the RAB on sales calls, and in general banding together to help energize sales efforts.

Also featured at MSC '89 was an entrepreneurs' panel that included Norm Feuer, chief executive vice president and chief operating officer, Noble Broadcast Group; moderator Paul Fiddick; Norman Pattiz, chairman and chief executive officer, Westwood One; Robert F.X. Sillerman, chairman and chief executive officer of Sillerman-Magee Communications Management Corp., and Jeffrey Smulyan.

Several of the panelists referred to the importance of tackling regulatory issues; the trend toward deregulation could be lost, said Sillerman, "if we as an industry don't exercise some control."

Setting the tone for the nuts-and-bolts weekend was keynote opening speaker Harvey Mackay, author of *Swim With the Sharks Without Being Eaten Alive*. The speech, which focused on a number of sales skills that would be repeatedly emphasized throughout the conference, noted the importance of client research.

"People don't care how much you know about them once they realize how much you care about them," said Mackay. He ad-

Taking advantage of 'chaos in television'

Television's vulnerability as the industry becomes increasingly fragmented was the focus of a session at MSC '89 called "How Radio Can Profit From the Chaos in Television." Presenter Robert Baker of Management Communications Consultants, Nashville, drew from his knowledge as a former executive at the Television Bureau of Advertising to emphasize the potential of radio during TV's period of change.

"You'd be amazed how few agencies know how splintered the television industry has become," said Baker. To emphasize that point, he recommended that sales managers create one-sheet guides to graphically show the potential "confusion" caused by so much available television programming within the same market.

As television doubles its "clutter" with too many spots, said Baker, the radio industry should, more than ever, before play up its greatest strengths: its willingness to limit inventory, its flexibility and its ability to attract local advertising dollars.

"Television isn't developing the local marketplace effectively," said Baker. "Most television stations spend most of their time today beating up other television stations in the marketplace."

vised salesmen to determine every possible detail about a client's background, from medical history to involvement in industry associations. Sources of such information include public libraries, stockbrokers, credit services and chambers of commerce.

"Does your competitor have more answers to the questions than you do?" he asked.

Among the other key points in what Mackay described as his "14 lessons that can help you improve your excellence":

- Meet with potential hires a minimum of six times to insure that there will be "no surprises" once they are hired. Allow the candidate to call on salespeople within the company as a further measure to insure "no surprises."

- "It isn't the people you fire who make your life miserable; it's the people you

don't fire."

- Reward employees for bringing in new business. He recommended paying cash rewards to successful employees in crisp, one-hundred dollar bills.

The importance of value-added selling was once again on the minds of many sales managers at MSC, and a number of ideas were swapped during workshops focusing on the subject. A station's personalities, image and promotions are among its key assets said panelists, even when the ratings are not always there to back them up.

"As you all know, there are no quick fixes," said Mark Jeffries, local sales manager, KXRR(FM) Seattle, during a panel for large and medium markets titled "Value Added Selling—The Art of Getting Your Rate."

Adding value by way of properly identifying your audience is important, said Jeffries, because ratings do not always properly reflect the quality of the listeners. When his station stages events, he said, he brings a camcorder and a still camera to document the attendees. Positive listener call-ins to his station are collected onto a single cassette for advertisers, while company logos from listener faxes and selected lines from fan letters to the station are reproduced for station sales packages.

For panelist Tim Montgomery, chief executive officer of Precision Media, "creativity" and "frequency" are keys to adding value. "You do it through promotions and contests and you try to get [the advertiser] on-air more often," he said. He said one of his stations, for example, features a dance show that is broadcast live from an area nightclub each Saturday night via simple telephone lines.

Panelist Anita Harris, national sales manager for KLTR(FM) Houston, advised fellow broadcasters to "talk customers per-point rather than cost-per-point. Talk consumer loyalty, not gross rating points. Talk unique position, not rank position."

As a precaution, panel moderator Rod Zimmerman, general sales manager of WBBM(AM) Chicago, warned that some value-added deals may backfire. At his station, he said, a client insisted on tickets to the first Chicago Cubs night game and the station obtained two tickets from a scalper for \$900. The next day, said Zimmerman, the client complained about bad seats. □

Children's

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Beginning February 14

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Feeds are available via satellite and long distance telephone.

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an 18 year veteran of radio broadcasting.

This radio news feed service is offered by
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one of the nation's premier pediatric health care facilities.

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**For more information on this news feed,
contact the News Bureau at
Children's Hospital National Medical Center,
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Europe moving toward common satellite legislation

Countries are working to develop laws that will permit transborder satellite television broadcasting

Agreement appears close on a new European media law that would harmonize diverging national regulations and establish a framework under which emerging transborder satellite TV services could serve the European market's 320 million viewers, participants at a London media seminar said last week.

But still ahead, they acknowledged, are several critical disputes that could derail efforts for a uniform European media law, particularly over efforts to install European program quotas that could restrict the import of American programs.

Concerns were also expressed at the day-long seminar, sponsored by the Center for European Law at London's Kings College and the Annenberg Washington Program, that the impending European-wide media law could hamper, rather than foster, the growth of the new television services, by over-regulating advertising and over-limiting the import of less expensive non-European programs.

Efforts to create the new media law grew out of separate, and often competing, work of the European Community and the more inclusive, but less authoritative, Council of Europe (the council comprises foreign ministers from 22 nations, but unlike the EC, has no treaty-imparted powers).

Officials from both bodies last week indicated, however, that despite past disagreements, EC and council proposals were converging and a consensus could be reached as soon as early spring. The move comes in the wake of key compromises on advertising and program content reached late last year at a council meeting of mass media ministers in Stockholm (BROADCASTING, Dec. 5, 1988).

According to EC Commission official Riccardo Perissich, assistant director general, international market and industry affairs, the EC last week was near completing a revision of its European media directive to bring it more in line with the council's proposed convention on broadcasting.

He said the document would be considered at the next council ministers' meeting Feb. 27, and further details of an agreement could be worked out between the two organizations in meetings in March.

Perissich said each organization would still produce its own document, the council approaching the regulations from its base in European cultural matters and the EC from its mandate in industry and trade issues, but he hoped the two would be "as convergent as possible."

"A number of most important issues

have been set within the EC and the council, and harmonization [on those issues] is largely a technicality," Perissich said, referring to rules regulating the duration of advertising and advertising breaks, as well as bans on certain types of ads and on pornography and proposals for the protection of youth in programming.

Also confident a compromise on the new regulation is near was British Home Secretary Timothy Renton, who, although ill and unable to attend the conference as scheduled, said in remarks read by the head of the Home Office's Broadcast Department, Paul Wright, that the council is "almost there, [and] if agreement is reached, it will be a remarkable achievement considering the catalog of obstacles."

Among those obstacles still remaining, however, are whether a European program quota of 50% or 60% should be imposed, as well as questions such as whether one nation can interrupt a signal coming from another and the extent of program copyright protection.

European program quotas will be the most difficult issue to resolve, according to a number of participants. Although some appeared satisfied with an apparent compromise to seek only a "majority" of European works (not including news, sports, game shows, ads and teletext), rather than the council's original 60% European goal, others feel any specified quota level would damage new channels reliant on inexpensively acquired programming, as well as thematic channels that must look outside Europe for their primary sources (e.g. film channels buying from Hollywood).

BBC's Christopher Irwin, coordinator of planning and development, policy and planning unit, accused both the EC directive and council convention of seeking "a new interventionism.... In a free society, these things cannot be a matter for governments. And successive governments have recognized that any interference in the day to day management of broadcasting amounts to editorial interference."

The attempt to limit non-European programming forces European policy makers to face a "stark choice," said Irwin, "whether to be tempted into replacing old barriers within Europe by new cultural frontiers around Europe in the guise of stimulating European consciousness, or whether to go global—nurture innovation and expertise at home whilst keeping an open frontier for free exchange with the outside world."

Irwin also said of quotas as a means to stimulate a European independent production industry that "the dividing line between an industry policy and a cultural policy is perilously fine. I am not on the side of those who believe that broadcasting can or should be hijacked to engineer political change which cannot otherwise be achieved in an open society."

Edward Bickham, head of external affairs for British Satellite Broadcasting, the UK direct broadcast venture to launch later this year, later argued that while quotas may be a "legitimate measure to protect cultural identity, as well as encourage European audio-visual industry, rigid quotas become counterproductive."

The EC's Perissich also pointed out what he called the contradiction in seeking quotas that would restrict the purchase of cheaper imported programming, and at the same time restrict advertising, a major revenue stream for television outlets looking to pay for more expensive, domestically produced shows.

According to Tim Wootton, group marketing director of British commercial broadcaster Anglia TV and chairman of the UK's Independent TV Association European subcommittee, "We must realize that without finance and sufficient advertising funding, it will be very difficult for a large number of the new European broadcasters to produce anything of any reasonable standard. The most important issue therefore is to make sure that there is no legislation passed in Europe that restricts the media owner's ability to raise revenue through direct advertising and sponsorship."

Sky news

Visnews-owned BrightStar Communications has signed with Rupert Murdoch's new European direct broadcast satellite service Sky Television to provide the latter with 15 hours of U.S. and Australian television news each week for the next five years. The deal, said Jay Lebowitz, BrightStar operations manager, North America, will bring his company "seven figures" each year.

Via BrightStar, Sky Television, launched Feb. 5 on 16-channel Astra (BROADCASTING, Dec. 26, 1988), will be able to access excerpts or whole programs from NBC-TV (*Today* and *Meet the Press*), CBS-TV (*Face the Nation*), Paramount (*Entertainment Tonight* and *Entertainment This Week*), The Wall Street Journal (*The Wall Street Journal Report*) and segments from Channel 10 Australia. Because Sky Television is a 24-hour channel, the bulk will be delivered live to European homes, he said, noting that, up until now, most U.S. news has been delivered to Europe via videotape because time-zone differences mean few European broadcasters air the programs live.

Added Robert Riphagen, director of corporate communications for the consumer electronics and advertising giant Philips International: "Europe's entertainment industry will flourish through deregulated advertising. If you strangle one, you strangle the other."

Judy Thomas, international media director, worldwide media group, D'Arcy Masius Benton & Bowles, described a cycle in which funds from ads and subscription can generate quality and diversity in programming, in turn bringing more viewers, in their wake more revenue, and so on, helping to further improve programming.

Thomas added: "The prime worry of the advertising community is that overregulation in the broadcast area will destroy any prospect of this dynamic developing and massively curtail the ability of advertisers to participate in the quality programming which is the shared objective of the broadcaster and ourselves."

Thomas also said the advertising community finds it "incredible [that] international legislators and bureaucrats are seeking to delve into the minutiae of airtime minutage. It comes very close to bringing the law into disrepute to see these fine bodies of people grubbing around attempting to legislate whether there should be a commercial break in a 30-minute or only in a 45-minute program."

Conference co-chairman David Webster of the Annenberg Washington program noted that to Americans, the European's regulatory effort may be "a little odd. Americans' faith is that the marketplace will deliver." □

ITU's Butler will not seek reelection

Governments begin list of candidates to fill post; among names surfacing: deputy secretary general Jipguep of Cameroon

After six years as secretary general of the International Telecommunication Union, Richard E. Butler of Australia had convinced most observers in the U.S. and elsewhere that he was comfortable in the job. What's more, he had demonstrated the bureaucratic and political skills necessary to retain it. Indeed, it was possibly a general acceptance of those views that had discouraged potential rivals from declaring themselves. So it came as a stunning surprise that Butler, on Feb. 3, some four months before the start of the plenipotentiary conference at which ITU officers will be elected, announced he would not seek reelection. Governments around the world were confronted with the task of drafting lists of possible candidates—their own and other countries'—and considering the radically changed international political landscape.

Butler made the announcement in Geneva at the closing session of the 44th



Butler

session of the ITU Administrative Council, which had considered a number of administrative matters. He gave no reasons other than "personal," particularly that he will turn 63 on March 25. The surprise may even have extended from those attending the conference to members of the Australian government, for he said he would "shortly and formally inform the competent Australian authority, as well as other members of the Union," of his decision. He said over the past year members of his government and others around the world had urged him to seek a second mandate.

Butler, who had joined the Union in 1968 when he was first elected deputy secretary general, moved up from that post in January 1983 after defeating the incumbent, Mohammed Mili of Tunisia, who was seeking reelection, at the last plenipotentiary conference, in Nairobi, in October 1982. And he served as head of the ITU at a time of intense activity; the organization sponsored a series of world and regional conferences possibly unprecedented in number in a six-year span.

The U.S. had not supported Butler in 1982. It favored another term for Mili, at least in part because he was a representative of a Third World country. And one American who has followed U.S. international telecommunications policy expressed the view that Butler had "soured" on the U.S. as a result of its opposition to him in Nairobi. "He was a thorn in our side," the source said. Complicating relations between the U.S. and the ITU early in the first Reagan administration was the grumbling of officials about what they saw as the increasing "politicization" of the ITU and their suggestions that the U.S. would consider leaving the organization.

However, over the years, U.S. complaints about politicization have quieted—although some U.S. officials are concerned that the plenipotentiary meeting to be held in Nice, France next May may, like the one in Nairobi, degenerate into an effort to expel Israel ("Closed Circuit," Jan. 30)—and increasingly, despite the rocky start in relations, Americans have talked favorably of Butler. Abbott Washburn, for instance. The former FCC commissioner who headed the U.S. delegation to the Regional Administrative Radio Conference in 1983 that drafted a plan for

use of direct broadcast satellites in the Western Hemisphere said: "I always got along well with Butler. He was firm in his positions, but always fair."

Unqualified praise of Butler's leadership was expressed by Leonard Marks, the former head of the U.S. Information Agency who has long been active in international communications activities—he headed the U.S. delegations to the two sessions of the World Administrative Radio Conference on shortwave radio, in 1984 and 1987, in Geneva. "He has been a magnificent secretary general," Marks said. "Without him, the ITU could not have accomplished what it did." Marks has been close to Butler over the years, as indicated by the telephone call Butler made following his announcement to the Administrative Council to inform Marks personally of his decision.

U.S. officials last week said it was too soon to speculate on a possible successor to Butler. But Marks said one likely candidate is the current deputy secretary general, Jean Jipguep, of Cameroon. And he lost little time in suggesting that the U.S. begin a search for an American candidate. He would have American talent scouts scour the major telecommunications companies and research laboratories in the U.S. for a candidate.

However, the person who will head the U.S. delegation to the plenipotentiary conference, in Nice, pointed out that ITU rules would require the U.S. to decide whether it wants to run a candidate for secretary general or to remain with its candidate for reelection to the post of director of the ITU's International Radio Consultative Committee, Richard C. Kirby, who would be seeking his fourth term.

Travis Marshall, senior vice president of Motorola Inc., said ITU rules do not permit a government to sponsor candidates for two of the top jobs in the organization. Marshall, who had attended the meeting at which Butler made his announcement, said he would be meeting soon with representatives of the State Department, the National Telecommunications and Information Administration, and the FCC to discuss the matter of ITU candidates. But, Marshall said, "it would be hard to abandon someone we have nominated and who we think has an excellent chance of winning." Kirby is being opposed by Illija Stojanovic of Yugoslavia, who served as chairman of both sessions.

One source said U.S. policymakers had appeared reasonably comfortable with the presumed candidacy of Butler and the candidacy of Jipguep to succeed himself as deputy secretary general. "We knew what the future held. There was stability." The U.S. had been concerned only about securing Kirby's reelection. The director of the consultative committee concerned with telephone and telegraph matters (CCITT), Theodore Irmer of West Germany, is expected to seek reelection, although his candidacy has not yet been announced. But "the new and drastically different information," as one State Department official put it, requires a review of the bidding by all concerned. □

SMPTE tackles HDTV

Among developments at conference was NHK announcement of completion of hardware for MUSE family

"You're spending at least 50% of the time talking about the problems of today," said Julius Barnathan, Capital Cities/ABC president, broadcast operations and engineering, in assessment of the schedule of technical papers at the 23rd annual Society of Motion Picture and Television Engineers television conference. The original plan for the conference, held at the Westin St. Francis Hotel in San Francisco, Feb. 3-4, was to spend half of the conference studying today's technology and half on the technology of tomorrow. But, as has been the case at many TV technical conferences over the past several years, the future—the HDTV future—demanded most of the attention.

The NHK (Japan Broadcasting Corp.) network announced that hardware for its "MUSE family" of high-definition television transmission systems has been completed. The NTSC-compatible MUSE-6 and MUSE-9 and channel-compatible Narrow-MUSE systems will be in this country and available for viewing at the coming National Association of Broadcasters convention in Las Vegas this spring.

On the production and recording side of the HDTV question, the focus was on the chances of establishing a world standard. Additional refinements to the 1,125/60 (also called SMPTE 240M) standard were announced, as well as updates on the progress of Europe's 1,250/50 system. A SMPTE task force was formed to study NBC's proposed 1,050/59.94 system. That group will also look at the chance that a compromise between these systems, through a method such as the "common image" approach (see page 84), could lead to eventual acceptance of a world standard.

Those who question the costs of implementing HDTV transmission and production standards, such as ABC's Barnathan and Yves Faroudja of Faroudja Laboratories, Sunnyvale, Calif., developer of the Super-NTSC enhanced-definition television (EDTV) system, had a much larger presence than at earlier SMPTE conferences. They called for, in Barnathan's words, ways "to improve the pictures of the 1990's, not the year 2000."

To that end there were also papers on videotape recording technologies, such as half-inch component analog and digital formats, which TV stations and post-production studios are buying today. Transmission of images to homes by the end of the 90's, some believe, will be by digital fiber optics. Progress in the organization



Crowd gathers to view new 1,125/60 colorimetry built into Sony HDC-300 camera (in foreground)

of tests of the DS3 (45 megabit per second) rate of fiber optic transmission was presented.

The announcement that the MUSE family of transmission systems has been developed to the hardware stage was announced by Yozo Ono, manager and chief engineer of NHK's American bureau in New York. ABC, CBS, NBC, NAB, the Association of Maximum Service Telecasters and the Advanced Television Test Center have accepted invitations to send representatives to a demonstration of the systems in Japan this week (the week of Feb. 12), Ono said.

NHK's MUSE-E is the oldest and most refined method of transmitting HDTV. It has been successfully demonstrated over the air, by satellite and over coaxial and fiber optic cable. But because it requires an 8.1 mhz channel to send terrestrially,

broadcasters objected to it and last fall the FCC tentatively decided to rule out its establishment as the U.S. transmission standard. In response to the criticism, NHK introduced the MUSE family at the 1988 NAB convention. Computer simulations of MUSE-6 (one 6 mhz channel, NTSC compatible), MUSE-9 (one 6 mhz channel, one 3 mhz augmentation channel, NTSC compatible) and Narrow-MUSE (one 6 mhz channel, incompatible with NTSC) were shown there. They will be the fourth, fifth and sixth proposed transmission systems to be advanced to the hardware stage following MUSE-E, Faroudja's SuperNTSC and North American Philips's HDS-NA. MUSE-E and HDS-NA are proposed for satellite transmission only.

NHK plans to begin using MUSE-E for regular satellite transmissions this April.

SMPTE selection

During its television conference, the Society of Motion Picture and Television Engineers announced that Foster Roizen, vice president of Telegen, Palo Alto, Calif., has been named conference vice president of the group. According to Past President M. Carlos Kennedy, Roizen is the first woman to be named an officer of SMPTE.

Roizen was a TV program producer and director before founding Telegen with her husband, Joe Roizen, 18 years ago. Telegen is a consulting firm specializing in television broadcasting and production and has recently been aiding Faroudja Laboratories, Sunnyvale, Calif., in negotiating agreements with consumer equipment manufacturers to license Faroudja's comb filter technology. She will serve the remaining year and a half left in the term of Steve Kerman of Tektronix Inc., Beaverton, Ore. Kerman stepped down in order to concentrate on additional duties at Tektronix following his recent promotion to managing director, international sales ("Fates & Fortunes," Feb. 6).

one-hour direct broadcast satellite transmissions will be done as an opportunity to test the system and train viewers before full HDTV DBS service is to begin in 1990, Ono said. NHK has been conducting DBS tests of MUSE since 1986. In 1987 a test was conducted in North America with the signal originating in Ottawa and received in Washington, New York and other U.S. cities. Last August the first transmissions of MUSE over the Pacific Ocean were sent from Japan to Brisbane, Australia. A month later NHK sent MUSE transmissions home to Japan during the Olympic games in Seoul, South Korea. Following this extensive battery of tests, NHK now believes that it could transmit HDTV to any part of the world by satellite using two-hop or three-hop schemes, according to NHK's Keiichi Kubota.

The Japanese network still has hopes that one of the incompatible systems could be successful in the U.S. "The very good news is that Narrow-MUSE and MUSE-E could be shown on a conventional TV set with an inexpensive converter," Ono said.

The discussion of HDTV production standards centered on the new efforts to find compromises that could be acceptable to the world. "There has been a sort of acceptance that the problem of getting a worldwide standard is greater perhaps than we thought," said Charles Sandbank, deputy director, engineering for the BBC, London, who spoke for the European Broadcasting Union. "If the price of getting a single standard turns out to be too high in the short term, then we have to have alternative approaches." Both the proposed "duel standard" and "common image" compromises are being studied by EBU, Sandbank said. A duel standard, which would follow the form of the CCIR 601 component digital worldwide recording standard, would have broad provisions that could be applied to either PAL or NTSC transmission. That approach could result in a commonality in the equipment used in the U.S. and Europe and make conversions more transparent, he said.

EBU is considering two possible ways to apply a common image standard, a plan in which the scanning lines and all other parameters are set except for the field rate. Either a 1,250-line system employing 1,160 active lines or a 1,125-line system employing 1,080 active lines could be established, Sandbank said. He called on TV equipment manufacturers from both Europe and the U.S. to contact EBU with their views on the two compromise options before a May meeting of CCIR Study Group 11 where the duel standard and standard image concepts will come up again.

Charles Pantuso, director of engineering, FVF, Austin, Tex. (a production company), and a proponent of 1,125/60 who played a key role in the production of *Chasing Rainbows*, the Canadian Broadcasting Corp.'s high-definition video mini-series, did not comment on the common image, but criticized the duel standard approach. "What we have in 601 is a standard that is very convenient for tape equipment manu-



Barnathan

facturers, but it is not convenient for program exchangers. There is no tape interchange in CCIR 601," he said. He proposed instead that a variation of 1,125/60 be approved. VTR's would be able to record not only at 60 hz, but could also be programed to record at 59.94 hz, which would be more acceptable to NTSC broadcasters, and at 62.50 hz, where "it becomes PAL-friendly as long as the originals are 25 or 24 frames per second progressive."

During a meeting of the working group on high-definition electronic production held the day after the TV conference's close (Sept. 5), SMPTE decided to form a task force to review all of the new proposals for a world standard. The group will be chaired by Ken Davies, CBC associate director of strategic engineering, who will report to Stanley Baron, SMPTE engineering vice president and managing director, technical development, NBC. The chairmen of the SMPTE television technology, new television technology and television recording and reproduction technology committees will each appoint three people to round out the group's membership. The task force is expected to complete a report proposing future study of the standardization proposals by next July.

One of the systems to be examined by the new task force will be the 1,050/59.94 system submitted to SMPTE at its last fall conference (BROADCASTING, Oct. 17, 1988). That proposal provides parameters for 525-line progressive, 1,050-line interlace and 1,050-line progressive acquisition and recording to be used with NBC's proposed advanced compatible television (ACTV) transmission systems. The 525 progressive system would be optimal for the one-channel ACTV-1 while 1,050 interlace is planned for input into ACTV-2. "This hierarchy also fits very nicely with some of the other systems that are being proposed for transmission in the United States," said Merrill Weiss, NBC managing director, advanced TV systems. For example, the 525 progressive would work well with the proposed Philips and Zenith, he said. Eventually, he said, 1,050 progressive will be a good program production format. But until then, he advised producers to continue using 35 mm film rather than 1,125/60 or any other electronic format. About 85% of all TV programs and commercials are still produced in film, he said. "But certainly they would want to electronically edit on 1,125/60 or 1,250/50 or 1,050/59.94 equipment, depending on its

availability," Weiss said.

But there was good news for proponents of 1,125/60 in the U.S. as well. On the day before the TV conference's opening (Feb. 2), the board of standards review of the American National Standards Institute (ANSI) in New York denied an appeal brought by ABC to reverse ANSI's approval of the system, which was announced last fall. ABC will have until the end of this week to bring another appeal to ANSI before all efforts to block 1,125/60 as an American national standard are exhausted.

The 1,125/60 proponents could also point to additional enhancements in new HDTV equipment that will go on the market this year. There was a constant flow of heavy traffic at a technical demonstration of the new colorimetry included in the SMPTE 240M standard. Early HDTV cameras and displays did not include new colorimetry, which widens the color gamut in electronic production. According to Laurence Thorpe, vice president, production technology, Sony Advanced Systems, who led the demonstration, the HDTV color enhancements could "absolutely" be added to NTSC equipment. "I've waited 20 years to clean that up," he said.

The camera used in the demonstration was Sony's new HDC-300, the first to be built with the 240M colorimetry. Thorpe said that the camera also has a number of other enhancements over the earlier model, HDC-100. A new 25 mm tube, which "probably represents the state of the art in tube technology until the next step in CCD's," designed jointly by Sony, Hitachi and NHK, has longer life, better sensitivity and lag performance. Also, the HDC-100's camera control unit, which consisted of four large boxes, making shoots outside the studio difficult, has been miniaturized to one box for the HDC-300.

"Suppose there was an HDTV party and nobody came," said ABC's Barnathan, who was the speaker at the TV conference's "Get Together Luncheon." He suggested that the time is not yet right for implementation of HDTV. "Leonardo DaVinci told us we could fly 500 years ago. How many people could fly 500 years ago and live?...Many people have lost fortunes because the time wasn't right," Barnathan said.

A new technology will be a success only if it fills a specific need, he said. Among the needs of today's TV industry that Barnathan listed are better programming, better consumer receivers, erasable video disks for TV editing suites, video library systems based on video disks and better NTSC transmission systems with improved ghost and interference cancellation techniques. "By the way, you will need [ghost cancelers] for HDTV as well," Barnathan said.

Melih Pazarci of the ITT Telecommunication Systems Center, Chicago, described such a ghost canceling "primarily targeted at eventual use in terrestrial transmission of HDTV" in a technical paper. ITT is developing an echo-distortion reduction processor (EDRP) to filter out echoes caused by multipath. Currently used finite impulse response filters are inadequate because instead of eliminating echoes, they reduce them and produce "child echoes." The infinite impulse response technology that ITT

is researching could lead to perfect echo elimination, Pazarci said. The EDRP system is currently in the computer simulation stage of development.

An upheaval now taking place in several TV stations is the conversion from U-matic videotape equipment to the half-inch component analog formats, Panasonic's MII and Sony's Betacam SP. David Layne, operations manager for NBC-owned KCNC-TV Denver, said that although the station is pleased with its new MII equipment, which is used for news acquisition and editing and program recording and playback, the studio crews have had problems adjusting. There has been "some resistance" from employees who fear that their jobs maintaining the tape library have been threatened by the new M.A.R.C. automated playback system that contains the station's entire MII tape library.

Some of the KCNC-TV's ENG crews were reluctant to learn the new system, Layne said. That reluctance led to trouble in November of 1987 when an inadequately trained crew was covering the aftermath of the crash of a DC-9 at Denver's Stapleton Airport. Some of the pictures turned out black and white because some of the connectors between the camera and field recorder were plugged into the wrong inputs. The bright side of the episode was that all crews were anxious to learn the system afterward, Layne said.

In post-production studios, on the other hand, there has been no reluctance to learn the new digital formats. Post-production representatives at the conference were still marveling over the studio accomplishments that have been made possible following the release of equipment built according to CCIR 601. The efficiency of digital equipment that had already been installed, such as Quantel's Harry graphics editing system, doubled after the acquisition of D-1 VTR's, they said. "We've been surprised that many projects that would normally be done with the conventional on-line equipment have been rounded by the clients into Harry," said Thomas Kennedy supervisor and marketing director, digital engineering, One Pass Film and Video, San Francisco. A.J. Mitchell, a director and digital effects supervisor for The Moving Picture Co., London, said that client demand for digital effects forced his studio to buy a second Harry, two additional D-1 VTR's and to hire additional artists.

"In a sense, there is only one link missing in the 601 chain and that is acquisition," Mitchell said. He reviewed all of the video formats from the two-inch quad tape to the current half-inch consumer and professional formats. To illustrate his point, Mitchell threw reels or cassettes of each format into a garbage bin next to the podium after explaining why each was either too low in picture quality or too bulky for field production. In the end, he kept a reel of 35 mm film. Like NBC's Weiss, he concluded that film is the most efficient medium for program production today. Mitchell expressed his hope that when an HDTV format is chosen "it will be over-engineered so that it lasts as long as 35 mm film." □

'Common image' sought as solution to HDTV standard

CCIR group recommends alternative system to 1,125/60 and 1,250/50; NBC endorses new format concept

A new effort to establish a worldwide high-definition TV production system has been started by some of the countries represented on the International Radio Consultative Committee (CCIR). During a meeting of a CCIR working party on HDTV production in Geneva, emphasis switched from trying to establish either the Japanese-developed 1,125-line/60 hz or the European 1,250/50 systems as world standards, to interest in world acceptance of a "common image" format.

Ken Davies, associate director of strategic engineering, Canadian Broadcasting Corp., who attended the Geneva meeting, said three avenues of action were discussed. Because of the on going battle between Europe, with its 50 hz field rate systems, and the NTSC countries, which use 60 hz, the establishment of either 1,125/60 or 1,250/50 as world standards was considered unlikely at the meeting. Also opposed by most at the meeting was the alternative of adopting a "dual standard," such as CCIR 601. That document provides broad parameters for the world component digital (D-1) videotape standard to be applied to either the U.S. NTSC transmission system or to Europe's PAL and SECAM.

The third alternative was the "common image" idea. Parameters, including resolution, colorimetry and constant luminance, would be spelled out in the document, but the field rate would be left to the discretion of broadcasters and producers. "In the short term [common image] brings the standards together and in the long term it allows one or the other to be adopted," Davies said.

Although it is expected to be a matter of debate at future CCIR meetings, many at the Geneva meeting supported 1,250 scanning lines with 1,080 active lines of vertical resolution as one set of common parameters.

Those actively supporting common image at Geneva were Canada, Australia and the European Broadcast Union. Other countries, including the U.S. and Japan, continued to support 1,125/60, but at the same time did not attack the common image proposals.

NBC has emerged as the leading U.S. proponent of the common image concept. "It is important that the world television and film community begin to coalesce around a practical standard that takes into account the different power conditions that exist among nations," said Michael Sherlock, NBC president, operations and technical services, soon after the Geneva meeting.

Further discussion of common image CCIR will take place at a meeting of HDTV production group's parent committee, Study Group 11, which will meet in Geneva May 10.

NBC, ABC and a few other U.S. broadcasters have opposed standardization of the 1,125/60 production system in the U.S. Last fall NBC submitted an alternative 1,050/59.94 system to the Society of Motion Picture and Television Engineers.

"If the U.S. continues to press for what appears to be an unsatisfactory solution from the European perspective, 60 hertz potentially our [programming] product could be unattractive worldwide," said Steve Bonica, NBC vice president, engineering. He suggested that if one set of parameter acceptable to both sides cannot be agreed upon, two new sets of parameters for both 50 hz and 60 hz nations with greater "commonality" could be found.

Bonica disagreed with those who claim that 1,125/60, which has been approved by such U.S. organizations as the Advanced Television Systems Committee, SMPTE and ANSI, has an advantage over other production system proposals because of its more advanced stage of development. "We look at this as a situation where if 1,125/60 hardware can be produced successfully, then 1,250/59.94 or 1,250/50 or whatever it is will likely be producible in hardware quite successfully. They all require technology of the same magnitude."

But NBC said that its endorsement of the common image format principle does not mean that it is abandoning the 1,050/59.94 proposal. "We believe both domestic and international standards must be pursued concurrently to preserve the options of the U.S. production community," Sherlock said, in case a common image format cannot gain international approval. A 1,050 prototype camera has already been built, he said, and a videotape recorder is scheduled to be ready for demonstration at the National Association of Broadcasters convention in Las Vegas this spring, Bonica said.

As for a separate effort to arrive at a world HDTV production standard now being pursued by an international group of TV technology experts who plan to begin testing current systems' hardware next month in Moscow (BROADCASTING, Jan. 23), Bonica said: "It is not clear to us at NBC that any other system other than 1,125/60 will be available for comparison when the tests are conducted. There is entirely too much focus on what hardware is available as opposed to what are the most appropriate parameters for advanced television." □

NOAA says no. Group of media organizations has succeeded in chipping away at National Oceanic and Atmospheric Administration's refusal to adopt specific standard for determining constitutionality of restrictions NOAA plans to impose on licenses it issues for privately owned remote-sensing satellites. NOAA said existing regulations respond to petitioners' concerns "and establish an encouraging climate for the growth of commercial remote sensing." But it also said it was reopening proceeding to consider whether "clarifications" of regulations would be useful.

Stock Index

	Closing Wed Feb 8	Closing Wed Feb 1	Net Change	Percent Change	P/E Ratio	Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC.....	370	382	- 12	- 03.14	22	5,985
N (CBS) CBS.....	173	175	5/8	- 01.49	9	4,087
A (CCU) Clear Channel.....	13 1/2	13 7/8	- 3/8	- 02.70	24	52
A (HTG) Heritage Media.....	5 1/4	4 5/8	5/8	13.51	-6	59
O (JCOR) Jacor Commun.....	6 1/2	6 5/8	- 1/8	- 01.88	-14	63
O (LINB) LIN.....	84	82 7/8	1 1/8	01.35	53	4,340
O (MALR) Mairite.....	10 7/8	10 7/8		00.00	-23	148
O (MALRA) Mairite 'A'.....	10 7/8	10 7/8		00.00	-15	148
O (OBCCC) Olympia Broad.....	2 3/4	3	- 1/4	- 08.33		6
O (OSBN) Osborn Commun.....	7 1/2	7 1/4	1/4	03.44	-6	38
O (OCOAC) Outlet Commun.....	25 1/4	25	1/4	01.00	-9	165
A (PR) Price Commun.....	7 3/4	7 3/4		00.00	-6	75
O (SAGB) Sage Broadcasting	4 1/4	3 1/2	3/4	21.42	-6	16
O (SCRIP) Scripps Howard.....	65	66	- 1	- 01.51	52	671
O (SUNNC) SunGroup Inc.....	2 1/8	2 1/8		00.00	-3	5
O (TLMD) Telemundo.....	7 1/2	7	1/2	07.14	-1	57
O (TVXGC) TVX Broadcast.....	3 5/8	3 3/4	- 1/8	- 03.33		21
O (UTVI) United Television.....	31 1/2	31	1/2	01.61	51	345

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo.....	26 1/2	26 3/8	1/8	00.47	10	279
O (ASTV) Amer. Comm. & TV	1/32	1/32		00.00		2
N (AFL) American Family.....	15 7/8	15	7/8	05.83	13	1,285
O (ACCM) Assoc. Commun.....	30	32 1/4	- 2 1/4	- 06.97		429
O (BMAC) BMA Corp.....	31	32 1/2	- 1 1/2	- 04.61	83	324
N (CCN) Chris-Craft.....	27 1/4	26 3/4	1/2	01.86	60	593
O (DUCO) Durham Corp.....	32	32		00.00	27	269
N (GCI) Gannett Co.....	37 1/2	38 1/8	- 5/8	- 01.63	18	6,071
N (GY) GenCorp.....	17 1/8	16 5/8	1/2	03.00	1	543
O (GMXC) GMX Commun.....	1/16	1/16		00.00	1	543
O (GACC) Great Amer. Comm..	9 3/8	9 3/8		00.00	9	246
N (JPF) Jefferson-Pilot.....	33 3/4	31 5/8	2 1/8	06.71	14	1,332
N (KRI) Knight-Ridder.....	47 5/8	47 1/2	1/8	00.26	17	2,708
N (LEE) Lee Enterprises.....	26	25 3/8	5/8	02.46	18	645
N (LC) Liberty.....	37 1/8	37	1/8	00.33	14	344
N (MHP) McGraw-Hill.....	67 1/2	70 1/8	- 2 5/8	- 03.74	20	3,254
A (MEGA) Media General.....	36 1/2	35 1/4	1 1/4	03.54	24	1,029
N (MDP) Meredith Corp.....	31 7/8	30 5/8	1 1/4	04.08	13	612
N (MCG) Mch. Energy.....	30 1/2	30 1/4	1/4	00.82	20	82
O (MMEDC) Multimedia.....	86 1/2	81	5 1/2	06.79	83	951
A (NYTA) New York Times.....	29 1/4	28 7/8	3/8	01.29	14	2,398
N (NWS) News Corp. Ltd.....	19 3/8	19 3/8		00.00	10	5,162
O (PARC) Park Commun.....	26 3/4	26 3/4		00.00	21	369
O (PLTZ) Pulitzer Publishing..	28 1/4	28 1/4		00.00	19	295
N (REL) Reliance Group Hold..	4 7/8	4 5/8	1/4	05.40	5	365
O (RTRSY) Reuters Ltd.....	33 1/8	32 1/2	5/8	01.92	22	27,503
T (SKHA) Selkirk.....	49 1/2	49 1/2		00.00	42	401
O (STAUF) Stauffer Commun.....	138	134	4	02.98	46	138
N (TMC) Times Mirror.....	36	36 3/4	- 3/4	- 02.04	17	4,658
O (TMC) TM Communications	5/16	5/16		00.00	1	2
N (TRB) Tribune.....	39	39		00.00	21	2,975
A (TBSA) Turner Bcstg. 'A'.....	21 1/4	23 1/2	- 2 1/4	- 09.57	-3	462
A (TBSB) Turner Bcstg. 'B'.....	21	22 1/8	- 1 1/8	- 05.08	-3	457
A (WPOB) Washington Post...	217	215 1/4	1 3/4	00.81	14	2,787

PROGRAMING

O (SP) Aaron Spelling Prod....	6 7/8	6 5/8	1/4	03.77	5	126
O (ALLT) All American TV.....	3 1/4	3 1/8	1/8	04.00		3
O (BRRS) Barris Indus.....	7 3/8	7 5/8	- 1/4	- 03.27	-3	57
N (KO) Coca-Cola.....	48 1/4	46 7/8	1 3/8	02.93	19	18,113
A (CLR) Color Systems.....	1 3/4	1 7/8	- 1/8	- 06.66	-1	9
N (KPE) Columbia Pic. Ent.....	14 7/8	15 1/8	- 1/4	- 01.65	212	1,632
O (CAVN) CYN Cos.....	14 5/8	15 1/2	- 7/8	- 05.64	12	254
A (DEG) De Laurentiis Ent.....	9/16	9/16		00.00		6
O (dcp) dick clark prod.....	4 1/8	3 7/8	1/4	06.45	10	34
N (DIS) Disney.....	75	74 3/4	1/4	00.33	22	9,943
N (DJJ) Dow Jones & Co.....	33 1/4	34 1/4	- 1	- 02.91	15	3,202
O (FNNI) Financial News.....	8 3/4	8 1/4	1/2	06.06	39	105
A (FE) Fries Entertain.....	2 5/8	2 5/8		00.00	11	13
N (GW) Gulf + Western.....	42 3/4	43 3/8	- 5/8	- 01.44	7	2,569
O (QNTX) Hal Roach.....	4 1/2	4 5/8	- 1/8	- 02.70	-10	31
A (HHH) Heritage Entertain.....	1 3/4	1 5/8	1/8	07.69	1	8
A (HSN) Home Shopping Net.....	5 3/8	4 3/4	5/8	13.15	24	468
N (KWP) King World.....	25	25 1/2	- 1/2	- 01.96	16	721
O (LAUR) Laurel Entertain.....	3 1/8	3 1/8		00.00	7	8
N (MCA) MCA.....	49	47 5/8	1 3/8	02.88	26	3,562
N (MGM) MGM/UA Commun.....	14 7/8	14 5/8	1/4	01.70	-8	745
A (NHI) Nelson Holdings.....	7/16	7/16		00.00	-4	11

	Closing Wed Feb 8	Closing Wed Feb 1	Net Change	Percent Change	P/E Ratio	Capitali- zation (000,000)
PROGRAMING						
A (NWE) New World Enter.....	3 1/4	3 1/8	1/8	04.00	9	35
O (NNET) Nostalgia Network.....	11/16	11/16		00.00		3
N (OPC) Orion Pictures.....	14 3/8	14 5/8	- 1/4	- 01.70	12	246
O (MOVE) Peregrine Entertain.	9/32	5/16	- 1/32	- 10.00	-9	
N (PLA) Playboy Ent.....	12 1/4	12 5/8	- 3/8	- 02.97	13	115
O (QVCN) QVC Network.....	9 7/8	9 1/4	5/8	06.75	-20	99
O (RVCC) Reeves Commun.....	5 7/8	5 5/8	1/4	04.44	29	74
O (RPCA) Republic Pic. 'A'.....	8 1/2	8 1/2		00.00	94	36
O (RPCB) Republic Pic. 'B'.....	8 1/4	8 1/2	- 1/4	- 02.94	58	6
O (SMNI) Sat. Music Net.....	5 5/16	5 3/8	- 1/16	- 01.16	48	47
N (WCI) Warner.....	41	41 3/4	- 3/4	- 01.79	21	5,172
O (WONE) Westwood One.....	8 1/2	8 3/4	- 1/4	- 02.85	11	122

SERVICE

O (AMEA) A.M.E. Inc.....	12 5/8	13 1/4	- 5/8	- 04.71	13	62
O (AGRP) Andrews Group.....	4 3/8	4 5/8	- 1/4	- 05.40	-1	28
O (BSIM) Burnup & Sims.....	18 3/8	18 3/8		00.00	39	293
N (CQ) Comsat.....	28 1/2	28 3/8	1/8	00.44	-11	522
N (DNB) Dun & Bradstreet.....	56 1/4	56	1/4	00.44	21	8,550
N (FCB) Foote Cone & B.....	23 3/4	23 3/8	3/8	01.60	11	197
O (GREY) Grey Advertising.....	118	118		00.00	15	143
O (IDBX) IDB Communications	13 3/4	11 3/4	2	17.02	55	55
N (IPG) Interpublic Group.....	39 5/8	38 5/8	1	02.58	17	889
O (OGLI) Ogilvy Group.....	30 1/2	30 3/4	- 1/4	- 00.81	15	434
O (OMCM) Omnicom Group.....	21 3/8	20 7/8	1/2	02.39	15	525
N (SAA) Saatchi & Saatchi.....	21 7/8	20 5/8	1 1/4	06.06	10	3,187
O (TLMT) Telemation.....	1 3/8	1 3/8		00.00	5	6
A (UNV) Unitel Video.....	12 1/8	12 3/8	- 1/4	- 02.02	18	26

CABLE

A (ATN) Acton Corp.....	16 1/4	13 5/8	2 5/8	19.26	2	19
O (ATCMA) Amer. TV & Comm.	34	34 3/8	- 3/8	- 01.09	75	3,698
O (CTEX) C Tec Corp.....	49	48 3/4	1/4	00.51	21	269
A (CVC) Cablevision Sys. 'A'.	37 3/8	35 1/2	1 7/8	05.28	-12	795
O (CNCAA) Centel Cable.....	42 1/2	41 5/8	7/8	02.10	137	1,062
N (CNT) Centel Corp.....	65 5/8	62 1/4	3 3/8	05.42	18	2,854
O (CMCSA) Comcast.....	19 1/2	19 5/8	- 1/8	- 00.63	-88	871
A (FAL) Falcon Cable Systems	20 7/8	20 1/4	5/8	03.08	-65	133
O (JOIN) Jones Intercable.....	15 1/4	14 1/4	1	07.01	47	194
T (MHRQ) Maclean Hunter 'X'.	14 1/8	14	1/8	00.89	39	1,041
T (RCI.A) Rogers Commun. 'A'	120	98	22	22.44	-184	1,484
T (RCI.B) Rogers Commun. 'B'	96 1/4	84 1/2	11 3/4	13.90	-148	1,190
O (TCAT) TCA Cable TV.....	34 3/4	34 1/4	1/2	01.45	68	419
O (TCOMA) Tele-Commun.....	27 7/8	28 1/4	- 3/8	- 01.32	55	4,218
N (TL) Time Inc.....	111 3/4	112 5/8	- 7/8	- 00.77	26	6,531
O (UACI) United Art. Commun.	31 1/4	30	1 1/4	04.16	260	1,283
N (UCT) United Cable TV.....	37 1/8	36 1/8	1	02.76	-195	1,383
N (VIA) Viacom.....	37 1/4	35 1/2	1 3/4	04.92	-5	1,987
N (WU) Western Union.....	1 1/4	1 1/8	1/8	11.11		39
O (WSMCA) WestMarc.....	19 1/2	19	1/2	02.63	24	279

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	67 7/8	68 1/8	- 1/4	- 00.36	16	15,440
N (ARV) Arvin Industries.....	21 5/8	20 7/8	3/4	03.59	8	411
O (CCBL) C-Cor Electronics...	24 1/2	24 1/4	1/4	01.03	40	49
N (CHY) Chyron.....	3 7/8	3 7/8		00.00	13	39
A (COH) Cohu.....	13 1/4	13 3/4	- 1/2	- 03.63	12	24
N (EK) Eastman Kodak.....	48 7/8	48 7/8		00.00	13	16,564
N (GRL) Gen. Instrument.....	32 1/4	28	4 1/4	15.17	-23	1,078
N (GE) General Electric.....	47 1/2	48 1/4	- 3/4	- 01.55	20	43,479
O (GETE) Geotel Inc.....	11/16	11/16		00.00	-2	2
N (HRS) Harris Corp.....	29 1/4	29	1/4	00.86	13	1,197
O (ITEL) ITEL Corp.....	23	22	1	04.54	53	610
N (MAI) M/A Com. Inc.....	8 1/2	8 1/2		00.00	-5	230
N (IV) Mark IV Indus.....	11 7/8	11 3/4	1/8	01.06	7	128
O (MCDY) Microdyne.....	3 5/8	3 7/8	- 1/4	- 06.45	-2	15
O (MCOM) Midwest Commun.....	5 1/4	4 3/4	1/2	10.52	12	15
N (MOT) Motorola.....	45 7/8	45 1/4	5/8	01.38	19	5,931
N (OAK) Oak Industries.....	1	1		00.00	10	75
A (PPI) Pico Products.....	2 3/8	2 3/8		00.00	-47	8
N (SFA) Sci-Atlanta.....	14 7/8	14 5/8	1/4	01.70	12	348
N (SNE) Sony Corp.....	55 1/4	55 1/2	- 1/4	- 00.45	90	12,775
N (TEK) Tektronix.....	23	22 7/8	1/8	00.54	766	637
O (TLCR) Telecrafter.....	4	3 3/4	1/4	06.66	18	6
O (TVTK) Television Tech.....	111/16	1 3/4	- 1/16	- 03.57	168	11
N (VAR) Varian Assoc.....	29 5/8	28	1 5/8	05.80	-155	647
N (WX) Westinghouse.....	55 3/4	56 3/8	- 5/8	- 01.10	10	8,002
N (ZE) Zenith.....	20 1/4	19 5/8	5/8	03.18	-25	524
Standard & Poor's 400.....	345.31	343.87		1.44		00.42

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.

Communications subcommittees reshaped by new membership

New lineup of House, Senate policymakers expected to be active on HDTV, telco-cable and broadcasting issues

The reorganization of House and Senate communications and copyright subcommittees two weeks ago (BROADCASTING, Feb. 6) brings to the fore 12 newcomers. Some are congressional heavyweights with ties to the Fifth Estate while others are unknown to those with interests in communications. BROADCASTING talked to some of these policymakers about their ambitions for the subcommittees and what they see for the 101st Congress.

Cable-telco is "clearly a hot-button issue," says Democratic Representative Ron Wyden of Oregon, one of four new members of the House Telecommunications and Finance Subcommittee. Wyden, however, has not "made up" his mind on whether telephone companies should be permitted to offer video services in their telephone service areas. Because he has been a member of the parent Energy and Commerce Committee for almost eight years, he is not a stranger to the broadcast and cable industries, although he has been far more active on telephone issues.

Still, it is believed he will enjoy a high profile on the subcommittee. Wyden is "excited" about joining the subcommittee and sees this session as a chance to "wrap up some of these long-running battles." The congressman is concerned about the development of high-definition television and fears it may "slip through our fingers." Wyden believes Congress should

take a "Manhattan Project-style" approach to HDTV.

Like Wyden, Republicans Dan Schaefer (Colo.) and Edward Madigan (Ill.) are Commerce Committee veterans and have some familiarity with broadcast and cable issues. Democrats snared an extra seat on Telecommunications, and the new ratio is 16 to 10, with no change for Republicans. Although two new members were added on the minority side, Madigan, who outbid Howard Nielson (Utah), and Schaefer, who took Dan Coats's seat. Coats, of Indiana, assumed the Senate seat held by Dan Quayle. Schaefer apparently was pitted against Joe Barton (R-Tex.), who wanted to be on the Telecommunications Subcommittee.

Madigan, a former Telecommunications member, gets high marks for his political know-how and is considered a "power" among House Republicans. "He is not your run-of-the-mill minority member," commented one Hill insider. Madigan says he has "no agenda," but has an interest in broadcast and telephone issues.

Schaefer's ties with the cable industry are notable. He represents the sixth district in Colorado, home to cable MSO's Tele-Communications Inc. and United Cable. And his relationship with Colorado broadcasters is good, according to sources. Schaefer backed legislation limiting the amount of advertising on children's television, but not until the broadcast industry signed on, he told BROADCASTING. He attended the National Association of Broadcasters' annual convention in Las Vegas last year and was a participant in a television seminar in Los

Angeles, sponsored last month by the National Cable Television Association (BROADCASTING, Jan. 23).

New to Commerce and its Telecommunications Subcommittee is Democrat Thomas J. Manton from Queens, N.Y. Coming from the Banking Committee, Manton told BROADCASTING he has a keen interest in finance issues. Still, HDTV has captured his attention, and he indicated he will keep an eye on developments in the cable industry since New York is not completely wired for cable. Manton is viewed as a rising star within the Democratic party.

Still on Telecommunications are Chairman Ed Markey (D-Mass.); Al Swift (D-Wash.); Mickey Leland (D-Tex.); Cardiss Collins (D-Ill.); Mike Synar (D-Okla.); Billy Tauzin (D-La.); Ralph Hall (D-Tex.); Dennis Eckart (D-Ohio); Bill Richardson (D-N.M.); Jim Slattery (D-Kan.); John Bryant (D-Tex.); Rick Boucher (D-Va.); Jim Cooper (D-Tenn.); Matthew Rinaldo (R-N.J.), the ranking minority member; Carlos Moorhead (R-Calif.); Tom Tauke (R-Iowa); Don Ritter (R-Penn.); Thomas Bliley (R-Va.); Jack Fields (R-Tex.), and Michael Oxley (R-Ohio).

On the House Copyright Subcommittee, the new membership includes William J. Hughes (D-N.J.) and Republicans Hamilton Fish (N.Y.) and F. James Sensenbrenner Jr. (Wis.). They are all ranking members of the parent Judiciary Committee. Fish, ranking Republican on the committee, and Sensenbrenner fill spots left vacant by Michael DeWine (Ohio), who chose another assignment, and Dan Lungren (Calif.), who did not run for reelection. Freshman Democrat George Sangmeister of Illinois is also on Copyright.

Returning to Copyright are Chairman Robert Kastenmeier (D-Wis.); George Crockett Jr. (D-Mich.); Howard Berman (D-Calif.); Bryant; Benjamin Cardin (D-Md.); Boucher; Synar; Moorhead, the ranking minority member; Henry Hyde (R-Ill.); Howard Coble (R-N.C.), and D. French Slaughter (R-Va.). The subcommittee's name underwent a change from the Courts, Civil Liberties and the Administration of Justice to the Courts, Intellectual Property and the Administration of Justice.

In the Senate, the new composition of the Communications Subcommittee has a rural cast, which could serve as a stronghold for proponents of home satellite legislation something cable has vigorously opposed. Among the additions on the Democratic side are Finance Committee Chairman Lloyd Bentsen (Tex.) and John Breaux (La.), chairman of the Democratic Senatorial Campaign Committee. They both



Congressional salute. New members of the 101st Congress were honored at a gala reception hosted by the Washington chapter of the American Women in Radio and Television at the House Cannon Caucus Room. Pictured, l-r: Anna Perez, press secretary to First Lady Barbara Bush; National Public Radio's congressional correspondent, Cokie Roberts; ABC *World News Tonight's* Katherine Morrison, gala committee co-chair; Representative Christopher Cox (R-Calif.); Voice of America's Richard Carlson, and AWRT Washington chapter President Nancy McCormick-Pickett.

served on the parent Commerce Committee in the 100th Congress.

Bentsen has close ties to Texas broadcasters. He was instrumental in swaying enough votes to defeat a legislative proposal to enact a license transfer fee on the sale of broadcast properties. He is also a frequent recipient of campaign contributions from the Hollywood production community. Bentsen co-sponsored a controversial home satellite bill (S. 889) in the last Congress. And Breaux supported its passage.

Breaux, says an aide, will reintroduce a resolution that would shift the jurisdiction over telephone policy from the courts to Congress. It calls for eliminating current barriers that keep the telephone companies out of the information services and manufacturing businesses. Breaux sees this as a "jurisdictional" question. "He wants Congress to fulfill its policymaking responsibility," said the aide.

Although Breaux sided with Commerce Committee Chairman Ernest Hollings (D-S.C.) in voting to reenact the fairness doctrine, the senator has some "reservations" and is rethinking the matter, reports the aide.

Republicans Slade Gorton (Wash.) and Conrad Burns (Mont.), elected last Novem-

ber, joined Commerce and the subcommittee. Gorton is well known to the Fifth Estate from his days on the Communications Subcommittee, before he was defeated in the 1986 Senate race. Burns is a former farm broadcaster.

Returning to the subcommittee are Chairman Ernest Hollings (D-S.C.), Wendell Ford (D-Ky.), Al Gore (D-Tenn.), J. James Exon (Neb.), John Kerry (D-Mass.), Bob Packwood (R-Ore.), Larry Pressler (R-S.D.), Ted Stevens (R-Alaska) and John McCain (R-Ariz.).

The lineup on the Senate Copyright Subcommittee is identical to that of the last Congress, with returning Chairman Dennis DeConcini (D-Ariz.) and Senators Ted Kennedy (D-Mass.); Patrick Leahy (D-Vt.); Howell Heflin (D-Ala.); Orrin Hatch (R-Utah), the ranking minority member; Alan Simpson (R-Wyo.), and Chuck Grassley (R-Iowa). Senator Paul Simon (D-Ill.) wanted to be on Copyright but a dispute arose when New Hampshire Republican Gordon Humphrey failed to gain a seat on Judiciary's Constitution Subcommittee. Humphrey objected to Simon's quest for Copyright and protested the move under Senate rules which prohibit members from serving on more than three subcommittees per committee. □

awarded to Wong LP for Ms. Wong's proposed role of general manager," he said.

Also, Chachkin said, the partnership was also not entitled to a full diversification credit because Kin Shaw Wong owned a construction permit for a new AM in Citrus Heights, a Sacramento "bedroom community," Chachkin said.

Stephen Gavin, an attorney for the Wong partnership, said, "We obviously thought the decision should have gone otherwise." But, he said, his client has not decided whether to appeal. □

TV self-regulation proposed by bill

Tauke, Swift co-sponsor measure, despite differing views on amount of regulation needed

Proponents of a bill (H.R. 5419) that would grant broadcasters antitrust immunity to devise a voluntary code to regulate such things as violence on television and the over-commercialization of children's programs feel it may stem the regulatory tide that some observers fear will sweep Capitol Hill over the next two years. The "Television Self-Regulation Act" would serve as an "alternative to the heavy hand of government," said Congressman Tom Tauke (R-Iowa) in a statement accompanying the legislation.

Tauke offered the same measure in the last Congress. However, this time Representative Al Swift (D-Wash.) is a co-sponsor. Swift's support is seen as improving its chances for consideration. Although based on a statement issued by Swift, he and Tauke are not entirely in sync nor does Swift consider the immunity proposal a replacement for regulation.

"I do not see the code as replacing the need for congressional and FCC policymaking and oversight to the degree that Tom [Tauke] may," stated Swift. He believes enactment of the fairness doctrine and the children's television bill adopted by the 100th Congress are "appropriate actions by government."

Tauke's statement makes clear his aversion to those regulations. Imposing the fairness doctrine is at odds with the "letter and spirit of the First Amendment," he argued. And regulating the amount of advertising on children's programs does not address the "root concerns of parents and children's TV advocates—improving the programming our children watch."

Industry reaction to the Tauke-Swift initiative is mixed. The National Association of Broadcasters has expressed reservations with the proposal before, but would "take another look if and when it moves," said Jim May, NAB executive vice president for government relations. The Association of Independent Television Stations, however, endorsed H.R. 5419.

The three television networks appear divided on the issue. CBS has noted it with interest, ABC/Capital Cities is believed to be wary of the approach and NBC's posi-

ALJ blasts 'sham' applicant

Judge finds for licensee of Sacramento FM, saying in addition to renewal expectancy, challenger's is controlled by limited partner

An FCC administrative law judge, in an opinion issued last Monday (Feb. 6), renewed the license of Royce International Broadcasting for KWOD(FM) Sacramento, Calif., finding that it was entitled to a "renewal expectancy" for its meritorious public service and that the limited partnership that challenged Royce for the license was a "sham."

It was the second time in the last three weeks that an ALJ had found a challenging partnership in a comparative renewal case to be a "sham," in which the general partner did not control the partnership as claimed. The other involved Southeast Florida Broadcasting, a partnership that is challenging Metroplex Communications' renewal of WHYI-FM Fort Lauderdale, Fla. (BROADCASTING, Jan. 30 and Feb. 6).

When a station's license comes up for renewal (every five years for television stations; every seven for radio), any individual or group can challenge the renewal and ask the FCC for the license. To determine whether the incumbent or the challenger gets the license, an FCC ALJ holds a comparative hearing to ascertain which would best advance such public-policy goals as integration of ownership and management and diversity of media ownership. However, a finding that the incumbent has provided "substantial" or "meritorious" service results in it receiving a "renewal expectancy," which outweighs any comparative advantages of the challenger and virtually assures that the incumbent will keep its license.

In the KWOD case, ALJ Joseph Chachkin ruled that Royce's record during the 1980-83 license term was "substantial, meritorious and warrants a renewal preference." He said that Royce ascertained the needs of the Sacramento area and broadcast programming that met those needs.

That alone was probably enough to justify Chachkin's decision to renew the license. But, based on the additional finding that the Wong partnership was a "sham," Chachkin also gave Royce a "moderate" diversification preference and said it was "clearly superior...in terms of integration."

The Wong partnership had expected preferences for integration and diversification because the general partner, Fay Wong, had promised to manage the station and she had no other broadcast interests. But Chachkin refused to recognize Fay Wong as the controlling party on whom integration and diversification decisions should be based. "The record overwhelmingly demonstrates that the Wong LP is a 'sham' limited partnership that has been controlled by its purported limited partner, Kin Shaw Wong, Ms. Wong's older brother, without any meaningful involvement by Ms. Wong, its purported general partner," Chachkin said. "Mr. Wong launched this enterprise, controlled all aspects of the preparation and prosecution of the application, handled all financial and technical matters, put at risk tens of thousands of dollars of his own funds and controlled vital partnership activities."

Chachkin said Kin Shaw Wong, not his sister, would control the station if the Wong partnership were granted the license. "Under these circumstances, case precedent clearly requires that no integration credit be

A similar proposal that would lift anti-trust restrictions to enable the broadcast, cable and motion picture industries to come up with guidelines concerning violent television programming is also pending before Judiciary.

Through a new code, said Tauke, guide-

lines could be developed that would determine: "The appropriate amount of advertising during programs, including children's programs; the curbing of portrayals of violence; even the responsibility of news and public affairs programs to present more than one side of important issues." It

would be voluntary, although H.R. 5419 permits the FCC to take a station's compliance with the code into account at renewal time. The proponents argue that the guidelines would be similar to those of the old NAB Code, which the court struck down as an antitrust violation in 1982. □

Bush ethics adviser resigns from family radio, cable company

C. Boyden Gray places holdings in blind trust to avoid 'perception' of conflict of interest

For eight years, C. Boyden Gray served quietly, almost anonymously, as legal counsel to Vice President George Bush. His outside interests as chairman and trustee of the family-owned Summit Communications Inc., of Atlanta, drew little attention. But a little more than two weeks into the life of the Bush administration—with the new President emphasizing ethics in government—Gray the White House counsel and chief ethics adviser to the President—front-page stories in *The Washington Post* and *The New York Times* led Gray to resign his position with Summit, and place some \$10 million in personal assets, in a blind trust.

Gray's direct involvement in communications matters—Summit owns eight AM-FM combinations around the country and 13 cable systems serving 130,000 homes in North Carolina and Georgia—was reported during the transition period ("Closed Circuit," Dec. 5, 1988). So was his role as counsel to the Bush transition team, a job that made him responsible for overseeing the transition effort involving the regulatory agencies—with the exception, transition team officials at the time said, of the FCC. Gray, they said, was recusing himself from telecommunications matters because of his Summit connections (BROADCASTING, Dec. 19, 1988).

But Gray's role as the chief ethics adviser to the President, with the responsibility for sitting in judgment on the ethics of other members of the Bush White House and administration, caused the media spotlight to focus on him. On Saturday (Feb. 4), the *Post* reported that Gray had said he would no longer accept a fee from Summit—he was earning \$50,000 annually, most of it in deferred income—but would not resign from the board or place his holdings in a blind trust, as members of the administration had been advised to do. He said he saw no need to do that. On Sunday, an aide to Gray was quoted in the *Times* as saying he had told Gray in November of a White House policy—it is not a law—barring involvement in outside business interests. Gray was reported to have said two weeks ago that he had just learned of the policy.

By Monday, Gray—and, possibly, the White House—had had enough. White House spokesman Marlin Fitzwater at his press briefing that day was ready for reporters' questions with a prepared statement.

When the first question about Gray came, he began reading. He stressed that Gray's outside interests had been disclosed to—"and approved by"—the Office of Government Ethics during each of the eight years Gray had served on the Vice President's staff. As for the future, Fitzwater said, Gray will "establish a blind trust for his personal assets—which include substantial holdings in Media General Corp.—while continuing the appropriate recusals." As for Summit, Fitzwater said, Gray was resigning from the board, "effective today."

It was largely a matter of appearances, according to Fitzwater. He said Gray had sought the advice of the chairman and vice chairman of the President's new Commission on Federal Ethics Law Reform—Ambassador Malcolm Wilkey, a former member of the U.S. Court of Appeals in Washington, and Griffin Bell, attorney general in the Carter administration, respectively. And Fitzwater said they had advised him that while there "is nothing improper about the continuing directorship of a family company, the duties of the White House counsel are sufficiently broad that it would be constructive to resign such a directorship to avoid any responsibility or even the appearance of a conflict."

The statement did not satisfy the reporters. Most of the questions during the one-hour briefing dealt with the ethical questions confronting the new Bush administration. There were questions raised by Bush's nominations of former Senator John Tower (R-Tex.), to be secretary of the Department of Defense, and of Professor Dr. Louis Sullivan, president of Morehouse School of Medicine, to be secretary of the Department of Health and Human Services. But most of the questions dealt with Gray. Fitzwater's response to many of the questions was that the President "has the highest trust and confidence" in Gray and that the problem with which Gray had been faced was one of "perception." As one reporter said later, Fitzwater "had his marching orders." He could say so much and no more.

Bush himself picked up on that "perception" theme when, during a news conference that had been called to disclose the administration's plans for dealing with the savings and loan crisis, he was asked about his ethics adviser. He said Gray's affairs had been cleared every year that Gray was counsel to the Vice President but that now that he is counsel to the President and that the President has "set out rhetorically the

highest possible standards," "we've got to be very careful about perceptions of impropriety when it comes to conflicts of interest." And when there is a perceived conflict, Bush said, "I'd like our people to bend over backward." That, he said, is what Gray did: He went "beyond what the Government Ethics office has said to avoid the perception of impropriety."

Besides the financial matters, questions have been raised in the press as to whether Gray, despite recusing himself from telecommunications issues during the transition, had selected Timothy Muris, a George Mason University law school professor, to deal with FCC matters. Robert Pettit, associate deputy director of Transportation at the time and now a partner in Wiley, Rein & Fielding, was one of several transition team volunteers concerned with regulatory agencies. He said he had focused on the commission but had reported to Muris, who, he said, "has overall responsibility" for the agencies." Muris said his superior with respect to the FCC was James Pinkerton, now a deputy assistant to the President, not Gray.

Summit began life as Piedmont Publishing, which owned newspapers and WSJS(AM) Winston-Salem, N.C., when Gray's father, Gordon, purchased it in 1937. The company added an FM station and then a television outlet to its Winston-Salem properties, then disposed of its newspapers and television station in 1969, when it decided to move into cable television, and the FCC began tightening up its media crossownership rules. Over the years, Summit increased its holdings in cable and radio until, several years ago, it disposed of the 10 radio stations it then owned. It returned to radio last year, when it acquired DKM Broadcasting Corp.'s 16 stations.

Gray became chairman of Summit in January 1983, on the death of his father, two years after joining the Vice President's staff as counsel and deputy chief of staff. Before joining the Vice President, Gray was a partner in the Washington law firm of Wilmer, Cutler & Pickering. One of its senior partners, Lloyd Cutler, had also been a White House counsel, in the Carter administration. Cutler is currently a member of the eight-member Commission on Federal Ethics Law Reform, whose chairman and vice chairman provided the advice Gray followed in an effort to quiet the furor in the press over his "perceived" conflict of interest. □

Cable and consumers

The New York State Cable Commission has taken the first step toward adopting consumer protection legislation that addresses cable billing and technical outages.

Among the proposals is to reduce from 24 to four the number of hours an outage has to occur before subscribers are entitled to a rebate. And to the extent the cable system can determine where the outage has occurred, it would have to rebate to all subscribers, not only ones who notified the system. Other measures include having cable bills itemized by tiers of service, providing a 15-day window for payment instead of upon receipt of the bill, eliminating costs assessed for downgrading service and making operators liable for converter losses in some instances.

Richard Alteri, president of the New York State Cable Television Association, said he has a "serious problem with the rebate outages." It is "very, very difficult," he said, to determine who may or may not have service blocked. A tree that has felled a power line may cut service to some homes but not to others in the same area, for example. Additionally, the amount of the rebate would be small, pennies in many cases. At \$15 per month, daily cable service would cost 50 cents. If the cable is down for four hours, the rebate would total one-sixth of 50 cents, or roughly seven cents. Alteri said the association would study details of the other proposals before commenting further.

The commission's action starts a process where exact language for the rules will be written, followed by comment period before final adoption.

Fiber buy

Jones Intercable will purchase \$3 million in fiber optic hardware from Anixter as part of its \$15 million rebuild of its Augusta, Ga., system, the company said last week.

Robert Luff, vice president, technology, Jones, said the Augusta fiber configuration differs from its Broward County, Fla., fiber setup. In Augusta, said Luff, Jones will utilize its so-called cable area network to cut amplifier cascades to between five and 16, down from the typical 30 or 40.

It will also utilize the redundancy present in Jones' CAN system (BROADCASTING, Dec. 19, 1988). "Initially, the project will have signal and path redundancy on all AM fiber paths. FM fiber paths will be protected by a ring fiber route diversity architecture scheme planned for next year," Luff said.

Luff said Jones believes the CAN design will reduce the number of outages from one to two per year to one every

five years. The design allows for both a fiber and coaxial transmission path, providing both redundancy and the confinement of outages to smaller geographical areas. Anixter will provide six FM lasers and optical receivers, 20 high performance AM lasers and optical receivers, and 1,200 miles of fiber, President John Egan said.

By the numbers

Movietime said it added 7.4 million cable homes in 1988, giving it a count of 11.5 million at the end of the year, an increase of 180%. The service, majority owned by MSO's, launched in July 1987. C-SPAN said it added 2.5 million subscribers during the second half of 1988, giving it a January 1989 total of 42,585,299. C-SPAN II rose 1.3 million over the same six-month period, giving it a January 1989 total of 16,732,776.

New affiliate

Cable Networks Inc. has signed a new five-year affiliate agreement with Suburban Cablevision, to sell regional and national advertising avails on the northern New Jersey system serving 205,000 subscribers. Avails include CNN, Headline News, ESPN, MTV, VH-1, USA, Lifetime, FNN, MSG and SportsChannel New York.

Reaching the masses

The Cable Television Public Affairs Association has put together a skills and strategy seminar March 5-6 in

Washington that will feature sessions on communicating to the industry's various constituencies.

Pollster Peter Hart will provide the keynote address on Sunday, March 5, to be followed by three track sessions on delivering a message. They will be moderated by Louise Rauscher, vice president, industry communications, NCTA; Lynn Yaeger, senior vice president, corporate affairs, Warner Cable, and Susan Swain, vice president, corporate communications, C-SPAN.

On Monday morning, three concurrent sessions will tackle rate increases, franchise renewals and channel realignment, to be moderated by Marcia Simmons, vice president, public and government affairs, ATC; Michael Withiam, general manager, American Community Cablevision, and Mark Henderson, division vice president, Turner Cable Network Sales, respectively.

Late Monday morning, a general session on industry issues will feature panelists Bert Carp, vice president, government affairs, Turner Broadcasting; Tim Boggs, vice president, public affairs, Warner Communications; Bob Thomson, vice president, government affairs, TCI, and Howard Symons, a partner with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. It will be moderated by Community Antenna Television Association President Steve Effros.

NCTA President James Mooney will be the luncheon speaker. The seminar ends that afternoon with a programmer's perspective on community marketing campaigns, moderated by Bonnie Hathaway, director affiliate PR, HBO.

Prime numbers

Prime Cable, in a statement issued in response to the FCC's fining for violation of cable equal employment opportunity (EEO) rules (BROADCASTING, Jan. 30), said that the action is "unwarranted and anticipates filing an opposition. Prime is confident that the Commission's tentative decision will be reversed after further review." The fine was levied on Prime Cable's headquarters in Austin, Tex., after an EEO inspection last May. The office, according to Prime, has fewer than 60 employees. Prime Cable senior vice president Jerry Lindauer told BROADCASTING that neither Prime Cable or its lawyers have received any notice concerning the fine from the FCC. According to Lindauer, Prime has had "no communication with them since they were here in May." Prime said that after a May 18-20 (EEO) audit it was told that steps had been taken to establish an "effective EEO program." Prime understands it is not being accused of any discriminatory practices, rather that its affirmative action program was not effective. Prime, however, questions the validity of the fine. Prime stated that its 1988 employment figures "substantially exceeded the Commission's own guidelines, and its employment figures for minorities closely tracked those guidelines. Moreover, during the period covered by the last three EEO reports, over 80% of the new hires in the headquarters unit were either women or minorities." The FCC said Prime should receive an official notice of the fine shortly.

In a letter dated July 11, 1988, the EEO Branch of the FCC told Prime Cable: "We recognize that you have recently taken steps to develop and implement an effective EEO program....However, we find the EEO efforts reviewed in the audit insufficient to justify certification for [complying with the EEO rules and regulation pursuant to the Cable Act] either 1987 or 1988. Moreover, our review leads us to conclude that Prime's affirmative responses in the 1986 report were incorrect."

Public TV reviews budget plans

CPB, PBS and NAPTS boards try to coordinate efforts toward structural change

The boards of directors of the Corporation for Public Broadcasting, the Public Broadcasting Service and the National Association of Public Television Stations all held meetings between Jan. 30 and Feb. 8, each group taking last looks at proposed fiscal year 1990 budgets before systemwide review later this spring.

Structural changes in public television are in the air, however. And concern over a potential split among segments of the system over long-term national programming plans found its way into all the boards'

discussions, as each one adopted criteria for fundamental changes in how public TV spends its program dollars.

Since Congress last year criticized the potential for political influence and the apparent inefficiencies in public TV's programming process, and ultimately ordered CPB to provide by January 1990 a study of that subject, the system has been gearing for change. As the PBS board met last week, at issue was how and when the process of effecting the change will take place. Ten year's debate over centralized versus decentralized program decision-making "is coming to a head," said director Bill Kobin, president, KCET-TV Los Angeles. It appears that the system is conducting that

debate through two separate forums. On one side, the 30-member NAPTS coordinated National Program Funding Task Force, which met in Washington Jan. 23-24, includes representatives from PBS, NAPTS, CPB, individual stations and regional and minority groups. It has already narrowed the options to four, including creating a one- or two-executive national programming administration at PBS, in lieu of the present system which employs half a dozen mechanisms to develop and continue programs. According to one public television source, the majority of task force members were ready to narrow those options on Jan. 23, but put on the brakes when congressional staffers warned them to pre-

Satellite Footprints

GE Americom 'eliminated' from running at PBS. The Public Broadcasting Service's satellite replacement office (SRO) staff told the PBS board of directors executive committee meeting last week that it had narrowed its list of satellite capacity vendors from four to three—dropping GE Americom and retaining AT&T, GTE Spacenet and Hughes among those with whom it will continue negotiating for next-generation capacity. GE's removal from the list was attributed to a less than optimal orbital position offering, one that would not satisfactorily reach all the U.S., said SRO director Jackie Weiss.

PBS, now leasing four C-band transponders on Westar IV, which is due to expire in late 1991, is seeking four follow-on C-band transponders with an option to add one or two Ku-band transponders beginning in 1993. Pending board approval, PBS may purchase Ku uplinking and downlinking equipment next year to begin testing a system that may prove most desirable to public schools and colleges wishing to install small rooftop Ku-band dishes to receive PBS educational programming. Another element of the deal, said Weiss, may find PBS negotiating for guaranteed occasional time for those regional public TV organizations and state and university educators that need hundreds or thousands of hours satellite time each year to deliver their programming.

Based upon the FCC's 1988 Orbital Assignment Order late last year (BROADCASTING, NOV. 21, 1988), SRO engineer, Carl Girard, said GE was "the first one to be eliminated" because Satcom IR, the only GE bird under consideration at PBS, had been assigned 139 degrees west longitude, over the Pacific Ocean. At that position, said Weiss, "there are problems for us in eastern Maine." GE requests for changes in the FCC's 1988 Orbital Assignment Order are pending at the commission (BROADCASTING, Jan. 30).

Other satellites in the running for PBS's business include Hughes's Westar IV replacement, Galaxy IV, and Galaxy VI (now designated the in-orbit Galaxy spare); AT&T's Telstar 401 and Telstar 402 and GTE's Spacenet IR. Spacenet III, it said, has been sold out. Because many vendors' own boards of directors will probably not approve new satellites until late 1989, said Weiss, it may be necessary for PBS to either negotiate an agreement in principle, contingent on timely operator approvals, or to negotiate back-up as well as primary contracts.

GTE orbital oppositions. The competition for the best next-generation domestic satellite orbital positions entered a new phase last week, as replies to last month's round of comments on the FCC's 1988 Orbital Assignment Order began to arrive in Washington.

Apparently the first to file, GTE Spacenet fired the initial reply

volleys, requesting that the commission deny National Exchange Satellite (Nexsat) and GE Americom orbital reassignment requests. GTE also said the FCC, within the Orbital Assignment Order pleading cycle, should dismiss GE and HBO requests to reconsider increased power aboard Satcom K-3 at 85 degrees in the FSS arc, as that request, it said, is a separate issue. The American Mobile Satellite Consortium's reiterated request to use some FSS spectrum should also be denied, said GTE.

Vying with Nexsat and GE for 93 degrees west longitude, GTE argued that allowing GTE to move its Spacenet IIR from 69 to 93 degrees to satisfy "increased customer requirements for 50-state coverage would best serve the public interest [through] television broadcast networks and other customers who must be able to rely upon constantly available satellite facilities"—apparently including PBS (see above). In-orbit Spacenet III at 87 degrees (another 50-state slot) is committed to long-term customers, and so that bird should not be considered "a likely candidate for the second satellite" GTE needs to accommodate 50-state requests. That second bird—in addition to Spacenet IR at 103 degrees—must be Spacenet IIR, it said.

The filing did not address the public interest (or other) merits of GE's request to co-locate its Ku-band Satcom K-1 (now in orbit at 67 degrees) and Satcom IV (in orbit at 82 degrees) replacement, C-4, at 93 degrees. As for K-3, GTE argued that the commission had last December already received GE and HBO petitions to reconsider requests to operate Satcom K-3 at 60 watts at 85 degrees. "By reiterating their request for reconsideration" last month, it said GE and HBO "are attempting to raise in two separate proceedings issues...that belong to only one."

Nexsat's proposed full-time high-density single channel per carrier (SCPC) services, it said, "would leave little or no flexibility for coordination" to prevent interference satellites adjacent to 93 degrees. "Surely," it said, "the commission's indication that it would 'entertain a request by Nexsat, as a new entrant, to be reassigned to locations outside the high-power density segment of the orbital arc' was predicated on the belief that Nexsat would support such a request with additional technical analyses" of SpotNet's compatibility with adjacent birds. Nexsat, it said, failed to supply any new technical data last month to dispute GTE's interference analysis of SpotNet, which GTE submitted a year ago.

Of the AMSC request to use 100 mhz of the 12-14 ghz band for its feeder links, effective sharing slots with FSS birds, GTE argued that "the study submitted with AMSC's petition does not demonstrate that fixed satellites do not require their full allocation of bandwidth.

sent a united front—including CPB—to Congress next January.

CPB, directly responsible for the report to Congress, appears steadfast in remaining independent of the task force process. In response to a NAPTS invitation to solidify CPB participation in the task force process, CPB President Donald Ledwig said: "Based on our board approach we are moving ahead with our independent study. We believe the problem is broader than moving money from one group to another, and we intend to fully cooperate with NAPTS."

Although CPB National Program Fund Director Gene Kaat is a task force member, several PBS directors voiced concern about whether task force recommendations would eventually be included in the CPB report to Congress. Lloyd Kaiser, director at both PBS and CPB, called for "a kind of Constitutional convention" to define the roles of the various entities. His hypothetical sketch of those roles—with CPB defining goals and PBS implementing them—drew praise as a starting point from at least one other PBS director: "The 'Kaiser plan'," said Robert Larson, president, WTVS(TV) Detroit, "is something we should not lose sight of."

To PBS President Bruce Christensen, the problem is not content but timing. "I don't think people are disagreeing about the need to get together," he told his board last Wednesday. "Where we seem to be stuck, if indeed we are, is in that we are on different time tracks." CPB, he said, appears to be "not in a hurry, while we have been at this for 18 months and are anxious to bring it to an end." Although CPB need not finalize its report until next January, PBS and NAPTS plan to present task force recommendations to the stations during public TV's annual meeting in San Diego, April 9-12, and its Marco Island, Fla., Program Fair, June 13-17.

□

Using its one annual meeting outside Washington to, in CPB Chairman Howard Guttin's words, "learn more about the Hispanic audience and how we can begin to address its needs," the CPB board met Jan. 30-31 in San Juan, P.R., at the invitation of public broadcasters there. It previewed a proposed \$254.3 million FY 1990 budget, upon which it will vote next month, and reelected Ledwig, along with Paul Symczak, vice president/general counsel; Frederick DeMarco, vice president/treasurer, and Rozanne Weizzman, vice president/corporate communications.

The proposed budget recommends reallocating money from established funds—including CPB's public TV National Program Fund—to come up with \$3 million for increased minority programing support and \$6 million to establish the Independent Production Service mandated by Congress. It would also add \$1.6 million to Community Service Grants to public radio and TV stations and \$5.2 million to radio and television programing overall.

And one week after the NAPTS board of directors reappointed David Brugger as president and approved seeking public station reaction to its proposed \$2.1 million fiscal 1990 budget, PBS's board did the

same with its own proposed \$26,371,658 FY 1990 budget.

The proposed PBS budget, including just over \$1.1 million in new initiatives, adds up to a 6.67% increase over the current 1989 budget. Several directors praised PBS staff for making cuts and finding new revenue to hold the proposed base budget increase to only 1.01%. "This is a courageous budget," said board Vice Chairman James Lockhart, "because there are sacrifices being made at the home office" in Alexandria, Va., where the board met. Among proposed initiatives are a \$700,000, 2.83% increase in PBS specials funding and a \$113,000, 0.46% increase in origination service, to provide overnight satellite feeds to stations wishing to stay on the air 24 hours a day—which "could help reduce the number of cable channel shifts by making PTV service more valuable on cable systems." The board also heard from its satellite replacement office that the field of satellite capacity vendors had been narrowed, with the elimination of GE Americom (see page 90). □

New program matches experienced minorities with employers

According to the FCC's 1988 Broadcast and Cable Employment Trend Reports, 16.8% of all broadcast employees are minorities. Media Partners in Progress, a minority outreach program established by the Foundation for Minority Interests in Media, hopes to increase those numbers by recruiting experienced minority men and women and training inner-city high school students for careers in broadcast communications. Participants in the program include Black Citizens for a Fair Media, NBC television stations, Capital Cities/ABC Inc., WPIX Inc., and, most recently, Gannett Broadcasting Group. WCBS-TV vice president and general manager Roger Colloff, may soon add his station to the growing list of participants. Colloff told BROADCASTING that "We [WCBS-TV] expect to be participating in the program."

The first phase of the program calls for a computerized information service that will bring together employers* and experienced minorities. The second phase—recruitment—is a seven-year process that begins in the junior year of high school. Guidance counselors at inner-city schools will select minority students for participation in the program based on grades and recommendations. Students will then be assigned a "sponsor" company and will work for that company during the summer. The sponsor company will match the student's salary and invest it for college tuition. After the student is accepted into a college, he or she will continue to work for the sponsor company. After graduation, the student is guaranteed priority consideration for a full-time business- or production-related job with the sponsoring company. If the student cannot get a job with the sponsor, then the sponsor will help the student get employment with other broadcast companies.

At a press conference announcing the

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program, Albert Jerome, president of NBC Television Stations, said: "Each of us who heads a business needs to make a personal effort to counsel young people, to give them needed work experience during the high school and college years, and to help them get permanent jobs and advance to responsible positions."

Emma Bowen, president of Black Citizens for a Fair Media, said this program has "created a lot of hope in young people who are interested in a career in the media...I thank God for people like Mr. Burke [Daniel Burke, president and chief operating officer, Capcities/ABC Inc., and foundation chairman], Al Jerome and Carolyn Wall [vice president and general manager of Fox TV's WNYW(TV) New York], who are very excited about this program."

Gannett Broadcasting joined the program Feb. 7, and expressed similar enthusiasm about the program's chances for success. Said Peter Kohler, vice president, Gannett Broadcasting: "We think it's a terrific program and look forward to being a part of it."

Henry Rivera, former FCC commissioner, now a senior partner in the Washington law firm of Dow, Lohnes & Albertson and a member of the foundation's board of directors, told BROADCASTING he was optimistic about the program. "It will work because it's something that the industry itself has conceived to meet its obligations under the FCC regulations." Media Partners in Progress has begun work on establishing its database and will start recruiting students in the spring. □

Changing Hands

KVAN(AM) Vancouver, Wash., and KMJK-FM Lake Oswego (Portland), Ore. □ Sold by Engel Communications to Fairmont Communications Corp. for \$7.65 million. **Seller** is Portland, Ore.-based group owned by Bruce Engel, Teri Engel and Gary Capps. It also owns KGRL(AM)-KXIQ(FM) Bend, Ore. **Buyer** is San Francisco-based group principally owned by Osborn Communications Corp. It is headed by John Hayes Jr., president, and also owns KIOI(FM) San Francisco; WMTG(AM)-WNIC(FM) Dearborn, Mich.; KKOZ-AM-FM Albuquerque, N.M., and WLAC-AM-FM Nashville. Osborn Communications is New York-based group of five AM's, seven FM's and one TV, headed by Frank Osborn. KVAN is fulltimer on 1550 khz with 10 kw, and KMJK-FM operates on 106.7 mhz with 100 kw and antenna 877 feet above average terrain. **Broker: H.B. LaRue Media Brokers.**

KSRO(AM) Santa Rosa and KREQ(FM) Healdsburg, both California □ Sold by Finley Broadcasting Co. to Fuller-Jeffrey Broadcasting Companies Inc. for \$5 million. **Seller** is owned by Evert B. Person, president, and Frank W. McLaurin, vice president/general manager. It has no other broadcast interests. **Buyer** is principally owned by Robert F. (Doc) Fuller, president, and J.J. Jeffrey, senior vice president. They also own WBLM(FM) Lewiston-Portland, Me.; WOKQ(FM) Dover-Portsmouth, N.H.;

KJYY-AM-FM Des Moines, Iowa, and KRCC(AM)-KRXX(FM) Roseville, KHOP(FM) Modesto, KLRS-AM-FM Santa Cruz, KRLL(FM) South Lake Tahoe and KFMF(FM) Chico, all California. KSRO operates full time on 1350 khz with 5 kw, and KREQ operates on 92.9 mhz with 2.3 kw and antenna 1,950 feet above average terrain. **Broker: Blackburn & Co.**

WEAN(AM) Providence, R.I. □ Sold by Appleton Broadcasting Co. LP to North American Broadcasting Inc. for \$1.05 million. **Seller** is principally owned by general partners William A. McCarthy of Framingham, Mass., and Harold Bausemer of Boston. McCarthy is general manager of WDLW(FM) Waltham, Mass. Bausemer is general manager of WEAN. They have no other broadcast interests. **Buyer** is owned by Frank Battaglia, owner of Place Management, computer software supplier. He also owns WALE(AM) Fall River, Mass. WEAN operates on 990 khz with 50 kw day and 500 w night. **Broker: New England Media Inc.**

WYGC-FM Gainesville, Fla. □ Sold by New South Communications Inc. to Heritage Broadcast Group Inc. for \$2,187,500 cash. **Seller** is owned by F.E. Holladay, president, and also owns WMGF-FM Troy, Ala. (Montgomery); KWEZ(AM)-KJLQ(FM) Monroe, La., and WAL-T(AM)-WOKK-FM Meridian, Miss. **Buyer** is Atlanta-based group headed by Adam G. (Bud) Polacek, president. It also owns WSKF(AM)-WWNC(FM) Asheville, N.C.; WQEN(AM)-WAAX(FM) Gadsden, Ala.; WQSW(AM)-KRKK(FM) Rock Springs, Wyo.; WZLQ(AM)-WLO(FM) Tupelo, Miss., and WNFJ-FM Palatka, Fla. It is purchasing WSOR-FM Fort Myers, Fla. WYGC-FM operates on 100.9 mhz with 3 kw and antenna height 300 feet above average terrain. **Broker: Media Venture Partners.**

CABLE

System serving Framingham, Mass. □ Sold by Framingham Cable Television LP to Framingham Cablevision Associates LP. **Seller** general partners include CMS Inc., Philadelphia-based investment banking firm, and Veneto & Co., cable TV management company. **Buyer** is affiliate of Sutton Capital Associates Inc., which, through various related entities, owns and manages cable systems serving approximately 150,000 basic subscribers. System is 60-channel addressable system passing approximately 26,500 homes and serving approximately 13,000 basic subscribers. **Broker: Waller Capital Corp.**

System serving Bessie, Dill City, and Roosevelt, all Oklahoma □ Sold by Dill City Cable Co. to Mission Cable Co. **Seller** is owned by Glenn Knight and has no other cable holdings. **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan serving approximately 50,000 subscribers in four states. System serves 450 subscribers with 600 homes passed. **Broker: Hardesty, Puckett & Co.**

For other proposed and approved sales, see "For the Record," page 98.

FOURTH QUARTER 1988 SALES

WSFA-TV Montgomery, AL	\$70,000,000
Eastern Broadcasting WRKZ-FM, Hershey, PA WWAZ/WWLI, Providence, RI WEST/WLEV, Easton, PA WRSC/WQWK, State College, PA WTAD/WQCY, Quincy, IL	\$65,000,000
WHJJ/WHJY Providence, RI	\$34,000,000
WVEZ (AM/FM) Louisville, KY	
KROD/KLAQ El Paso, TX	\$ 5,000,000
KODM/FM Odessa, TX	\$ 3,450,000
WRQN-FM Toledo, OH	\$ 2,685,000
KXDC (AM/FM) Monterey-Carmel, CA	\$ 2,650,000
WKEU (AM/FM) Griffin, GA	\$ 2,300,000

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Governor tries to block Alabama television sale

Says purchase of NBC affiliate by retirement funds would limit freedom of press

The proposed purchase of NBC affiliate WSFA(TV) Montgomery, Ala., by the Alabama teachers' and public employees' retirement systems has sparked a political controversy that culminated last Monday, Feb. 6, when Alabama Governor Guy Hunt filed a

petition to deny with the FCC.

The retirement funds, through a subsidiary called RSA Media Corp., agreed in December of last year to purchase the station for \$70 million from Cosmos Broadcasting of Greenville, S.C.

Hunt filed the petition to stop the sale on the grounds that a state-owned commercial station would limit the freedom of the press.

"I believe that kind of government interference in the media is wrong and I will continue to do everything in my power to stop it," Hunt said in a statement released Feb. 6. "If the sale of this television station goes through, important principles guaranteed by the United States and Alabama con-

stitutions would be violated."

In January Hunt said he considered the sale invalid since Robin Swift, the state finance director, had not approved the sale. Alabama state statutes offer conflicting provisions on Swift's authority to approve investments for the fund.

David Bronner, chief executive officer of RSA, declined to comment when contacted by BROADCASTING. Lawrence Secrest, of Wiley, Rein & Fielding, Washington, RSA's attorney before the FCC, confirmed that Bronner has filed a lawsuit in state court, seeking clarification of acquisition procedures. Evelyn Angeletti, an in-house lawyer for Cosmos, said she is aware of the petition, but had no comment on it. □

Business

TV's '88 sales: Out with a whimper

Writers' strike affects networks differently; station groups hurt by soft national sales

Broadcast TV ad sales were flat or down for most of the station groups and networks that have so far reported their fourth-quarter results for calendar 1988. Financial results released last week by ABC and CBS also show that while network sales were hurt by the writers' strike, the accompanying lowered programming expenditures helped ABC's bottom line benefit from the strike.

Even with that benefit, the costs of election coverage and, in ABC's case, the initial loss of its *War and Remembrance* contributed to two of the three networks losing money in the fourth quarter. ABC's loss—which does not take into consideration favorable accounting adjustments—was "just below break-even" according to one analyst, who said its news division managed to post a profit despite election coverage costs. The CBS network loss was worse.

The 1988 financial year results for Capital Cities/ABC covered one fewer week than the results of 1987. Fourth-quarter revenue for the segment was down 8%, to \$1,049,397,000, while help earlier in the year from the Olympics boosted full-year broadcasting revenue to \$3,749,557,000, up 9%. Fourth-quarter broadcasting profit declined 2% to \$233.6 million, while broadcasting profit for all of 1988 increased 14%, to \$722.2 million.

Revenue and profits for the owned stations of Capital Cities/ABC were "barely up" in the fourth quarter, according to one analyst, while gains earlier in the year helped produce good full-year results. Fourth-quarter radio results were good for the stations, while radio network profits were said to be about flat. All three cable networks in which Capital Cities/ABC has an interest—ESPN, Arts & Entertainment and Lifetime—showed revenue and profit gains, with 80% owned and consolidated ESPN doing particularly well.

For the year, the CBS/Broadcast Group (CBG) reported sales of \$2,776,800,000, up one half of a percent, while for the quarter, revenues of \$772 million were down \$800,000. Fourth-quarter operating profit for CBG of \$12.4 million was down 37%, despite improved performance of the owned-TV station group, which benefited from good late-news lead-in ratings and the

switch at some stations to double access. The company also cited ratings gains at its stations in Chicago and Los Angeles in "late afternoon and early news dayparts." CBG's operating profit for the year of \$232.4 million was down \$400,000. CBS radio had higher sales and profits for both the fourth quarter and full year.

General Electric said NBC in 1988 had

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has acquired

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higher operating profit, reflecting an increase in revenue and "improved cost structures."

Results among other station groups mostly indicated that the traditional revenue increases had stalled, in some cases, weakening profits.

Gannett reported fourth-quarter broadcasting revenue of \$112.7 million, which on a pro forma basis was up 2%. Radio revenue jumped 22%, implying that television revenue, which comprises an estimated 80% of broadcasting division revenue, was down slightly.

Tribune Co.'s broadcasting and entertainment group had an operating profit of \$16.1 million for the fourth quarter, down 4% from the same quarter in 1987. Revenues for the group declined one half of 1% from fourth quarter 1987, to \$126 million. The company said that weakness in the national spot advertising market led to a 3% decline in television revenues. Both radio and entertainment segments showed improved results for the quarter, Tribune said.

LIN Broadcasting said media revenue—which historically is made up of over 80% from television operations—was up 3%, to \$44.5 million. Media operating income was down 1% to \$23 million, despite decline in depreciation and amortization. LIN said that, currently, first-quarter "broadcast orders" were running behind the prior year's period.

Westinghouse reported flat broadcasting revenue in the fourth quarter, but higher operating profits for the period, nonetheless.

Meredith said broadcasting revenue increased in its second quarter ending Dec. 31, but operating profits fell because of "higher programming costs at our independent stations."

Park Communications said that in the fourth quarter, "...strong holiday sales... offset soft political revenue and flat national advertising in both newspapers and broadcasting." □

Group W sells Filmation

Unidentified French buyer is paying over \$30 million for animation unit

Six months after putting its animation subsidiary on the auction block, Group W Productions announced last week it had closed the doors of the Woodland Hills, Ca.-based Filmation & Associates and made a deal to sell the assets of the company to an unidentified France-based production company for a price that exceeds \$30 million, according to one executive involved in the deal. Sources familiar with the deal identified the buyer as an investment group led by L'Oreal, the Paris-based cosmetics company. L'Oreal is owned 49% by Nestle SA, based in Vivey, Switzerland.

Group W Productions had been talking with the Paris-based firm about acquiring Filmation for several months. Group W informed the almost 230 Filmation employees

on Friday, Feb. 3, that the company would shut its doors at the close of business that day. The closing of the company put almost 210 animators out of work just one day before a federal plant closing law went into effect requiring employers to give 60 days' notice before shutting their doors. But Group W said it was offering outplacement assistance to the dismissed workers.

Only a staff of about 20 remains at Filmation, including company founder and president Lou Scheimer, until the close of the deal, expected in the second quarter. Scheimer founded Filmation in 1962 and sold the company to Teleprompter (subsequently acquired by Group W) in 1969.

L'Oreal announced last fall that it would expand into the television production business. The company's acquisition of Filmation continues the trend of "runaway" animation production to Europe and the Far East, where production costs are lower.

The deal threw into question the future of a highly publicized new animation program, *Bugzburg*, that Group W had scheduled for fall 1989 debut. The program has been cleared by stations covering 72% of the U.S. The decision on whether the 65-episode project (already one-third complete) will continue is up to the buyer, said Dirk Zimmerman, president. Group W Productions.

Zimmerman said the buyer, which he declined to confirm, is going over the numbers to determine the viability of *Bugzburg*. "They expect to proceed with the show," he said, barring an unfavorable financial analysis. Word from another source familiar with the deal was that L'Oreal was looking for a partner to invest in the show to help defray costs.

However, several of the production and design people behind *Bugzburg* have already taken jobs with rival animation houses, including the Los Angeles-based subsidiary of another France-based company, DIC Enterprises (*Real Ghostbusters*, *Dennis the Menace*, *New Archies* and *Alvin and the Chipmunks*).

However, those staffers could be replaced, and, Zimmerman said, "there is plenty of time" to finish the show for a fall 1989 start. Group W would continue as the U.S. distributor of the show if it proceeds. Not included in the deal are the rights to *Teenage Mutant Ninja Turtles*, which Group W distributes for Murakami Wolf Swenson. That program debuted this season as a weekly, and expands to a strip next fall.

Filmation's most valuable assets are the hundreds of half-hours in its animated library, including such programs as *He-man and the Masters of the Universe*, *She-Ra: Princess of Power* and *Bravestarr*. Also included in the deal are all "works in progress," including *Bugzburg* and other shows such as *Bravo!*, a 65-episode, half-hour project (half-complete) that Group W has not yet begun marketing to stations.

As a subsidiary of a New York Stock Exchange company, Group W was required to file a Hart-Scott-Rodino antitrust application that must be approved by the Securities and Exchange Commission before the deal can close.

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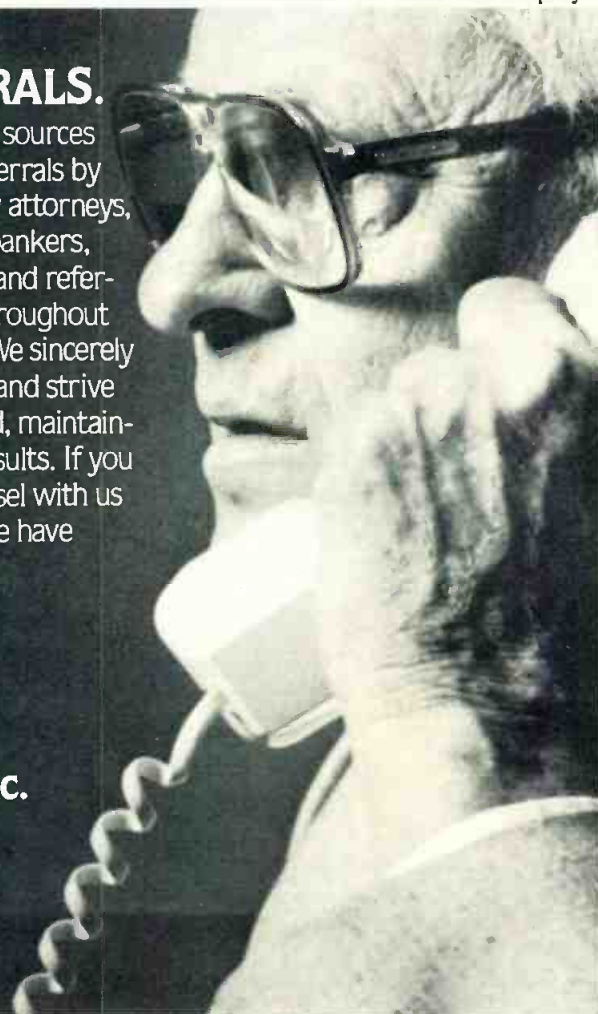


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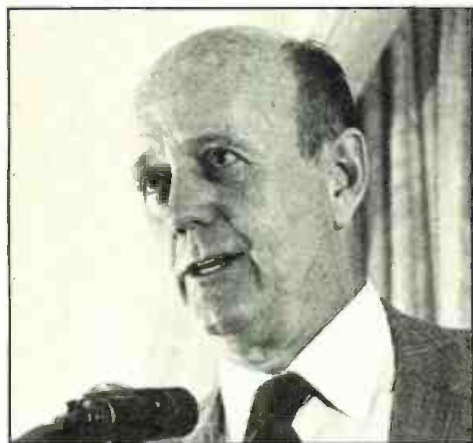
Scheimer was unavailable for comment last week. He is expected to leave the company after the deal closes, according to

Zimmerman.

Zimmerman said Group W was selling the animation house to focus on live action

first-run programming, which is more in demand by the Group W-owned and other stations. □

Network chiefs would accept fin-syn compromise



Murphy



Tisch



Wright

At ANA workshop in New York, Murphy, Tisch, Wright say they would accept proposal giving them half interest in prime time programs

The locale was New York, the audience was advertisers, but the subject focused on Washington as the chief executive officers of the three television networks' parent companies took questions last week before the Association of National Advertisers Television Advertising Workshop. Tom Murphy of Capital Cities/ABC, Laurence Tisch of CBS and Bob Wright of NBC were occasionally discordant but mostly sounded three-part harmony on the virtues of network advertising, the injustice of the current financial interest and syndication rules, and on their own self-policing abilities on matters of public taste.

With regard to the fin-syn negotiations, all three network chiefs said they would accept a proposal that would split the prime time schedule in two, keeping restrictions on one half and allowing the networks greater or unlimited freedom on the other half. Wright in jest called the proposal "a Willie Horton compromise [after the prisoner released in the controversial furlough program that was an issue during last year's presidential campaign]...allowing us out half the time." All three commented that they hoped to have support on the issue from the ANA, which in 1983 had supported the networks.

Tisch used particularly strong language in attacking the studios' position. Said the CBS chief: "Those characters in Hollywood have a great ability to raise money and lobby in Congress. And now they are going into cable and buying stations. But when we want to buy programming they have two prices, one for cable and another...two times as much...for us."

Each of the three network chiefs was asked by the moderator, Marvin Koslow, senior vice president, market services for Bristol-Myers Co., what they would do with the greater freedom if the rules were

repealed. Murphy said that ABC already planned to "reconstitute ABC Circle Films (the network's in-house production arm) and go into half-hour and hour shows." Tisch said he wasn't sure, while Wright said that only if a significant degree of freedom were given could NBC take advantage of some of the efficiencies currently enjoyed by the Hollywood studios. "Five or six years from now we will be called up on Capitol Hill to explain why many of the

programming companies are owned by the Japanese." The answer, he said, is due to the illogic of the current restrictions on the networks.

What were the networks' responsibilities with regard to program standards and practices was another question Koslow forwarded to the three chief executives. Wright said recent changes at the networks were merely reflecting changes in the industry: "Before we had the luxury of deciding, either for

November, 1988

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Advertising issues

In a Tuesday afternoon presentation at the ANA meeting, three necessary conditions for national advertising were discussed by the association's president DeWitt F. Helm Jr., and its senior vice president for government relations, Dan Jaffe. The three were constitutional protection of commercial speech, a consistent regulatory environment and a competitive media marketplace. One major issue facing advertisers and media which touched on more than one of those conditions is the continuing efforts of state and national legislatures to impose advertising taxes. Helm said that "new taxes on advertising rank in the top five of revenue-raising proposals which have been considered recently in Congress."

good intention or poor intention, what was to be on TV. But that is not the reality today." The NBC president said it is no longer realistic to try to offer programming that is "well past its prime" to advertisers and agencies. Rather, Wright said, the networks must take into account the gradual evolution of "historical standards, both social and religious."

Murphy agreed there had been an evolution and Tisch said that CBS received "very little mail" on the subject.

Asked how they would respond if advertisers and agencies agreed to take legal and other responsibility for the content of commercials—which the networks currently review for validation of advertising claims and other standards—Tisch responded that the networks would still have an "upfront" responsibility because "we reach so many people." Murphy agreed with the CBS chief, while Wright suggested there is probably a better way of handling the review process than having the network as a sole arbiter: "...that is too broad a responsibility for any one party."

Policy questions also arose on children's television. Murphy said he thought ABC would see little change in its current type of children's programming. He noted the recent attempt by Congress to pass legislation regulating that daypart: "If the (Rep. Ed) Markey (D-Mass.) bill comes up again (it was vetoed last year by President Reagan) we

would probably support it even though it is more adverse to us than to the independents." Tisch agreed with the ABC chief,

while Wright said that children's viewing measurement continues to be inadequate: "It is hard for us to get enthusiastic since we are having a hard time getting credit for our audience."

On the subject of involvement with cable, both Wright and Murphy, who already have ownership of cable networks, were both affirmative. But Tisch, who earlier got CBS out of an equity position in several programming entities associated with Cablevision Systems, spoke doubtfully about cable: "I always find there is less in cable than meets the eye. There are 40 or 50 cable channels vying for 15% of the viewers' time. I can't figure out in the long run how they will make any real money in cable." The CBS chief executive officer added the CBS's internal projections indicate that over the next five years cable will only gain one or two more rating points than it has today.

Because of ABC's ownership in cable

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
C-COR Electronics	Second	\$12,816	56	\$1,354	221	\$0.63
Centel Cable	Fourth	\$40,599	17	\$2,259	58	\$0.09
	Year	\$153,671	18	\$8,504	1906	\$0.34
Dow Jones & Co.	Fourth	\$412,999	-1	\$43,063	-14	\$0.43
	Year	\$1,603,110	22	\$228,178	12	\$2.35
Jones Intercable	Second	\$15,822	133	(\$5,586)	NM	(\$0.45)
Jones Spacelink	Second	\$20,835	124	(\$247)	NM	\$0.00
MCA	Fourth	\$962,111	43	\$75,714	247	\$1.04
	Year	\$3,023,672	17	\$164,916	20	\$2.26
Ogilvy Group	Fourth	\$242,421	10	\$15,421	7	\$1.05
	Year	\$838,090	13	\$32,950	11	\$2.25
Scientific-Atlanta	Second	\$128,501	4	\$9,186	16	\$0.33
Tribune Co.	Year	\$2,334,839	9	\$210,406	49	\$2.78
Walt Disney	First	\$1,043,561	42	\$148,289	48	\$1.08
Wavetek	First	\$21,356	2	\$165	-77	\$0.02

Revenue per subscriber at **Centel Cable** rose to \$24.01 per month, up 5% from year ago, company said. Increase resulted from rate increases and growth in advertising and pay-per-view revenues, company said. ■ Revenue growth at **Jones Intercable** is primarily due to acquisition of systems totalling 128,500 subscribers in late fiscal 1988 and early fiscal '89. Company had quarterly depreciation and amortization costs of \$8.2 million, up from \$1.3 million in same quarter in 1987. ■ Jones Intercable is consolidated subsidiary of **Jones Spacelink**. ■ From **MCA's** 1987 fourth quarter, 1988 filmed entertainment-television revenue dropped 21% to \$114.7 million; revenues from broadcasting and cable segment, comprising WWOA-TV New York and 50% interest in USA Network, grew 34% to \$31.7 million. Broadcasting and cable operating income was \$3.5 million, up from 1987 fourth-quarter loss of \$1.5 million. ■ **Scientific-Atlanta** said that CATV sales were strong, driven by increased demand for distribution equipment and continuation of trend toward addressable set-top terminals. ■ Revenue for **Tribune Co.'s** broadcasting and entertainment group were \$505.7 million in 1988, up 4% from 1987. Group's operating profit was \$77.8 million, up 24%. ■ **Walt Disney Co.** reported filmed entertainment revenue up 38% from same quarter last year to \$409.9 million; operating income for that segment rose 30% over same time period to \$74.8 million. ■ **Wavetek** said that quarter's results reflect company's restructuring and reorganization in fourth quarter of fiscal 1988.

New digs. According to report in *The Wall Street Journal*, Viacom International is negotiating 20-year lease for 20 floors of Times Square office building in New York City. Lease, initially for 400,000 square feet, would total about \$500 million. Viacom currently operates in several offices around Manhattan.

Building fund. Inner City Broadcasting Corp. has established \$20 million revolving credit facility, it was announced by Cecil L. Richards Inc., company's financial adviser. Funds will be utilized primarily for construction of new office facilities for WBLS(FM)-WLBI(AM) New York, and for completion of renovation of Apollo Theatre.



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Major Market Class C FM, Turnaround, \$6,500,000

Midwest, Top 100 Market Class C, \$3,000,000

North Florida Combo, Needs Owner-Operator, \$750,000

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Murphy was also reluctant to criticize the MSO's ownership of programing suppliers.

Asked by Koslow why there aren't any regularly scheduled, fully advertiser-sponsored shows in prime time on network television, both Murphy and Tisch said they would be willing to air good shows. Wright said there was always a problem because NBC insisted on having the right to cancel the show at any time. Thus sponsorship discussions, he said, "break down in the negotiating process." □

ANA panel: advertising 'beyond networks'

**Non-network TV execs promote
ad benefits of their media**

All major national television media outside of ABC, CBS and NBC were represented at a panel session last week during the Association of National Advertisers annual television advertising workshop in New York: "Beyond the networks: the world of syndication, independents, cable and public broadcasting."

Speaking first was Preston Padden, president of the Association of Independent Television Stations (INTV), who stated his goals plainly to the assembled advertising community: "We want to be your favorite media group." Making a major theme of the growth of independents' share, Padden said the independents are "the *only* sector of broadcast television whose audiences are actually growing." Yet, he said, "We still see spot plans...that still reflect television viewing habits of the 1960's and 70's."

Independents' fall performance, the first time in a November sweep that the total independent TV prime time share was greater than the share of one of the networks, was no flash in the pan, Padden said. From November 1983 to November 1988, he said, prime time household shares for the indies were up 43% while affiliates were down 15%. Independents' share of working women on weekends, he said, was the same as the networks' share of that demographic group in prime time.

Talking about competition for national ad dollars, Padden said the three networks "continue to enjoy a share of these revenues that grossly exceeds their share of audience." He encouraged his audience to use vehicles among the independents, such as the Fox Broadcasting network and unwired networks.

Tim Duncan, executive director of the Advertiser Syndicated Television Association, said barter television has had an uphill battle in getting full recognition, in part because of ratings. He said that because barter is not represented by specific outlets, but rather is a type of programing, it is not measured daily by Nielsen as are the networks, stations and cable networks.

Yet the barter story is positive, he said,

adding that overall fourth-quarter barter viewing shares were up 16%, at the same time that network shares were down 6%. Yet despite a 27% share of the national audience, barter currently gets only 9% of total national TV ad revenue, said Duncan. This situation also worked to the detriment of advertisers, he said, because the extra money was all chasing the same network spots.

Cable Advertising Bureau President Robert Alter said various television media—network, station, barter and cable—should focus on selling their positive virtues, an indirect reference to the anticable presentations made recently by some of the broadcast networks: "...While there is room for healthy competition among the various programing sources, all of us in television must understand that the biggest competition we face is not from one another, but from promotion and other nonmedia expenditures that promise a quick fix." Alter said the cable industry would be "willing to explore any meaningful joint project that could help us prove television is still the best bet for advertisers."

Some of the CAB president's remarks seemed to rebut some of the anticable assertions made in previous broadcast network presentations. As for suggestions that cable's growth has largely peaked, Alter said household penetration continues to grow at a "dramatic clip." Last year, the industry-wide gain was 3.6 million homes, up 34% from the household gain in 1987, which was up 16% from the gain in 1986.

As for suggestions that cable is under-

weighted in A and B counties, Alter said that situation is largely a result of cable's historical origins: "However, the growth since 1980...has been in A and B counties—up 500%...That pattern will continue."

Alter said that a cable task force is working on ways to "standardize and simplify the administration involved in processing a cable buy" and would report on its findings at the Cable Advertising Conference in New York in April.

While public broadcasting is not in the "reach and frequency business," it can help advertisers with the ultimate purpose of their advertising, to increase profitability, said Michael Soper, senior vice president, development, PBS. He said a study has shown that companies with high profitability shared one attribute: customers who see a "relative perceived product quality." PBS itself, Soper said, has that "perceived product quality."

Key to PBS's attractiveness to advertisers are its viewers, who Soper said are "attentive, tuned-in and satisfied." The shows themselves are a "unique educational environment," said the PBS senior vice president. "Underwriters are well thought of by our viewers," he said. The viewers themselves, he said, are more likely to be corporate decision makers, investors and opinion leaders.

TVB President Bill Moll said the most important message advertisers should remember is the most obvious one—that broadcast television is still the only effective vehicle providing advertisers with reach, and it does so with quality programing. □

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As compiled by BROADCASTING from Feb. 2 through Feb. 8 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

Actions

■ KTVW(TV) Phoenix, AZ (BAPCT890123; ch 33; 2290 kw-V; HAAT: ant. 1,710 ft.)—Seeks assignment of license from The Seven Hills Television Co. to Hallmark Acquisition Inc. for \$23 million ("In Brief" Jan. 16). Seller is principally owned by R. Anselmo, Emilio Nicolas and Daniel Villanueva. Buyer is owned by Irvine Hallmark Acquisition Inc., which also owns Univision Holdings Inc., which owns Univision Station Group Inc. It owns KFTV Hanford, KDTV San Francisco, KMEX-TV Los Angeles, all California; WLTV Miami; WXTV Paterson, NJ; KWEX-TV San Antonio, and KNUV Garland, both Texas; KLUZ-TV Albuquerque, NM. It also owns LPTV's and translator stations: K39AB Bakersfield, CA; K49CE Denver; W47AD Hartford, CT; K48AM Albuquerque, NM; W35AB Philadelphia; K30AK Austin, TX. Filed Jan. 23.

■ WCRM(FM) Dundee, IL (BALH890130HJ; 103.9 mhz; 3 kw; HAAT: ant. 287 ft.)—Seeks assignment of license from CLW Communications Group to Atlantic Morris Broadcasting Inc. for \$1.5 million ("Changing Hands" Jan. 30). Seller is Chattanooga-based group of two AM's and two FM's, headed by James Leverett. Buyer is subsidiary of Saddle River Holdings, which through subsidiaries also owns WKTU(FM) Ocean City, NJ, and WALL(AM)-WKGL(FM) Middletown, NY. Filed Jan. 30.

■ KPRB-AM-FM Redmond, OR (AM: BAL890118EB; 1240 khz; 1 kw-U; FM: BAPLH890118EC; 102.9 mhz; 25 kw; HAAT: ant. 354 ft.)—Seeks assignment of license from Bachelor Broadcasting Co. to Redmond Broadcasting

Group Inc. for \$500,000 ("Changing Hands," Jan. 30). Seller is principally owned by Donald E. Smullin, who also owns KLOO(AM)-KFAT(FM) Corvallis, OR. Buyer is principally owned by Donald L. McCoun, who also owns KUIK(AM) Hillsboro, OR. Filed Jan. 18.

■ WKG(TM) Century, FL (BAPH881215GP; 105.1 mhz; 3 kw; Ant. 344 ft.)—Granted app. of assignment of license from Southern Breeze Communications Inc. to Ziffle Broadcasting Co. for \$625,000. Seller is owned by Jerry Spencer and Jeanette Spencer. They own 20% of WRBK(AM) Flomaton, AL. Buyer is owned by Richard I. Lott, 60%; Gordon Towne, 20%, and Jerry W. Spencer, 20%. Spencer owns 20% of stock of Gulf Communications of Northwest Florida Inc., and Gulf of Florida is licensee for WRBK(AM) Flomaton, AL. Richard Lott owns 30% of stock of Gulf of Florida. Towne owns 20% of stock of Gulf of Florida. Action Feb. 1.

■ WAIK(AM)-WGBQ(FM) Galesburg, IL (AM: BTC881208EA; 1590 khz; 5 kw-D, DA; FM: BTCH881208EB; 92.7 mhz; 3 kw; ant. 355 ft.)—Granted app. of transfer of control from Kenneth W. Gneuchs to Albert O. Berglund Jr. L.P./G.P. for no consideration. Seller has interest in WFTF(AM) Fort Pierce and WDLF(AM) Panama City, both Florida. Buyer is principally owned by Albert O. Berglund Jr. It has no other broadcast interests. Action Jan. 26.

■ WKXK(FM) Pana, IL (BALH881214HY; 100.9 mhz; 3 kw; ant. 290 ft.)—Granted app. of assignment of license from Dudley Broadcasting Inc. to Southeastern Video Inc. for \$150,000. Seller is headed by Scott McAda. Buyer is equally owned by Owen L. Studstill Jr., Lamar O. Studstill, and Cole C. Studstill. Principals also have interest in WXRS-AM-FM Swainsboro, GA, and WGLC-AM-FM Mendota, IL. Action Jan. 31.

■ WXAM(AM) Buffalo, KY (BAL881207EA; 1430 khz; 500 w-D)—Granted app. of assignment of license from Larue County Broadcasting Co. to HEKA Broadcasting for \$99,292. Seller is owned by Bill Evans and Keith Reising. Evans owns WQXE(FM) Elizabethtown, KY. Reising has interest in WTRF(AM) Greensburg and WRZQ-FM Columbus, both Indiana. Buyer is owned by Herbert C. Day, 80%; John Day, 10%, and Athel L. Turner, 10%. It has no other broadcast interests. Action Jan. 26.

■ WJXN(AM) Jackson, MS (BAL881213EA; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Jackson Broadcasting Co. to St. Pe' Broadcasting Inc. for \$180,000. Seller is owned by Rodger Earle Ownby. It has no other broadcast interests. Buyer is owned by Edward St. Pe' and Deborah St. Pe'. It has no other broadcast interests. Action Jan. 30.

■ WQIS(AM)-WNSL-FM Laurel, MS (AM: BAL881207; 890 khz; 10 kw-D; FM: BALH881207; 100.3 mhz; 100 kw; ant. 1,050 ft.)—Granted app. of assignment of license from Voice of the New South to Design Media Inc. for \$2.95 million (\$2.5 million cash and \$450,000 in notes) ("Changing Hands," Dec. 19, 1988). Seller is owned by

Robert H. Holladay and Mark D. Jones. Holladay recently sold KTYX-FM Headton, OK ("Changing Hands," Aug. 29, 1988) and KWZD-FM Hamlin, TX ("Changing Hands," Oct. 17, 1988). It purchased control of licensee of station in 1987 for \$261,798. Buyer is principally owned by John C. Thomas. It has no other broadcast interests. Action Jan. 30.

■ WQMI(AM) Portsmouth, NH, and WQMI-FM York Center, ME (AM: BTC881219GW; 1380 khz; 1 kw-U, DA-N; FM: BTCH881219GX; 95.3 mhz; 3 kw; ANT 467 ft.)—Granted app. of transfer of control from Richard Walsh to George Silverman for \$1 million. Seller has no other broadcast interests. Buyer owns 100% of issued and outstanding shares of stock in Sunshine Group Broadcasting Inc., licensee of WGAN(AM)-WMGX(FM) Portland, ME; WFEA(AM)-WZID(FM) Manchester, NH; WAQY-(FM) Springfield and WIXY(AM) East Longmeadow, both Massachusetts. Silverman also owns 49% of issued and outstanding shares of stock in Mayjay Broadcasting Inc. Mayjay is permittee of WFXR(FM) Harwichport, MA. Action Feb. 1.

■ WUSS(AM) Atlantic City, NJ (BAL881216EC; 1490 khz; 1 kw-D, 250 w-N)—Granted app. of assignment of license from Thomas J. Subranni Esq., trustee to Jim Cuffey for \$350,000. Seller is trustee for Atlantic Business and Community Development Corp. and has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 30.

■ KNMQ(FM) Santa Fe, NM (BTCH880802GS; 105.9 mhz; 100 kw; HAAT: 1,936 ft.)—Dismissed app. of assignment of license from James M. Ellis, J.M. Walrad, Melvin P. Hemmer and Ronald L. Sack to Steven A. Humphries for \$1,550,000. Seller has no other broadcast interests. Buyer is owned by Steven A. Humphries and family. It also has interest in KLLT(FM) Grants, NM. Action Jan. 27.

■ WKJA(FM) Belhaven, NC (BAPLH881123GP; 92.1 mhz; 3 kw; HAAT: 282 ft.)—Granted app. of assignment of license from Winfas of Belhaven Inc. to Belhaven Christian Radio Inc. for \$655,000. Seller is Jacksonville, NC-based group of one AM and three FM's headed by W.S. Foster. Buyer is owned by L.E. Willis Sr. Willis also owns WOWI-FM Norfolk, VA; WIMG(AM) Ewing, NJ; WBOK(AM) New Orleans; KFTH(FM) Marion, AR; WGSF(AM) Charlotte; WBXB(FM) Edenton, WKWQ(FM) Batesburg; WGTM(AM) Wilson, and WSRG(AM) Durham, all North Carolina; WAYE(AM) Birmingham and WSFU-FM Union Springs, both Alabama; WPPD(FM) Marion, SC; WPZZ(FM) Franklin, IN; WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL, and WTJH(AM) East Point, GA. Willis is also 55% shareholder of licensee of WTNC(AM) Thomasville, NC. Action Jan. 26.

■ WARR(AM) Warrenton, NC (BAL880906EA; 1520 khz; 5 kw-D)—Granted app. of assignment of license from Warrenton Broadcasting Corp. to 1520 Broadcasting Corp. for \$250,000. Seller is owned by Cley Ellea, who has no other broadcast interests. Buyer is principally owned by Eric C. Reynolds, who also has interest in WTJZ(AM) Newport News, VA, and WIMG(AM) Ewing, NJ. Action Jan. 27.

■ KTM(CAM) McAlester, OK (BAL881207EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Monray Broadcasting Inc. to Trayne Communications Inc. for \$152,500. Seller is owned by Edward Monray and E. Jeane Monray. It has no other broadcast interests. Buyer is owned by Thomas Howard Payne, 75%, and James Asa Haggard III, 25%. It has no other broadcast interests. Action Jan. 30.

■ WHYP-AM-FM North East, PA (AM: BAL881215HI; 1530 khz; 1 kw-D; 250 w-CH; FM: BALH881215HJ; 100.9 mhz; 3 kw; HAAT: -95 ft.)—Granted app. of assignment of license from Estate of James D. Brownyard to Rambaldo Communications Inc. for \$520,000. Seller is headed by Helen I. Brownyard, administrator of estate of James D. Brownyard. It has no other broadcast interests. Buyer is owned by Richard F. Rambaldo and Sharon Rambaldo. Action Jan. 26.

■ WKAQ-TV San Juan, PR (ch. 2; 53.7 kw; HAAT: 2,830 ft.)—Granted app. of assignment of license from Tele-

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Selling radio for cash. Drake-Chenault Radio Consultants, in partnership with the Colorado-based MSO Jones Intercable Inc., is creating a 24-hour satellite radio network sold for cash rather than barter. Terms of the deal call for Jones to provide transponder space, with Drake supplying programming, sales and marketing. Studios are being built in Denver, and Sanders' on-air target is March 1, "although it may be as late as April 1," he said.

mundo of Puerto Rico Inc. to TPR Television Inc. for \$160 million ("Brief," Nov. 14). Seller is New York-based group of five TV's headed by Henry Silverman. Buyer is principally owned by Anthony B. Cassara, Christopher D. Jennings and George A. Vandeman. It has no other broadcast interests. Action Jan. 30.

■ **WDIX(AM)-WORG-FM** Orangeburg, SC (AM: BAL881212HE; 1150 kHz; 5 kw-D; 500 w-N, DA-1; FM: BALH881212HF; 103.9 mhz; 3 kw; HAAT: 330 ft.)—Granted app. of assignment of license from Garden City Broadcasting Co. to Wilkes-Posey Broadcasting Inc. for \$750,000. Seller is owned by Robert R. Hilker and William R. Rollins. Principals have interest in WJXX(AM) Christianburg and WVVV(FM) Blacksburg, both Virginia; WYNR(AM)-WPIQ(FM) Brunswick, GA; WSTX-AM-FM Christiansted, VI; WEGO(AM) Concord, NH, and WCGC(AM) Belmont, NC. Hilker has interest in cable systems serving Mooresville, Huntersville, Cornelius, Davidson, and North Mecklenburg and South Iredell Counties, all North Carolina. Buyer is owned by George B. Wilkes III, 70%, and C.A. Posey, 30%. It has no other broadcast interests. Action Jan. 27.

■ **WCGM(AM)** Maryville, TN (BTC881206EA; 1120 kHz)—Granted app. of transfer of control from Monte M. Stephens to Dove Inc. for \$14,000. Seller has no other broadcast interests. Buyer is owned by Jerry Upton, 34%; Stan Williamson, 26%; David Gilliam, 25%; Garry Evans, 15%. It has no other broadcast interests. Action Jan. 30.

■ **WGTG(AM)** Wartburg, TN (BAPLH881213HZ; 101.3 mhz; 5 kw; Ant 770 ft.)—Granted app. of assignment of license from Group Three Broadcasters to Morgan County Broadcasting Co. for \$1. In consideration for assignment of foregoing assets, assignee will pay assignor sum of one dollar (\$1) and will assume all outstanding obligations of assignor and indemnify assignor and its principals from any liability thereunder. Seller is owned by Carl Stump, Sandra Lavender and James Edwards Knight. Stump and Lavender have interest in WECO(AM) Wartburg, TN. Buyer is owned by Carl Stump, 30%; Sandra Lavender, 15%, and James Edward Knight, 10%. Action Jan. 30.

■ **WMNE(AM)-WMEQ(FM)** Menomonic, WI (AM: BTC881125HK; 1360 kHz; 1 kw-D; FM: BTCH881125HL; 92.1 mhz; 1.3 kw; HAAT: 490 ft.)—Granted app. of transfer of control from Phillips Broadcasting Co. to Michael A. Phillips for \$637,500. Seller is principally owned by Michael Phillips. Buyer is owned by Michael A. Phillips, 100%. Phillips is 45% voting stockholder of KMMO-AM-FM Marshall, MO. Action Jan. 27.

■ **WCOW-AM-FM** Sparta, WI (AM: BTC881125EA; 1290 kHz; 1 kw-D; FM: BTCH881125EB; 97.1 mhz; 50 kw; HAAT: 610 ft.)—Granted app. of transfer of control of Sparta-Tomah Broadcasting Co. from John D. Rice, Patricia R. Hoffman and James W. Rice to John D. Rice et al. for no consideration. Buyer is principally owned by John D. Rice, Elizabeth R. Ecker, Mary E. Marzolf, James W. Rice, and Patricia R. Hoffman. It has no other broadcast interests. Action Jan. 19.

New Stations

Applications

■ **Ajo, AZ (BPH890117ME)**—Desert West Air Ranchers Corp. seeks 98.3 mhz; 3 kw; 21 m. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is owned by Ted Tucker, Jana Tucker. It also owns KCDZ Kearney, AZ. The Tuckers also own FM translator K280BU Flagstaff, FM translator K224BN Sunflower, FM translator K285DL San Manuel, FM translator K265CW Tucson, all Arizona. Ted Tucker is permittee of LPTV station K22CO Flagstaff, AZ. Filed Jan. 17.

■ **Holbrook, AZ (BPH890118MF)**—Navajo Broadcasting Co. Inc. seeks 92.1 mhz; 3 kw; 100 m. Address: 250 North Broadcasting Lane, Holbrook, AZ 86025. Principal is

owned by Roy E. Friedman and Jay B. Williams, who have no other broadcast interests. Filed Jan. 18.

■ **Holbrook, AZ (BPH890118MG)**—Brad A. Heward seeks 92.1 mhz; 3 kw; 100 m. Address: 1500 Navajo Blvd., P.O. Box 670, Holbrook, AZ 86025. Principal has no other broadcast interests. Filed Jan. 18.

■ **Hilo, HI (BPED890112MU)**—Hawaii Public Radio seeks 88.1 mhz; 5 kw; minus 340 m. Address: 1335 Lower Campus Drive, Honolulu 96822. Principal is headed by Henry Koppelman, Herbert T. Lawton, Barbara Littenberg, John A. Lockwood, Douglas MacArthur, Fujio Matsuda, Roger L. Morey, James F. Morgan, James T. Paul, Lon Priest. It has no other broadcast interests. Filed Jan. 12.

■ **Reidland, KY (BPH890117MD)**—Rising Sun Enterprises Inc. seeks 106.7 mhz; 3 kw; 100 m. Address: 700 Hillgate Rd., Paducah, KY 42001. Principal is owned by Helen Garrett, Willie T. Rudd. It has no other broadcast interests. Filed Jan. 17.

■ **Reidland, KY (BPH890117ML)**—Ladon Broadcasting CO. seeks 106.7 mhz; 3 kw; 100 m. Address: 505 South 7th Street, Paducah, KY 42001. Principal is owned by Thomas Massie, Shirley Massie, Lynette Johnson, Jack B. Johnson, Allie Morgan, Walter E. May. It has no other broadcast interests. Filed Jan. 17.

■ **Reidland, KY (BPH890118ME)**—Marvin and Gentry, a Partnership seeks 106.7 mhz; 3 kw; 100 m. Address: P.O. Box 342, Mayfield, KY 42066. Principal is owned by James W. Marvin, and Joan Miers Gentry. Marvin owns KGI(AM) Cape Girardeau, MO. Filed Jan. 18.

■ **Reidland, KY (BPH890118MC)**—Whiting Enterprises Inc. seeks 106.7 mhz; 3 kw; 100 m. Address: 3164 Park Avenue, Paducah, KY 42001. Principal is owned by Robert D. Whiting, Charles E. Mullen, and Stephen J. Shellenberg. It has no other broadcast interests. Filed Jan. 18.

■ **Folsom, LA (BPH890119MD)**—Enon Broadcasting Inc. seeks 104.9 mhz; 3 kw; 100 m. Address: Route 1 Box 587M, Covington, LA 70433. Principal has no other broadcast interests. Filed Jan. 19.

■ **North Windham, ME (BPH890119MJ)**—Harvest Broadcasting Service seeks 106.7 mhz; 3 kw; 100 m. Address: P.O. Box 105, Hinsdale, NH 03451. Principal is owned by Etta M. Dodge. Filed Jan. 19.

■ **Crystal Falls, MI (BPH890119MH)**—Crystal Radio Co. seeks 100.7 mhz; 51.29 kw; 91 m. Address: 1296 Marian Lane, Green Bay, WI 54304. Principal is owned by Lyle Robert Evans, who has no other broadcast interests. Filed Jan. 19.

■ **Hudson, MT (BPH890118MD)**—John M. Salov seeks 97.7 mhz; 3 kw; 100 m. Address: 1758 Maunta Lane, Jackson, MI 49201. Principal has no other broadcast interests. Filed Jan. 18.

■ **Deming, NM (BPED890119MB)**—Tres Hermanas Educational Media Foundation of Texas seeks 91.7 mhz; 600 w; 32 m. Address: 1015 Copeland #111, Arlington, TX. Principal is owned by Bradley S. Barrett, Kimberly S. Barrett and Robert G. Snyder. It has no other broadcast interests. Filed Jan. 19.

■ **Bridgeport, NY (BPH890113MG)**—Jeffery Busch seeks 99.5 mhz; 3 kw; 100 m. Address: 1755 York Ave., Apt. 8D, New York, NY 10028. Principal has interest in WRAV-FM Ravena, NY, and WRJI(FM) Crooksville, OH. Filed Jan. 13.

■ **Old Forge, NY (BPH890113ME)**—Ross Broadcasting Co. seeks 94.1 mhz; 3 kw; 100 m. Address: Morrow Point Rd., Box 260, Old Forge, NY 13420. Principally owned by Helen Ross, who has no other broadcast interests. Filed Jan. 13.

■ **Peru, NY (BPED890113MM)**—The St. Lawrence University seeks 88.3 mhz; 200 w; 323 m. Address: Romoda Drive, Canton, NY 13617. Principal has no other broadcast interests. Filed Jan. 13.

■ **Glenneden Beach, OR (BPH890118MB)**—Hal D. Fowler seeks 100.7 mhz; 30.9 kw; 191 m. Address: P.O. Box 101, Glenneden Beach, OR 97388. Principal has no other broadcast interests. Filed Jan. 18.

■ **Glenneden Beach, OR (BPH890118MA)**—Stephanie Linn seeks 100.7 mhz; 8.4 kw; 357 m. Address: 1830 Juntura Court, South Salem, OR 97302. Principal has no other broadcast interests. Filed Jan. 18.

■ **Dickson, TN (BPH890119MG)**—Bayard H. Walters seeks 93.7 mhz; 3 kw; 100 m. Address: P.O. Box 150846, Nashville 37215. Principal also owns WCTZ(AM) Clarksville, TN. Through the Cromwell Group Inc., Walters also owns WMCi(FM) Mattoon, WGLO(FM)-WVEL(AM) Pekin, both Illinois, and WKCM(AM) Hawesville, KY. Filed Jan. 19.

■ **Dickson, TN (BPH890119MF)**—T&M Broadcasting Inc. seeks 107.7 mhz; 3 kw; 100 m. Address: 525 Central Avenue, White Bluff, TN 37187. Principal is owned by Melba T. Isom and Danny Lee Isom, who have no other broadcast interests. Filed Jan. 19.

■ **Lebanon, TN (BPH890112MJ)**—Louis M. Anzek and Leisa M. Anzek seeks 98.9 mhz; 3 kw; 100 m. Address: 102 Silver Maple Court, Hendersonville, TN 37075. Principal has no other broadcast interests. Filed Jan. 12.

■ **Huntsville, TX (BPED890119MA)**—Matthew Twentynight Nineteen International Inc. seeks 103.5 mhz; 3 kw; 100 m. Address: 411 Susan Lane, Conroe, TX 77385. Principal is owned by Hugh Van Eaton Sr., Kathleen Minor Eaton, Hugh Van Eaton Jr. Filed Jan. 19.

■ **Huntsville, TX (BPH890117MF)**—DLB Broadcasting Partnership seeks 103.5 mhz; 3 kw; 100 m. Address: 302 N. Wilson, Vinita, OK 74301. Principal is owned by David L. Boyd, William E. Davis, Leona Boyd. It has no other broadcast interests. Filed Jan. 17.

■ **Huntsville, TX (BPH890119MC)**—OARA Inc. seeks 103.5 mhz; 1.55 kw; 139 m. Address: 417 Spur 63, Ste. 2, Longview, TX 75601. Principal is owned by Rusty Reunolds, who has no other broadcast interests. Filed Jan. 19.

■ **Huntsville, TX (BPH890119ME)**—Divcon Associates Inc. seeks 103.5 mhz; 3 kw; 100 m. Address: 1500 Saddle Lane, College Station, TX 77840. Principal is owned by Bob D. Bell, Judith Swindall Bell. It also owns KAGC(AM) Bryan, and KKNX(AM) Huntsville, both Texas. Filed Jan. 19.

■ **Spokane, WA (BPED890123MD)**—Perez-FM Educational Foundation Inc. seeks 96.9 mhz; 3 kw; 100 m. Address: P.O. Box 911, Seahurst, WA 98062. Principal is owned Diane R. Perez, who has no other broadcast interests. Filed Jan. 23.

■ **Spokane, WA (BPED890123MB)**—Earlimart Educational Foundation Inc. seeks 96.9 mhz; 3 kw; 100 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is headed by Linda Ross, who has no other broadcast interests. Filed Jan. 23.

■ **Spokane, WA (BPED890123MA)**—Earlimart Educational Foundation Inc. seeks 104.7 mhz; 3 kw; 100 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is headed by Linda Ross, who has no other broadcast interests. Filed Jan. 23.

■ **Dishman, WA (BPED890123MC)**—Earlimart Educational Foundation Inc. seeks 106.5 mhz; 3 kw; 100 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is headed by Linda Ross. Filed Jan. 23.

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■ Dishman, WA (BPH890123ME)—Great Scott Broadcasting seeks 106.5 mhz; 3 kw; 100 m. Address: P.O. Box 638, Pottstown, PA 19464. Principal is owned by Faye Scott, Elmer S. Friedberg, Harold Litvin. It also owns WKST(AM) New Castle, WKST-FM Ellwood City, WHGB(AM) Harrisburg, WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; WSEA-AM-FM Georgetown, DE, and WMBO(AM)-WPCX(FM) Auburn, NY. Filed Jan. 23.

Actions

■ Cabot, AR (BPH870710MM)—Granted app. of KBOT Inc. for 102.5 mhz; 3 kw H&V; 100 m. Address: 800 W. Main St., Cabot, AR 72023. Principal is owned by Douglas N. Schneider, Vance A. Smallwood. It also owns KYZX(AM) Cabot, AR. Action Jan. 23.

■ 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 WWRC(AM)-WGAY-FM Silver Spring, MD. Action Jan. 4.

■ San Joaquin, CA (BPH850712TE)—Granted app. of Susan Lundborg for 105.5 mhz; 3 kw (H&V); 100 m. Address: Suess Path, P.O. Box 1241, Quogue, NY 11959. Principal has no other broadcast interests. Action Jan. 27.

■ Royston, GA (BPH870819MH)—Granted app. of Oculus Broadcasting Corp. for 103.7 mhz; 3 kw H&V; 100 m. Address: 431 Turner St., Royston, GA 30662. Principal is owned by Charles P. Sims, Deborah S. Sims, Charles E. Sims and Raynelle Sims. It has no other broadcast interests. Action Sept. 21.

■ South Bend, IN (BPH880519NA)—Dismissed app. of Paradise Communications Group Inc. for 106.3 mhz; 3 kw H&V; 100 m. Address: 2013 Cunningham Dr., #233, Hampton, VA 23666. Principal is owned by Carolyn Sartor, Jeanette Foreman, Carol Adams. It has no other broadcast interests. Action Feb. 1.

■ La Crescent, MN (BPH870313OC)—Granted app. of White Eagle Broadcasting Inc. for 102.7 mhz. Address: 2161 Wedgewood Drive East, La Crosse, WI 54601. Principal is owned by Eleanor St. John, Richard T. Wilson, David Carney and Jeffrey George. It has no other broadcast interests. Action Jan. 23.

■ Vestal, NY (BPH870331MJ)—Granted app. of David G. Mitchell for 103.3 mhz; .407 kw H&V; 851 m. Address: 23 N. Church Lane, Glens Falls, NY 12801. Principal owns interest in WBZA(AM)-WAYI(FM) Glens Falls, NY. Action Jan. 27.

■ Bismark, ND (BPH871123MD)—Granted app. of Tommie R. Love and Scott M. Davis for 98.7 mhz; 100 kw H&V; 300 m. Address: 123 Crown Colony Drive, Lufkin, TX 75901. Love is 50% shareholder in KAFX(AM) Diboll, TX. He also owns 25% interest in new FM in Orangeburg, SC. Action Jan. 26.

■ Georgetown, SC (BPH880519OD)—Granted app. of VBX Communications Inc. for 93.7 mhz; 3 kw H&V; 100 m. Address: 1032 Duke St., Georgetown, SC 29440. Principal is owned by Samuel B. Hudson and Samuel M. Bonds. It has no other broadcast interests. Action Jan. 27.

■ Aiken, SC (BPED840629IO)—Granted app. of South Carolina Educational TV Commission for 99.1 mhz; 10 kw; 1236 m. Address: P.O. Drawer L, 2712 Millwood Ave. Principal is headed by Charlton W. Bowers. It has no other broadcast interests. Action Jan. 13.

Facilities Changes

Applications

■ Rancho Cordova, CA, KMCE 650 khz—Jan. 23-Application for Mod of CP (BP810410AB) to change TL to .9 mi W of Eagles Nest Rd. & .15 mi S of Gerber Rd., 6.2 mi NE of Elk Grove, CA, and reduce tower height with top loading; 38 28 46N 121 16 34W.

■ Minneapolis, MN, KTIS 900 khz—Jan. 23-Application for Mod of CP (BP871207AD) to reduce day power to 25 kw and modify daytime pattern.

■ Las Vegas, NV, KKKV 1060 khz—Jan. 4-Application for Mod of CP (BP860724AD) to change TL to Charleston Blvd., Las Vegas, NV; 36 09 22N 115 15 24W.

FM's

■ Aspen, CO, KAJX 91.5 mhz—Jan. 11-Application for CP to change HAAT: minus 300.7 m H&V; TL: 1.7 km ENE of Aspen, CO.

■ Ouray, CO, KURA 104.9 mhz—Jan. 13-Application for CP to change HAAT: -5 m H&V; ERP: 3.1 kw H&V; TL: 3.5 km NNW of Ridgway, CO; FREQ: 105.7 mhz; CLASS: C2 (per Docket 88-73).

■ Daytona Beach, FL, WWLV 94.5 mhz—Jan. 9-Application for CP to change HAAT: 448 m H&V.

■ Immokalee, FL, WCOO 98.3 mhz—Jan. 30-CP (BPH860708IB) to change ERP: 1 kw H&V; HAAT: 169 m H&V is forfeited.

■ Lincoln, NE, KHAT-FM 106.3 mhz—Jan. 17-Application for Mod of CP (BPH871110NT) to change ERP: 3 kw H&V; HAAT: 65.5 m H&V; TL: Terminal Bldg., 10th & O Sts., Lincoln, NE.

TV's

■ Lewiston, ID, KLEW-TV ch. 3—Jan. 24-Application for CP to change ERP: 56.2 kw (vis); HAAT: 384 m; TL: 3 mi NW of Clarkston, 2.5 mi SW of US 195; ANT: General Electric/ TY-12-C; 46 27 27N 117 05 56W.

■ Jacksonville, NC, WJAE ch. 35—Jan. 19-Application for Mod of CP to change ERP: 1865 kw (vis); HAAT: 250 m; ANT: Bogner B24UF (DA); TL: State Rd 1318, 11 mi NE of Burgaw, NC; 34 37 26N 77 49 58W.

■ San Antonio, TX, KHCE ch. 23—Dec. 23, 1988-Application (BMPET881201KN) amended to change ERP: 1471 kw (vis); HAAT: 261 m; TL: FM Road 1560 at Galm Road, Helotes, TX.

■ Jackson, WY, KJVI ch. 2—Dec. 15, 1988-Application for Mod of CP to change ERP: .19 kw (vis); HAAT: 304 m; ANT: Scala TVO-4; TL: 2.1 km SW of Jackson on Snow King Mtn, WY; 43 27 42N 110 45 10W.

Actions

AM's

■ Bakersfield, CA, KHIS 800 khz—Feb. 1-Application (BP880122AE) granted for CP to change hours of operation to unlimited by adding night service with 500 w; increase day power to 1 kw; install DA-2; make changes in antenna system; correct coordinates to 35 20 44N 118 59 33W.

■ Georgetown, DE, WSEA 900 khz—Jan. 25-Application (BMP881122AC) granted for Mod of CP (BP870722AJ) to increase night power to 4 kw.

FM's

■ Phoenix, AZ, KKLT-FM 98.7 mhz—Jan. 23-Application (BPH880523IB) granted for CP to change transmitter location and changes in antenna system.

■ Stuttgart, AR, KXDX 105.5 mhz—Jan. 25-Application (BMPH860529ID) granted for Mod of CP (BPH810605AF) to change TL: 6.3 mi SE of Stuttgart intersection Line Road, Stuttgart, AR; HAAT: 324.4' H&V; 34 25 52N 91 26 08W.

■ Greeley, CO, KYOU 92.5 mhz—Jan. 27-Application (BMPH881011IN) granted for Mod of CP (BPH860925IE) to change antenna location: Road 17, between Road 14 and Road 16, approx. 3 mi E of Frederick County, CO; 40 05 47N 104 54 04W.

■ Lamar, CO, KNIC 105.7 mhz—Jan. 27-Application (BMPH880818IE) granted for Mod of CP (BPH830321AN) to change HAAT: 146 m H&V; TL: 700' SW of junction of US 50 and road to John Martin Dam, Hasty, CO.

■ Apalachicola, FL, WOYS 100.9 mhz—Jan. 19-Application (BPH881114IL) granted for Mod of CP (BPH851218MA) to change ERP: 2.775 w H&V; HAAT: 104.9 m H&V; TL: Island Drive, Eastpoint, FL.

■ Dunnellon, FL, WTRS-FM 102.3 mhz—Jan. 31-Application (BPH880725DD) granted for Mod of CP to change ERP: 50 kw H&V; HAAT: 149 m H&V; TL: Near St. Rte. 328, 16 km NNE of Dunnellon, FL; Antenna supporting structure; CLASS: C2 (per Docket 87-301).

■ Hialeah, FL, WCMQ-FM 92.3 mhz—Jan. 25-Application (BMPH881215ID) granted for Mod of CP (BPH880712IA) to change ERP: 31 ks H&V; HAAT: 118 m H&V.

■ Dekalb, IL, WNUI 89.5 mhz—Jan. 30-Application (BPED880524ME) granted for CP to change ERP: 50 kw H&V; Change to directional antenna.

■ Fort Wayne, IN, WMEF-FM 97.3 mhz—Jan. 31-Application (BPH871002IQ) granted for CP to change TL: .6 mi N of Butler Rd., Fort Wayne, IN; ERP: 25.8 kw H&V; HAAT: 210 m H&V; 41 06 42N 85 11 43W.

■ Greensburg, IN, WRZQ-FM 107.3 mhz—Jan. 27-Application (BMPH881022IIA) granted for Mod of CP (BPH870205IG) to change ERP: 41.8 kw H&V; HAAT: 162 m H&V.

■ Eureka, KS, KOTE 93.5 mhz—Jan. 25-Application (BMPH880818IG) granted for Mod of CP (BPH870805MC) to change HAAT to 45.5 m H&V.

■ Gloucester, MA, WBOQ 104.9 mhz—Jan. 25-Application (BMPH881027IC) granted for Mod of CP (BPH880518IE) to change ERP: 1.531 kw H&V; HAAT: 136 m H&V; TL: Lot 13, Kondelin Rd., Cape Ann Industrial Park, Gloucester, MA.

■ Baldwin, MS, WESE 95.9 mhz—Jan. 30-Application (BPH881024IB) granted for CP to change TL: just W of McCarley Rd., 1.5 mi SW of Guntown, MS; change coordinates to 34 26 32N 88 41 11W.

■ Charleston, MS, WGTG 94.3 mhz—Jan. 30-Application (BPH880907II) granted for CP to change HAAT: 100 m H&V; TL: 7 mi S of Charleston, MS; FREQ: 95-7 mhz (per Docket 88-14).

■ Iuka, MS, WTIB 104.9 mhz—Jan. 25-Application (BPH881219IG) returned 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).

■ Youngstown, OH, WYSU 88.5 mhz—Jan. 30-Application (BPH880114MA) granted for CP to change ERP: 50 kw H&V; HAAT: 152 m H&V; transmitter location: 3930 Sunset Blvd.

■ Hugo, OK, KITX 95.3 mhz—Jan. 31-Application (BPH880429IA) granted for CP to change FREQ: 95.5 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; CLASS: C2 (per Docket 87-219).

■ Block Island, RI, WBLQ 99.3 mhz—Jan. 30-Application (BMPH881227IB) granted for Mod of CP (BPH850501II) to change HAAT: 54 m H&V.

■ Whitehouse, TX, KISX 99.3 mhz—Jan. 26-Application (BMPH881201ID) granted for Mod of CP (BPH870818IB) to change from directional to non-directional on existing CP.

■ Chesapeake, VA, WFOS 90.3 mhz—Jan. 27-Application (BPED861205MF) granted for CP to change TL: 1 mi S of Driver, VA; ERP: 23 kw; HAAT: 192 m H&V; specify studio location outside community of license and make changes in antenna system; 36 48 32N 76 30 13W.

■ Christiansted, VI, WSTX-FM 100.3 mhz—Jan. 27-Application (BMPH881122IC) granted for Mod of CP (BPH860514IC) to change HAAT: 314 m H&V.

■ Richland, WA, KOTY-FM 106.5 mhz—Jan. 23-Application (BMPH871229IA) granted for Mod of CP (BPH870302IS) to change coordinates to 46 05 43N 119 11 41W.

TV's

■ Los Angeles, CA, KUSC 91.5 mhz—Feb. 1-Application (BPED880602IE) dismissed for CP to change ERP: 8.7 kw H&V; HAAT: 868 m H&V; TL: U.S. Post Office Bldg., Mt. Wilson, CA.

■ Paradise, CA, KBCP ch. 46—Jan. 31-Application (BMPCT880607KH) granted for Mod of CP (BPCT840627KE) to change ERP: 2520 kw (vis); HAAT: 439 m; ANT: Dielectric 71885 - Type 28G280050 (S300); TL: West side of Cohasset Rd approx. 1.1 mi NE of junction of Vilas Rd., 20 mi NE of Chico, CA; antenna supporting height: 39 57 45N 121 42 40W.

■ Castle Rock, CO, KWHI ch. 53—Jan. 31-Application (BPPCT880624KF) granted for Mod of CP to change HAAT: 389 m; ANT: Dielectric TFLU-25JDAS (DA); TL: 2000' E of Douglas-Elbert County Line and 600 S of Hilltop Rd.; 39 25 58N 104 39 18W.

■ Tampa, FL, WEDU ch. 3—Jan. 31-Application (BPET881220KF) granted for CP to change HAAT: 1551 ft.; TL: 4 mi SE of Riverview, FL; ANT: Dielectric TDM-5; ERP: 100 kw (vis); 27 49 48N 82 15 59W.

■ Raleigh, NC, WCPB 89.7 mhz—Feb. 1-Application (BMPED840328CA) dismissed for Mod of CP (BPE-D830415AG) to change TL: 2.2 km NE of Rolesville, NC, on State Rte. 2052; ERP: 100 kw H&V; HAAT: 207 m H&V; changes in antenna system; 35 56 26N 78 28 42W.

■ Jamestown, ND, KJRR ch. 7—Jan. 27-Application (BMPCT880801LM) granted for Mod of CP to change HAAT: 135 m; TL: 4 km WNW of Fort Seward historic site, Jamestown, ND; 46 55 30N; 98 46 21W.

■ Dallas, TX, WFAA-TV ch. 8—Jan. 31-Application (BPCT881003KS) granted for CP to change ERP: 316 kw (vis); HAAT: 512 m; ANT: Dielectric TCL-12AB; TL: 600 m S of Belt Line Rd., .8 km W of Cedar Hill, TX; 32 35 06N 96 58 41W.

■ Dallas, TX, KDFW-TV ch. 4—Jan. 31-Application (BPCT881130KF) granted for CP to change ERP: 100 kw (vis); HAAT: 511 m; TL: Cedar Hill at junction of Belt Line and Mansfield Rds., approx. 1200' SW of present KDFW-TV; ANT: DCATDM-7A4; 32 35 06N 96 58 41W.

■ Christiansted, VI, WMEG ch. 15—Jan. 9-CP cancelled and Call Sign deleted. CP expired 11-21-88.

■ Bellevue, WA, KBGE ch. 33—Jan. 31-Application (BMPCT870312KF) granted for Mod of CP (BPCT840413LF) as amended to change ERP: 14.82 kw (vis); HAAT: 286 m; TL: Atop Columbia Center, 701 5th Ave., Seattle, WA; ANT: Bogner B8UA (8 bay); 47 36 17N 122 19 46W.

Actions

- Phoenix. Designated for hearing applications of Compass Rose Communications Corp., Sun World Communications, Channel 61 Partners, Limited, Maricopa Community Television Project and Brooks Broadcasting for new commercial TV station on ch. 61 at Phoenix. (MM Docket 88-581 by order [DA 88-1898] adopted Nov. 30, 1988 by chief, Video Services Division, Mass Media Bureau.)
- FCC Orders WRPZ(AM) Paris, KY, to Show Why Its License Should Not Be Revoked (Report MM-374, Mass Media Action). FCC has ordered Mega Broadcasting Corp., licensee of WRPZ(AM) Paris, KY, to show why its license should not be revoked, at hearing to be held at time and location specified in subsequent order. Action by commission Jan. 19 by order to show cause and notice of apparent liability (FCC 89-11).
- KCKO(AM) at Spokane, WA, Ordered to Show Cause Why its License Should Not Be Revoked (Report MM-373, Mass Media Action). FCC has ordered Great American Radio Corp., licensee of KCKO(AM) Spokane, WA, to show cause why station's license should not be revoked. Action by commission Jan. 19 by order to show cause and notice of apparent liability (FCC 89-10).
- Rules Amended Concerning Downgrading FM Allotments MM docket 88-118 (Report DC-1328, Action in Docket Case). FCC has eliminated rulemaking process when considering request to downgrade class of FM allotment. Action by commission Jan. 23 by R&O (FCC 89-14).
- Docket 80-90 Counterproposal Rules Remanded for Further Consideration: Decision Granting Allotment to Semora, NC, Vacated and Remanded (Legal Activities). U.S. Court of Appeals for District of Columbia has remanded for notice and comment rulemaking on so-called interim rules governing counterproposals for substituted FM channels. It also vacated and remanded FCC's decision allotting Channel 294A (106.7 mhz) to Semora, NC. (James Reeder v. FCC, Consolidated Cases Nos. 86-1045, et al.).
- Court Substantially Upholds FCC's Decision in Deland, FL. ITFS Case But Remands Aspect of Four-Channel Rules (Legal Activities). U.S. Court of Appeals for District of Columbia Circuit substantially upheld FCC's action granting ITFS Channels B1-B4 to Daytona Beach Community College and denying Hispanic Information & Telecommunications Network Inc.'s application for same channels. However, Court said FCC's treatment of four-channel rules could not be sustained and was remanded to commission for further consideration on this issue. (Hispanic Information & Telecommunications Network, Inc. v. FCC, Case No. 88-1335, decided Jan. 24.)
- Ft. Lauderdale, FL. Granted renewal application of Metroplex Communications Inc. for WHYI at Ft. Lauderdale and denied application for construction permit of Southeast Florida Broadcasting Limited Partnership for new FM station at Ft. Lauderdale. (MM Docket 87-50 by ID [FCC 89D-2] issued Jan. 4 by Chief ALJ Thomas Fitzpatrick.)
- Memphis. Dismissed requests by Burwood Broadcasting of Memphis Ltd. and EAM Broadcasting Co. of Memphis for reinstatement of construction permits for new TV station on ch. 50 at Memphis. (MM Docket 85-205 by MO&O [FCC 89R-1] adopted Jan. 11 by review board.)
- Charlottesville, VA. Directed Archernar Broadcasting Company to file comments within 10 days; directed Lindsay Television, Inc., National Radio Astronomy Observatory, and Mass Media Bureau to file responsive comments within 10 days thereafter; and Archernar may file replies 5 days later regarding new TV station at Charlottesville. (MM Docket 86-440 by Order [FCC 89R-2] adopted Jan. 11 by review board.)
- RKO. Denied request of Los Angeles Television, California Limited Partnership, for acceptance of its application for construction permit to operate on Channel 9 at Los Angeles. (MM Dockets 16679-80 by Order [FCC 89-6] adopted Jan. 13 by commission).

By ALJ Walter C. Miller

- Des Moines, IA (Ronald Sorenson, et al.) FM proceeding. Granted request by Sinclair Telecable Inc. and dismissed its application with prejudice. (By order, Dec. 16, 1988) (MM docket 88-238).
- FCC Seeks Comments on Definition of CATV System - MM Docket 89-35 (Report DC-1337, Action in docket Case) Commission is seeking comment on its interpretation of multiple unit dwelling exception to definition of cable television system, as defined by law. Action by Commission Feb. 1 by NPRM (FCC 89-40).

■ Commission Consents to Assign Construction Permit of KDKJ(TV), channel 8, at Fort Bragg, CA (Report MM-376, Mass Media Action) Commission has consented to assign construction permit for station KDKJ(TV), channel 8, at Fort Bragg, CA, from Capital Foothills Broadcasters to California-Oregon Broadcasting, Inc. Commission also granted Capital's request for extension of time to construct station. Action by commission Jan. 30 by MO&O (FCC 89-34).

■ FCC Clarifies Rules Concerning Identification Procedures for Amateur Stations (Report PR-41, Private Radio Action) Commission has clarified its rule concerning identification procedures for amateur station operating under reciprocal permit. Action by commission Feb. 1 by MO&O (FCC 89-38).

■ Avalon, CA. Designated for hearing mutually exclusive applications of Jack A. Tucey, Bay Broadcasting Systems, Thomas Quinn Turner III, Crescent Radio Limited Partnership, and VLM enterprises Inc. for new FM station on channel 224A (92.7 mhz) at Avalon. (MM docket 89-9 by order [DA 89-71] adopted Jan. 23 by Chief, Audio Services Division, Mass Media Bureau)

■ Sacramento, CA. Granted application of Royce International Broadcasting and renewed license of KWOD(FM) at Sacramento, and denied competing application of Wong Communications Limited Partnership for construction permit on 106.5 mhz. (MM docket 87-28 by Initial Decision [FCC 89D-4] issued Jan. 27 by ALJ Joseph Chachkin.)

■ Salisbury, MD. Designated for hearing seven mutually exclusive applications for new FM station on channel 255A (98.9 mhz) at Salisbury. (MM docket 89-1 by order [DA 89-5] adopted Jan. 3 by Chief, Audio Services Division.)

■ Columbia, SC, et al. Dismissed South Carolina Educational Television Commission's request for review of MO&O. [DA 88-1245] released Aug. 11, 1988, concerning amending FM table at Columbia, Greenwood, Hartsville, Lexington, and North Augusta all South Carolina. (MM docket 86-72 by MO&O [DA 88-2095] adopted Dec. 21, by Chief, Policy and Rules Division.)

■ South Pittsburg, TN. Designated for hearing mutually exclusive applications of Smith Broadcasting, Inc., Tennessee Broadcast Group Limited Partnership, James V. Long, and Eaton P. Govan, Jr., for new FM station on channel 247C2 (97.3 mhz) at South Pittsburg. (MM docket 89-5 by order [DA 89-73] adopted Jan. 23 by Chief, Audio Services Division.)

■ FCC Concludes Neither Prime Time Access Rule nor Financial Interest Rules Apply to Univision Inc. (Report MM-377, Mass Media Action) Commission has concluded that Univision Inc. is not subject to financial interest or syndication rules nor are its affiliates subject to prime time access rules because it had not yet reached 25-station threshold which trigger those three rules. Univision had requested such ruling in letter to commission dated July 2, 1988. Action by commission Jan. 30 by MO&O (FCC 89-32).

■ FCC Upholds Bureau Action Concerning Examination Requirements for Senior Citizens (Report PR-39, Private Radio Action) Upheld PRB action denying request by Shannon Cisco to change amateur operating license examination requirements for senior citizens. Action by Commission Jan. 27 by MO&O (FCC 89-27).

■ Loris, SC. Designated for hearing following mutually exclusive applications for new FM station on channel 290A (105.9 mhz): Triple-S Communications; Robert L. Rabon; Drake Davis Heniford; Loris Radio Limited Partnership; South Carolina Radio Fellowship. (MM docket 88-598, by order [DA 88-1997] adopted Nov. 22, by Chief, Audio Services Division, Mass Media Bureau.)

■ Beaumont, TX. Withdrew and vacated order granting 1983 renewal application of Pyle Communications of Beaumont Inc., for KWIC-AM-FM Beaumont, for short-term, subject to EEO conditions and designated renewals for hearing, pursuant to court order. (MM docket 89-3, by MO&O [FCC 89-2] adopted Jan. 12 by commission)

■ FCC Issues Ruling Concerning Effective Competition in City of Portola, CA. (Report MM-375, Mass Media Action) Over objections of Feather River TV Cable System Inc., local franchisee, commission has issued declaratory ruling that City of Portola, CA, is not subject to effective competition. Action by commission Jan. 30 by MO&O (FCC 89-33).

■ Othello, WA. On request of P-N-P Broadcasting, Inc., permittee of channel 249A (97.7 mhz) at Othello, substituting

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Allocations

tion of channel 248C2 (97.5 mhz) for channel 249A and modification of CP accordingly. (MM docket 88-594, DA 88-1980).

- Casper and Sheridan, WY. On request of Jessica Longston, proposed reallocation of vacant and unapplied for VHF TV channel 9 to Casper from Sheridan. (MM docket 88-595, DA 88-1981).
- Colorado City, AZ. At the request of Diana L. Le Baron, proposed allotting channel 296C1 (107.1 mhz) to Colorado City as its first local FM service. Comments due March 20, replies April 4. (MM Docket 88-600 by NPRM [DA 88-2046] adopted Nov. 30, 1988 by Deputy Chief, Policy and Rules Division, Mass Media Bureau).
- Hot Springs Village, AR. At request of Caddo Broadcast-

ing Co., proposed allotting channel 225A (92.9 mhz) to Hot Springs as its first local FM service. Comments due March 20, replies April 4. (MM Docket 88-603 by NPRM [DA 88-2043] adopted Dec. 2, 1988 by Deputy Chief, Policy and Rules Division).

- Johannesburg, CA. At request of Robert Adelman, proposed substituting channel 280B1 (103.9 mhz) for channel 280A at Johannesburg and modifying license for KRAJ(FM) accordingly. Comments due March 20, replies April 4. (MM Docket 88-601 by NPRM [DA 88-2045] adopted Dec. 2, 1988 by Deputy Chief, Policy and Rules Division).
- Buena Vista, CO. At request of Robert D. and Marjorie M. Zellmer, proposed allotting channel 281A (104.1 mhz)

to Buena Vista as its first local FM service. Comments due March 20, replies April 4. (MM Docket 88-602 by NPRM [DA 88-2044] adopted Dec. 2, 1988 by Deputy Chief, Policy and Rules Division).

- Salem, IN. At Request of Gary Alvarez, proposed allotting channel 250A (97.9 mhz) to Salem as its second local FM service. Comments due March 20, replies April 4. (MM docket 88-599 by NPRM [DA 88-2047] adopted Dec. 2, 1988 by deputy chief, Policy and Rules Division).

- Dickson, TN and Benton, KY. At request of American Communications Inc., proposed substituting channel 273C1 (102.5 mhz) for channel 273C2 at Dickson and modifying license for WQZQ(FM) accordingly; and substituting channel 256A (99.1 mhz) for channel 272A (102.3 mhz) at Benton and ordered Purchase Broadcasting Co., licensee of WCBL-FM, to show cause why its license should not be modified to specify operation on channel 256A. Comments due March 20, replies April 4. (MM Docket 88-613 by NPRM [DA 88-2026] adopted Dec. 2, 1988 by deputy chief, Policy and Rules Division).

- West Point and Blair, NE. Denied Kelly Communications Inc.'s and LDH Communications Inc.'s request for an extension of time in which to file comments in this proceeding proposing substitution of channel 300C1 (107.9 mhz) for channel 300A at West Point, and substitution of channel 299A (107.7 mhz) for channel 292A (106.3 mhz) at Blair. (MM Docket 88-493 by Order [DA 89-75] adopted Jan. 11 by Deputy Chief, Policy and Rules Division, Mass Media Bureau).

- Ponte Vedra Beach, FL. Effective March 13, amended FM table by substituting channel 227A (93.3 mhz) for channel 293A (106.5 mhz) at Ponte Vedra Beach. (MM Docket 85-376 by MO&O [DA 88-2091] adopted Dec. 14, 1988 by Chief, Policy and Rules Division).

- Sylvester, GA. Effective March 13, amended FM table by allotting channel 291A (106.1 mhz) to Sylvester as its second local FM service. Filing window opens March 14, closes April 13. (MM Docket 87-473 by R&O [DA 88-2092] adopted Dec. 7, 1988 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

- Cherryvale, KS. Dismissed John E. Hotaling's reconsideration request to allot channel 263A (100.5 mhz) to Cherryvale. (MM Docket 86-373 by MO&O [DA 88-2085] adopted Dec. 20, 1988 by Deputy Chief, Policy and Rules Division).

- Brandon, VT. Effective March 13, amended FM table by allotting channel 270A (101.9 mhz) to Brandon, as its first local FM service. Filing window opens March 14, closes April 13. (MM Docket 88-173 by R&O [DA 88-1970] adopted Nov. 30, 1988, by Deputy Chief, Policy and Rules Division).

- Vancouver, WA: Coos Bay and Corvallis, OR. Effective March 13, amended FM table by allotting channel 290C2 (105.9 mhz) to Vancouver, WA, as its first local FM service; modified license of KYNG-FM to specify operation on channel 290C2 instead of channel 293C2 (106.5 mhz) at Coos Bay, OR; modified license of KFAT(FM) to specify operation on channel 292C (106.3 mhz) instead of 291C (106.1 mhz) at Corvallis, OR; and window period for channel 290C2 (105.9 mhz) at Vancouver opens March 14, closes April 13. (MM Docket 87-523 by R&O [DA 88-2089] adopted Dec. 13, 1988 by Deputy Chief, Policy and Rules Division).

- Albin, WY. Effective March 13, amended FM table by allotting channel 297C2 (107.3 mhz) to Albin as its first local FM service. Window period opens March 14, closes April 13. (MM Docket 88-176 by R&O [DA 88-2090] adopted Dec. 21, 1988 by Deputy Chief, Policy and Rules Division).

- Frankfort and Stephenson, MI. Effective March 23, amended FM table by substituting channel 257C2 (99.3 mhz) for channel 257A at Frankfort, and conditionally modifying license of WBNZ(FM) to specify operation on C2 channel; and substituting channel 272A (102.3 mhz) for channel 257A at Stephenson. (MM docket 88-269 by R&O [DA 89-37] adopted Jan. 4 by Deputy Chief, Policy and Rules Division, Mass Media Bureau).

- Redwood Falls, MN. At request of CD Broadcasting Corporation, proposed amending FM table by substituting channel 249C1 (97.7 mhz) for channel 249A at Redwood, and modifying license of KLGR-FM to specify operation on C1 channel. Comments are due March 30, replies April 14. (MM docket 88-618 by NPRM [DA 88-2078] adopted Dec. 21 by Deputy Chief, Policy and Rules Division).

- Philadelphia and Union, MS. Effective March 23, amended FM table by allotting channel 281C2 (104.1 mhz) to Union as its first local broadcast service. Dismissed request to allot channel 281A to Philadelphia as its second FM service. Filing window for channel 281C2 at Union opens March 24, closes April 24. (MM docket 88-193 by R&O [DA 89-60] adopted Jan. 18 by Deputy Chief, Policy and Rules Division).

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■ Roland and Heavener, OK. Denied request by Double Eagle for reconsideration and motion to stay concerning Report and order allotting channel 222A (92.3 mhz) to Roland, and denying Double Eagle's counterproposal to substitute channel 223C2 (92.5 mhz) for channel 223A at Heavener. (MM docket 87-393 by MO&O [DA 89-93] adopted Jan. 17 by Deputy Chief, Policy and Rules Division).

■ Mansfield, PA. At request of Kennedy Broadcasting Inc., proposed amending FM table by allotting channel 268A (101.5 mhz) to Mansfield as its first local FM service. Comments are due March 30, replies April 14. (MM docket 89-4 by NPRM [DA 89-36] adopted Jan. 4 by Deputy Chief, Policy and Rules Division).

■ Deputy Chief, Policy and Rules Division, Mass Media Bureau, by R&Os adopted on the dates shown, amended FM table for following communities, effective March 20. Filing window, where appropriate, is March 21 to April 20.

■ St. James and Blue Earth, MN. Substituted channel 283C2 (104.5 mhz) for channel 265A at Blue Earth; modified license of KJLY(FM) accordingly; allotted channel 263C2 (100.5 mhz) to St. James. (MM docket 86-491, Dec. 22, DA 88-2071).

■ Richton, MS. Allotted channel 243A (96.5 mhz). (MM docket 88-311, Dec. 21, DA 88-2072).

■ Garapan, Saipan. Substituted channel 280C2 (103.9 mhz) for channel 230A (93.9 mhz); modified license of KZMI(FM) accordingly. (MM docket 88-452, Dec. 21, DA 88-2070).

■ Canadian and Amarillo, TX. Allotted channel 275C1 (102.9 mhz) to Amarillo; substituted channel 235C1 (94.9 mhz) for channel 276A (103.1 mhz) at Canadian; modified licenses of KRGN-FM Amarillo, and KEZP-FM Canadian, accordingly. (MM docket 87-402, Nov. 30, 1988, DA 88-1969).

■ Crockett, TX. Substituted channel 224C2 (92.7 mhz) for channel 224A; modified license of KIVY-FM, accordingly. (MM docket 88-197, Dec. 21, DA 88-2075).

■ Rural Retreat, VA. Allotted channel 276A (103.1 mhz). (MM docket 88-25, Dec. 21, DA 88-2074).

■ West Pasco or Pasco, WA. Allotted channel 267A (101.3 mhz) to Pasco. (MM docket 88-24, Dec. 21, DA 88-2073).

■ Ridge, MD. On request of Keith A. Mayo and Chih Ping Mayo, proposed amending FM table by allotting channel 261A (100.1 mhz) to Ridge as its first allotment. Comments due March 27, replies April 11. (MM docket 88-619, by NPRM [DA 88-2086] adopted Dec. 20 by Deputy Chief, Policy and Rules Division).

■ Traverse City, MI. On request of Fabiano-Strickler Communications Inc., proposed amending FM table by substituting channel 298C2 (107.5 mhz) for channel 298A; proposed modification of license for channel WCCW-FM accordingly. Comments due March 27, replies April 11. (MM docket 88-620, by NPRM [DA 88-2087] adopted Dec. 13, 1988, by Deputy Chief, Policy and Rules Division).

■ Walker, MN. On request of Midland Broadcasting Co., proposed substitution of channel 256C2 (99.1 mhz) for channel 257A (99.3 mhz); proposed modification of license of KLLR-FM accordingly. Comments due March 27, replies April 11. (MM docket 88-617, by NPRM [DA 88-2077] adopted Dec. 20 by Deputy Chief, Policy and Rules Division).

■ Beeville, TX. On request of Hamon Broadcasting Inc., proposed amending FM table by substituting channel 250C2 (97.9 mhz) for channel 250A; proposed modifying license of KYTX(FM) accordingly. Comments March 27, replies April 11. (MM docket 88-621, by NPRM [DA 88-2088] adopted Dec. 14 by Deputy Chief, Policy and Rules Division).

■ Deputy Chief, Policy and Rules Division, Mass Media Bureau, by R&Os adopted Jan. 18, amended FM table for following communities, effective March 20. Filing window, where appropriate, is March 21-April 20.

■ Emporia, KS. Allotted channel 258A (99.5 mhz) (MM docket 87-616, DA 89-58);

■ Port Gibson, MS. Allotted channel 263A (100.5 mhz) (MM docket 88-283, DA 89-59).

■ Ellensburg, WA. Substituted channel 237C2 (95.3 mhz) for channel 237A; modified license of KXLE-FM accordingly. (MM docket 88-177, DA 89-56).

■ Jasper, TX. Substituted channel 274C2 (102.7 mhz) for channel 272A (102.3 mhz); modified license of KWYX(FM) accordingly. (MM docket 88-256, DA 89-57).

■ Grundy Center, IA. Dismissed petition by Stoner Broadcasting System to substitute channel 241A (96.1 mhz) for channel 249A (97.7 mhz) and modify license of KGGI(FM) accordingly. (MM docket 88-266, by R&O

[DA 89-55] adopted Jan. 18 by Deputy Chief, Policy and Rules Division).

■ Kimberling City, MO. On request of Arthur C. Morris, proposed amending FM table of allotments by allotting channel 261A (100.1 mhz) as its first FM allotment; comments March 27, replies April 11. (MM docket 89-7, by NPRM [DA 89-54] adopted Jan. 11 by Deputy Chief, Policy and Rules Division).

■ West Point and Blair, NB. Denied request by Kelly Communications and LDH Communications Inc., for extension of time to file reply comments in matter of amendment of FM table for these communities. (MM docket 88-493, by order [DA 89-119] adopted Feb. 1 by Deputy Chief, Policy and Rules Division).

■ Moscow, OH, et al. Stayed establishment of Jan. 30 to March 1 filing window period for channel 245A (96.9 mhz); FM allotment at Dry Ridge, KY, and denied LM Communications Inc. request for deletion of allotment and cancellation of filing window for Dry Ridge allotment. (MM docket 88-31 by order [DA 89-126] adopted Feb. 1 by Deputy Chief, Policy and Rules Division. Mass Media Bureau).

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New FM's

KSED(FM) Rap Broadcasting Corp., Sedona, AR
WHIJ(FM) Marion Community Radio Inc., Ocala, FL

WQLS(FM) Rizzi, Rizzi, Wiggins and Chapin, Arlington, NY

WOTH(FM) BBL & M Broadcasters, Surgoinsville, TN

WXXS(FM) Bruce M. and Susan E. Lyons, West Rutland, VT

New TV's

KDKF(TV) Sunshine Television Inc., Klamath Falls, OR

WILF(TV) Williamsport Television, Williamsport, PA

Existing AM's

KNYO(AM) KESR James R. Lance, Independence, CA

KBXG(AM) KBPI Boulder Broadcasting Corp., Denver

WAFS(AM) WGST Family Broadcasting Network; Atlanta

WLSA(AM) WSDL North Lake Communications Inc., Slidell, LA

WFHN(AM) WKOL Suze Broadcasting Corp. of Amsterdam, N.Y., Amsterdam, NY

WPSE(AM) WEYZ Board of Trustees of the Pennsylvania State University, Erie, PA

Existing FM's

KMTB(FM) KJKK Mediatronics Broadcasting Inc., Murfreesboro, AR

KWCD(FM) KOSZ Westcom Communications Corp., Grover City, CA

WSOR(FM) WLSF SW Florida Educational Corp., Naples, FL

WABT(FM) WCRM Atlantic Morris Broadcasting Inc., Dundee, IL

WBZT(FM) WOVO-FM Huntington Broadcasting Corp., Huntington, IN

WXCY(FM) WHDG Prettyman Broadcasting Co.; Havre de Grace, MD

WAFX(FM) WSKX Downs Radio of Virginia; Suffolk, VA

Grants

New AM's

KXER(AM) William L. Zawila, Templeton, CA

WAYN(AM) Lois B. Crain, Southaven, MS

KKNK(AM) Sundance Radio Corp., Carson City, NE

New FM's

WHTA(FM) Brantley Broadcast Associates; Brantley, AL

WWPR(FM) Radio South Burlington Inc.; Sharon, CT

WBIC(FM) Oculus Broadcasting Inc.; Rorpton, GA

WLJN-FM Good News Media Inc.; Traverse City, HI

WLLT(FM) Bob Thomas Burns; Polo, IL

WDLG(FM) Fanny T. Cothran; Lexington, MS

WCQA(FM) Chautauqua Radio Limited Partnership; Fredonia, NY

WSLO(FM) The St. Lawrence University; Malone, NY

WKGG(FM) Cape AI Broadcasting Ltd.; Cape Vincent, NY

WVXM(FM) Ravier University; West Union, OH

KTRO-FM Gee Jay Broadcasting, Tri-City, OR

Existing AM's

WFSF(AM) WAYD Wesley R. Morgan, Ozark, AL
KWKW(AM) KFAC Lotus Communications Corp.; Los Angeles

KAZN(AM) KWKW P D & G Pacific Rim Broadcasting L.P., Pasadena, CA

KZTR(AM) KCZN Golden Bear Broadcasting Inc., Santa Paula, CA

WNAQ(AM) WFLK Sage Broadcasting of Naugatuck Inc., Naugatuck, CT

WWLB(AM) WLCF Starstrip Communications Inc., Eustis, FL

WACY(AM) WFEN Deano Day Enterprises Ltd., Fenton, HI

KVOL(AM) KRKR Cavaness Broadcasting Inc., Lafayette, LA

KICJ(AM) KMJJ KCIJ Communications Inc., Shreveport, LA

KHDL(AM) KKPL Alpha Broadcasting Inc., Opportunity, WA

WBB(AM) WZMM Wheeling Radio Co., Wheeling, WV

Existing FM's

WNER(FM) WORJ Wesley R. Morgan, Ozark, AL
KRLW-FM KCAZ Voices Unlimited, Walnut Ridge, AR

KZTR-FM KZTR Golden Bear Broadcasting Inc., Camarillo, CA

KFAC(FM) KFAC-FM Classic Communications of Los Angeles L.P., Los Angeles

KRFX(FM) KOAQ Jacor Broadcasting of Colorado Inc., Denver

KIKI-FM KMAI Henry Hawaii Broadcasting Co., Honolulu

WCBR-FM WSEX Darrell Peters Productions Inc., Arlington Heights, IL

WLIT-FM WLAK Viacom International Inc., Chicago

WMZX(FM) WOAP-FM Michigan Radio Group Inc., Owosso, MI

WOHT(FM) WLIN WLIN Inc., Jackson, MS

WJMH(FM) WBIG Beasley Broadcast Group, Reidsville, NC

WBYS(FM) WKSD Wert Radio Inc., Van Wert, OH

WJKZ(FM) WBDX-FM Bernie Bishop Broadcasting, White Bluff, TN

KKHR(FM) KTCE George Chambers, Anson, TX

KJMZ(FM) KMEZ-FM Summit-Dallas Broadcasting Corp., Dallas

KIXV(FM) KNEL-FM SecCess Broadcasting Inc., Brady, TX

KZHT(FM) KTOU Golden Bear-I Broadcasting Inc., Salt Lake City

Note: Pursuant to request of first National Broadcasting Corp., Brigham City, Utah grant of call sign change of AM station KNKK to KZAN has been set aside. Call sign KNKK remains assigned.

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Aggressive sales people looking to build a strong personal track record: Join a progressive team in a strong Midwestern market. Send resume today to J McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

Account executive for top Tampa Bay area AM/FM combo. Minimum three years radio sales experience required. Send resume to Box B-20. EOE M/F

Experienced co-op director sought for top-rated AM and FM stations in major East Coast market. Individual must have minimum of three years local sales experience and co-op/vendor experience is essential. Individual would work with 20 top notch salespeople. Send resume to: Sarah Taylor, General Sales Manager, WTOP/WASH Radio, 4646 40th St. NW, Washington, DC 20016. EOE M/F.

Sales representative - wanted for national company specializing in computer software for radio stations. Radio experience including administration, management, accounting, or traffic is required. Practical knowledge of PC environment is preferred. Candidate should be highly motivated, willing to travel, and able to demonstrate proven track record. Send resume with cover letter to Della Northcutt, Computer Concepts, 8375 Melrose Dr., Lenexa, KS 66214. EOE.

Sales reps needed! To sell sales promotions to radio station managers. Must be a closer, radio sales experienced, love to travel, want to make excellent income (commission sales). Resume to American Promotions, PO Box 210529, Nashville, TN 37221. EOE.

Enjoy life in scenic Naples, Florida, selling for a top station offering salary plus commission plus benefits and excellent growth opportunities. Send resume to E. Friedman, WRGI-FM, 950 Manatee Rd., Naples, FL 33961. EOE.

Dominant southern California small market station seeks one experienced, creative, dynamic sales pro. Ready for rare growth opportunity. Send letter, resume, references and salary history: Attn: Joe Acker, KSES Radio, P.O. Box 1420, Yucca Valley, CA 92286. An EOE.

Virginia AM-FM offers unique opportunity for person to manage and direct a professional sales staff. Our number one position, long-term ownership and dynamic growth market make this an unusual opportunity. Please reply in confidence to: Box B-30. EOE.

Radio time salesperson for a South Carolina 100,000 watt FM radio station located in a small town but covering a metropolitan market. Emphasis is on SELL. Send complete information, including salary expected. If you have other talents, let us know. This is an excellent area to call home. EOE. Box B-32.

Eastern Long Island: #1 rated station (25-54) is expanding sales staff. Experience in broadcast or other outside sales required. Strong retail and business development background a must. Resumes to Jeffrey Kimmel, GSM, WBAZ-FM, PO Box 1200, Southold, NY 11971. EOE.

HELP WANTED ANNOUNCERS

Progressive Talk station seeking telephone/talk personality. If you're looking for a growth opportunity, we're looking for you. Send tape, resume and photo to Ceresoli Communications, Inc., 8606 Little Rd., New Port Richey, FL 34654. EOE.

WMID FM, Atlantic City. Creative morning drive communicator with strong production skills. T & R to Dick Fennesy, Box 5000, Atlantic City, NJ 08404. EOE M/F.

Announcer for 100,000 watt FM station located in a small town but serving a metropolitan market. Ours is an excellent area to call home. Send resume with complete information, including salary expected. EOE. Box B-31.

Full Service AM morning host with winning track record needed now. Substantial salary above average for comparable market. Tape-resume-rating history to Jim Reed, WIBA Radio, Box 99, Madison, WI 53701. EOE.

Medium market NC FM has immediate opening for morning personality with production experience. Excellent facilities and working conditions. Send resume and aircheck to Richard Feindel, General Manager, WGJA Classic Hits FM 105.5, PO Drawer R, Sanford, NC 27330. 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, WGHO/wbpm, 82 John St., Kingston, NY 12401. EOE.

Keymarket Communications is currently accepting resumes for future engineering positions. Construction experience with either degree or equivalent experience necessary. Send resume in confidence to: Lynn Deppen, DOE Keymarket Communications, 804 Carolina Ave., N. Augusta, SC 29841. EOE.

Chief engineer for group station owner in Cape Girardeau, MO. Two AM/FM combos. Must have strong organization and communication skills. Maintenance minded. College education preferred. Send resume to Zimmer Broadcasting, P.O. Box 1610, Cape Girardeau, MO 63702. 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, WGHO/Wbpm, PO Box 1880, Kingston, NY 12401. EOE.

Prettyman Broadcasting Co. is looking for an experienced news person. Desirable small market near resort. Delivery, writing, actuality skills required. Tape, resume with salary requirements to David Parks, Program Director, Box 909, Salisbury, MD 21801. EOE.

Full-time local news, entry level market, now available. Scenic northern California. Full Service format with CBS affiliation. 30 year commitment to format and network. EOE. Send tape and resume to Hugo Papstein, General Manager, KINS Radio, 1101 Marsh Rd., Eureka, CA 95501.

Producer/reporter. Good writer, quick and creative thinker. Very good pay and benefits in a large, very livable West Coast market. Experience and degree required. EOE. Box B-25.

News and public affairs producer for KUAC-FM, Fairbanks, Alaska. Position is responsible for producing daily news stories and regular public affairs programs. May be asked to assist with television productions from time to time. Requires professional experience as a radio news reporter, and demonstrated ability to produce public affairs programming. Familiarity with public radio news style and Alaskan issues is desirable. Send cover letter, resume, writing samples and an audition tape containing both news stories with actualities and sample public affairs programming to: Bruce Smith, Gen. Mgr., KUAC FM/TV, University of Alaska Fairbanks, Fairbanks, AK 99775-1420. Salary: \$28,620. Deadline for application: March 3, 1989. The University of Alaska is an EO/AA employer and educational institution.

Dominant southern California small market station seeks experienced news director. Must gather, write, deliver news. Understand works of local to Federal government. Ability to host talk show. Send tape, copy samples, resume, references and salary history to: Joe Acker, KSES Radio, P.O. Box 1420, Yucca Valley, CA 92286. An EOE.

News producer/anchor/reporter. The public radio service of Western Kentucky University seeks to employ a radio news producer/anchor/reporter. Candidate must demonstrate mature, professional on-air delivery, professional writing and production abilities and demonstrate ability to conduct incisive interviews with a minimum of a Bachelor's degree in relevant area of study. Salary range in mid- to upper-teens, plus full University benefits, including tuition waiver for further study. The public radio service of WKU consists of WKYU-FM, 100kw, Bowling Green, and 100kw repeater WDCL-FM, Somerset. A second major repeater station is under construction. Submit letter of application, vita including three references, newscast writing samples, and an audition cassette containing at least one five-minute newscast and an in-depth interview to Office of Academic Affairs, c/o David T. Wilkinson, Station Manager, Western Kentucky University, Bowling Green, KY 42101. Screening of applications will begin March 15, and position will remain open until filled. Women and minorities are encouraged to apply. An Affirmative Action, Equal Opportunity Employer.

Newsperson for top-rated Hudson Valley NY AM/FM. No beginners. Interest in sports helpful, but news comes first. Send T & R to N.D., WBNR/WSPK, Box 511, Beacon, NY 12508. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WQHQ, Salisbury, MD: PD/morning person needed. 2-3 years PD experience in A/C. Strong performance. Excellent benefits. Great opportunity! Tapes and resumes to Ed Hunt, P.O. Box "U", Salisbury, MD 21801. E.O.E.

Media relations person: for Christian ministry. Will work with large network of stations. Program placement, marketing, coordinate all media PR. Must be experienced with intimate knowledge of Christian broadcasting. Resume to: Box B-34. EOE.

Script writer for large Christian organization to write radio copy, promos, press releases. Broadcast experience essential. Resume and samples to: Steve Moore, Christian Financial Concepts, 601 Broad St., S.E., Gainesville, GA 30501. EOE.

Senior producer for Christian ministry. Will book guests, oversee production of daily radio programs, scheduling and possibly some on air. Must be creative, well read, and high level production skills. Resume ASAP to: Steve Moore, Christian Financial Concepts, 601 Broad St., S.E., Gainesville, GA 30501. EOE.

Peach State Public Radio, a young growing, Classical statewide network seeks diverse and talented persons to fill five positions with WSVH in Savannah, Georgia. Savannah is a coastal, resort community known for its history and love of the arts. **Program director:** Manages all financial, personnel, programming and technical matters. Reports to director of Peach State Public Radio. Degree in related field or comparable experience plus four years experience in radio broadcasting. Two years supervisory experience. \$22,362-\$28,692. **Music director:** Coordinates selection and scheduling of music and local programs. Maintains station music library. Acts as producer/announcer as needed. Degree in related field or comparable experience. Two years experience in radio broadcasting. Classical programming and announcing experience required. \$19,074-\$26,400. **Producer/announcer** (Operations): Announces and programs Classical works and News items. Produces daily broadcast log. Degree in related field or comparable experience. One year experience as radio operator/announcer. Classical music experience required. Experience in traffic preferred. \$17,574-\$22,362. **Producer/announcer** (Public Information): Announces and programs Classical works and News items. Acts as editor of program guide. Degree in related field or comparable experience. One year experience as radio operator/announcer. Classical music experience required. Experience in publishing print materials preferred. \$17,574-\$22,362. **Director of development:** Oversees all membership campaigns and all corporate marketing activities. Degree in marketing or appropriate area or comparable experience required. Two years experience in marketing required. Salary competitive. Excellent benefits. Qualified applicants should forward resume, letter of interest and salary requirements by February 28, 1989 to: Linda Jolly, 1540 Stewart Ave., S.W., Atlanta, GA 30310. EOE/AA.

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.

If I can see you, I can sell you on me. A leader with 12 years of broadcast experience is seeking first sales management opportunity. No problems. Just time to move on. Currently in a top 10 radio market. Good work habits. Capable of working well with others. Contact Midas at PO Box 7738, Atlanta, GA 30357.

General/sales manager. Young, aggressive, seasoned professional. Impeccable references. Prefer Ohio-Indiana, all markets. 317—962-0854.

Former minority broadcaster seeks management position. Experience as program and music director, operations manager and sales. Seeks future in ownership of AM/FM or FM station therefore management position should lead to equity of ownership or owner interested in selling station with the ability and/or interest to aide in financing enterprise. Box B-24.

Five years GM, 15 years sales/sales management. Budget aware, leader/motivator, great trainer in search of last job. Nancy, 616—674-3063.

SITUATIONS WANTED ANNOUNCERS

Paul Van Scott! I'm smart, creative, a C.S.B. graduate and ready to dedicate myself to radio. Need chance. 9207 Park Ave., Manassas, VA 22110. 703—361-4262.

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312—623-6997.

Looking for an honest announcer? I'm a part-time college tunnel radio announcer looking for a plain and simple radio station. Tunnel or open air. East Coast please. Norman, 617—298-3437.

Announcer - natural, steady performer. Experience in C & W and A/C formats seeking Midwest or Florida gig. References, T&R upon request. Ed, 313—421-8187.

Radio - T.V. announcer seeking to re-enter business after 2 year absence. Tape available. Ken Scott, 1413 169th St., Hammond, IN 46324.

I'm **knowledgeable, hard working** talented, versatile, and available. Seven year veteran sportscaster - Talk - PBP announcer looking for work in large market. Let's talk!!! Please call Tommy Williams at 219—882-1934.

Young, talented sportscaster looking for break. PBP with all the trimmings. Try me! Steve — 309—353-4565.

SITUATIONS WANTED TECHNICAL

Experienced radio engineer with 20 years in the business, desires a new and challenging position. Experience in all phases of radio engineering. Personally and financially stable, almost nine years at my last job. Excellent references. Willing to travel. FCC General and Commercial Pilots licenses. Call John, 505—988-5749.

Well, Nobody's perfect... after 11 years I finally made a bad career move, so now's your chance to grab me! SBE Certified, studio/transmitter construction, satellite, STL/microwave, automation...and I've even played DJ on weekends. Steve Boucher, 816—468-6786. Top 50 market preferred.

Chief-general ticket, 25 year broadcaster, stable family man seeking long term position. Experience: AM to 50k, FM to 100k, critical DA. RF and studio design, construction and maintenance, satellite, STL, RPV...more. Box B-33.

SITUATIONS WANTED NEWS

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.

This **newsman** has the write stuff: Excellent writing and newsgathering skills, and a strong delivery. Currently reporter/anchor for suburban NYC station. 914—428-3961.

Attention: General Managers and Program Directors in top 40 markets and Florida. Top-rated SportsTalk host and sports director with number one nighttime program in major market ADI seeks new challenges to boost ratings. Box B-23.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

PD/OM: Hot AC, Lite AOR. Ten years experience. Programming county's #1. Box B-5.

Country program director with outstanding track record, excellent organizational and people skills is the victim of ownership change. Seeking PD position in top 100. Tom, 804—230-0595.

Off air production wizard in Southern seeks large/medium operation that demands quality multi-track production. Excellent credentials. Box B-22.

MISCELLANEOUS

Need a big voice to do ID's, liners or sweepers? Whatever your format, you'll air a voice with authority! Reasonable rates. Call for a free demo. Morgan Productions...704—563-8676.

Perfect calls -- for light A/C, or Easy station. For sale. Serious inquiries only. Box B-1.

Wanted: A.O.R. radio concert transcription discs. Top dollar paid for King Biscuit, BBC Rock Hour, Westwood One, NBC/Source & other concert programs. Original discs (LP or CD) only, with cue sheets. Attn: Art, 1718 Westheimer, Houston, TX 77098.

CONSULTANTS

Systematically, efficiently, effectively increase your sales performance. Call Dick Perry, collect, at Perry Media Consulting, 517—548-1040. References.

Adult (35-64) formatted stations: Not achieving top performance in ratings and/or revenue? Call the action-oriented Radio Doctor. We know the audience and how to satisfy them - for profitable results. 215—348-0707.

TELEVISION

HELP WANTED MANAGEMENT

Television program director. Medium market group owned West Coast NBC affiliate looking for experienced program director. Demonstrated knowledge of programming, syndication and production essential. TV promotion and research background desirable. EOE, M/F. Send resume to Box B-4.

Station manager. Ground floor opportunity for sales oriented individual ready to start up career ladder. KPVI-TV is opening a full service satellite in Twin Falls, Idaho. Need you to start up and grow it as big as you want to get. Resume to Harry Neuhardt, Box 667 Pocatello, ID 83204-0667. EOE. M/F.

Business manager needed for small market Texas affiliate. Must have 3-5 years of hands-on experience in all facets of business management including a computer based accounting system. Degree and/or comparable experience preferred. Excellent salary and fringe benefits. Send confidential resume to General Manager, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

Promotion 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. Experienced in all aspects of TV promotion. News, program, sales, image. Knowledge of radio, print, outdoor. Looking for creative individual with administrative skills. No beginners. Send resume to Larry Chase, GM, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83687. EOE.

National sales manager. Leading independent in 23rd market seeks career minded self-starter. Two years minimum national rep sales (in NY pref.) and/or national management at an independent. Great opportunities for advancement within newly formed 4-station Indy broadcast group, all in top 25 markets. Competition for this position will be stiff, so get creative and contact Harvey Adelberg, GSM, WTXV-TV (Hartford-New Haven, CT) 203—575-2020. EOE.

Sales manager - WLIG-TV, Long Island, NY, seeks experienced sales leader to direct our expanding sales team. Successful local sales background required. Outstanding growth opportunity at Long Island's only commercial TV station. Salary, bonus and full benefits. Resume to Marvin Chauvin, GM, 300 Crossways Park Dr., Woodbury, NY 11797. 516—364-1500. EOE.

National sales manager: 40th ADI. Mid-South's leading independent needs a goal oriented manager with strong marketing and business development orientation. National rep experience or prior Indy sales management a plus. Call or send resume to Steve Litwer, WPTY-TV, 2225 Union Ave., Memphis, TN 38104. 901—278-2424. EOE.

General manager: Public TV in Fairfield County, CT (NYC market). Connecticut Public Broadcasting, Inc., a statewide network with 5 television and 3 radio stations is looking for a general manager to oversee its independently operated Fairfield County public television station, WEDW Channel 49 (greater NYC market). Perfect candidate would have experience programming small, independent station in major overlap market. At least 5 years prior station management experience with strong public relations and marketing/fundraising skills preferred. Strong personnel, planning, budgeting and policy-making skills essential. Perfect opportunity for programmer with proven track record to move into general management position. Must have exceptional leadership skills and must be motivated by challenge. Send application with resume, references and salary history to President's Office, CPTV, P.O. Box 6240, Hartford, CT 06106-0240. Connecticut Public Broadcasting, Inc is an equal opportunity employer.

Promotion manager for public TV station in Southwest. Requires BA degree in related field plus one year experience in broadcast TV promotion and working knowledge of television production techniques. Will produce promotional materials and program guide, supervise traffic operations, coordinate advertising. Minimum \$18,500 plus benefits. Send resume, names of three professional references, samples of work to: Jim Dryden, KRWG-TV, Box 30001, Las Cruces, NM 88003. Deadline: February 28, 1989. New Mexico State University is an EEO/AA employer.

HELP WANTED SALES

Broadcast marketing rep: Top company serving broadcast industry seeks marketing representative for multi-state region. Experience in broadcast sales, news and/or cable is required. Position involves extensive travel. Resumes, references and salary requirements to Box A-70. EOE.

National regional sales manager: must possess excellent research and ratings knowledge. Motivator, self starter, leader! Reply P.O. Box 2220. Florence, AL 35630. EOE.

Highly motivated, experienced person for sales of exciting, powerful and positive bi-weekly news feature to local TV stations. Send resume to Newby/Berke Productions, 214 N. Crest Rd., Chattanooga, TN 37404. EOE.

General sales manager: Number one CBS affiliate needs aggressive, innovative sales leader. Previous experience a plus. Send resume to: Paul Fredericksen, General Manager, KCCI-TV, P.O. Box 10305, Des Moines, IA 50306. Replies held in strict confidence. EOE.

Account executive for top 35 network affiliate; Southeast market. Strong, aggressive individual with desire to move ahead with major broadcasting company. Minimum 1-2 years broadcast sales experience. Send resume to Box B-6 EOE.

Strong, progressive ABC affiliate in 43rd market seeks experienced television account executive. We use an intense research and marketing-based approach to working with our advertisers. Experience in using consumer research is a requirement. If you are qualified and interested in talking to us, send a summary of your background to Sales Manager, WVEC-TV, Box 2658, Norfolk, VA 23501. WVEC Television, Inc. is an equal opportunity employer.

Local sales manager - ABC affiliate, Medford, Oregon, is seeking strong, aggressive local sales manager. Previous television sales management experience preferred. Must have extensive sales background and ability to manage people. Salary plus commission. Send resume to Roger Bird, KDRV-TV, Box 728, Medford, OR 97501 EOE.

Account executive: KSTP-TV, needed with two years or more TV sales experience. Must have knowledge and understanding of broadcast ratings (ARB and NSI). Creative selling ability and new TV business development extremely important. Send resume to: Karl Gensheimer, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer.

Advertising sales manager: National entertainment medium seeking a qualified, energetic advertising sales manager to sell local and regional advertising in the Philadelphia/New Jersey market. 2-3 years advertising sales experience. Base plus commission, override and terrific car allowance. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pk., Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

HELP WANTED TECHNICAL

Chief engineer: Business-type satellite network with in-house network control and studio transmitting 22 hours weekly of audio/video/data to 200 receive sites seeks credentialed candidate with 4-6 years experience with equipment maintenance/repair and satellite systems. Start March 1. Resume to CTNA, Teleport 1/The Teleport, Staten Island, NY 10311-1003 EOE.

Transmitter maintenance engineer for full power UHF 3 to 5 years RF experience required. Knowledge of Comark xmr and external cavity klystrons a plus. Strict confidentiality guaranteed. Contact Bob Minor, CE, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614. 312-276-5050 EOE.

Editor: Mid-South one inch facility seeks fulltime videotape editor. 2-3 years on-line experience required. Commercials and corporate. Cinevision-Pinnacle-Q8D-Echolab. Send resume to Larry Orr, 1374 Madison Ave., Memphis, TN 38104. EOE.

Assistant chief engineer, KYUK AM/TV is looking for a motivated person with at least 3 years radio/TV maintenance experience. This is a HANDS-ON position and applicant must have valid FCC license or SBE certification. Duties include servicing Ikegami Sony cameras and Sony 3/4" & 1" machines. Position is an excellent opportunity for future advancement into management. Salary range \$27,950-\$32,000 plus excellent fringe benefits. Position open until filled. Send resume and cover letter to Brad Humelsine, Pouch 468, Bethel, AK 99559. Bethel Broadcasting, Inc. is an AA/EOE.

Worldwide Television News seeks an aggressive VT editor for dynamic news facility. Working knowledge of computer editors, 1", 3/4", & Beta machines and an understanding of Telco facilities and satellite transmissions a must. Send resume and salary history to: Worldwide Television News, Attn: Mark Anderson, 1995 Broadway, New York, NY 10023 EOE.

Maintenance engineers - Technical Contractor for CNN-Washington has 2 openings for qualified individuals with 3-5 years experience on ENG and studio equipment. Microwave experience a plus. Telephone Engineering Supervisor, Neal Metersky, 202-898-7510 EOE.

Pacific Northwest network affiliate station is seeking a chief engineer to manage and direct the engineering department. Must have at least five years radio/television engineering management experience. Leadership skills. Familiarity with planning and budgeting. FCC General license required. College degree in Electronic Engineering or equivalent experience. Qualified applicants send resume to: Personnel Department, P.O. Box 8037, Spokane, WA 99203. King Broadcasting Company is an equal opportunity employer.

Chief engineer, Immediate opportunity. FCC General license required. Responsibilities include ordering, maintaining and repairing equipment interfacing with factory and field engineers, maintaining physical plant security and operation. On call 24 hours a day. Send resume to P.O. Box 2809, Pittsburgh, PA 15230 EOE.

Immediate opening for experienced satellite truck operator. Must be versatile, RF/maintenance, and production experience a plus. EOE. Box B-26

Electronic technician: Cable satellite broadcaster seeks experienced individual to repair and maintain all aspects of a state-of-the-art broadcast center including video, audio and RF equipment. Good start salary/excellent benefits. Send resume to Viacom Networks, 35 Adams Ave., Hauppauge, NY 11788. EOE.

Writer-producer-director: Industry leader company in long form TV advertising seeks creative writer-producer-director. Solid documentary expertise a must. State-of-the-art facility in Midwestern town of 10,000. Great opportunity to grow with our company. Send tape/resume to: Dawn Bentley, Hawthorne Communications, 406 W. Depot, Fairfield, IA 52556. Calls welcome: 515-472-3800 EOE.

Needed immediately. Videotape editor. 3 years minimum experience. Send resume to Sheila Withum, Jimmy Swagart Ministries, P.O. Box 2550, Baton Rouge, LA 70821. Or call 504-768-3417. EOE.

HELP WANTED NEWS

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.

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.

Sports anchor: Dominant number one seeking aggressive, imaginative sportscaster. Duties include anchoring early show plus shooting and reporting local sports. Experience required. Tapes and resumes to Dick Heidt, Box 1738, Bismarck, ND 58502. EOE.

If you're a self-motivated top notch TV news photographer with an acute sense of timing, an eye for pretty pictures, and a strong creative streak who loves to travel and have experience shooting/editing on the on the Sony 900 BVU System, send resume and salary requirements to Box A-89. EOE. No tapes.

Weekend anchor/reporter: Looking for an excellent journalist with personality to complement our female anchor. Strong reporting/writing skills essential. Minimum 3 years experience. Send tape and resume to Bob Feldman, News Director, 8 Elm St., New Haven, CT 06510. EOE.

Anchor - reporter: Sunbelt station needs experienced anchor-reporter for Mid-Day show. Box B-16. EOE.

Drop anchor in Tampa Bay! Primary positions available for news professionals with impeccable credibility. Rush non-returnable VHS samples. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

ENG photog/editors. Two entry-level openings available at independent station in market of 650,000. One position is primarily shooting, one primarily editing. Send audition tape and resume to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

Anchor/reporter. 6PM & 10PM weeknights. Must be able to write well, report and edit daily, and meet deadlines. Driving ability a must. 12-person staff, CBS affiliate, excellent working and living conditions, available and affordable housing. No calls, please. Send resume, references, and tape to Doug Maughan, News Director, KMVT-TV, 1100 Blue Lake Blvd. N., Twin Falls, ID 83301. EOE.

TV news producer: Responsible for content of daily newscast. Must be creative, imaginative and an excellent writer. You will supervise, manage and lead other production and news personnel. Prior TV news experience and good people skills required. Resume and writing samples to Bob Feldman, News Director, 8 Elm St., New Haven, CT 06510. EOE.

Assignment editor: Must be an exceptional journalist and people person. Two years broadcast experience and a journalism degree preferred. We are dedicated to quality and hard work. Send tape and resume to: Jim Holland, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. No phone calls, please. We are an equal opportunity employer.

Photographer/editor: Must have superb skills and two years experience. Resume and tape to Chief Photographer, Ralph Mudge, WHEC-TV, 191 East Ave., Rochester, NY 14604. No calls, please. WHEC-TV is EOE.

Weather anchor: Top 20 West Coast station. Minimum 2 years experience with a television news operation. AMS certificate and/or degree in meteorology preferred. Resumes, tapes and salary requirements to Mrs. Hertel, P.O. Box 254480-391, Sacramento, CA 95865. Women & minorities encouraged to apply. EOE.

Noon weather/reporter: Meteorological background preferred. Also report on environment and agriculture. Minimum one year commercial TV news experience. Tape, resume, and references to: Jim Sherlock, News Director, WAND, 904 Southside Dr., Decatur, IL 62521. EOE.

Meteorologist/weathercaster: #1 position, 1-2 years experience. Predecessor just jumped 55 markets. Tape, resume & references to: Jim Sherlock, News Director, WAND, 904 Southside Dr., Decatur, IL 62521. EOE.

Weekend anchor/reporter: Previous anchoring a must. Job also includes producing and assignment duties. Tape, resume & references to: Jim Sherlock, News Director, WAND, 904 Southside Dr., Decatur, IL 62521. EOE.

News director for public TV station in Southwest. Requires Master's degree in related field plus three years in TV broadcast news, including assignment editor experience. Will supervise news operation, assign stories, oversee production of newscast using journalism students, teach broadcast journalism course, produce public affairs programs. Minimum \$26,500 plus benefits. Send resume, names of three professional references to: Jim Dryden, KRWG-TV, Box 30001, Las Cruces, NM 88003. Deadline: March 8, 1989. New Mexico State University is an EEO/AA employer.

Writer: New medical videotext service. Healthcare and news or public affairs experience. Scriptwriting experience helpful. NE location. Resumes and salary history to Box B-36. EOE.

Anchor - Midsize, Midwestern VHF ABC affiliate seeks mature 6 & 10 anchor. Minimum two years anchor experience. Also producing, reporting. Send resume to Box B-38. EOE.

Meteorologist/weatherperson wanted for growing station on Cape Cod. Must have one year experience, lots of personality and strong organizational skills. Any Paint Box experience a plus. Send tape and resume to Gregory Bush, WCVX-TV 58, 29 Bassett Ln., Hyannis, MA 02601. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Gannett owned, CBS affiliate, top 50, #1 station. We're interested in a person who's excited about producing strong news and program promotion. If you have a minimum of 1 yr. experience in radio or television copywriting, 3/4" editing, and sound news judgement, rush reel and resume to: Roz Fields, Promotion Manager, P.O. Box TV2, Greensboro, NC 27420.

Videographers - Freelance in New England, primarily Southwestern area. Must have portable 3/4" deck, broadcast quality camera, and transportation. Resume with financial requirements, availability, and VHS sample to: VIP, P.O. Box 91, Millers Falls, MA 01349. EOE.

Versatile videographer/editor. News, commercial production, special projects. Strut your stuff on non-returnable VHS demo. P.O. Box 22607 Tampa, FL 33622-2607. EOE.

Producer/director, photographer/editor positions opening soon at top 50 East Coast affiliate. Creativity, experience, enthusiasm required. Send resume and salary requirements to Box B-21. EOE.

Commercial writer/producer. Break into ad agency work. Show us your best broadcast: television, radio, video. Retail, healthcare experience a plus. Send resume, samples to Jana Miller, Hult Fritz Maluszak & Associates, 245 NE Perry Ave., Peoria, IL 61603. EOE.

Graduate assistantships-TV production interns, 12 positions, 20 hours/week. Serve as teaching assistants, crew: work support in research, electronic graphics, traffic, staging/lighting, some producing/directing, work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$6600. Possible partial tuition waiver. September 1989. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer. M/F.

Photographer with creative touch, love of travel and adventure, eye for pretty pictures, self-motivated and hardworking, and with BVU-900 editing experience. Send resume and tape to Nweby/Berke Productions, 214 North Crest, Chattanooga, TN 37404. EOE.

Experienced traffic person needed for growing television network located in Miami area. Traffic experience preferred. Good starting salary and company benefits. Send resume to: Chuck Hurd, Telemundo Network, 2470 W. 8th Ave., Hialeah, FL 33010. EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager: Professional, innovative, aggressive, goal-oriented. Motivated, self-starter. Extensive experience with group-owned stations in local sales/sales management and on-job experience with national at both rep/station level. Knowledgeable with all areas of station operations. Currently employed—but unchallenged. Write Box B-19.

General manager/sales manager: Strong sales and management skills. 20 years experience. Box 466, Seymour, TX 76380.

Television engineering/operations manager wishes to discuss opportunity in Florida. Presently employed, self-starter looking for challenge. Box B-28.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production perfect. Master at control. Studio superior. Name the need and contact AJ 812-853-3664 daytime.

SITUATIONS WANTED SALES

A radio sales pro currently in a top 10 radio market is seeking a solid major market TV opportunity. Currently a top biller with good work habits. Contact Midas at P.O. Box 7738, Atlanta, GA 30357.

SITUATIONS WANTED TECHNICAL

Mature individual seeks engineering/operator position. All areas will be considered. Box 8-2.

Technical EIC/video engineer: 15 years experience including major television network and nationwide mobile production facilities. FCC license/SBE Senior Television certified. For resume and information: 412-264-4756.

SITUATIONS WANTED NEWS

Network news photographer/editor: Based in Washington, DC, is available for new contract assignments US and worldwide. Reply to Box A-73 or call 301-585-3923.

Police/court reporter - Streetwise, combat trained, courtroom capable, surveillance pro. Get the facts, call: 412-244-0815.

News director who knows how to build and market a winning newscast. An experienced team leader with strong budget and business skills. Box B-9.

18 year veteran of TV "News Wars" with top ten and network experience looking for new challenge. Three time Emmy winning news manager willing to try hand at small to medium market news directorship. Interested? Write Box B-10.

News director position sought in small or medium market. Heavy background of 26 years, mostly major market, including 5 years in news management. Currently main anchor at award-winning Texas station. Box B-27.

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653. EOE

Need a job? We're in our fifth year for assisting career-minded professionals with The Hot Sheet--broadcasting's leading employment-listings publication. Climb aboard, and discover where the action is! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Career videos. Help realize your goal of job search success. Let us put together your personalized video resume tape. 312-272-2917.

Bill Slatter's Talent Agent Directory. Invaluable for station and talent. \$52.00 for stations. \$37.00 talent. P.O. Box 7076, Evanston, IL 60201. 312-328-3660.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting, Indiana State University seeks an assistant/associate professor to teach public-educational broadcasting and courses of specialization. Will also advise, teach specialized courses, and assume major responsibility for advising M.S. and M.A. candidates. Ph.D. required. Professional experience desired. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional/scholarly performance. Send letter of application, current vita, and names of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after March 3, 1989 cannot be guaranteed consideration. AA/EOE.

The American University School of Communication in Washington, DC seeks graduate assistants to assist in teaching and professional duties while earning a Master's degree in journalism and public affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An EEO/AA University.

The American University, Washington, D.C.: Faculty vacancy in Visual Media School of Communication. Position available for 1989-90 academic years as assistant professor of Visual Media. tenure track in the School of Communication, beginning August 1989. Qualifications are M.A., professional background and experience in video and studio television production; some technical expertise is necessary. For more information, please call 202-885-2058. C.V. and three letters of recommendation should be sent to: Visual Media Search Committee, School of Communication, The American University, Washington, D.C. 20016. The Committee will begin reviewing applications March 1, 1989. The American University is an Affirmative Action/Equal Opportunity Employer. Applications from women and minorities are particularly invited.

The Ithaca College School of Communications invites applications for a tenure-track position in television production/broadcast journalism at the rank of Assistant Professor beginning 15 August 1989. Ithaca College is an independent four-year residential college with approximately 6,000 students located in the Finger Lakes region of central New York. The School of Communication is one of four professional schools within the College and enrolls approximately 800 students in its majors program. The School of Communications will move into a new \$12 million, 78,000 square foot facility in the summer of 1989. The new facility is equipped with three television studios, numerous editing suites, a computerized journalism lab, two radio stations, a cable television channel, and film, photography, multi-image, and multi-track audio studios. A Ph.D. and some professional experience, or a Masters degree and significant experience in television studio production and broadcast journalism are required. Successful teaching experience is desired. Screening begins on 15 March 1989; however, applications will be accepted until the position is filled. Letters of application with accompanying resume and the names of three references may be forwarded to: Dr. John Rosenbaum, School of Communications, Department of Television/Radio, Ithaca College, Ithaca, NY 14850. 607-274-3242. Ithaca College is an Affirmative Action/Equal Opportunity Employer.

Assistant associate professor of Radio-Television, Department of Communications, Morehead State University invites applications and nominations for a tenure track position beginning August 1989. Responsibilities: Teach radio-television classes in the areas of broadcast advertising, sales, promotion, management and other areas of specialization. Qualifications: M.A. plus significant media experience required. Ph.D. or A.B.D. in radio-television or closely related field plus media experience preferred. Submit letter of application, resume and references no later than March 15, 1989 to: Office of Personnel Services, Morehead State University, HM-101, Morehead, KY 40351. MSU is an EEO/AA employer and requires compliance with the Immigration Reform and Control Act of 1986.

Graduate assistantships in Mass Communication program available for Fall 1989. Thesis/non-thesis option. Stipend for academic year approximately \$6100 plus tuition waiver. Applicants should have minimum 3.0 undergraduate gpa. Contact Dr. Howard Kleiman, Mass Communication Area, 150 Williams Hall, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

Director, Photo, Radio & TV: Administer, and where possible perform all functions of the department which range from total responsibility for creation, content and production of videotape advertisements, documentaries and broadcast program material, to serve as an electronic media liaison for the University. Administrative responsibilities include departmental budget preparation and setting of capital equipment acquisition priorities. Bachelor's degree required and at least five years professional experience as broadcast journalist-producer-writer. Preferred background should include at least three years management experience (i.e. director, assignment editor). Extensive radio-TV field production background required, including audio studio recording, mixing & editing; location recording involving multiple wireless mikes, creation of A-B roll type video spots and documentary presentations. Submit letter of application, resume, and 3 letters of reference by March 15, 1989 to: Gerald DeSchepper, Search Committee Chair, Director, Photo, Radio & TV (240140) Position, The University of Rhode Island, P.O. Box G, Kingston, RI 02881. An Affirmative Action/Equal Opportunity Employer.

Oklahoma State University invites applications for a tenure-track position to teach undergraduate courses in news reporting (print or broadcast) and at least one course at the graduate level in mass communication. Candidates must have a Master's degree with substantial work toward the Ph.D. as a minimum (Ph.D. is preferred) plus 5 years experience in news reporting and editing and an established record of scholarly work. Send letter, resume and three references to Dr. Marlan Nelson, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078-0195. Deadline: April 15, 1989. Oklahoma State University is an Equal Opportunity/Affirmative Action Employer.

Asst./assoc. prof. for tenure track position. Master's degree required. ABD preferred. Demonstrated teaching and/or professional excellence in broadcast television production. Responsibilities include: teaching television production courses, developing mass media and cultural diversity course, and other mass media courses as needed; scholarly or professional/creative productivity, and departmental committee assignments. St. Cloud State University is participating in a 5-year Cultural Diversity initiative. Minorities and women are strongly encouraged to apply. Submit letter of application, vita, 3-5 letters of recommendation and all college transcripts to: Dr. Marjorie Fish, Chair of Search Committee, Dept. of Mass Communications, St. Cloud State University, St. Cloud, MN 56301. Deadline for the receipt of all application materials is March 22, 1989. AA/EOE.

Tenure track telecommunications position. Assistant or associate rank beginning Sept. 1989. Ph.D., teaching, research, and professional experience preferred. Teaching area includes programing, promotion, sales, management, writing. Production skills helpful. Graduate courses available to qualified applicants. Send vita, three current reference letters by March 17 to Ashton Thornhill, School of Mass Communications, Box 4710, Texas Tech University, Lubbock, TX 79409. AA/EOE.

Asst. professor: Telecommunication management, Michigan State University. To teach and conduct research in broadcasting, cable telecommunication management. Requires Ph.D., appropriate professional experience. MSU is an affirmative action employer. Send resume to Prof. Thomas F. Baldwin, Department of Telecommunication, 409 CCAS, Michigan State University, E. Lansing, MI 48824-1212. Phone 517-355-6556. MSU is an affirmative action/equal opportunity institution.

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One of America's leading distributors of broadcast audio equipment is expanding its national sales rep organization. We seek aggressive, professionals who know how to get the job done. We support you in every way. Top commissions. Exclusive territories available in many regions of U.S. Send resume to Mr. Roy Laurence, Radio Resources, 7483 Candlewood Rd., Hanover, MD 21076. EOE.

MISCELLANEOUS

Caribbean Magazine (CM) needs commercial ads from businesses wishing to attract Caribbean customers. CM is an educational and cultural TV show on WNYX-TV Channel 44 UHF in NYC area (Sundays 6-7PM). Contact DUCH-VIL Productions, Inc., Box 1078, Jamaica, NY 11431. 718-951-6207 or 718-527-8594.

EMPLOYMENT SERVICES

Executive placement and recruitment for the broadcast industry. National/international placement and recruitment for all positions. Business Financial Consultants, 11014 Sugar Pines Ct., Suite K, Florissant, MO 63033. Attn: Delancy Banks. 314-837-8260. EOE.

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

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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).

Reporters: Not getting the constructive feedback you need to grow and advance? Have your work critiqued by a former television reporter with more than 10 years in the business, including the Philadelphia and New York markets. Send tape, plus check for \$39.50 to TeleDirections, P.O. Box 7207, Atlantic City, NJ 08404.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde 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.

FM antenna(s) - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

Wanted: Autogram IC-10, LC-10 or AC-8 stereo console w/ clock/timer (preferred). 812-723-4484.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM Transmitter **CSI T-25-F(1985)** RCA BTF20E1 (1975/1978) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM Transmitters **CCA AM 10,000 (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM **CCA AM 50,000 (1976), excellent condition ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

1KW AM Transmitters ** Collins 820D (1981) ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

Nautil 1985, AMFET-5, 5KW AM transmitter like new condition ** Transcom Corp. 215—884-0888, TELEX 910—240-3856.

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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.

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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.

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Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314—664-4497

Chyron-RGU 2 CG's Dual channel with dual keyboard \$17.5 K - Single channel - \$12 K. Standard Video Brokers warranty. Ready to ship. Call Video Brokers, Inc. 407—851-4595.

Grass Valley 300 - 2ME with E-MEM, GVG-100 CV (component) switcher Demo condition - GVG-1680, 16001X. All with 100% Warranty for 30 days. Call Video Brokers, Inc. 407—851-4595

1" VTR's in stock - Ampex VPR 80's with or without console - New Heads - Full Warranty. Also Sony-1100's complete TBC's in stock. Call Video Brokers, Inc. 407—851-4595

Low Cost 1" Sony BVH-1000's with TBC - New Heads - Completely refurbished - Under \$15 K. Call Video Brokers, Inc. 407—851-4595

Rank Telecine - Digi 4 - Video Brokers has several Rank's for Spring delivery. These are fully re-ferbed units with every option known to man. If you need a new Rank Video Brokers can deliver. Call Video Brokers, Inc. 407—851-4595

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Sony 5850 - in stock, TBC-from \$2 K. Call Video Brokers, Inc. 407—851-4595.

Beta, Beta, Beta - BVW-25(3), BVW-15(2), BVW-40(3) - All low time and new condition. Also demo BVW 3A with zero hours. Call Video Brokers, Inc. 407—851-4595.

Tower, Stainless G-7 927 ft. Standing north Florida includes 6" line. Buyer take down. Best offer. Maze Broadcast 205—956-2227

Sony BVU-800's. Reconditioned with 30 day warranty \$7995.00. In stock. Maze Broadcast. 205—956-2227.

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

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

1KW LPTV transmitter, Aerodyne Tru/1 KAC, less than 250 hrs. TT. Perfect condition! Available immediately! Ray LaRue, 813—685-2938.

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ITC Premium R/P mono cart machines (6). McMartin 4500A monitor, ERI FMC 3E, Med power. Orban 800A with studio unit. ITC PD-II (4), tapecasters. ect. Jim Phillips. WZOM, 419—782-8591.

For sale: 250 watt transmitter Gates BC-250 150 foot tower. Call 703—221-1124 between 4:30 and 5:30 p.m. EST.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 800—622-0022. Ask for Copper sales.

Automation system, Systemation cassette automation system. Set up for Transtar format 41. Available immediately, \$17,000.00. Call Dale Daniels, 501—636-4611.

Ikegami 970 film chain with remote panel. Includes multiplexer, 16mm projector, dual drum slide projector and 8mm projector. New Ampex 4809 Vidicons. Asking \$10.0K. Sony (RCA) BVH500 portable "C" 1" VTR w/o stabilizer. Asking \$6.0K. Other equipment available. Call for list. TPC, Ron Lease, 412—741-4000.

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Broadcast organization is currently seeking an Editor for its Foreign Desk. Qualified incumbent must be a College graduate or equivalent with four years journalistic experience to include two years administrative/editorial experience with a news organization, extremely desirable; knowledge of foreign/international news coverage planning. Demonstrated writing/editing ability, and broadcast experience extremely desirable. Please send resume with salary requirements by March 3, 1989 to:

National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036

EOE/AA

Miscellaneous

California

Broadcast Job Bank

For application information call
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California Broadcasters Association

TELEVISION

Help Wanted Management

PRESIDENT/GENERAL MANAGER WGTE-TV-FM, Toledo

WGTE-TV-FM and WGLE-FM, Toledo-Lima, Ohio, public broadcasting stations, seek President and General Manager to direct all aspects of high-quality public radio and television program service to station coverage areas. Successful previous management experience essential, public broadcasting management experience preferred. Send resume and cover letter, setting forth your vision of public broadcasting's mission, both nationally and locally, and why you choose to work within the industry, to:

Ann Stranahan
WGTE Search Committee
Four SeaGate, Suite 601
Toledo, Ohio 43404

All replies strictly confidential. Application deadline: March 1, 1989.
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The Discovery Channel, cable's fastest growing network, is seeking an individual who will coordinate with the Director of Research, programming research. This position would be located in Discovery's office in the Washington D.C. suburbs.

The ideal candidate will have 4+ years research experience (2+ years in Media-related company), and direct experience handling national Nielsen data. PC experience is a must.

For confidential consideration, send resume to **The Discovery Channel, 18 E 48th St, Floor 21, New York, New York 10017**
Attn: Research Personnel. **DO NOT APPLY IN PERSON OR CALL.**



Help Wanted News

FREELANCE NEWSWRITERS

Worldwide Television News seeks freelance newswriters with international agency, network desk, syndication or cable news experience. Sports and/or Spanish language a plus. Send resume and salary history to



WTN
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EOE

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Need a hard working, people oriented manager able to motivate staff and generate a strong bottom line? I have successfully built, bought and managed stations and I am comfortable in sales, programming, promotion, operations, station organization, budgeting and cost control.

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Articulate, attractive, creative, go-getter, black female sports journalist seeks reporter/anchor position in medium or large market. 5 years major market sports experience. Extensive knowledge of sports. Can write, shoot, produce & edit. Field reporting, anchoring, talk show hosting and play-by-play. Hire a winner!

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LOUISVILLE, KY 40201



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Turner Broadcasting System has an opening in its Research Department for a Project Manager specializing in CNN and Headline News. Position requires the management of research projects dealing with ratings and audience analysis for the two news services. Emphasis is on programming, scheduling, promotion, and marketing. **Qualifications:** Experience in TV/Media research, preferably audience and programming research, a strong analytical background, and the ability to identify and solve problems. Must be able to take the initiative, conceptualize, and execute projects. Need quantitative skills; PC knowledge and experience, and creative writing ability. Understanding of interest in news and news programs a must.

Absolutely No Calls. Send Resume and Salary Requirements to:

CNN/HLN Project Manager
TBS Research Dept.
One CNN Center
P. O. Box 105366
Atlanta, GA 30348-5366
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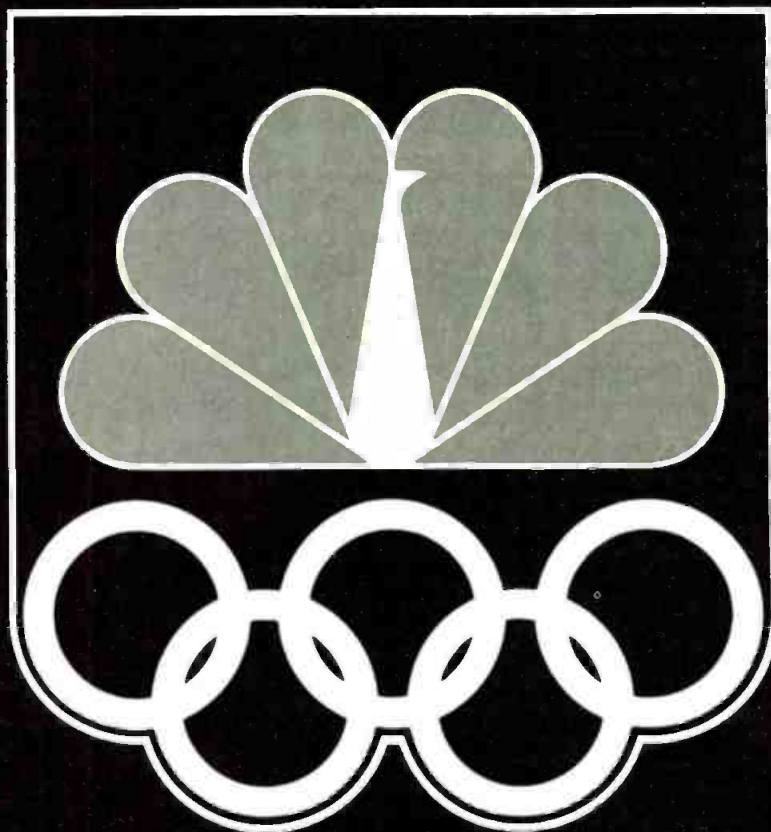
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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Gary S. Bryson, VP, development, U S West Inc., Englewood, Colo., named president, cable communications division.

Donald J. Barhyte, president, Multimedia Newspapers, and senior VP, Multimedia Inc., Greenville, S.C., will relinquish both positions Feb. 28. He will not remain on board of directors. **William deBerniere Mebane**, VP, Multimedia Newspaper Co., and president and publisher of *Greenville News* and *Greenville Piedmont*, has been named to succeed Barhyte as president. Multimedia Newspaper Co. Multimedia Inc. publishes 14 daily and 40 nondaily newspapers, owns and operates four TV and seven radio stations, operates more than 100 cable franchises and syndicates programming.

Appointments at Cox Cable Communications: **Arlene M. Cannoot**, marketing supervisor, Heritage Cablevision, Mishawaka, Ind., named marketing manager, Cox Cable, Saginaw Inc., Mich.; **Dana J. Durborow**, affiliate marketing manager, The Fashion Channel Network Inc., Los Angeles, named marketing manager, Cox Cable University City Inc., Gainesville, Fla.; **Jeff McMurdy**, news director, WKZQ(FM) Myrtle Beach, S.C., named marketing and public affairs manager, Cox Cable South Carolina Inc., Myrtle Beach; **Craig Tuetken**, telemarketing supervisor, Cox Cable Cedar Rapids, Iowa, named marketing manager, Cox Cable Ocala Inc., Florida.

Craig Dubow, station manager, KVUE-TV Austin, Tex., named VP and general manager. Dubow takes over managerial duties from **Joe Jenkins**, president, KVUE-TV, who plans to retire sometime in 1990.

Philip A. Jones, VP and general manager, KCTV(TV) Kansas City, Mo., named executive VP, broadcasting group, of parent Meredith Corp., Des Moines, Iowa. Jones will continue as VP and general manager and will be based in both offices.

Jack R. Donahue, president and general manager, KDLT(TV) Sioux Falls, S.D., joins KTKA-TV Topeka, Kan., as general manager.

Eve Vickers, business manager, KVUE-TV Austin, Tex., named VP/controller.

Mary Chaseman, VP, national sales manager, WXKS-FM Medford, Mass., joins WBOS(FM) Brookline, Mass., as VP, general manager.

Roger R. Cucci, owner, Techworks, technical consultants, Milford, Conn., joins WVOX(AM)-WRTN(FM) New Rochelle, N.Y., as general manager and senior VP of operations.

Reginald Brown, chief financial officer, Inter Urban Broadcasting, Cincinnati, joins WKYS(FM) Washington, as business manager.

Nancy Benson, regional account manager,

WNYJ(FM) Rotterdam, N.Y., joins WABY(AM) Albany, N.Y., as station manager.

Bob Payton, operations manager, KLCL(AM)-KHLA(FM) Lake Charles, La., joins KVET(AM)-KASE(FM) Austin, Tex., as operations manager.

Marty Perrone, general sales manager, WKGR(FM) Fort Pierce, Fla., joins WMXQ(FM) Palm Beach Gardens, Fla., as VP and general manager.

Marketing

Appointments at Petry: **Donna Schimmenti**, senior research analyst, Petry National Television, named group research manager; **Paul Fiore**, research analyst, Petry Television, New York, named research manager; **John Fox**, account executive, WTAT-TV Charleston, S.C., joins Petry National, Dallas, in same capacity.

Appointments at National Cable Advertising: **Michael Donaldson**, director of advertising, Home Sports Entertainment, Dallas, joins NCA there as sales director/Southeast region. **Christine M. Layng**, account executive, WOR(AM) New York, joins NCA there in same capacity.

Janice Aull, director, affiliate operations, Home Box Office, Los Angeles, named VP, affiliate operations.

Michael Young, account executive, CBS Radio Representatives, New York, named sales manager.

Martin Rabb, director, advertising and promotion, WVAE(FM) Detroit, joins Satellite Music Network, Dallas, as director of marketing.

Appointments at Katz Communications Inc.: **Howard Farbman**, local broadcast negotiator, BBDO, New York, joins Banner Radio there as account executive; **Robert Fortunato**, account manager, WFIL(AM)-WEAZ(FM) Philadelphia, joins Christal Radio there as account executive; **Joyce Rodriguez**, research ana-

lyst, MCA-TV, N.Y., joins Katz Television there as director of programming research; **John McNamara**, local sports buyer, Backer Spielvogel Bates, New York, joins Katz's sports sales department as sales executive; **Benjamin Buchwald**, sales assistant, Katz Television's direct response sales department, New York, named national sales coordinator; **Dave Smith** and **Ruth Lee**, associate directors of programming, Katz Continental Television, New York, named directors of programming; **Douglas Pfaff**, account executive, WOLF-TV Scranton, Pa., joins Katz Continental, New York, as sales executive; **Julie Marti**, account executive, WCCO-TV Minneapolis, joins Katz Continental there as sales executive; **Ed Adams**, sales executive, Katz Continental, New York, named manager, Katz Continental, St. Louis; **Sandie Lanza**, sales executive, Katz Independent Television, Detroit, named manager, Detroit sales office.

Appointments at Bohbot Communications, advertising agency, New York: **Nancy Fields**, VP, media supervisor, Fisher Feld advertising agency, named VP, spot television; **Harry Clark**, chief financial officer and director of administration and finance, Rousel-Uclaf Holdings Corp., New York, named senior VP, finance and business affairs; **Andrea Carolan**, VP, local broadcast operations, DeWitt Media Inc., advertising agency, New York, named account supervisor.

Bruce Massie, general manager, KNUA(FM) Seattle, joins KBSG(FM) Seattle as national sales manager.

Karen K. Latino, account executive, WCZX(FM) Hyde Park, N.Y., named local sales manager; **Bruce A. Rose**, local sales manager, Colony/U.S. Cablevision, Hudson Valley, N.Y., joins WCZX(FM) in same capacity.

Kathy K. Lawrence, account executive, KOY-FM Phoenix, named national sales manager.

Appointments at WBZ(AM) Boston: **Wendy Wight**, account executive, WDLW(AM) Waltham, Mass., and **Jane Holtz**, fund raising coordinator, noncommercial WGBH-TV Bos-



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tion, named account executives.

Appointments at WONE(AM) Dayton, Ohio: **Anna Katherine Estes**, general sales manager, WJDZ(AM)-WMSI(FM) Jackson, Miss., named local sales manager; **Jack Rutledge**, account executive, WDJK(AM) (formerly WBZ) Xenia, Ohio, named account executive.

Appointments at KGO(AM) San Francisco: **Ron Postrel**, account executive, KIOI(FM) San Francisco; **Tim O'Malley**, mail-list broker, Names Unlimited, direct mail company, San Salito, Calif.; **Valerie Henderson**, senior account executive, KJAZ(FM) San Francisco, and **Gregory Nemitz**, account executive, Michael Alan Folb & Associates, advertising agency, Oakland, Calif., named account executives.

Rich Kahn, general sales manager, KMEL(FM) San Francisco, joins KXXX-FM there in same capacity.

Ralph Crossley, assistant general sales manager, WAOK(AM)-WVEE(FM) Atlanta, named general sales manager.

Roger Stallard, national sales manager, WSTF(FM) Cocoa Beach, Fla., joins WFOX(FM) Atlanta as local sales manager.

Karen Haag, account executive, PMA Insurance, Pittsburgh, joins WBNJ(FM) Cape May Court House, N.J., in same capacity.

Leslie Mathis, account executive, KTTV(TV) Los Angeles, joins WFLD(TV) Chicago as local sales account executive.

Michelle Liebowitz, account executive, spot sales, WNYW(TV) New York, named national sales manager.

Appointments at WDSI-TV Chattanooga: **Kevin M. Mirek**, director of sales, KABB(TV) San Antonio, Tex., named general sales manager; **Dave Baker**, account executive, KOKI-TV Tulsa, Okla., named account executive; **Randy W. Jackson**, producer and director, Ad Works Agency, Macon, Ga., named account executive.

Russ Hamilton, general sales manager, KTTX(TV) Rochester, Minn., joins WSTM-TV Syracuse, N.Y., in same capacity.

Joseph Salibra, account executive, WTVH(TV) Syracuse, N.Y., named national

sales manager.

Peter Stavenhagen, account executive, Sel-tel, Chicago, joins WLUK(TV) Green Bay, Wis., as national sales manager.

Programming



Slawson



Bailey

Appointments at NBC Entertainment, Burbank, Calif.: **Ruth Slawson**, director, motion pictures for television, named VP, mini-series; **Dorothy J. Bailey**, director, post production, named VP, post production; **Christine Amirian**, manager, NBC productions, named controller, NBC productions.



Wald

Jeff Wald, senior VP, Barris Industries Inc., Los Angeles, named president, television division. Wald will remain as senior VP of parent company.

Sunta Izzicupo, VP, television movies and mini-series, Lorimar Television, Los Angeles, joins CBS Entertainment there as director, motion pictures-for-television.

Hal Lewis, department head, development, Maxine Goldenson Productions, Los Angeles, joins ABC News/Weintraub Productions, Los Angeles, as VP. Lewis will be responsible for creative programming from Pathe News Archives and ABC News Library newsreel footage collection.



Harris

Stepping Up. Dick Harris, president, Group W Radio, has been named to the newly created position of chairman of Group W Radio. The announcement came Feb. 8 from Group W Chairman Burt Staniar. Staniar said the appointment was "in recognition of Dick's outstanding service to our company for more than 25 years. In his 16 years as president of Group W Radio, Dick has played the critical leadership role in the development of all-news radio and our growth into FM, and he is the person we have to thank for building Group W Radio into one of the largest and most respected radio station groups in America."

Harris joined Group W in 1964 and has served as general manager of Group W stations WBZ(AM) Boston, WINS(AM) New York, KYW(AM) Philadelphia and KPX(TV) San Francisco. In 1969 he was named president of Group W's Radio Advertising Representatives, and in 1973 was named president of Group W Radio. He is a member of Group W's board of directors, the board of NAB and the RAB, and is also past chairman of the RAB. Harris is currently chairman of the All-Industry Radio Music Licensing Committee. He is also a member of the board of WNYC-AM-FM-TV New York. Group W has begun the search for a successor to Harris, which it hopes to have found by mid-year.

William H. Roedy Jr., VP, affiliate operations, HBO, Los Angeles, joins MTV Networks, London, as managing director, MTV Europe.

Lois Schweir, producer, New York Knicks basketball, Madison Square Garden Network, New York, and WWOR(TV) Secaucus, N.J., named producer, New York Yankees baseball, for Madison Square Garden Network.

Hayma Washington, senior production manager and associate producer, Don Ohlmeyer Communications, Los Angeles, joins Buena Vista Productions there as director of productions.

Lois Peel Eisenstein, senior counsel, Viacom Law Department, New York, joins MTV Networks there as senior VP, law and business affairs.

Florence Squassi, segment producer, ABC's *Good Morning, America*, New York, named editorial producer.

Anne Wilkerson, general manager of video, United Video, Tulsa, Okla., named VP, cable video services group.

Linda Yaccarino, manager, Midwest region, Select Media Communications, New York, named director, station sales.

Joe Fleischman, advertising sales director, Fairfield Publishing, Los Angeles, joins Stardust Theatre there as VP, programming. Stardust is pay-TV satellite movie network.

Jerry Parker, VP and controller, Oklahoma General United, Oklahoma City-based insurance agency, joins Superstar Connection, Tulsa, Okla., as director of sales. Superstar Connection distributes satellite TV programming.

Diane Weingart, director, affiliate marketing, USA Network, New York, named VP, affiliate marketing.

Richard Young, production supervisor, Manhattan Cable TV, New York, named manager, production.

Kim Nordt-Jackson, producer, *Good Morning Houston*, KTRK-TV Houston, named executive producer, entertainment programs.

Sara Tatchio, news producer, WJBK-TV Detroit, joins WXYZ-TV there as executive producer of daily talk show, *Kelly & Company*. **Carol Richardson**, graphic designer, Media Design, Livonia, Mich., joins WXYZ-TV as junior design producer, graphics department.

Dave Rose, general manager, Business Radio Network, business news and talk programming company, Colorado Springs, named CEO. **Ray Mineo**, regional manager, Freedom Sports Television Network, sports syndicators, Colorado Springs, joins Business Radio Network there as VP, affiliate sales.

Douglas J. Darroch, producer, Dan Biggs Productions, Portland, Ore.-based film and video production company, joins KPDX(TV) Washington as production manager.

News and Public Affairs

Al Upchurch, producer, 11 p.m. news, WXYZ-TV Detroit, named senior producer, *Action News*.

Pierre Kimsey, entertainment and feature reporter, WPCQ-TV Charlotte, N.C., joins WJBK-TV Detroit as feature reporter.

Richard Mallary, senior account executive, Audience Research & Development, Dallas, joins Gannett Broadcasting, Arlington, Va., as VP, news.



Mallary

Therese Crowley, correspondent, United Stations Radio Networks News, New York, named managing editor.

Appointments at National Public Radio: **Robert Ferrante**, freelance TV producer, named executive producer, morning news; **Cadi Simon**, editor, foreign desk, named senior editor; **Richard Harris**, reporter, science unit, named correspondent, and **Michael Skoler**, science fellow, noncommercial WGBH-FM-TV Boston, named staff reporter, science unit; **Cheryl Devall**, reporter, *Chicago Tribune*, joins NPR there as reporter.

Frank Buckley, reporter/anchor, KESQ-TV Palm Springs, Calif., joins WXIA-TV Winston-Salem, N.C., as general assignment reporter.

Don Postles, anchor, KFSN-TV Fresno, Calif., joins WGRZ-TV Buffalo, N.Y., as co-anchor.

Kevin Scott Wing, weekend assignment editor, KTVU-TV Oakland, Calif., joins KIEI-TV Eureka, Calif., as news anchor and general assignment reporter.

William J. Hart, correspondent, *The Syracuse Post-Standard*, Syracuse, N.Y., joins WYNY-TV Carthage, N.Y., as assistant to news director.

Appointments at WSET-TV Lynchburg, Va.: **Mary Lu Knapp**, photographer, named producer, 11 p.m. news; **Mary Martinuzzi**, producer, named reporter; **Pam Windsor**, reporter, WYYD(FM) Amherst, Va., named reporter; **Pattie Wilson**, production assistant, named director; **Jeff Smith**, meteorologist, KTIV-TV Sioux City, Iowa, named meteorologist; **Dan Johnston** and **Brent Streunse**, photographers, KTUL-TV Tulsa, Okla., and **Mark Handler**, photographer, KOMU-TV Columbia, Mo., named photographers.

Michael Powell, school teacher, Chicago, joins WHOI-TV Peoria, Ill., as reporter.

Mick Kjar, weekend weather anchor, KTHI-TV Fargo, N.D., named morning anchor and agricultural reporter.

Bill Elias, weekend weathercaster, WTXF-TV Philadelphia, named weather anchor, *Ten O'Clock News*.

William Boss, WOI-TV Ames, Iowa, joins KIMT-TV Mason City, Iowa, in same capacity.

Steve Swienckowski, weather anchor and film critic, WHO-TV Des Moines, Iowa, joins KCTV-TV Kansas City, Mo., as weekend weather anchor and film critic.

Lou Millano, senior correspondent/manager, United States Radio Networks' Foreign Bureau, London, joins WCBS(AM) New York as general assignment reporter.

Down but not out. Pye Chamberlayne, senior correspondent, UPI Radio Network, has been forced out of the office but not out of work. Chamberlayne underwent hip replacement surgery after the November election and was expected to be out of action for several months. However, UPI has set Chamberlayne up with a studio in the basement of his Alexandria, Va., home. With a satellite dish to receive wire copy and his basement studio in working order, Chamberlayne returned to the air January 16. He is now anchoring both the 8 a.m. and 12 noon newscasts from his home and contributing to the hourly newsfeed. When asked whether broadcasting from home is any different from the studio, he said, "It's easier to concentrate." Chamberlayne should return to "active duty" in April.

Beth Ross, producer, CBS News, Washington, joins Montgomery Community Television, Rockville, Md., as news director, weeknight evening news program, *News 21/Countyline*.

Garvin Berry, named contributing editor, KTRH(AM) Houston. Berry had been on medical leave for past two years.

Jeff Dettmer, senior news reporter, WEOL(AM) Elyria, Ohio, named news director.

Paula T. Lin, assistant news director, WWOQ(AM) Waterbury, Conn., named director, news operations.

Ned Foster, news director, KOY(AM) Phoenix, joins KTAR(AM) there as morning news anchor.

Allen Denton, co-anchor, WTVK-TV Knoxville, Tenn., joins WSPA-TV Spartanburg, S.C., as co-anchor, weekend edition of *Eye-witness News*.

Karen Frances, news director, WFBR(AM) Baltimore, joins noncommercial WJHU-FM there as anchor of *Morning Edition*.

Technology

J. Glyndell Moore, VP, engineering, Storer Cable Communications, Atlanta, joins Summit Cable Inc. there as director, technical operations.

David Roudebush, sales manager, Otari Corp., Belmont, Calif., joins Orban Associates, San Francisco, as marketing and sales manager, professional audio products.

Kevin Dauphinee, director of marketing and sales, Digital Audio Research Limited, manufacturer of audio equipment, Chessington, England, joins Ampex Corp., Redwood City, Calif., as senior product manager, Betacam videotape products.

Kinsley D. Jones, VP and chief operating officer, Omega International, Irvine, Calif., joins Townsend Electronics Corp., as Western district sales manager, Townsend Product Sales Group, Mission Viejo, Calif. Jones will be responsible for sales of VHF and UHF computer-supervised transmitter products.

Appointments at Viacom Industries Inc., manufacturer of closed-circuit video systems, Melville, N.Y.: **Morton S. Russin**, director, Fujinon Inc., lens manufacturer, Wayne, N.J., named director, professional products division; **Donald T. Heckel**, president, Javelin Electronics, Torrance, Calif., named VP, domestic sales.

Promotion and PR

Appointments at ABC Public Relations, ABC Television Network Group, Los Angeles: **Laurel Whitcomb**, program publicist, named manager, program publicity; **Christopher Brown**, supervisor, broadcast publicity, named manager, broadcast publicity; **Sherrie Block**, photo publicist, named manager, photo editing and advertising liaison.

Lisa Silfen, publicist, advertising and marketing, MTV Networks, New York, named manager, business and corporate publicity.

Appointments at NuStar promotion service, West Chester, Pa.: **Doug Dexter**, VP, sales and marketing, named VP, operation; **William Baker**, director, affiliate sales, named VP, affiliate sales; **Peter Mondics**, director, sales and marketing, named VP, network sales.

Patricia Veronica del Toro, independent public relations consultant, Starstream Communications Group Inc., Houston-based programmers, as Hispanic promotion director.

Mark Zacharias, promotion manager, KRDO-

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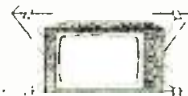
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AM-FM-TV Colorado Springs, joins KVUE-TV Austin, Tex., in same capacity.

Lolly Briano, administrative assistant, KFWD(TV) Fort Worth, named promotion manager.

Carolyn Fittipaldi, news intern, KOB-TV Albuquerque, N.M., joins Drake-Chenault there as public relations director.

Patricia Mills, independent public relations consultant, joins WJBK-TV Detroit as public relations coordinator.

Randy Hoffman, director of advertising and promotion, KTVX(TV) Salt Lake City, joins KCRA-TV Sacramento, Calif., as creative services director.

Lisa Holloway, production coordinator and producer of on-air promotion, KVEA(TV) Corona, Calif., named producer and writer, ad and promo department.

Cynthia Hill, promotion assistant, noncommercial WNIT-TV South Bend, Ind., joins noncommercial WKAR-TV East Lansing, Mich., as promotion assistant.

Allied Fields

Eutelsat Director General **Andrea Caruso** plans to retire as soon as replacement can be found, he has told staff of European satellite agency. Caruso, who turned 63 last week, cited "personal reasons" for departure.

George Glazer, senior VP, Hill and Knowlton Inc., public relations, New York, elected trustee, Radio-Television News Directors Foundation.

Marvin Bader, VP, Olympics operations, ABC Sports, New York, retires. Bader had been with network since 1954 and held present title since 1980.

Glen G.D. Milne, partner, Napean Development Consultants, Ottawa, Canada, joins Canadian Association of Broadcasters there as senior VP, television.

Appointments at Motion Picture Association of America Inc.: **Ronald R. Putnam**, corporate director of security, General Instrument Corp., New York, named director, Asia/Pacific anti-piracy operations, Taipei, China; **Rico V. Domingo**, executive director and anti-piracy counsel, Philippine Federation Against Copyright Theft, Manila, Philippines, named deputy director, Asia/Pacific anti-piracy operations and regional counsel, Taipei.

Man with the Golden Mike. Joseph A. Flaherty, CBS vice president and general manager of engineering & development, was awarded the 1989 "Golden Mike Award for Technical Achievement" from the National Religious Broadcasters at the NRB convention in Washington Jan. 30. The award was given to Flaherty for his "leadership in the development of high-definition television." Flaherty is chairman of the planning subcommittee of the FCC's advisory committee of advanced television service, a member of the Executive Committee of the Advanced Television Systems Committee and a member of the Advanced Television Test Center's board of directors.

Appointments at Marshall Marketing & Communications Inc.: Pittsburgh: **Patricia Breman**, marketing research director, WXEX-TV Petersburg, Va., named client services representative; **Tom Burkhart**, director, sales and marketing, WDBJ(TV) Roanoke, Va., named director of marketing; **Ira Slakter**, general sales manager, WDTN(TV) Dayton, Ohio, named director of special projects.

Lisa Donneson, VP, media analyst, Salomon Brothers Inc., New York, joins County NatWest Securities USA, investment bank there, as VP, media analyst.

Election results at Eastern Educational Television Network (EEN), Boston: **Jerry Franklin**, Connecticut Public Broadcasting, chairman; **Ward Chamberlin**, noncommercial WETA-TV Washington, vice chairman; **John Porter**, executive director, EEN, president; **Sheldon Siegel**, noncommercial WLVT-TV Allentown, Pa., VP, telecommunications; **Raymond K.K. Ho**, Maryland Public Television, and **J. Michael Collins**, noncommercial WNED-TV Buffalo, N.Y., continue as treasurer and VP, public television programming, respectively. EEN election, program managers steering committee: **Michael Quattrone**, noncommercial WHYY-TV Wilmington, Del., chair; **Lawrence Rifkin**, Connecticut Public Television, vice chair; **Carol Brodtrick**, noncommercial WPMY-TV Huntington, W.Va., secretary.

Maggie Wilderotter, VP, sales and marketing, CableData, Sacramento, Calif., appointed to board of directors, Phoenix Cable Inc., San Rafael, Calif.

Joyce Campbell, senior VP and station manager, noncommercial WETA-TV Washington, elected to Cultural Alliance of Greater Wash-

ington board of directors and appointed to executive committee of board.

Election results, Arizona Cable Forum, Phoenix: **Ivan Johnson**, Dimension Cable, president; **Harold Kronberg**, United Cable, VP; **Gene Gonzalez**, Republic Cable, secretary; **John Craft**, Arizona State University Cronkite School of Journalism and Telecommunications, Treasurer.

Alice Bruce, account executive, *Boston Magazine*, Boston, joins National Cable Advertising there as manager, corporate communications.

Carlene Rogan, director, customer service, American Television & Communications Corp., Denver, joins Choice Cable Corp., Cherry Hill, N.J., as director of system administration.

Appointments at Radio Advertising Bureau, New York: **Anne Bendalin**, VP, Marathon Communications, Dallas, named director, sales and marketing; **Jennifer Lisi**, research analyst, Banner Radio, division of Katz Radio, New York, named research manager.

Robert E. Bennis, director of telecommunications public policy committee, International Communications Association, Washington, joins Private TransAtlantic Telecommunications System Inc., McLean, Va., as senior marketing adviser and consultant.

Dick Paul, former president and general manager, WITN-TV Washington, N.C., joins Snowden Associates, Greenville, N.C., as media broker and broadcast consultant.

Deaths



Raposo

Joseph G. Raposo, 51, composer and music director of long-running PBS children's series *Sesame Street*, died Feb. 5 of complications from lymphoma at Lawrence Hospital in Bronxville, N.Y. Raposo earned five Grammy awards and several gold and platinum albums for such songs as "Sing" and "It's Not Easy Being Green." He received Oscar nomination for his music for "The Great Muppet Caper." Raposo wrote scores for many network and public television programs, including *The Electric Company*, *Three's Company*, and *CBS Morning News*. He also wrote for Broadway, and his works there included *You're a Good Man, Charlie Brown*. Most recently he completed musical stage version of "It's a Wonderful Life." Raposo is survived by his wife, Pat Collins, and four children.

Ven Marshall, 61, former anchor and reporter, WXYZ-TV Detroit, died Feb. 1 of cancer at his home in the Dominican Republic. Marshall joined WXYZ-TV in 1968 as reporter and soon became station's principal reporter on economics and auto industry. Survivors include Marshall's wife, Betty, three sons and two daughters.

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Fleischman and Walsh and the cable connection

Aaron Fleischman was kicking up sand along a deserted beach on the Gulf Coast of Florida in 1975 when he had a thought that has made all the difference. "It seemed so obvious that Chuck [Walsh] and I should set up our own law practice," he says. "I immediately called Chuck and said, 'We've got to do it. We've got to do it.'"

Walsh was enthusiastic, but they agreed to wait a couple of years. Both were happy in their jobs—Fleischman was general counsel of Warner Cable and Walsh general counsel of the National Cable Television Association—and Walsh, having just become a father for the first time, was uneasy about leaving the security of his first professional job. "It appeared to be the great idea, but you had to consider the economics," Walsh says.

But the idea kept gnawing at them, and late that year they decided not to delay. On March 15, 1976, Fleischman & Walsh opened for business with one secretary in an office with room to grow at 1150 Connecticut Avenue in Washington. "We went out into the big unknown," Fleischman says.

The anxiety of the move quickly abated as their former employers became charter clients. Others, mostly cable operators, quickly followed. Within months, the two partners were hiring an associate to keep up with the work load.

As the two friends and partners look back at the past 13 years, at the prompting of a reporter, they seem somewhat surprised but are clearly delighted by the firm's success. On the foundation provided by Warner and NCTA, they have built a prosperous practice representing not only cable companies, but also state and regional cable associations and broadcasting and cellular radio companies. What began as a two-person operation now numbers 18 attorneys (eight partners), with two or three more expected to come aboard soon. Among the current clients: Post-Newsweek Cable, Newhouse Broadcasting, Adelphia Communications, Metro Mobile CTS, Associated Communications and Century Communications (cellular only).

According to the partners, the firm specializes in communications, but tries to provide a full range of services for its clients. For any given client, it will push through paper at the FCC, cajole local officials, prosecute a lawsuit or prepare a public stock offering. Fleischman also acknowledges that he has been the catalyst on more than one deal, matching buyer and seller and following through to closing.

"We are very involved in the heartbeat of a lot of our clients," says Fleischman. "We get involved in their problems," he says. "We are more than than a mail drop for people who want to file a CARS [Cable



AARON ISAAC FLEISCHMAN (right)—partner, Fleischman & Walsh, Washington; b. Jan. 8, 1939, Chicago; BA, English, Trinity College, Hartford, Conn., 1960; LL.B., Harvard Law School, Cambridge, Mass., 1963; private, U.S. Army, 1963-64; attorney, Review Board, FCC, 1964-65; associate, McKenna & Wilkinson, Washington, 1965-68; attorney, CBS Inc., New York, 1968-70; vice president and general counsel, TeleVision Communications Corp., New York, 1970-72; senior vice president and general counsel, Warner Cable Corp., New York, 1972-76; present position since March 1976; single.

CHARLES STRATTON WALSH—partner, Fleischman & Walsh, Washington; b. April 16, 1942, Washington; BS, economics, University of Maryland, College Park, Md., 1964; J.D., George Washington University, 1967; legislative counsel, National Cable Television Association, Washington, 1968-71; assistant general counsel, NCTA, 1972-75; general counsel, NCTA, 1975-76; present position since March 1976; m. Karen Deems, Oct. 25, 1969; children—Ian, 13, and Ashby, 10.

Antenna Relay Station] application or who want to ask an obscure question about the Cable Act or copyright."

The two share an enthusiasm for what they do and a high level of energy in going about it. And, although the friendship that led to the formation of the partnership remains strong, their personal differences are at least as many as their similarities.

Fleischman, 50, is single, lives in the city and is, by his own admission, gradually becoming a "recluse." By contrast, Walsh, 46, factors a wife and two children (13 and 10) into his life, enjoys the small-town atmosphere of Annapolis, Md., where he has lived for the past 19 years, and is more apt to be found at cable gatherings around Washington.

Fleischman's avocation is modern art, and he claims to have "one of the best

collections" of American and European modernism in Washington. His taste is on display in the firm's offices. Among those represented: Terry Winters, Robert Rauschenberg and Carroll Dunham.

Walsh is to athletics what Fleischman is to art. He runs marathons and plays a variety of sports. He will expound on the pleasures of skiing while leaning on a pair of crutches necessitated by a skiing mishap that ruptured and tore ligaments in his legs.

Of the two, Fleischman has the more varied background. After Harvard Law and the Army, Fleischman paid his dues at the FCC as a Review Board attorney and as an associate at the now-defunct (then heavy-weight) communications law firm of McKenna & Wilkinson. For eight years beginning in 1968, he was a corporate lawyer, working for CBS and TeleVision Communications Corp., which, following a merger, became Warner Cable. He was senior vice president and general counsel of Warner when he resigned.

On graduating from law school at George Washington University, Walsh immediately went to work for NCTA and then General Counsel Bruce Lovett. During his eight years at NCTA, Walsh rose from legislative counsel to general counsel. He recalls long days, battling the attempts of broadcasters and program producers to box in the fledgling cable industry with the law and FCC regulations. The experience was as trying and as fruitful as any he would have had at a communications law firm. "I don't think I missed a right of passage working at that association," he says. "It was a terrific experience."

As outside counsel to NCTA since 1976, Walsh has been a key player in the association's legislative initiatives. He was the point man in negotiating a compromise with the National League of Cities that formed the basis for the Cable Communications Policy Act of 1984, a federal law that has fueled cable's extraordinary growth.

Fleischman and Walsh could not have been more interested in the practice of communications laws when they started out together than they are today. "It's that unpredictability that makes this a special area of law," says Walsh. "Who would have thought that syndex, which died eight years ago, would now be resurrected? Who would have thought that four years ago when Congress codified the cable-telco crossownership ban, you would have certain people at the FCC saying that ban should be eliminated? Those are the kinds of things that are interesting, surprising in some cases."

Fleischman says the practice of communications law is as fluid as the technology that underlies it. "The one thing that is great about this practice is it never becomes boring," he says. "If it was the same thing every day, it would be a disaster." ■

CBS last week reorganized television network sales department into three distinct "product lines": entertainment, news and sports. Jerry Dominus, VP of network sales, who will continue to report to CBS marketing division president, Thomas Leahy, is being promoted to senior VP, with direct responsibility for all entertainment program sales and for network's 1992 winter Olympics sales effort. VP, sports sales, Hal Trencher, who previously reported to Dominus, will now report directly to Leahy. News sales will have new head in Bob Silverburg, who had previously been national sales manager for ABC, before leaving to work at Syndicast and own programming firm. Current news VP, John Brooks, will report to Silverburg. Other changes, which could not be confirmed, included possibility that Lyn Andrews, VP, market development, might have new reporting assignment, and that primary responsibility for sales of prime time news programming, including *60 Minutes*, *West 57th* and *48 Hours*, might shift.

Discussions between ABC, CBS and NBC about combining efforts to market network television to advertisers and agencies ("Closed Circuit," Sept. 26) have come to fruition. Announcement is expected soon that **three networks will set up joint office, to be called Network Television Association**, with separate staff and director, and start-up budget of over \$1 million. Search committee has been formed to find head for new organization, which will focus on research and promotion activities.

Sale of additional stations owned by George Gillett-controlled companies seemed likely at end of last week. Gillett told BROADCASTING that discussions were being conducted with potential buyers for WMAR-TV Baltimore, NBC affiliate, and WJW-TV Cleveland, CBS affiliate.

FCC ruled last week that Univision television network is not sub-

ject to financial interest and syndication rules and its affiliates are not subject to prime time access rule because many of its affiliates are low-power television stations. Unanimous vote was taken on circulation.

Mike Shapiro, assistant news director of WTSP-TV St. Petersburg, Fla., **was arrested last week and charged with stealing information from newsroom computer system of rival station WTVT(TV) Tampa, Fla.** According to Bob Franklin, WTVT interim news director, station noticed theft of several files containing confidential news information from its Basys newsroom computer last Jan. 12. Additional thefts were later discovered. Investigation conducted by local phone company and Florida Department of Law Enforcement led to Shapiro's arrest last Tuesday (Feb. 7) on 14 counts of illegal computer theft violations. Shapiro, a former WTVT employee, allegedly committed thefts using personal computer and modem at his home. WTSP-TV placed Shapiro on administrative leave following arrest.

Warner Communications reported fourth quarter net income of \$101.1 million, up 10% from fourth quarter 1987. Revenues were up 5% to \$414 million. In Warner's cable and broadcasting segment, revenues were up 18% for quarter to \$120.4 million; operating income rose 34% to \$21.5 million. Company said that division's results were mainly attributable to growth in Warner Cable's established systems, as well as strong growth in Warner's Brooklyn and Queens cable systems in New York City.

David M. Forbes, president of MGM/UA Distribution Co., has been named to head worldwide marketing activities for MGM/UA Film Group. In his new position, Forbes will oversee domestic distribution, domestic marketing and international marketing activities.

Four-month long negotiations between three television networks and American Federation of Television and Radio Artists have concluded on main portion of 37 contracts which had expired last November. AFTRA executive director, John Hall Jr., was seeking approval from union's national board last week, and will make final presentation to board's eastern section in New York on Wednesday. New three-year contract, which would affect over 2,000 on-air personnel, including news, at owned stations and networks (but excluding prime time entertainment shows) is still subject to ratification by membership, and to completed negotiations of radio code and of contracts for owned stations in New York, Chicago and Los Angeles.

Fox Broadcasting Co. will begin airing its movie night (its third night of prime time programming) **on Monday, May 8**, with broadcast premiere of "The Fly." Monday movie night will air sporadically, with followup nights scheduled: June 5, "Big Trouble in Little China"; July 10, "Jumpin' Jack Flash," and Aug. 28, "Mannequin." When Fox premieres its Monday two-hour prime time block in September, occasional movie night will resume on Tuesdays for at least two airings: Tuesday, Oct. 3, "Black Widow" and Nov. 28, "Predator."

William G. Connolly, president/CEO, Sony Advanced Systems, has been named **winner of NAB's 1989 Engineering Achievement Award.**

Effective March 6, **wCBS-TV New York is dropping USA Today: The Television Show**, which has been airing at 2 a.m. GTG reportedly has at least one other offer from New York station for show, and expects to have new affiliate in place by time wCBS-TV gives it up.

Rainbow Program Services launched SportsChannel Ohio last week, with NBA game between Cleveland and Indiana seen on basic service of Cablevision Systems and Viacom systems (160,000 subscribers) in Cleveland area. Service will carry nine

Affiliate fee plan dropped by ABC

ABC last week backed off from an across-the-board increase in the fee it charges affiliates. The net effect of such an increase would have been to reduce the network's annual cash compensation by \$5.5 million. Instead ABC will seek to raise that money through individual-market compensation negotiations and by improving the affiliates' clearance of its programming, an effort in which it has been promised some help by the affiliates board.

The success of those efforts over roughly the next six months may determine whether ABC would make yet another attempt at reducing compensation across the board. Even with those alternatives, last week's decision virtually ensures that ABC will not meet its budget goal—individual compensation agreements must be decided six months in advance, whereas an across-the-board cut could have been implemented in 30 days.

In the largest market yet publicly recorded, an ABC affiliate recently came under pressure and may even have had a reduction or elimination of its cash compensation. In St. Louis, the network had been pitched by co-located VHF independent KPLR(TV), but just over two weeks ago ABC decided to retain KTVI(TV) as its affiliate. As a condition, Times Mirror-owned KTVI agreed to improve its news performance. ABC and John McCrory, president of Times Mirror Broadcasting—Times Mirror Corp. also owns BROADCASTING—both declined to comment.

ABC is particularly concerned about delays in the airing of Nightline and about preemptions in its daytime schedule, especially during Home, weekend sports and one-time-only preemptions of its prime time schedule. David Lane, chairman of the ABC affiliates board of governors, said there could well be more than a dozen stations that preempt more than 100 hours of prime time programming a year.

more Cleveland games this year and will supplement coverage with umbrella SportsChannel America programming.

British TV made first detailed response last week to UK government white paper advocating dramatic change in broadcasting law. Noncommercial British Broadcasting Corp. argued for retention of its threatened public license fee funding, but agreed to experiment with new revenue sources from subscription-based TV services, one of which it said could use high-definition TV. Commercial Channel Four told the government in oral hearings

it should be made a non-profit subsidiary of new regulatory agency, Independent Television Commission, selling its own advertising, but supplied with minimum funding base from ad revenues of all other terrestrial channels.

International barter advertising enters Soviet television this month, as NBA begins delivering 14 of 1988-89 season games, likely including All-Star game, complete with commercial time filled by Mastercard, Coca-Cola Co. and other sponsors to be named.

NAB to Congress: put telco entry on hold

The NAB is asking Congress to put the brakes on any policy decisions concerning telephone entry into the television business. This week NAB is sending a letter urging lawmakers not to be hasty.

NAB President Eddie Fritts told reporters last week at a Washington press briefing that the association feels it would be "premature for any member to make a commitment" on the issue. The whole idea raises many complex questions for Fritts's industry, he explained. "We do not see the need for a rush to judgment."

The briefing follows in the wake of new developments on the telco-TV front (BROADCASTING, Feb. 6). Two weeks ago, Association of Independent Television Stations President Preston Padden sent a memo to his board that said the phone companies have "embraced the notion of free carriage for local stations. At long last, the telephone industry had decided to seek an alliance with the broadcasters," Padden wrote. The INTV chief's memo was based on a meeting he had with United States Telephone Association President John Sodolski who also gave Padden the minutes from USTA's CATV committee meeting which reported the telco's new position on carriage. Sodolski said his industry was behind the free carriage idea, but denied that USTA and INTV have reached any definitive agreement.

Padden refused to comment when the story broke, but issued a statement last week that seemed to distance INTV a bit from USTA. "We have not taken a position in favor of or opposing repeal of the telco-crossownership provisions. We remain willing to meet with cable and telco" representatives, Padden stated.

Fritts, who met last week with Sodolski said NAB was no-

where near a decision on whether it will oppose or support the telcos's television ambitions. He said they had a "general discussion" but that it was more than a "get acquainted meeting."

Asked if NAB's letter to Capitol Hill was related to his must carry negotiations with National Cable Television Association President Jim Mooney, Fritts said they were unrelated. He indicated that NAB was not willing to make any political trades involving the association's position on telco entry. "Whatever we do with cable is not linked to what we do with the phone companies," replied Fritts. "We told them [NCTA] there would be no quid pro quo." NCTA is vehemently opposed to removing the legislative and regulatory prohibitions that prevent the telephone companies from offering video services in their area of service. It is believed that an alliance with the broadcasters would prove formidable in deflecting USTA's efforts.

Fritts noted that NCTA "has agreed for the first time to a legislative solution" on must carry. Fritts said he and Mooney were engaged in "hard negotiations." Nothing, he added, "comes easy for either side." The three-year-old inter-industry agreement on must carry is serving as the "core" of their negotiations, according to Fritts. This time, however, NAB wants language on channel repositioning.

In the meantime NAB's go-slow approach with the telcos is expected to result in more meetings. Asked what he thought about the INTV's more accelerated pace with USTA, Fritts said Padden's board has issued a position on the subject whereas NAB's television board has not. He said they are keeping each other informed and that "we think we work well together."

Hollings trying again to fund TV Marti

Senator Ernest F. Hollings (D-S.C.) last week opened a new chapter in the saga of TV Marti by introducing legislation to authorize the expenditure of \$32 million on the project over the next two years. The bill (S. 375) will provide the basis for hearings that Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee, has promised as a forum for debating the merits of a television version of Radio Marti, which began broadcasting news and entertainment programs to Cuba on May 20, 1985. With Hollings providing the driving force, Congress last year appropriated \$7.5 million in start-up funds for the project without hearings and with little debate.

The new money would provide for the operation of the television station that Hollings said would deliver "objective, uncensored television programming to the people of Cuba." The bill is co-sponsored by senators from the state where support for the project is strongest—Democrat Bob Graham and Republican Connie Mack, of Florida, as well as by Senators Frank Lautenberg (D-N.J.) and Robert Kasten (R-Wis.). However, passage of the bill may not be easy, despite his assertion in introducing the bill that he had been assured by "top" U.S. Information Agency officials of "the Bush administration's full and enthusiastic support for TV Marti as called for in this bill." Like Radio Marti, TV

Marti would come under the control of USIA.

President Bush during the campaign and Secretary of State James Baker during his confirmation hearings before the Senate Foreign Relations Committee expressed support for the concept of a TV Marti. And officials involved in the project say there has been no change in that position. But those charged with implementing the project have expressed skepticism about its feasibility. Even the U.S. Advisory Commission on Public Diplomacy, generally hard-edged in its anticommunism, has raised questions about a TV Marti. And the NAB, fearful that a TV Marti would lead to an upsurge in the interference problems already experienced by broadcasters in the southeast, would be expected to oppose the project.

TV Marti planners envision transmitting signals from a balloon tethered 14,000 feet above the Florida Keys, and supplementing that operation with an airplane when weather makes it necessary. But an administration decision to proceed with the project has always been regarded as contingent on the outcome of a test to determine whether the proposed station could deliver signals to Havana without interfering with domestic stations. Officials last week said that interference test is six months off.

Editorials

And the winner is...

The FCC, bogged down in a new station comparative allocation process that has become sluggish and unwieldy, has proposed a lottery system similar to the one it now applies to LPTV stations and cellular telephone frequencies. A lottery, says the FCC, would serve the public's interest in a more expedient granting of new stations while not markedly changing the odds of selecting the most qualified applicant for the frequency. As it now stands, the comparative part of the process often does not apply, with some three quarters of the cases settled before an administrative law judge can decide among the applicants according to the comparative criteria. In those settlement cases, Commissioner Patricia Diaz Dennis said, "we play absolutely no role in enforcing our comparative criteria."

A lottery among technically qualified applicants, weighted for some of the preferences now given in comparative proceedings, would probably prove speedier—and could arguably be more equitable—than the current out-of-commission settlements. Parties unhappy with the credentials of the lottery winner could still file petitions to deny, with the FCC then having either to reject the petitions or reject the tentative winner and hold another lottery. There would appear to be the possibility of a bottleneck at the petition-to-deny stage in the lottery, but it is unlikely to match the current five-year snail's pace.

In answer to those who anticipate a flood of speculative applications or ballot box stuffing, the FCC has proposed safeguards. One would require more detailed financial and ownership disclosures. Another would limit applicants to having interest in only one application per channel.

It should be noted that the National Association of Broadcasters is strongly opposed to the lottery idea, recognizing the problem but holding that the FCC should just streamline its procedures. And it will come as no surprise that some of the loudest complaints about the proposed lottery come from communications lawyers, whose meters are running during the legal jockeying the FCC hopes to curtail.

That the current process is broke is clear; whether a lottery will fix it isn't. There is something vaguely disturbing about the fate of a multi-thousand or multi-million dollar broadcast facility hinging on the bounce of the ping-pong ball. But with the average comparative hearing dragging on for five years, the public interest in a speedier system is a legitimate one. If nothing else, the "tentative" decision to implement the procedure will serve as a definite spur to its detractors to propose alternative means of revising the system. If someone is holding a better hand, the FCC has now called it.

Fiber's fever

In a memo to his board of directors, President Preston Padden of the Association of Independent Television Stations sketched out a possible deal with the U. S. Telephone Association for free carriage of local stations—if and when the telcos enter the television industry full force. "However this issue goes in the future," he said, "this is an historic breakthrough with regard to assuring our future in a fibered world."

Was this indeed the shot heard round the world? It surely ricocheted around Washington, with most in the broadcasting establishment and even those in cable concerned that INTV was moving too quickly to the bottom line in negotiations that would probably last for years. Some in the telephone industry, too, were urging a go-slower pace.

Remarkably, however, none were blanching at the idea, as many telephone representatives did when BROADCASTING published its landmark story on the "Telco Armies" last October. One can't escape the inference that the industry's appetite for television has grown apace since then, as has its determination to be a player.

If Padden was quick on the trigger he was also quick to find the shootout. Whether and how telephone companies will be admitted into television are the two most important policy questions facing the Fifth Estate. They may be asked sooner than anyone thought.

Flying high

If *Lonesome Dove* on CBS is any indication, the death of the mini-series has been overrated and the ability of the audience to identify quality programming underrated. The average 80% of the television audience the three networks shared over the four nights of *Dove* should be cause for high spirits beyond the offices of CBS/Entertainment. Bagged by the big guns hauled out at the beginning of a sweeps period, those shares are undoubtedly the exception rather than the rule, but they do give testament to the power of good programming, whatever the delivery system.

Before the Feb. 5 debut of the four-day mini-series, there were some gloomy predictions that the network might not break even on the program, failing to deliver the less-than-extravagant guarantee of an 18 rating. Despite the program's near-universal and often effusive critical acclaim, the argument went, the audience's attention would fail to hold over the slow pace of the initial sequences, or would wander from the old hat (10 gallon) Western format, no matter how intelligently written and skillfully acted, or would be easily wooed to jiggle and giggle elsewhere. In fact, *Lonesome Dove* averaged a 26-plus rating over its four nights, finding an audience larger than that for any mini-series in several years. The audience did divide its loyalties, but many of those who went elsewhere stayed with the broadcast networks, with both ABC and NBC getting respectable shares. (The combined 80 share was a big boost from the usual high 60's with which the networks have had to live in the cable era.)

The networks now must fight for what used to be theirs for the taking. High caliber programming appears to be the right ammunition.



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